

MIKE FINNEGAN

FULL-STACK SOFTWARE ENGINEER



/ Full-stack software engineer, makes websites and software applications
/ Launched tech startups and worked for big corporations
/ Likes to challenge himself and is passionate about his work
/ Got into tech because he feels he was born to do this work

KEYWORDS:

Motivated
Honest
Intelligent
Flexible
Open-Minded

PROBLEM STATEMENT

Needs a brand identity that will showcase himself, his values, and his work

OBJECTIVE

/ Introduce *MIKE FINNEGAN*
/ Showcase portfolio
/ Establish trust
/ Get hired to make websites and applications

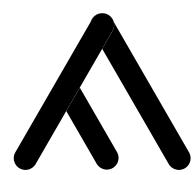
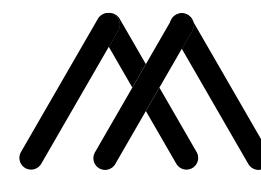
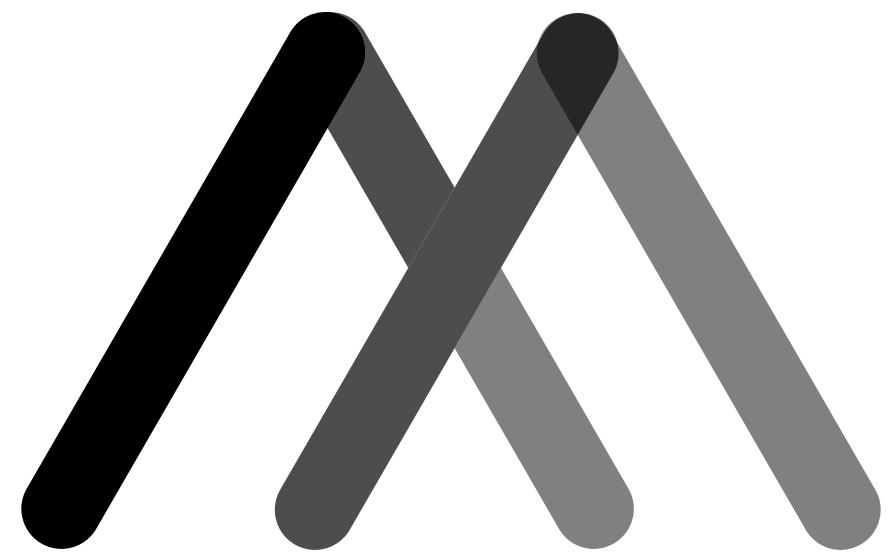
CONVEY

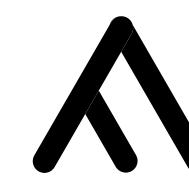
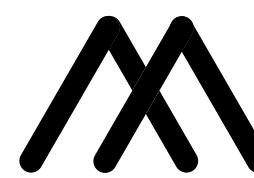
/ Can make apps and websites for anyone's needs, whether it's a complex webapp, an online store, a mobile app, or a simple website
/ Trustworthy and experienced
/ Quality
/ Maintainability
/ Respect

COLOR PALETTE



R1
LOGO CONCEPTS





M





WEB DESIGN CONCEPTS

/ LOGO OPTIONS: APPLICATIONS + CONTEXT

/ HOME
/ SOLUTIONS
/ PORTFOLIO
/ RESUME
/ CONTACT

01. HOME

CURRENT DESIGN

- 5 pages
- black / white / green color scheme
 - green buttons
 - sans serif font
- use of white for negative space
- modern, minimal, technological

PROBLEMS

- no font weight / size variations
- negative space overpowers content
 - lack of focal point
 - elements to give the site voice/personality
- color scheme / consistent application of a color palette to tie elements together in an interesting way

The screenshot shows a dark-themed website layout. At the top is a black navigation bar with white text links for Home, Solutions, Portfolio, Resume, and Contact Me. Below the navigation is a large, light-colored header section featuring a portrait of a person and the text "Mike Finnegan" in a large, bold, sans-serif font. Underneath the name is the title "Full-Stack Software Engineer". Below that is the location "Boulder / Denver". A green rectangular button in the bottom right corner contains the text "Explore solutions". The main content area below the header is currently empty.



HOME SOLUTIONS PORTFOLIO RESUME CONTACT

FULL-STACK SOFTWARE ENGINEER

MIKE FINNEGAN

Boulder / Denver

EXPLORE

The image shows a professional website design for Mike Finnegan. At the top left is a green stylized 'MF' logo. To its right is a horizontal navigation bar with links: HOME (in green), SOLUTIONS, PORTFOLIO, RESUME, and CONTACT. Below the navigation, the text 'FULL-STACK SOFTWARE ENGINEER' is displayed in white. The name 'MIKE FINNEGAN' is prominently featured in large, bold, green letters. A thin horizontal line runs across the page below the name. At the bottom left, the text 'Boulder / Denver' is shown in white. On the bottom right is a green rectangular button with the word 'EXPLORE' in white.

FULL-STACK SOFTWARE ENGINEER

MIKE FINNEGAN

Boulder / Denver

EXPLORE

CONCEPT 01

- dark theme
- left/right aligned
- logo top left, nav top right

fonts

headers (h1)
montserrat classic
48pt

body (body copy, links, +)
open sans light
9-11pt



FULL-STACK SOFTWARE ENGINEER

BOULDER / DENVER

[HOME](#) [SOLUTIONS](#) [PORTFOLIO](#) [RESUME](#) [CONTACT](#)



MIKE FINNEGAN

[EXPLORE](#)

CONCEPT 03

- dark theme
- centered (combination)
- logo displayed on home only (or centered within nav on other pages)

fonts

headers (h1)
 montserrat classic
 48pt

body (body copy, links, +)
 open sans light
 9-11pt



The image shows a two-panel design for a website. The left panel is black and features a large, stylized 'M' logo composed of two overlapping bars, one grey and one green. Below the logo, the text "FULL-STACK SOFTWARE ENGINEER" and "BOULDER / DENVER" is displayed in a small, white, sans-serif font. The right panel is a solid bright green color. On this panel, the name "MIKE FINNEGAN" is written in large, bold, black capital letters. In the bottom right corner of the green panel, there is a white rectangular button with the word "EXPLORE" in black capital letters.

HOME SOLUTIONS PORTFOLIO RESUME CONTACT

MIKE FINNEGAN

FULL-STACK SOFTWARE ENGINEER
BOULDER / DENVER

EXPLORE

CONCEPT 04

- dark + accent theme
- split combination
- logo top left, nav top right
- additional pages will have white / light themed background

fonts

headers (h1)
montserrat classic
48pt

body (body copy, links, +)
open sans light
9-11pt



02. SOLUTIONS

CURRENT DESIGN

PROBLEMS

- text layout and orientation can be more engaging
- outdated icons
- lack of branded/organized elements:
 - + elements to give the site voice/personality
- + color scheme / consistent application of a color palette to tie elements together in an interesting way
- layout reads almost like a document

QUESTION: how do we make this page more engaging and interesting in such a way that people *believe* you can offer them something for their business?

[Home](#)

[Solutions](#)

[Portfolio](#)

[Resume](#)

[Contact Me](#)

What Can I Do For Your Business?

I've launched several successful SaaS products and developed custom software for clients in the marketing, manufacturing, food/beverage, and pharmaceutical verticals. I've developed, extended, and maintained complex ERP, CRM, and Inventory Management systems.

I'd be eager to learn more about your software needs, and conduct a feasibility analysis.

Some of the more common software development work I do is listed below:



Websites of all kinds, from simple brochure sites to complex e-commerce and business systems.



Apps for any platform - mobile and desktop.



Dashboards, spreadsheets, pdf reports, data imports and exports, and more.



Web APIs, database schema design, process automation, app integrations, web scraping, and hosting.

[Explore portfolio](#)


HOME SOLUTIONS PORTFOLIO RESUME CONTACT

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[PORTFOLIO](#)

[HOME](#) [SOLUTIONS](#) [PORTFOLIO](#) [RESUME](#) [CONTACT](#)

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[PORTFOLIO](#)


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[PORTFOLIO](#)

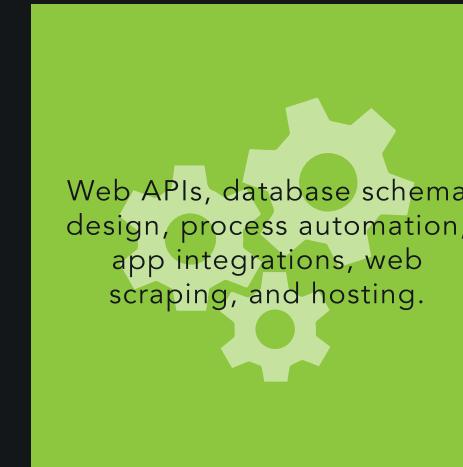
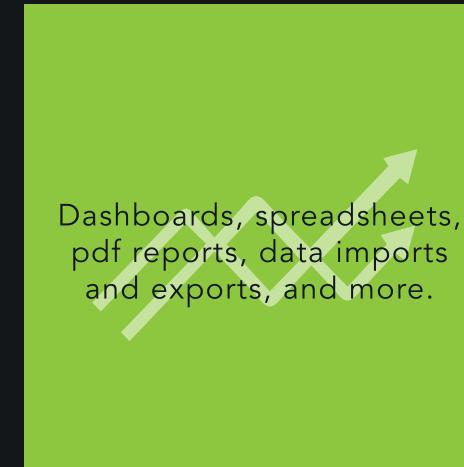
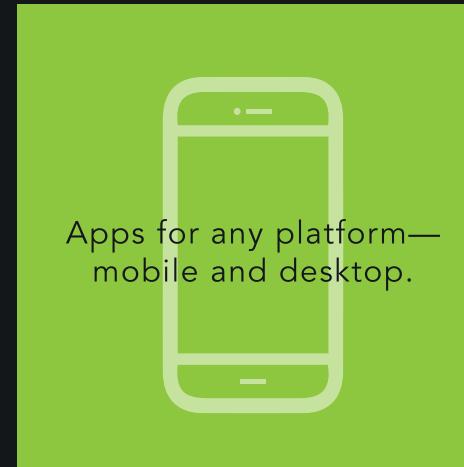
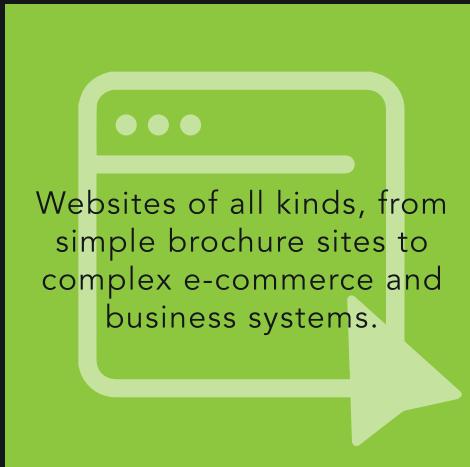


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[HOME](#) [SOLUTIONS](#) [PORTFOLIO](#) [RESUME](#) [CONTACT](#)

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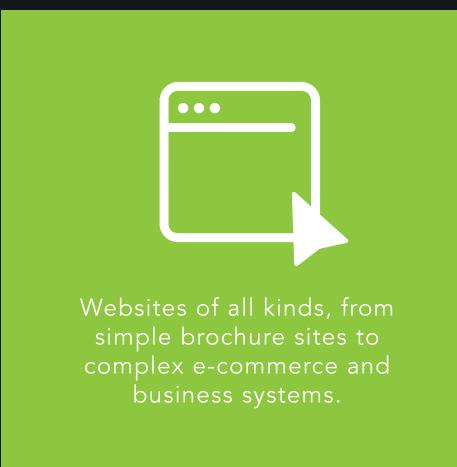


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03. PORTFOLIO

CURRENT DESIGN

PROBLEMS

- needs to make use of an interesting layout to draw users into wanting to check out the work
- maybe display text/link/icon that links over to a more detailed page with the image + description of each portfolio item?

OR

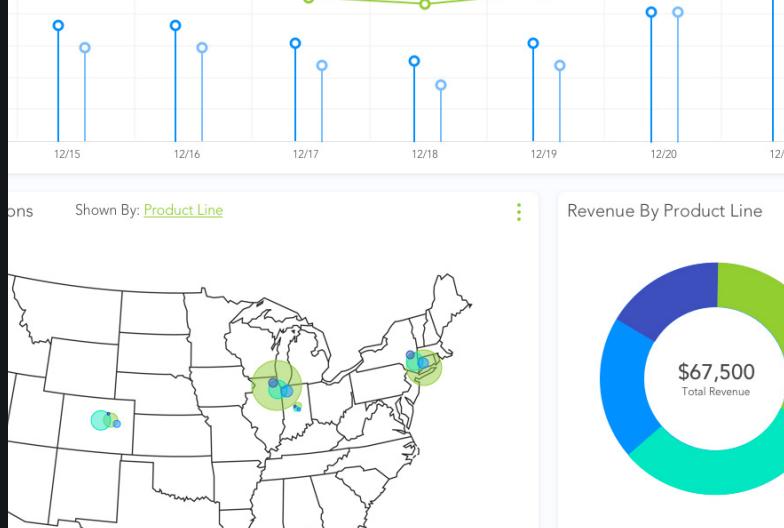
- keep the new window each portfolio item opens up on the same (enlarged image with description) but remove the preview images on the portfolio page itself until each project title is clicked

The image displays several screenshots of user interface designs:

- Portfolio:** A dashboard titled "Portfolio" featuring a Sales Results Dashboard, Sales Lead Analysis, Sales Results Filtering, and Sales Lead Assignment.
- Sales Results Dashboard:** Shows a map of the United States with regional sales data, a bar chart for "Revenue by Product Line" (\$67,500), and line graphs for "Revenue" and "Margin".
- Sales Lead Analysis:** Displays "Incoming Performance" and "Phone Analysis" charts.
- Sales Results Filtering:** A search interface with filters for "Demographic (D)", "Product Line (P)", and "Market (M)".
- Sales Lead Assignment:** A table showing lead assignments across various teams.
- Manufacturing:** A screenshot of a Manufacturing interface showing "My Tasks (100)" and "Quality". It includes sections for "Picking SO WEBNASA" (INSTANCE: WMSQA_BUILD: 2006ALPHA_1082), "Admin", and "Sign Out".
- Warehouse Management:**
 - Picking Screen:** Shows picking tasks for "RPOP", "BPOP", and "CPOP" with descriptions like "Raspberry flavored lollipops shaped like stars pick route ECOM".
 - Inbound Load Screens:** Two versions of the "INBOUND LOAD" screen for "Ree Load ID: 1" and "Ree Load ID: 2". They include tabs for "LOAD INFO", "DRIVER", "TRACKING", "INSPECTION", "BOL INFO", "RECEIPTS", and "MEDIA".
 - Receiving Screen:** Shows an "Upload New File" section with a cloud icon and a progress bar.
 - Media Screen:** A "Let's work together" button.

M
[HOME](#)
[SOLUTIONS](#)
[PORTFOLIO](#)
[RESUME](#)
[CONTACT](#)

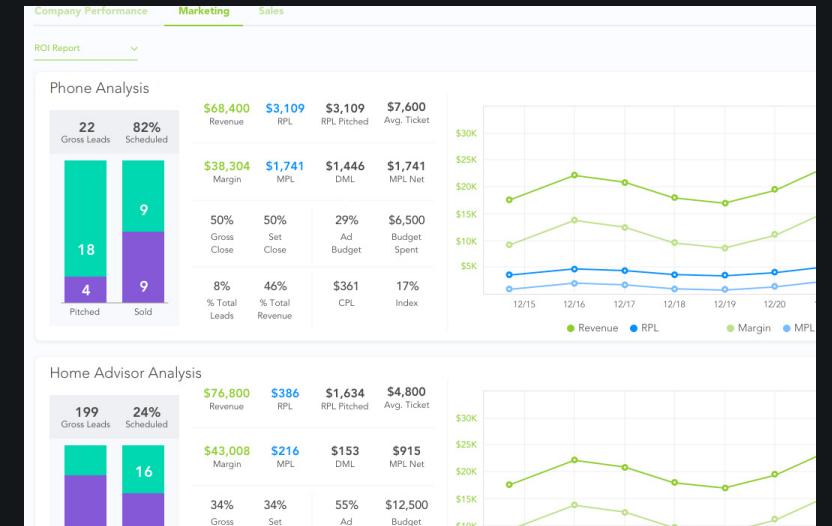
PORTFOLIO—



This is a dashboard screen that allows users to analyze sales results, grouped by marketing campaign.

SALES RESULTS DASHBOARD

This is a dashboard screen that allows users to see, at a high level, what sales occurred, and in what markets.



HOME **SOLUTIONS** **PORTFOLIO** **RESUME** **CONTACT**

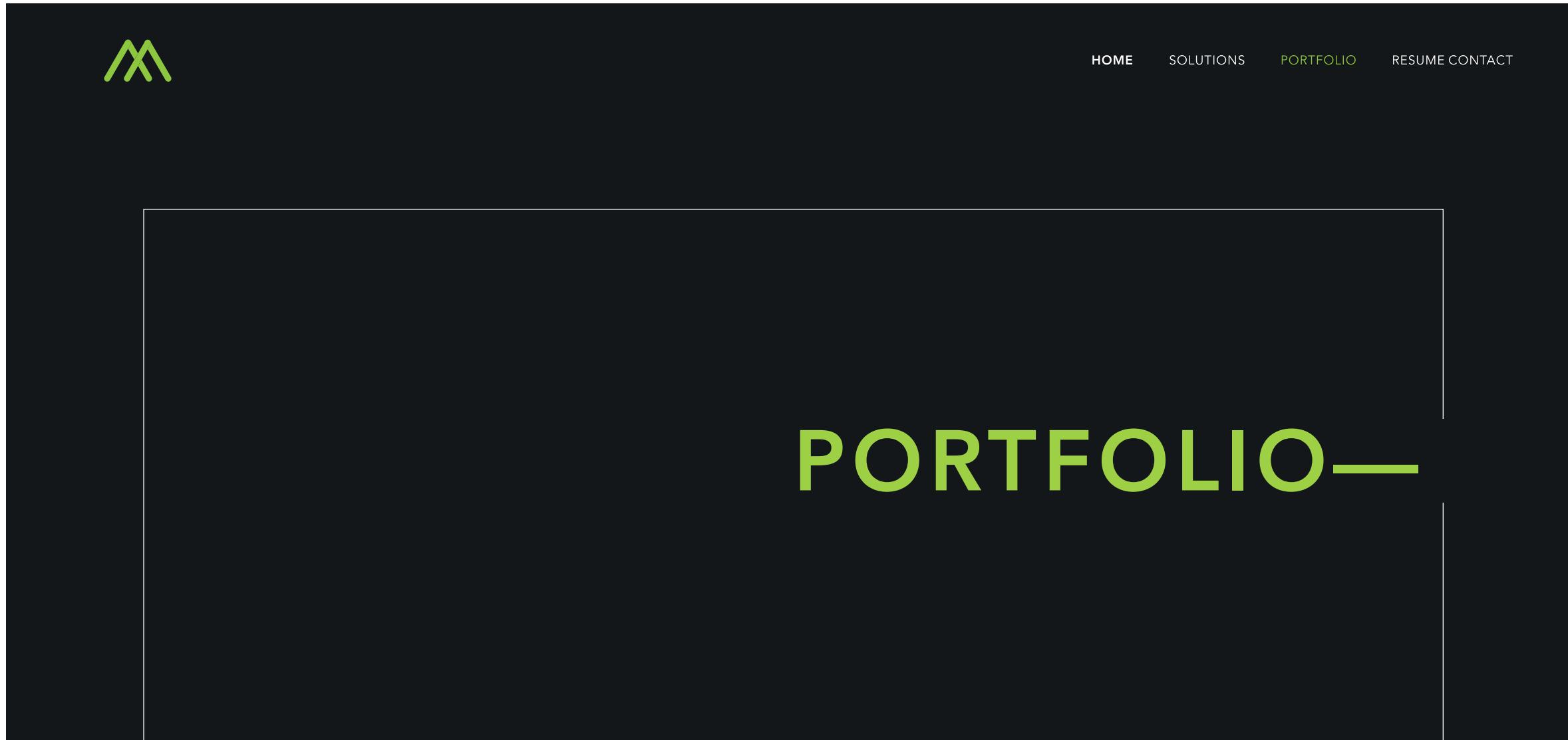
PORTFOLIO—

SALES RESULTS DASHBOARD

Demographic (3)

Product Line (1) X Market (1)

Assignment



SALES RESULTS DASHBOARD

This dashboard provides a comprehensive overview of sales performance across various dimensions. Key metrics include Revenue (\$67,500), Margin (24%), and CPL (\$361). The chart shows a steady increase in revenue over time, with a significant jump in December. The map highlights regional distribution across the United States.

Marketing Performance

Marketing performance metrics include Revenue (\$48,400), Margin (\$3,109), CPL (\$1,741), and Index (17%). The chart illustrates a fluctuating trend in revenue and margin over the last 7 days. The sidebar displays scheduled tasks for the week.

Sales Analysis

Sales analysis metrics include Revenue (\$76,800), Margin (\$216), CPL (\$153), and Index (55%). The chart shows a general decline in revenue and margin from December 15 to 19. The sidebar displays demographic filters for gender, age, and children present.

Lead Management

Lead management table showing leads assigned to Steve Day, John Simpson, and others. It includes columns for Lead Type, Lead Name, Lead Status, Address, Demo Group, Assigned To, Rep #, RPL, and Rank. A note indicates a lead is located on the 3rd floor in suite 200.

The image shows a dark-themed website portfolio. At the top right, there is a navigation bar with links: HOME, SOLUTIONS, PORTFOLIO, RESUME, and CONTACT. On the far left, there is a stylized green logo resembling a stylized letter 'M'. The main title 'PORTFOLIO' is centered in large, white, sans-serif capital letters. Below the title, there are four separate dashboard examples arranged horizontally. Each dashboard has a light gray header with dropdown menus for 'Time', 'Region', 'Sales Rep', and 'Product Type'. The first dashboard, titled 'SALES RESULTS DASHBOARD', features a map of the United States with green dots representing sales data, a large green circle at the bottom right labeled '\$67,500 Total Revenue', and two line graphs showing 'Revenue' and 'RPL' over time. The second dashboard, titled 'Marketing', includes a bar chart for 'Sales Performance' and two line graphs for 'Revenue' and 'Margin'. The third dashboard, titled 'Demographic (3)', displays three demographic filters: 'Gender: Female', 'Age: 18-24', and 'Children Present: Yes', with a line graph showing 'Revenue' and 'Margin' for these segments. The fourth dashboard, titled 'Management', is a table of leads with columns for 'Lead Type', 'Lead Name', 'Lead Status', 'Address', 'Demo Group', 'Assigned To', 'Rep #', 'RPL', and 'RPL %'. It also includes a table for 'Availability' and a table for 'Schedule'.

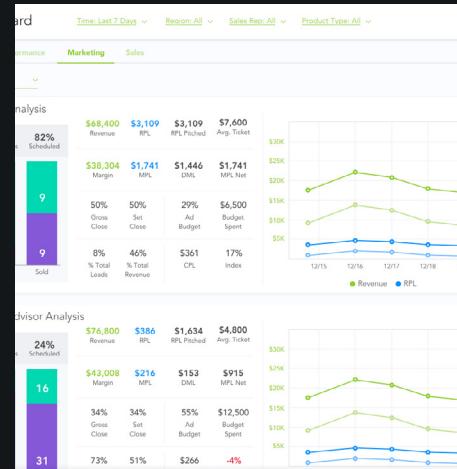
HOME **SOLUTIONS** **PORTFOLIO** **RESUME** **CONTACT**

PORTFOLIO —



SALES RESULTS DASHBOARD

This dashboard provides a comprehensive overview of sales performance across various product lines. Key metrics include Total Revenue (\$67,500), Total Leads (9), and Total Revenue by Product Line (Product 1: \$38,304, Product 2: \$29,196). The dashboard also features a map of the United States showing regional distribution and a line chart tracking Revenue and RPL over time.



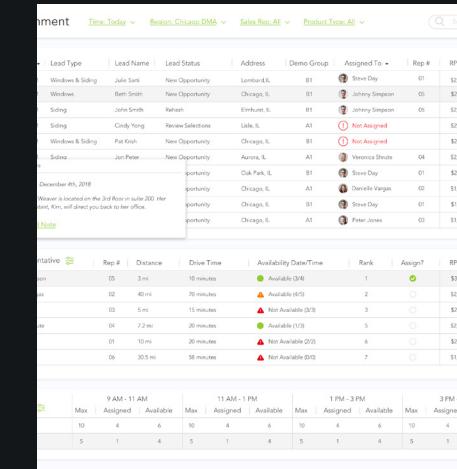
Marketing Performance

This dashboard highlights marketing performance with key figures like Revenue (\$68,400), RPL (\$3,109), and Avg. Ticket (\$7,600). It includes a line chart showing Revenue and RPL trends from December 15 to December 20, and a bar chart for Advisor Analysis.



Demographic (3), **Product Line (1)**, **Market (1)**

This section focuses on demographic analysis for females aged 18-24, showing children present as a factor. It includes a line chart comparing Revenue and Margin over time.



Lead Management

This dashboard tracks lead opportunities across various departments. It shows a list of leads with details like Lead Name, Lead Status, and Assigned To, along with a table for appointment scheduling and availability.

HOME **SOLUTIONS** **PORTFOLIO** **RESUME** **CONTACT**

PORTFOLIO—

The image displays a Sales Dashboard on the left and two雷射切割 (laser cut) prototypes of a software interface on the right.

Sales Dashboard:

- Header:** Time: Last 7 Days, Region: All, Sales Rep: All
- Top Charts:**
 - Revenue & Margin Analysis: Total Revenue \$48,400, Total Margin \$3,109, Total PNL \$1,446, Avg. Total \$7,600.
 - Driver Analysis: Total Revenue \$18,104, Total Margin \$3,884, Total PNL \$1,634, Avg. Total \$4,800.
- Bottom Map:** Shows total revenue by state.
- Callout:** SALES RESULTS DASHBOARD

Software Prototypes:

Two雷射切割 (laser cut) prototypes of a software interface are shown side-by-side. Each prototype consists of a top header and a bottom chart area.

Header (Top of Prototypes):

- Demographic (3), Product Line (1), Market (1)
- Gender: Female, Age: 18-24, Children Present: Yes

Bottom Chart Area:

- Line chart showing Revenue (green line with circles) and RPL (blue line with circles) from December 15 to December 20.
- Legend: Revenue (green circle), RPL (blue circle).

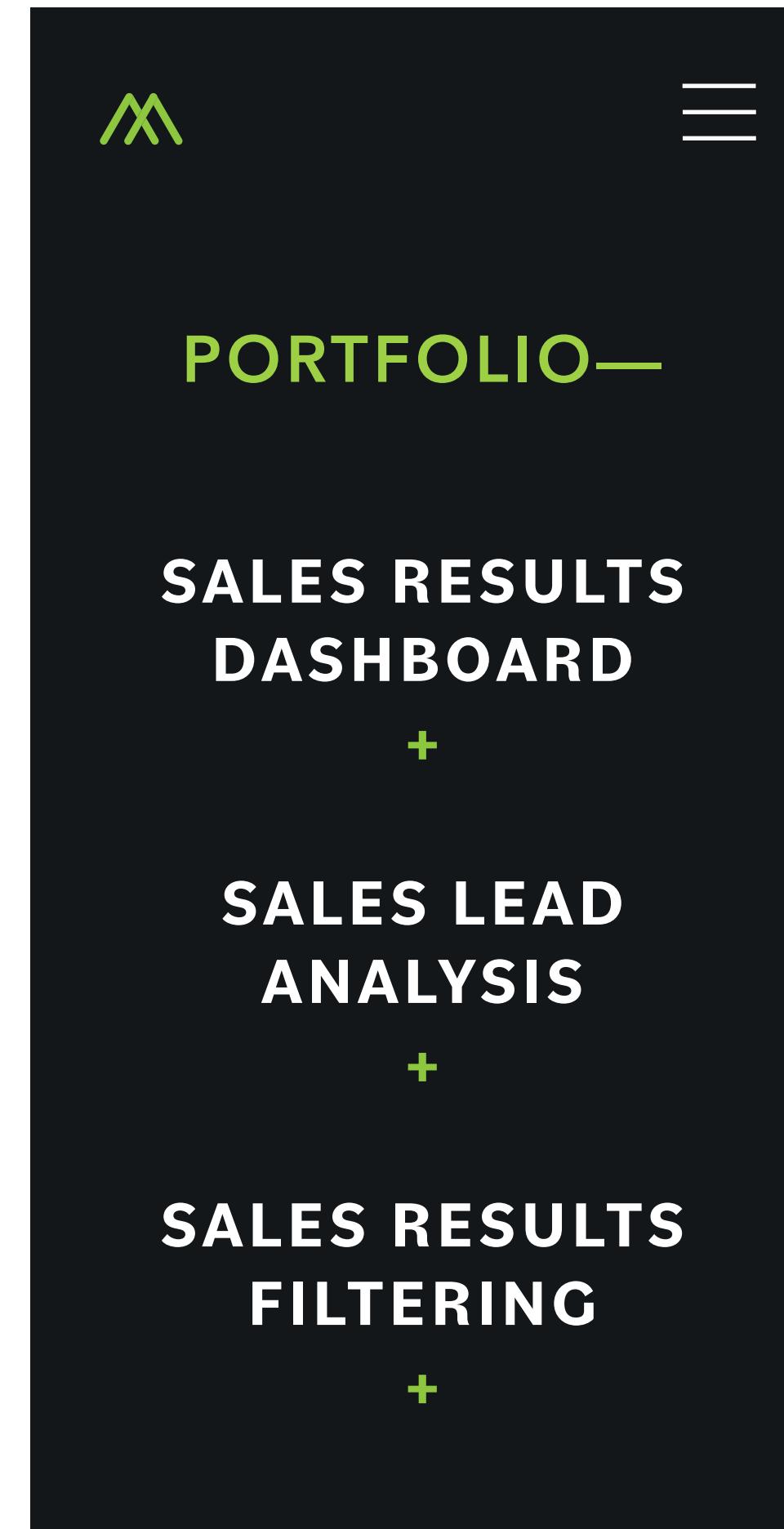
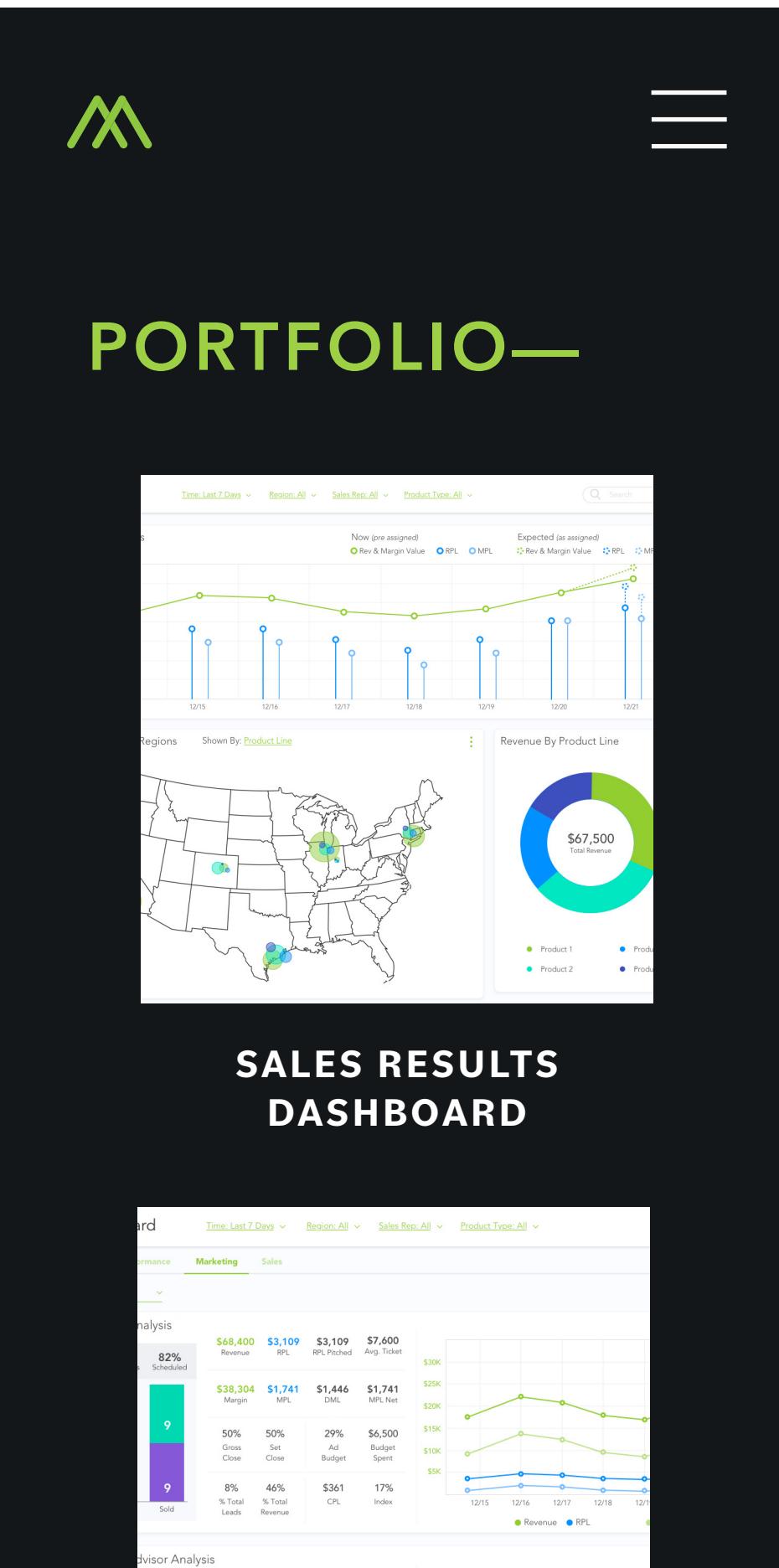
Table (Right Side of Prototypes):

Lead Type	Lead Name	Lead Status	Address	Demo Group	Assigned To	Rep #	RPL
Windows & Siding	John Smith	New Opportunity	Lombard, IL	B1	Steve Day	01	\$2,967
Windows	Ben Smith	New Opportunity	Chicago, IL	B1	Jeffrey Simpson	02	\$2,642
Siding	John Smith	Reopen	Evanston, IL	B1	Jeffrey Simpson	03	\$2,509
Siding	Cindy Young	Review Selections	Ukka, IL	A1	(Not Assigned)	04	\$2,028
Windows & Siding	Pat Kish	New Opportunity	Chicago, IL	B1	(Not Assigned)	05	\$2,117
Siding	Jon Peter	New Opportunity	Arvada, IL	A1	Veronica Shuda	06	\$2,549
Siding	John Smith	Potentially	Oak Park, IL	B1	Steve Day	07	\$2,646
Siding	John Smith	Potentially	Chicago, IL	A1	Denice Vargas	08	\$1,988
Siding	John Smith	Potentially	Chicago, IL	B1	Steve Day	09	\$1,855
Siding	John Smith	Potentially	Chicago, IL	A1	Peter Jones	10	\$1,744

The image shows a dark-themed website portfolio page. In the top left corner is a green stylized 'M' logo. To its right is a horizontal navigation bar with the following menu items: HOME, SOLUTIONS, PORTFOLIO (which is highlighted in green), RESUME, and CONTACT. The main title 'PORTFOLIO—' is centered in large, bold, green capital letters. Below it, a list of eight items is presented in white text, each ending with a right-pointing arrow:

- 1 Sales Results Dashboard >
- 2 Sales Lead Analysis >
- 3 Sales Results Filtering >
- 4 Sales Lead Assignment >
- 5 Warehouse Management Homescreen >
- 6 Warehouse Management Picking Screen >
- 7 Warehouse Management Receiving Screen >
- 8 Warehouse Management Receiving Media Screen >

In the bottom right corner, there is a small rectangular button with the word 'CONTACT' in white capital letters.



04. CONTACT

CURRENT DESIGN

PROBLEMS

- form is too large, does not have to be full-width
- lack of branded elements to make the content look organized and cohesive
- split grid can make the form more engaging to fill out

The screenshot shows a contact form with a dark header bar containing navigation links: Home, Solutions, Portfolio, Resume, and Contact Me. Below the header, a large text area encourages users to leave their info and a message. The form consists of four input fields: Name, Email Address, Phone Number, and Message, each with a corresponding label above it. A green "Send message" button is located at the bottom right of the form area.

Let's get in touch! Leave me your info and a message, and I will get back to you ASAP.

Name

Email Address

Phone Number

Message

Send message



HOME SOLUTIONS PORTFOLIO RESUME CONTACT

LET'S GET IN TOUCH.

MIKE FINNEGAN
000.000.0000

email@web.com

Leave me your info and a message, and I will get back to you.

NAME

EMAIL

PHONE NUMBER

MESSAGE

SEND



HOME SOLUTIONS PORTFOLIO RESUME CONTACT

LET'S GET IN TOUCH.

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NAME

EMAIL

PHONE NUMBER

MESSAGE

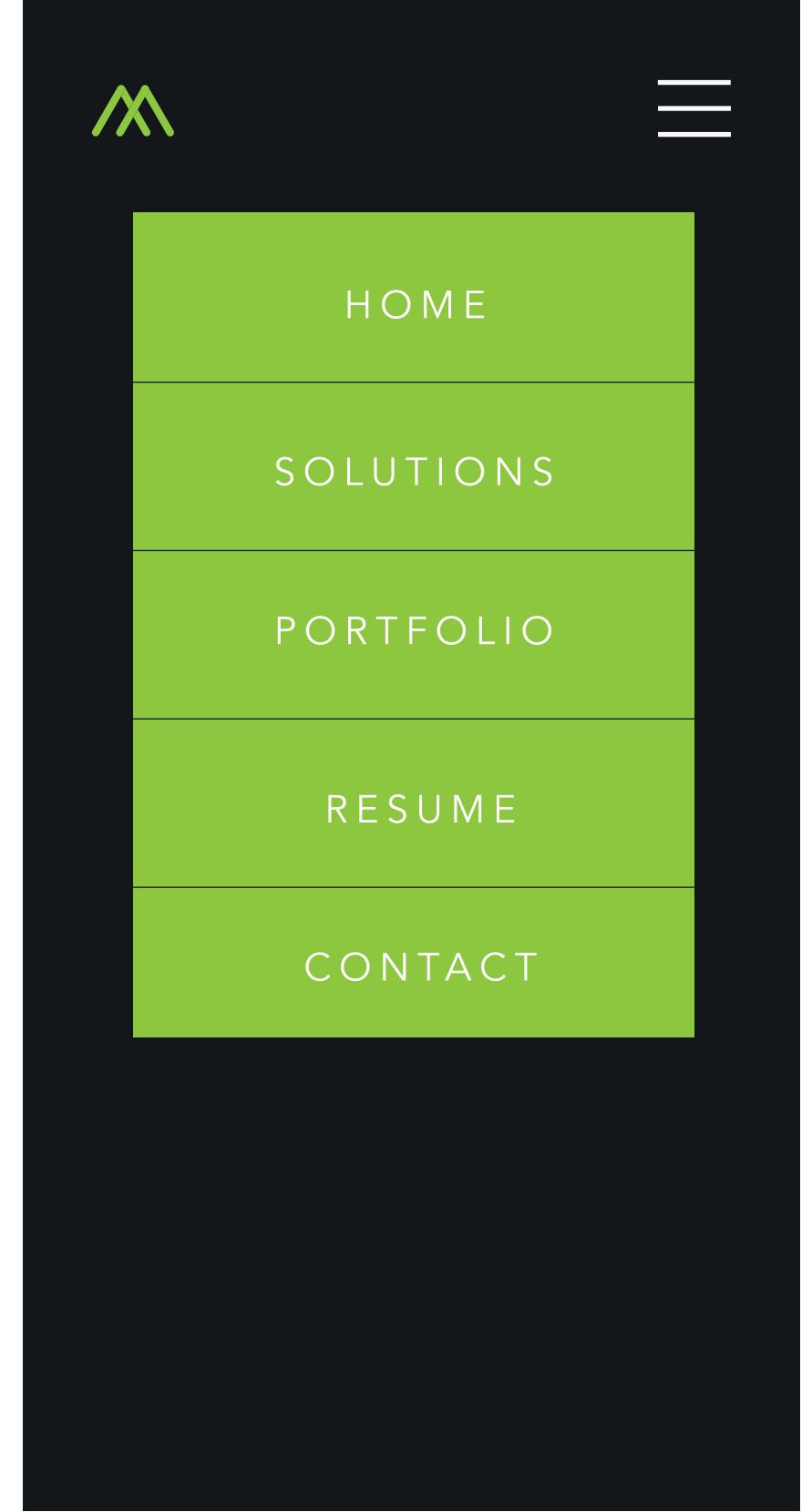
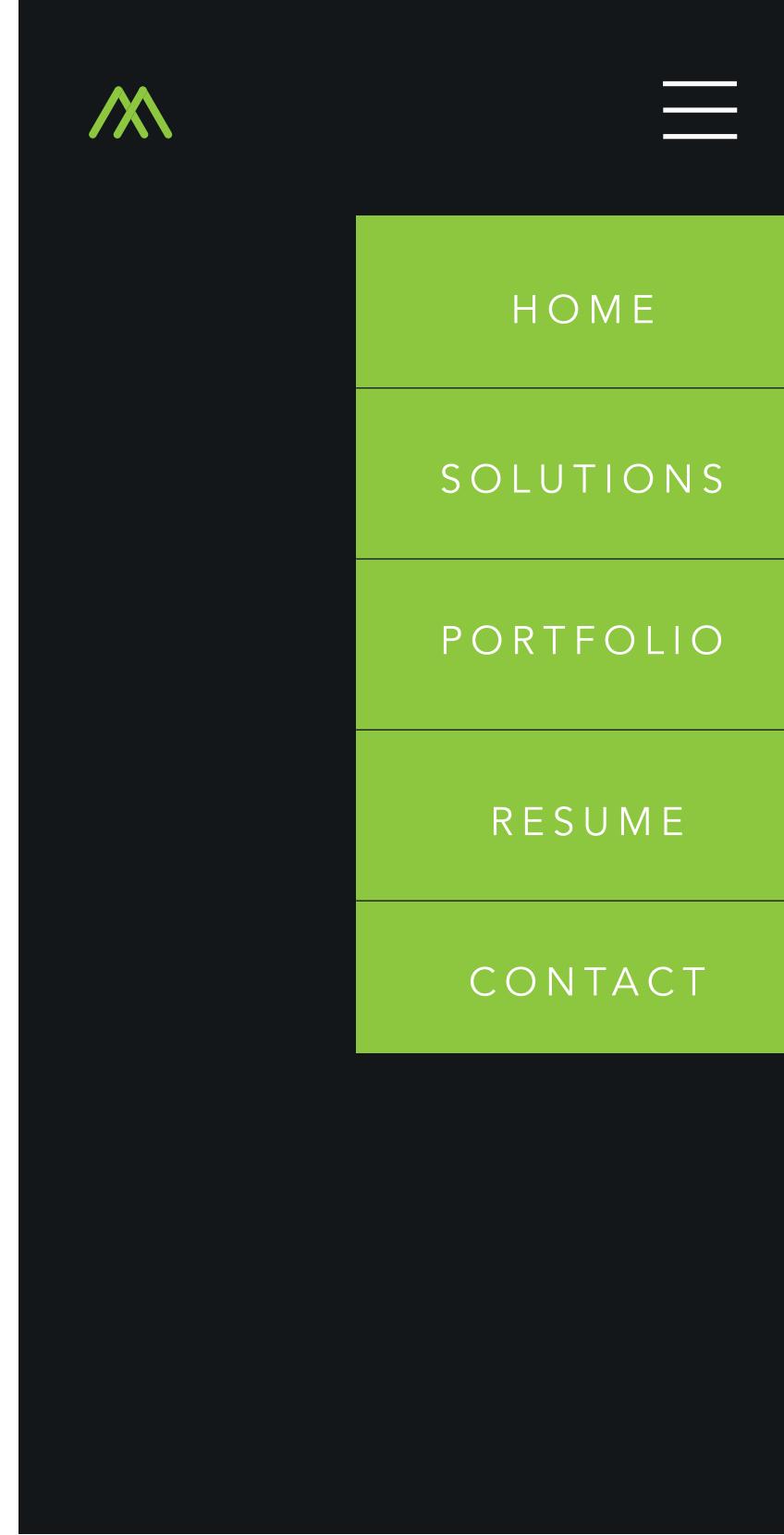
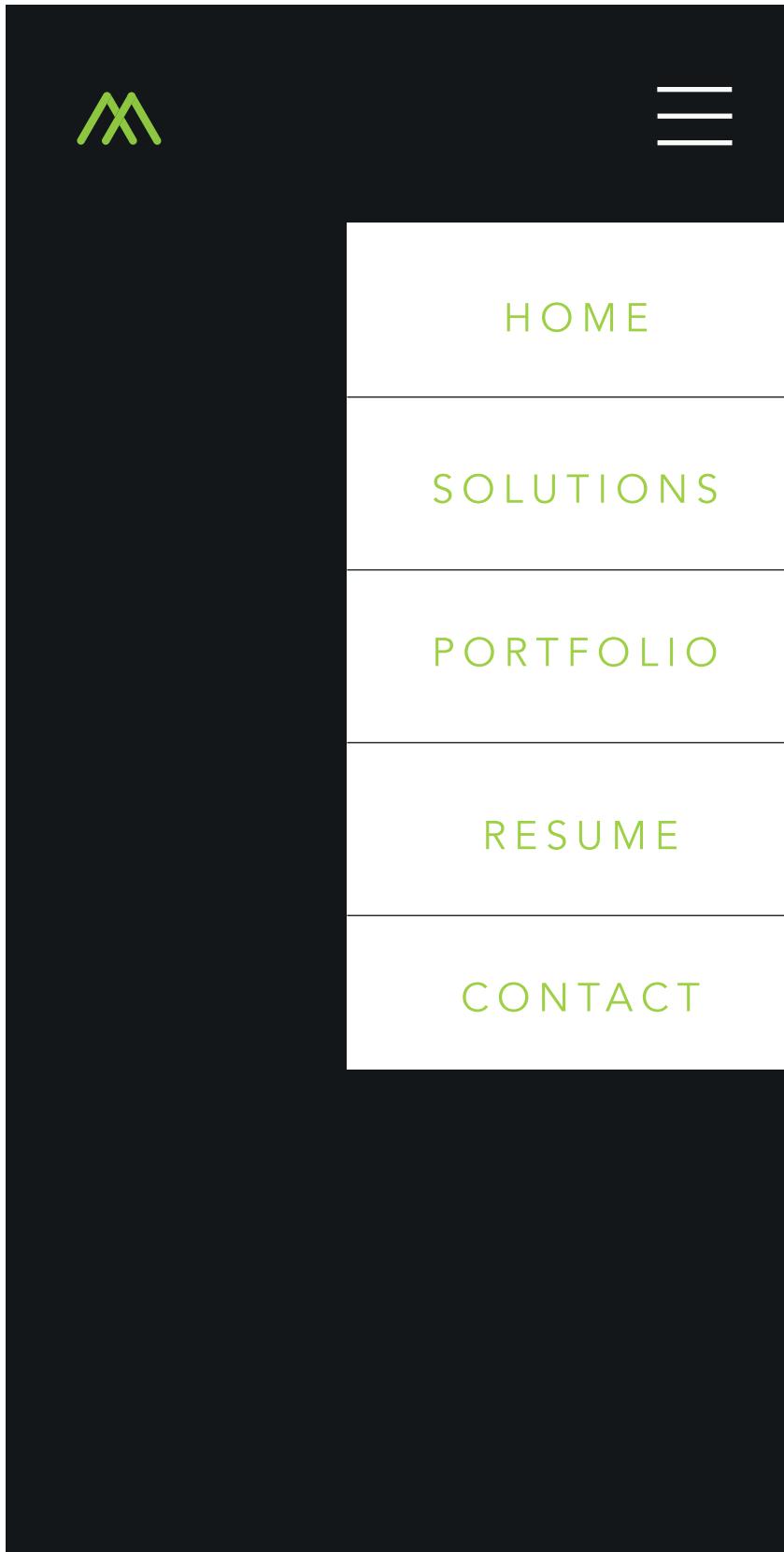
SEND

A mobile phone interface with a black background. At the top left is a green stylized 'M' logo, and at the top right are three horizontal white bars. In the center, the text "LET'S GET IN TOUCH." is displayed in large, bold, green capital letters. Below this, "MIKE FINNEGAN" is written in smaller green capital letters, followed by his phone number "000.000.0000" and email address "email@web.com". A message in white text reads: "Leave me your info and a message, and I will get back to you ASAP." Below the message are four input fields: "NAME", "EMAIL", "PHONE NUMBER", and "MESSAGE", each with a white background and black border.

A mobile phone interface with a white background. It features the same green 'M' logo and three horizontal bars at the top. The central text "LET'S GET IN TOUCH." is in large green capital letters. Below it, "MIKE FINNEGAN" is in green capital letters, followed by "000.000.0000" and "email@web.com". A white message text reads: "Leave me your info and a message, and I will get back to you ASAP." Below the message are four input fields: "NAME", "EMAIL", "PHONE NUMBER", and "MESSAGE", each with a light gray background and black border.

UPDATED ICONS





BUTTON STYLES FOR ALL PAGES

EXPLORE

EXPLORE

EXPLORE

NAVIGATION STYLE OPTIONS

HOME

SOLUTIONS

PORTFOLIO

RESUME

CONTACT

HOME

SOLUTIONS

PORTFOLIO

RESUME

CONTACT

HOME

SOLUTIONS

PORTFOLIO

RESUME

CONTACT

TYPOGRAPHY

SITEWIDE FONTS

Avenir

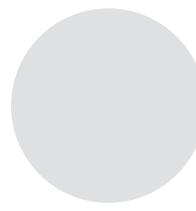
GOOGLE FONT REPLACEMENTS

Helvetica
Montserrat
Nunito
Lato

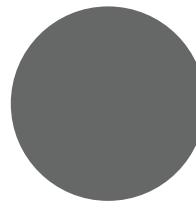
FONT SIZES

Headers (h1+)
24-48 pt

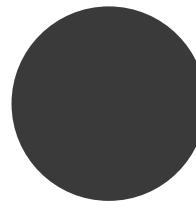
Body (body copy, links, +)
9-12 pt



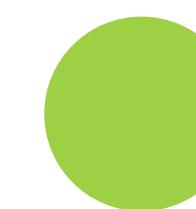
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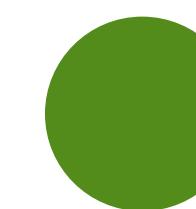
#666766



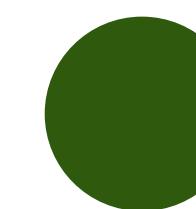
#3a3a3a



#9ed046



#538c1b



#2f590d



#13171a

