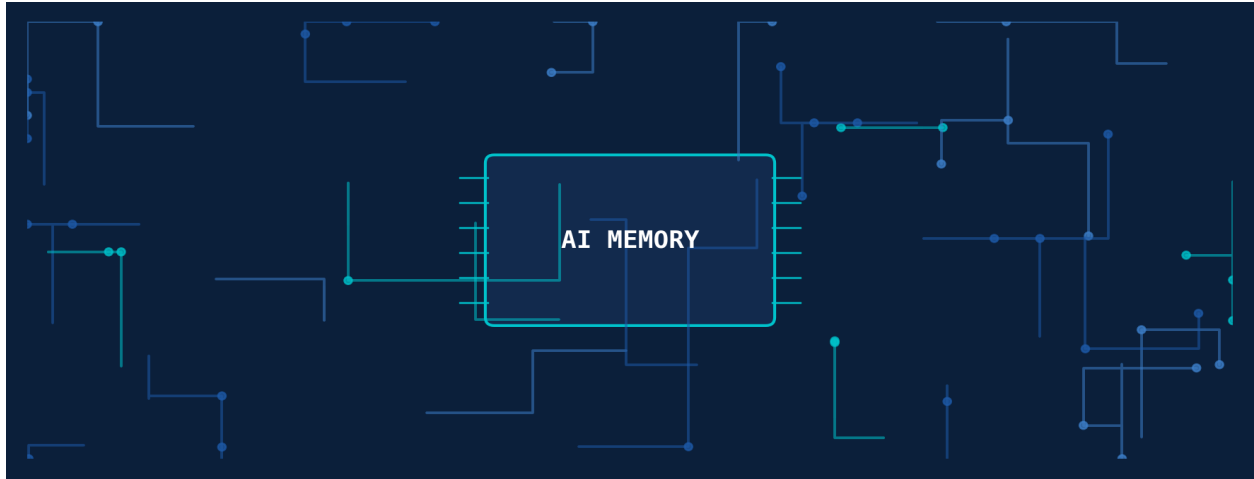




Website Redesign for a Global Semiconductor Company

How Bidspro International helped a global semiconductor manufacturing company revamp its website to better reflect its supply chain vision and improve UI — achieving 40% growth in engaged sessions.

Client

As the AI era accelerates, our client is evolving from a memory supplier into a “Full Stack AI Memory Creator.” This represents its commitment to go beyond meeting customer demands — to become a co-designer, co-architect, and ecosystem partner that drives breakthroughs in AI computing together with its customers.

Challenge

The client needed to enhance its digital presence and create a more user-friendly, visually appealing website to better represent its mission and growing influence in the semiconductor and AI memory space.

The key objectives for the redesign were:

- Developing a modern, engaging, and intuitive frontend for the website
- Ensuring seamless navigation and clear communication for users, enterprise partners, and the broader semiconductor industry
- Designing the website in alignment with the client's innovative, AI-driven, tech-forward ethos
- Improving site performance and user engagement through better UI/UX design



New site layout: streamlined navigation, clear hero messaging, and modular content blocks.

The Journey

We worked closely with the client's internal team to align the frontend with their existing backend systems, ensuring a cooperative and efficient integration.

We began with a kick-off and planning phase. This allowed us to gain a better understanding of the client's needs, review their goals for the website, and align on the project scope. Our design team then worked on crafting a visually appealing and functional layout during the design phase. The goal was to ensure the client's AI-driven, semiconductor-forward ethos was reflected in every detail, from the color scheme to navigation design.

We built the site on Drupal 10 for the content management layer and core frontend architecture. Drupal 10 is a modern, enterprise-grade CMS that combines flexible content modeling with strong security and scalability. By streamlining content workflows and component development, Drupal 10 enabled the rapid delivery of key web components, contributing to a 24% increase in sessions, a 54% boost in event count, and a 24% rise in events per session.

Through a collaborative process, we fine-tuned the site's functionality and user interface, ensuring optimal performance and ease of use.

Technology Stack

Drupal 10

Core CMS powering flexible content management, structured components, and fast frontend delivery

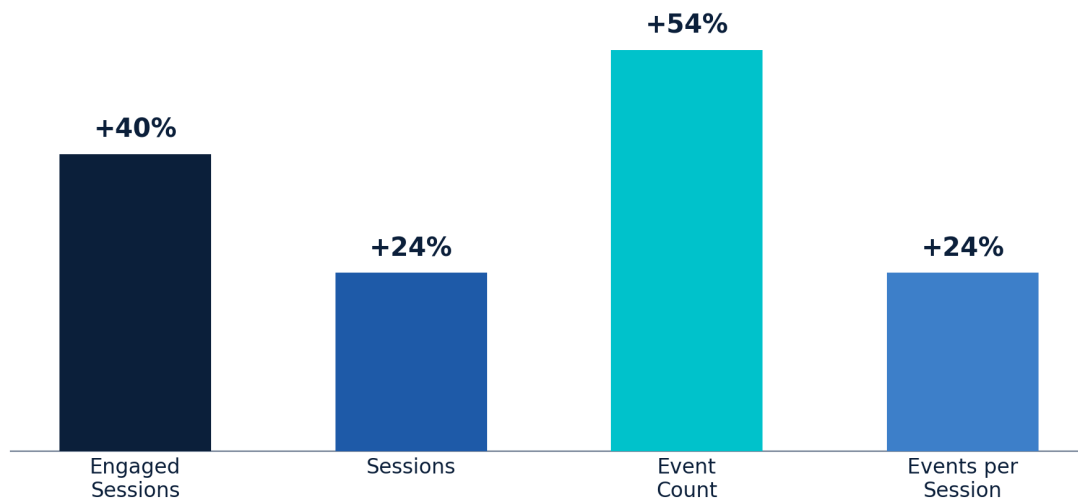
Tailwind CSS

Utility-first approach used to quickly apply consistent styling across the site

TypeScript

Adds strong typing to JavaScript for reliable, maintainable code

Post-Redesign Growth in Key Engagement Metrics



Engagement metrics following the Drupal 10-powered relaunch.

Results

- A more modern and user-friendly website that reflects the brand and its focus on AI-driven semiconductor innovation
- A well-received improvement in site navigation and layout, ensuring a better user experience for visitors and potential partners
- Streamlined performance, making the website more responsive and accessible on various devices
- Organic traffic growth from the website redesign has proved better accessibility for its users

+40% engaged sessions • +24% sessions • +54% event count • +24% events per session