



Hard Eight Trading attracts fresh top talent with UpShift's fresh top-notch website design.

hardeight 



industry

- financial
- trading

deliverables

- website
- logo

challenge

Hard Eight is a global proprietary trading firm headquartered in Chicago. Founded in 2004, the firm has grown through its strong entrepreneurial culture—creating a strong base of intellectual capital as well as building and integrating new tools and technology.

Hard Eight Trading asked UpShift for assistance in creating a website that represents the company's unique culture and to assist in campus recruiting and attracting top talent.

solution

Hard Eight Trading is not the stereotypical trading firm. To communicate Hard Eight's unique corporate culture, UpShift designed a website that is unconventional yet professional—to appeal to recent graduates of America's top universities.

Big numbers, bright colors, geometric elements and bold messaging sets the new Hard Eight site apart from any other trading firm's website.

results

The result is a modern, young, energetic website that accomplishes the goal of helping Hard Eight attract employees that want to thrive in their youthful culture.

The Hard Eight website was also honored by Marcom Awards 2013, solidifying its position as a ground-breaking site design.