

# THOR Digital Launches Dedicated Digital Solutions Practice for Construction and Engineering Firms

*Design studio behind award-winning work for associations & contractors brings web, publication, & data visualization expertise to the capital projects industry*



AUSTIN, TX, UNITED STATES,

September 3, 2026 /EINPresswire.com/ -- [THOR Digital](#), the design and technology studio known for discovering elusive design solutions, today announced the launch of its dedicated Construction & Engineering practice, purpose-built to help contractors, owners, and suppliers in the capital projects industry modernize their digital presence. The announcement coincides with the opening of the 58th ECC PerspECtives Conference, taking place September 9–11, 2026, at the JW Marriott in downtown Austin.

Construction and engineering firms compete for talent, contracts, and mindshare in a market where a company's website and digital communications are often the first — and sometimes only — impression a prospective client or recruit receives. Yet the industry has historically lagged in digital investment, leaving many firms with outdated websites, legacy systems, and publications that undersell world-class work.

THOR Digital's Construction & Engineering practice addresses that gap with a full suite of capabilities tailored to the industry:

- Web development — fast, modern websites that showcase projects and win work
- Publication design — world-class print and digital publications for firms and industry associations
- Data visualization — turning complex project and performance data into engaging visual narratives
- Digital transformation and technology consulting — identifying which legacy systems hold firms back and charting a path forward
- Organizational rebranding — repositioning firms for new markets, new leadership, or new ambitions

John Serrao, Principal of Thor added, "Construction and engineering firms struggle with giving their projects a true digital portfolio presence after they deliver. At THOR Digital, we excel at helping construction firms gain visibility as premium vendors ready to help reindustrialize the country through the large data center and energy buildouts currently underway nationwide. The conversations happening at ECC are exactly the ones we want to be part of."

THOR Digital brings a proven track record in the sector, including Engineering Inc, the digital publication of a pre-eminent engineering association, and a decade of editorial design for Aerospace America. The studio's client roster spans construction, engineering, healthcare, finance, and association work, with longstanding partnerships including Associated Builders and Contractors, the American Institute of Aeronautics and Astronautics, and the National Investor Relations Institute.

"With each project, THOR's team is creative, organized, and professional," said a representative of Associated Builders and Contractors, a THOR client. "I can't imagine a better design partner."

THOR Digital's team will be in Austin throughout the conference, September 9–11. Construction and engineering firms interested in discussing their website, publications, or digital strategy are invited to schedule a one-on-one meeting with THOR during the event at [thor-studio.com](https://thor-studio.com) or by contacting the team directly.

#### About THOR Digital

THOR Digital is a design and technology studio serving associations, non-profits, construction and engineering firms, healthcare organizations, and publishers. From web development and mobile apps to publication design and interactive campaigns, THOR takes organizational communications to the next level. Learn more at [thor-studio.com](https://thor-studio.com).

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