BLUE FISSION

Studio

Who We Are

A principled studio for principled systems.

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Contents

I. Our Purpose

Blue Fission Studio exists to challenge harmful digital practices through ethical design and accessible web development. We specialize in WordPress websites and deceptive design audits offering clarity and integrity where most systems obscure or manipulate.

We build with purpose:

- Accessible, user-first WordPress solutions

- Compact, standards-compliant frontends

- Ethical redesigns of dark pattern-laden interfaces

- Creative systems that prioritize the human experience

We partner with mission-aligned clients who want honest tools, not growth hacks.

II. Our History

Blue Fission Studio grew out of a desire to make web work principled again. After years of working within ad-driven platforms and performance-over-people agencies, we turned instead to craftsmanship, user trust, and systemic repair.

Our early projects focused on transparency and user clarity and the pattern stuck. Today, we operate as the creative service branch of Blue Fission, specializing in frontend builds, audits, and redesigns that reflect what ethical tech should look like on the surface.

We are a studio that's small, intentional, and committed to responsible execution.

III. What We Do

- WordPress Solutions: Custom themes, templates, and plugins with accessible, semantic, performance-first structure.

- Deceptive Design Solutions: Audits, redesigns, and client-ready case studies that dismantle manipulative patterns and rebuild trust.

- Occasional Custom Builds: Approved on a case-by-case basis when alignment, scope, and sustainability justify it.

We avoid closed platforms, unethical infrastructures, and behavior-modification techniques. No surveillance. No manipulation. No gaslighting UX.

IV. Who We Serve

We work with small orgs, independent professionals, designers, and clients who:

- Need a user-friendly, ethical WordPress presence

- Have inherited or suspect dark patterns in their interface

- Want a polished portfolio case study of their fix

- Value real accessibility, not performative compliance

We do not serve crypto/NFT platforms, ad-tech firms, surveillance products, or manipulative lead-gen sites.

V. Meet Buzz & Roi

Buzz and Roi are the studio's official mascots. They aren't tools, assistants, or AI. They're voices that function as creative personas to help us explain how we think.

- Buzz is our excitable dreamer. They believe in experimentation, delight, and building weird, wonderful things.

- Roi is our academic doer. They focus on structure, clarity, and solving the right problem with the right system.

Together, they keep us balanced. They also appear in our documentation, case studies, and educational content.

You can read more about them here.

VI. Why We Exist

Because users deserve interfaces that don't trick them. Because consent isn't optional. Because trust should be designed and never assumed.

> *We don't just want to build. We want to build differently.*

If you do too, we'd be honored to work with you.

Contact Us