



MARAIS  
SOOR

# Design Portfolio 2025

**Hello. I'm Marais**, and after a brief, confusing detour into the worlds of formulaic engineering and the dark arts of insurance commission, I'm now where I belong.

Grounded by my passion for Informatics, I run a one-man design studio with one goal: to cut the complexity and deliver fast, low-BS websites that actually work for people. It turns out, mixing logic and creativity is much more fun than selling someone a retirement plan.



## Technology & Software



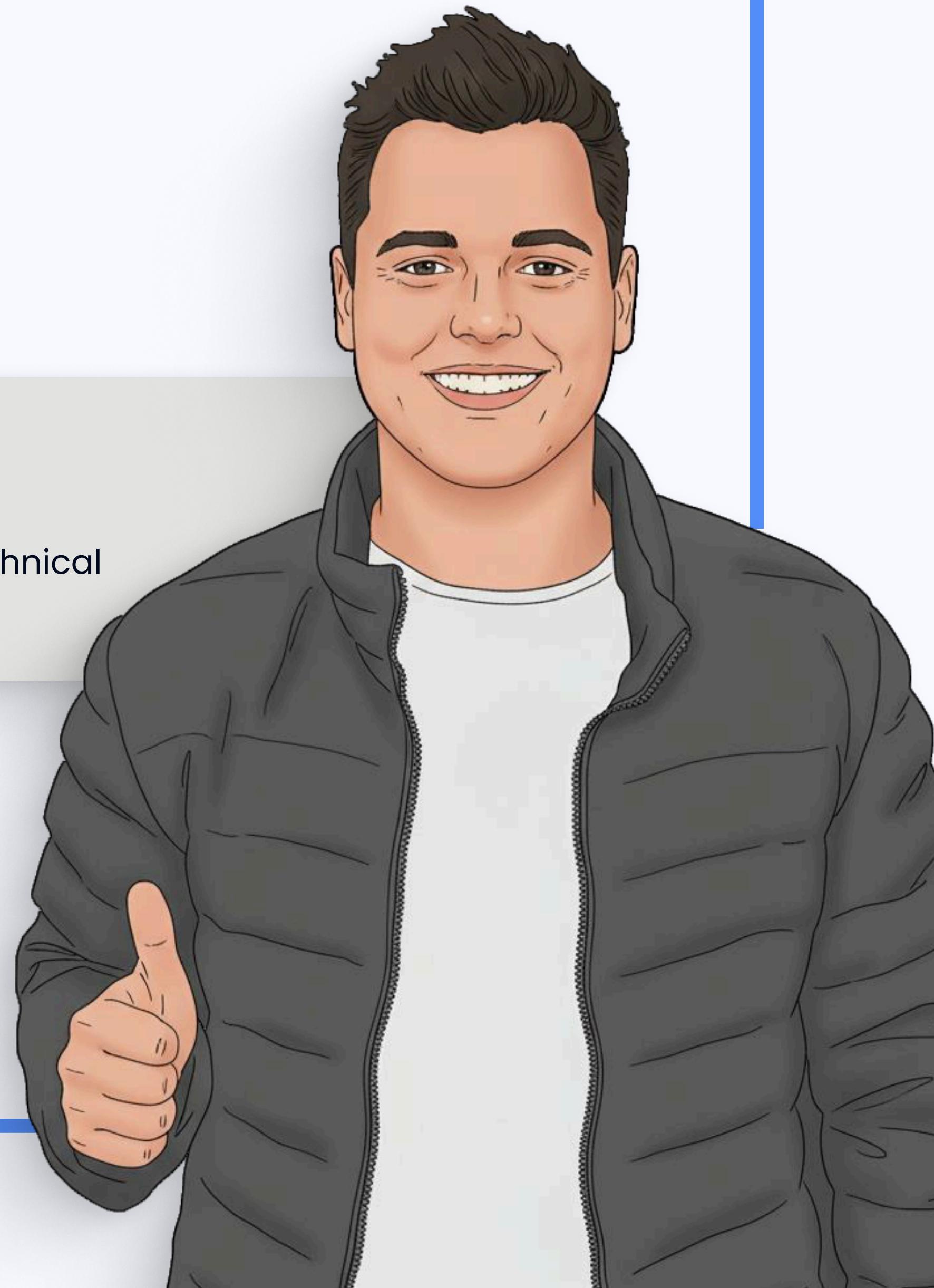
-zapier

## Concepts & Soft Skills

ux/UI Design • Problem Solving • Client Communication • Technical Implementation • Minimalist Philosophy

## Hobbies

Digital illustration • Personal software development • Experimenting with AI Tools



# Some Of My Work

3 DETAILED PROJECTS

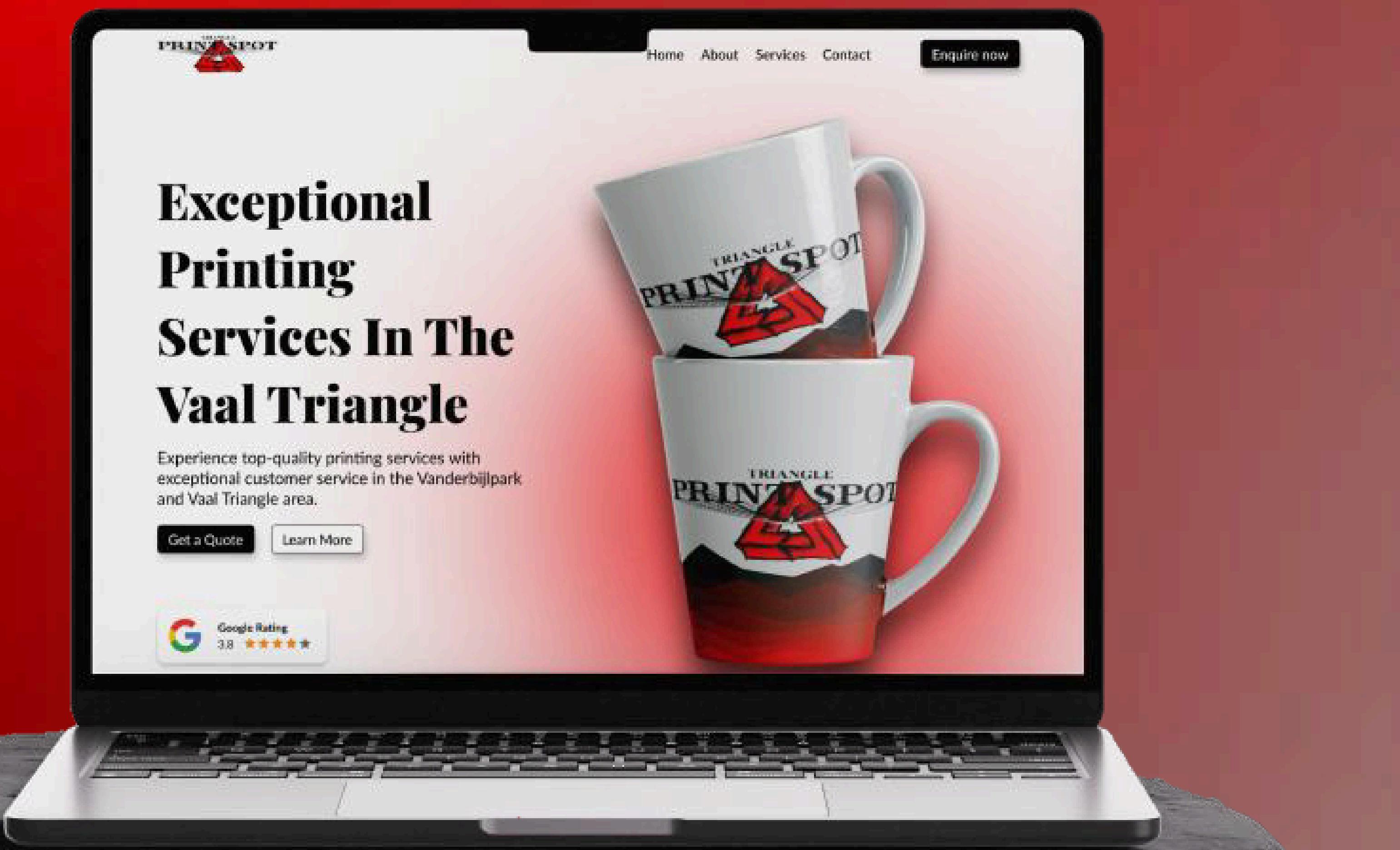
CLIENT WORK

PERSONAL PROJECTS



WEB DESIGN

# Triangle Print Spot



This was the first commercial site I ever built, and I'll be honest: it was terrible. It was a mess of bad structural decisions, clashing colours, and a user flow that felt like a maze. The client deserved better, and I knew I had to scrap the architecture entirely. My mission was clear: apply everything I've learned since to deliver a fast, functional, and visually clean site.

**WEB DESIGN**

**CMS INTEGRATION**

# STC Motion

After the learning curve of my first project, I approached STC Motion with a proper strategic plan. Their existing site was outdated and didn't convey their expertise. The goal was to build a site that immediately evoked trust, professionalism, and innovation to set them apart in the engineering consultancy industry.

**motion**  
Structural Technology Consulting

[Home](#) [About](#) [Services](#) [Projects](#) [Contact](#) [Book a consultation](#)

## Expert Structural & Civil Engineering For Projects Of Every Size

Residential, Commercial & Industrial Structural & Civil Engineering Services Across All Sectors

At STC Motion, we don't just consult—we create. With expertise in structural engineering, civil consulting, and project management, we make your vision a reality. From structural assessments to quality control inspections, our team delivers the innovative and precise solutions you need to build with confidence. Whether it's solar structure analysis or roofing solutions, we're here to tackle any challenge, big or small!

[Book consultation](#)



Google Rating  
5/5   
From 8 reviews

# Key Design Decisions

## User-Centric Priority

Designed for a modern, user-centric aesthetic that prioritizes usability and accessibility.

## Trust & Confidence

Used a design aesthetic that evokes trust and confidence by conveying professionalism and innovation.

## Accessibility Standards

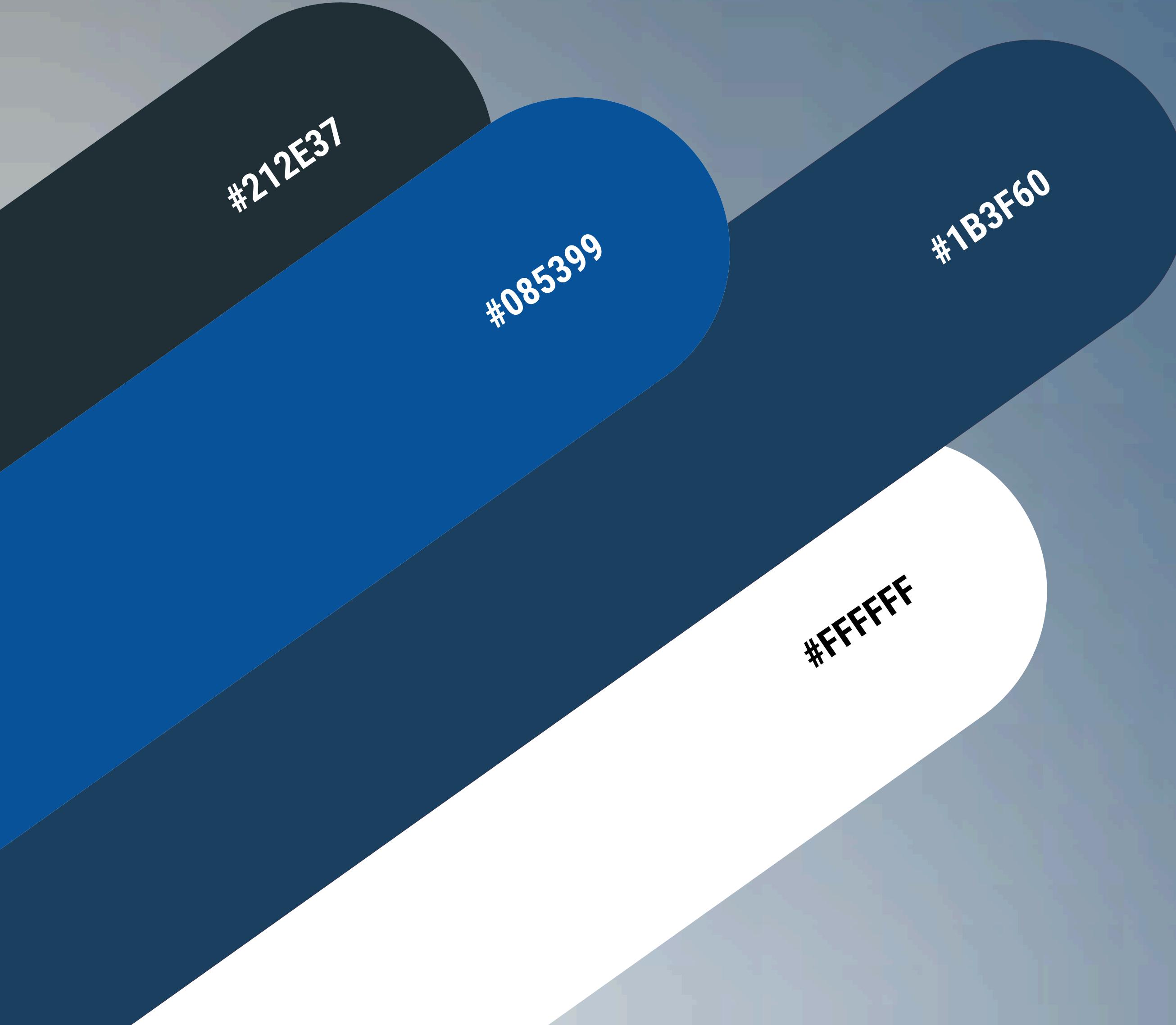
Implemented WCAG 2.1 features, specifically ensuring color contrast of 4.5:1 for normal text and clear focus indicators.

## Scalable Future

Designed a layout that is future-ready to easily accommodate updates and expansion.

## Navigation & CTAs

Ensured a clear and intuitive navigation structure to effortlessly guide users , with strategically placed visually distinct CTAs (e.g., "Book Consultation").



# AaBb

**Russo One**

Headers & H1 Headings

# AaBb

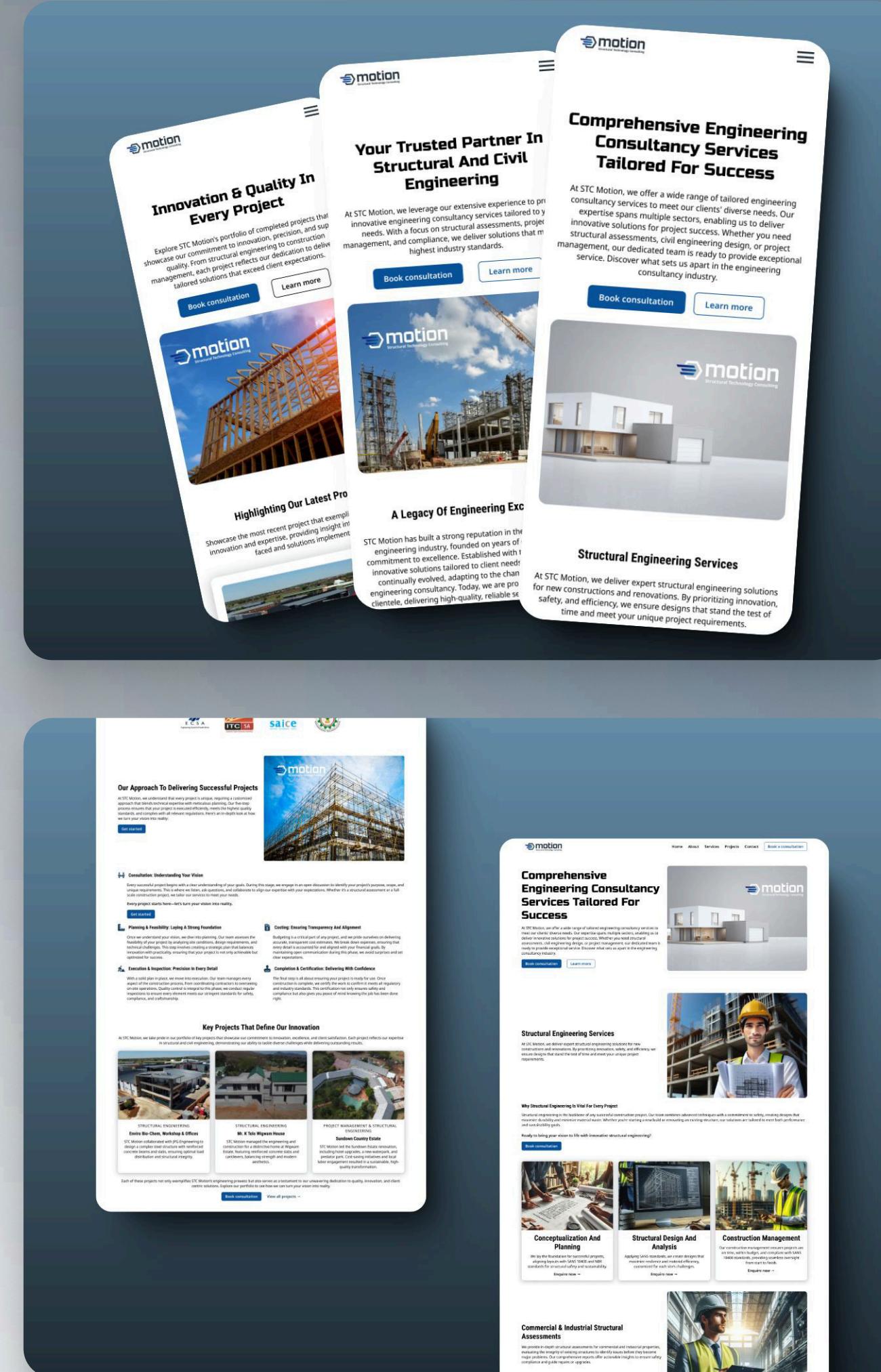
**Roboto Condensed**

Lower level headings (H2 - H4)

# AaBb

**Noto Sans**

Body, call-to-actions and links.



**Your Trusted Partner In Structural And Civil Engineering**

At STC Motion, we leverage our extensive experience to provide innovative engineering consultancy services tailored to your needs. With a focus on structural assessments, project management, and compliance, we deliver solutions that meet the highest industry standards.

[Book consultation](#) [Learn more](#)

**A Legacy Of Engineering Excellence**

STC Motion has built a strong reputation in the structural and civil engineering industry, founded on years of experience and a commitment to excellence. Established with the vision to provide innovative solutions tailored to client needs, our company has continually evolved, adapting to the changing landscape of engineering consultancy. Today, we are proud to serve a diverse clientele, delivering high-quality, reliable services that empower projects and communities alike.

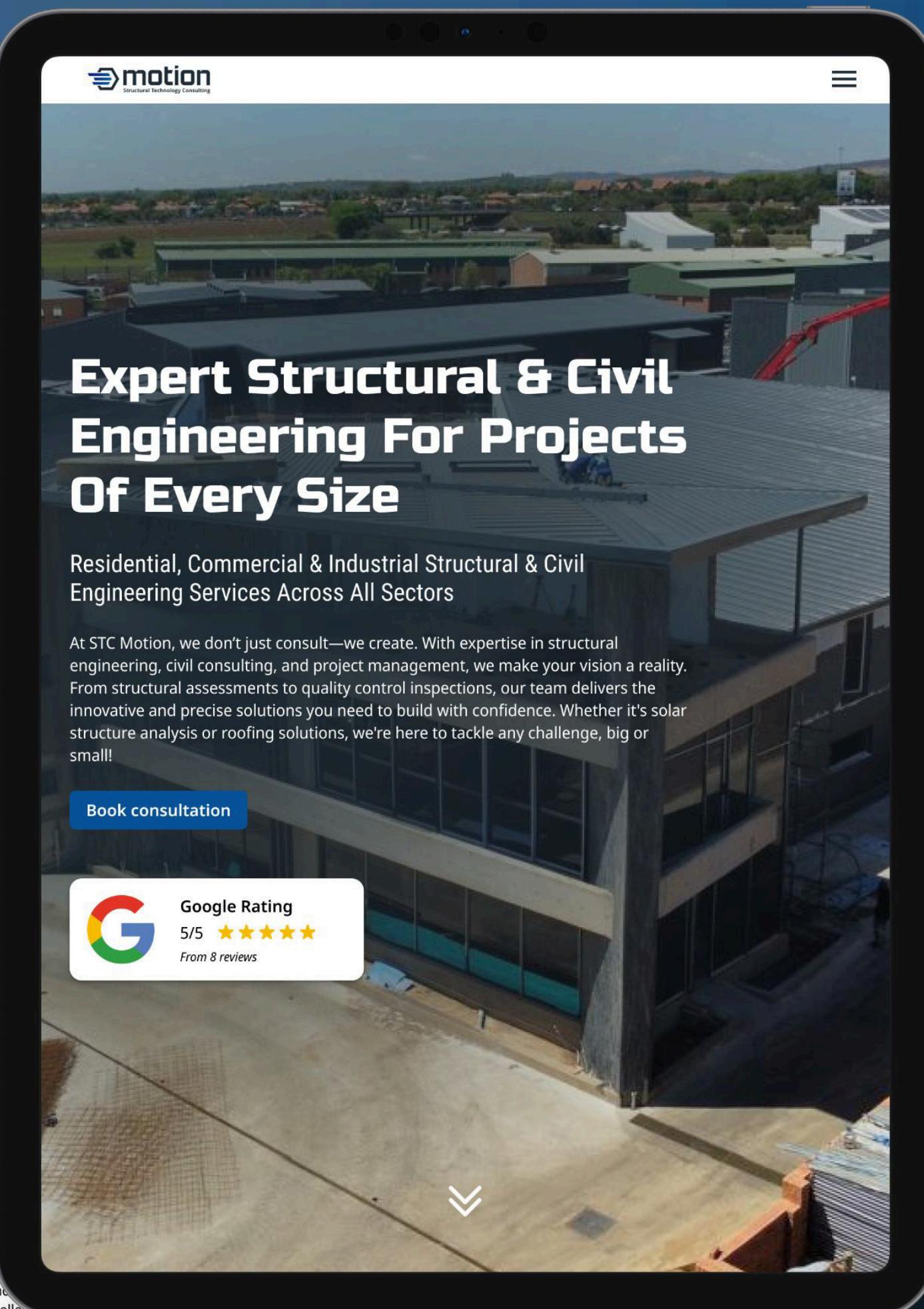
[Book consultation](#) [Contact us →](#)

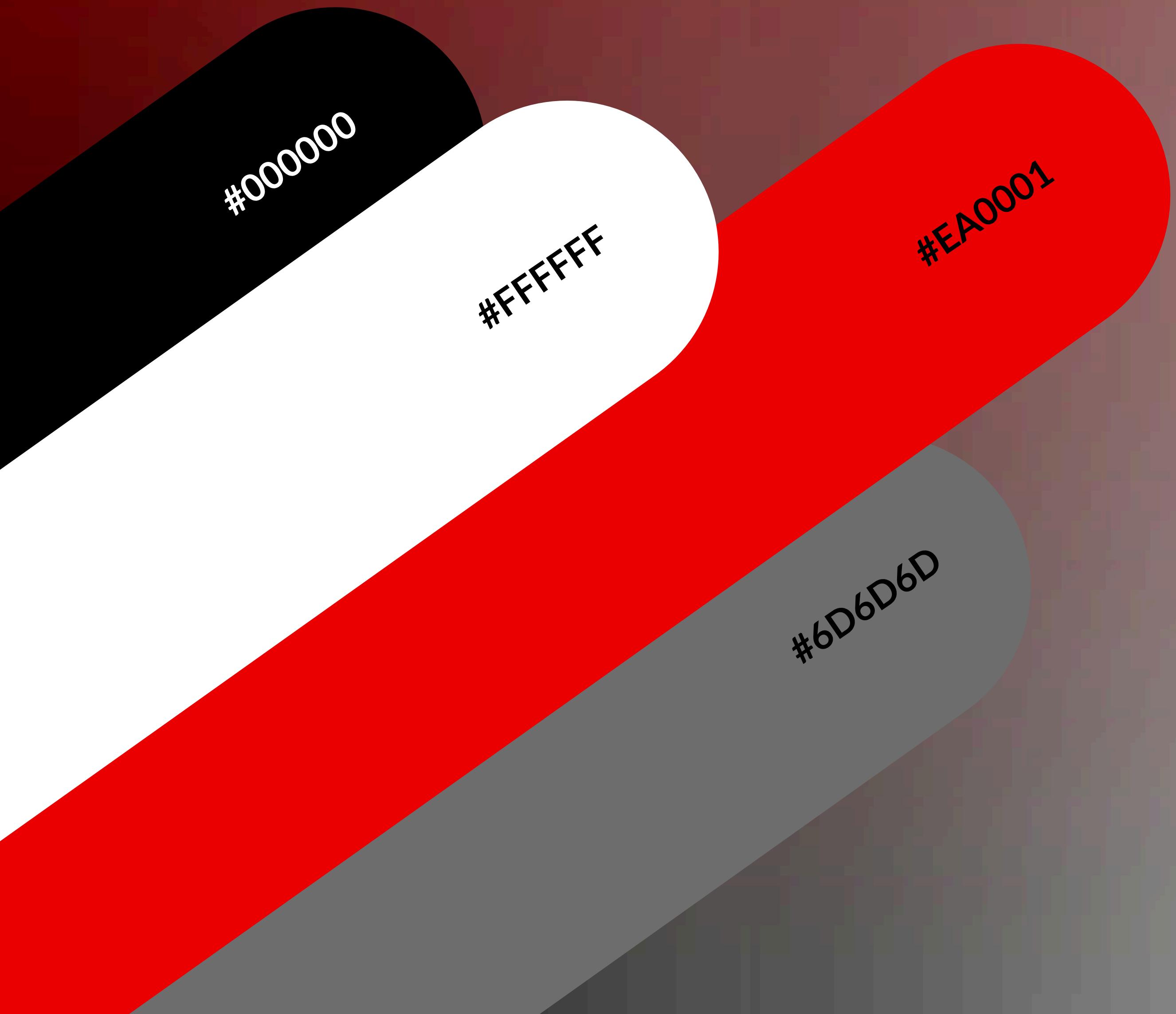
**Our Mission**

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**The Values That Guide Us**

**Integrity** **Honesty** **Loyalty**





AaBb

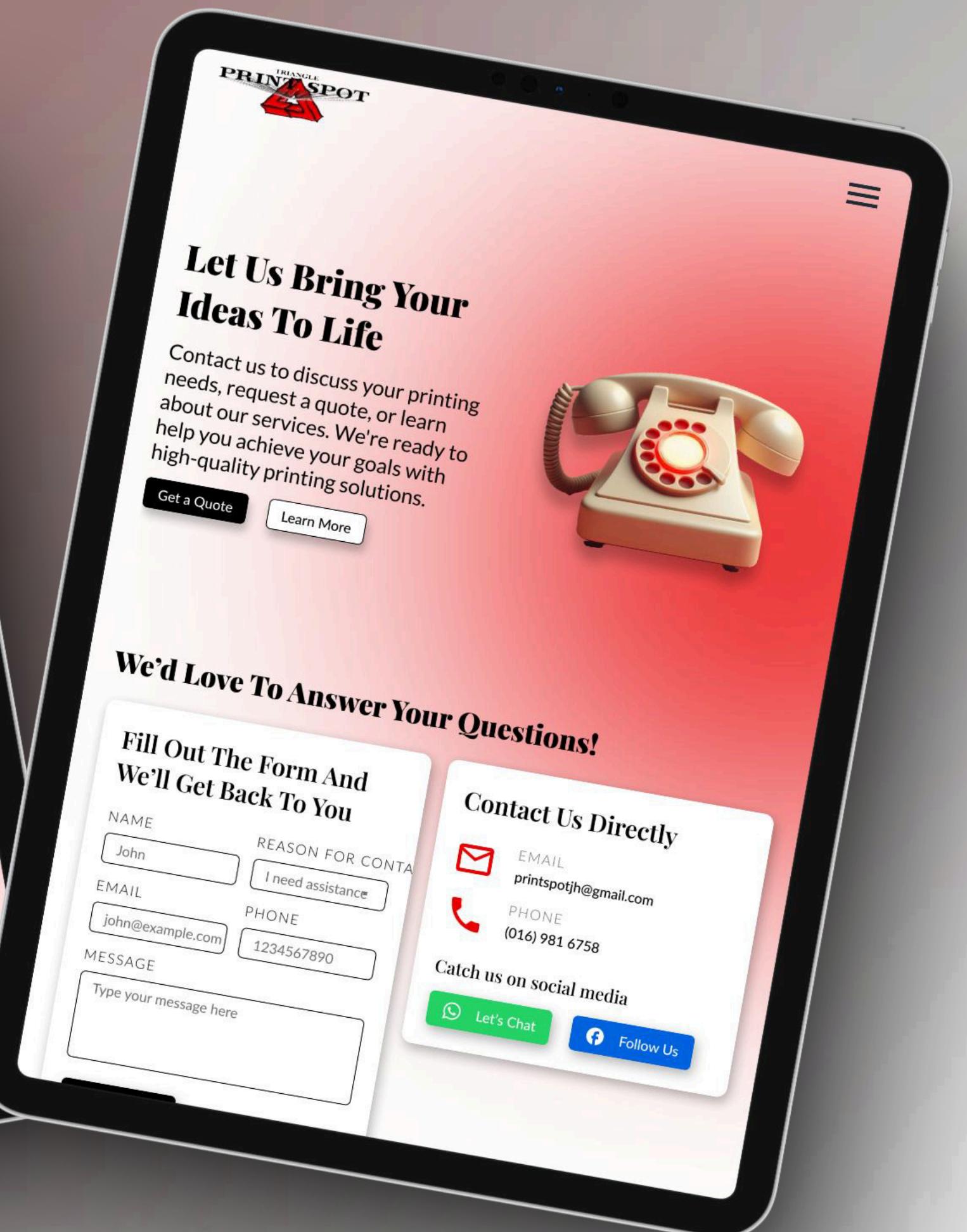
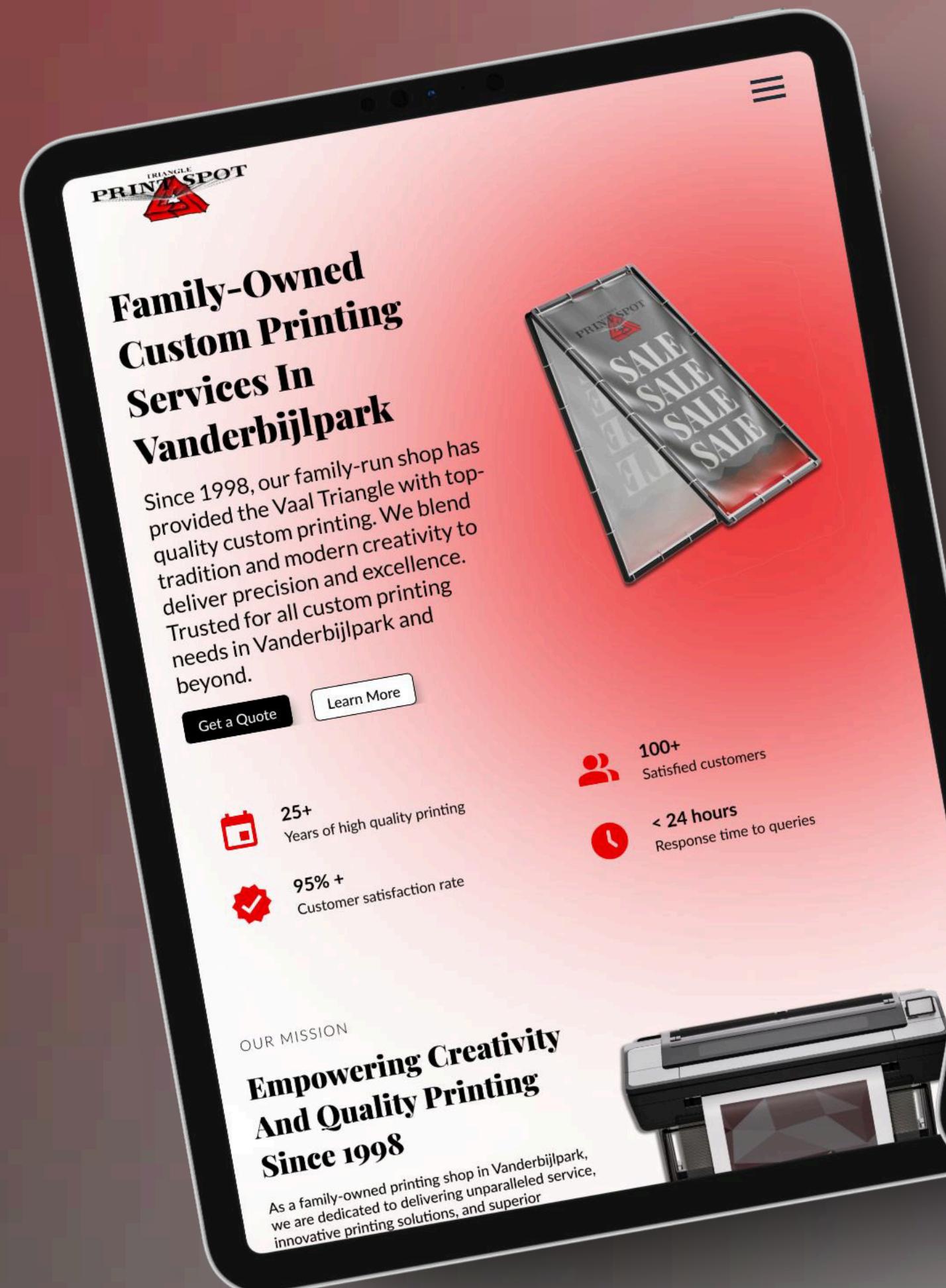
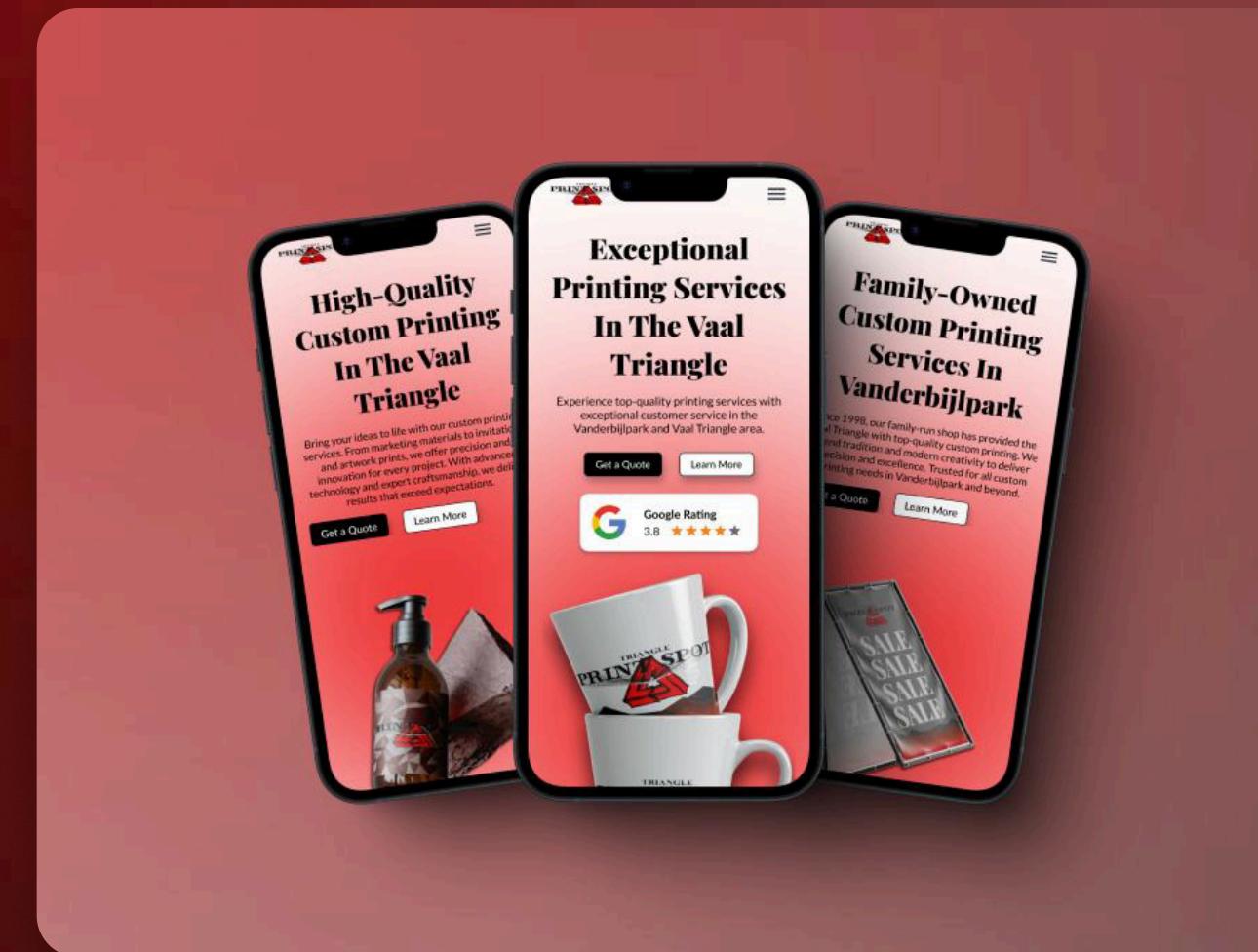
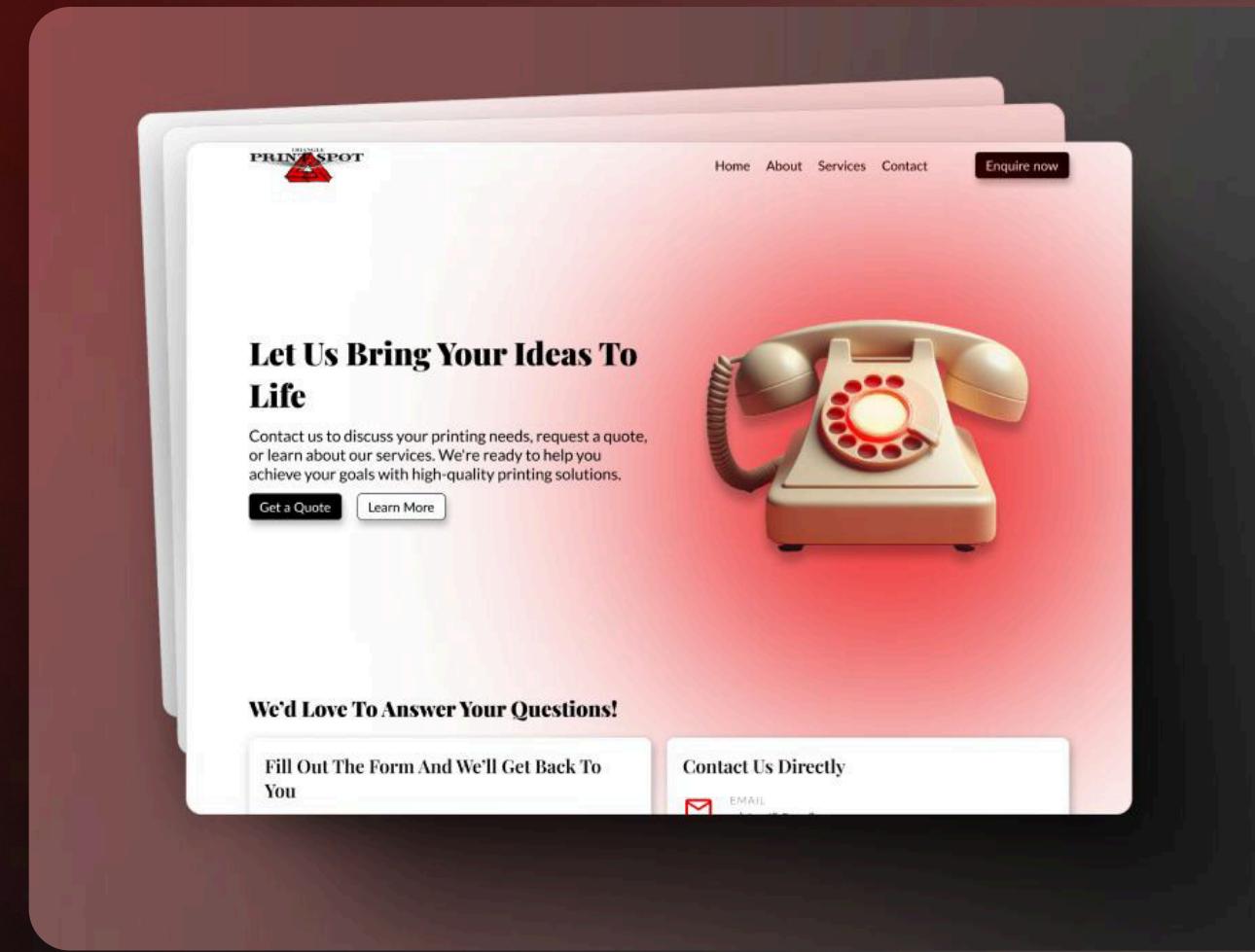
Playfair Display

All heading levels.

AaBb

Lato

Body, call-to-actions and links.



# Key Design Decisions

## Conversion Optimization

Moved the primary CTAs ("Get a Quote") from a passive location to a high-impact position below the value proposition. Immediate action needed.

## Visual Trust

Replaced the generic, dark machinery image with bright, clean branded product imagery (the mugs) and injected the Google Rating directly into the hero section. Trust is built instantly.

## Information Hierarchy

Simplified the main navigation and shifted the headline focus from a generic phrase to a value-driven statement for immediate user relevance.

## Clutter Elimination

Adopted a high-contrast color palette to make the design feel modern, professional, and trustworthy, ditching the initial clashing colors.

## Complex Form Simplification

Integrated the complex Quote Request Form by breaking it into a simple, multi-step process with clear progress indicators, turning a frustrating task into a manageable checklist.

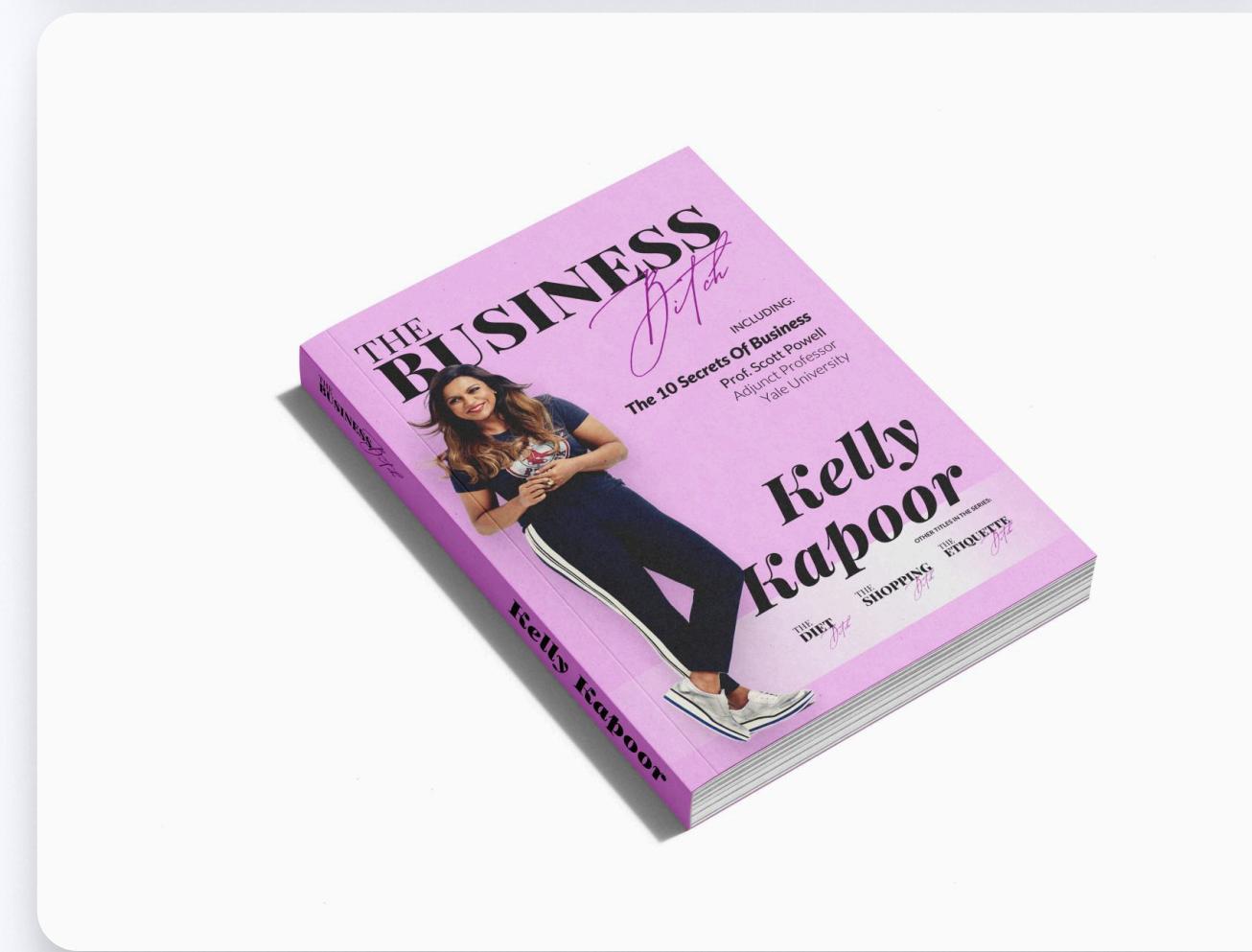
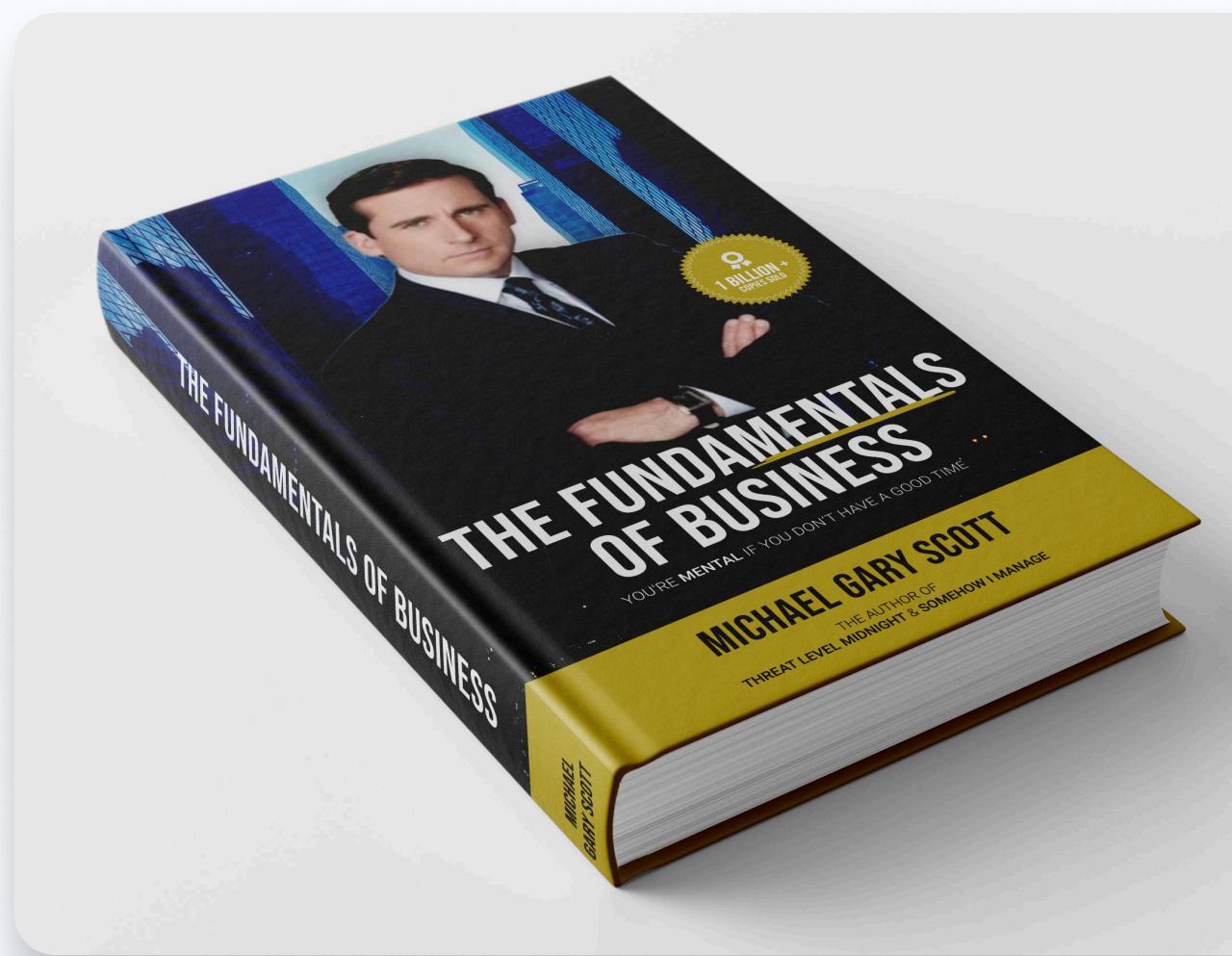
GRAPHIC DESIGN

# The Dunder Mifflin Creative Universe

As a huge fan, this was a project driven by pure obsession. The challenge wasn't just designing a book cover, but creating a visual brand identity for each character's fictional masterpiece—from Michael's serious self-help attempt to Toby's murder mysteries. This showcased my ability to handle complex conceptual briefs and maintain high visual standards across disparate media.



# Book Cover Design



# Film Posters & Streaming Specials



MARAI  
S ROOS

# Thank You!

**MARAIS ROOS**

Marais Roos

**Don't forget to reach out!**



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