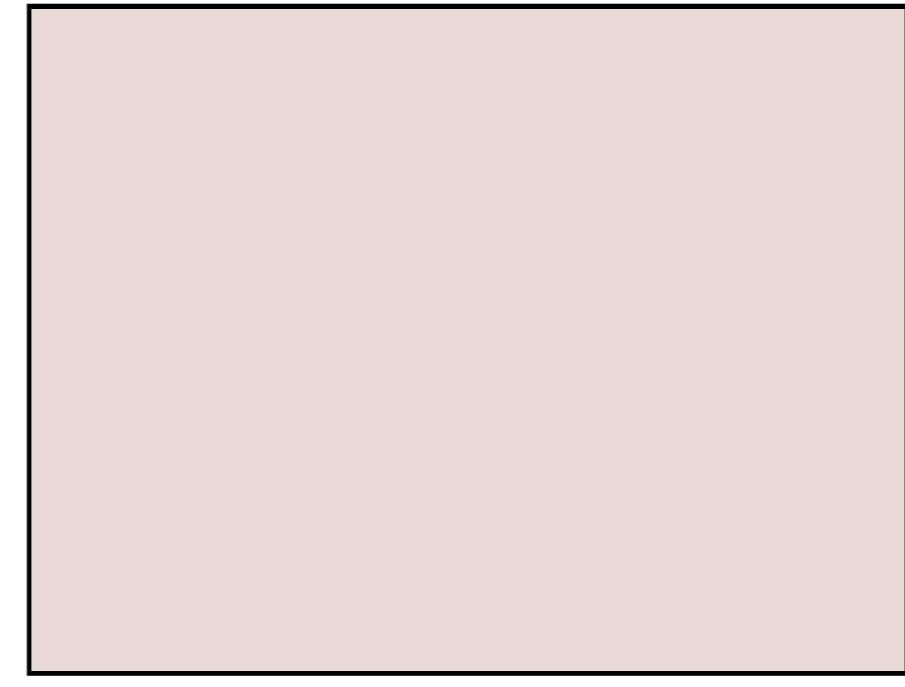


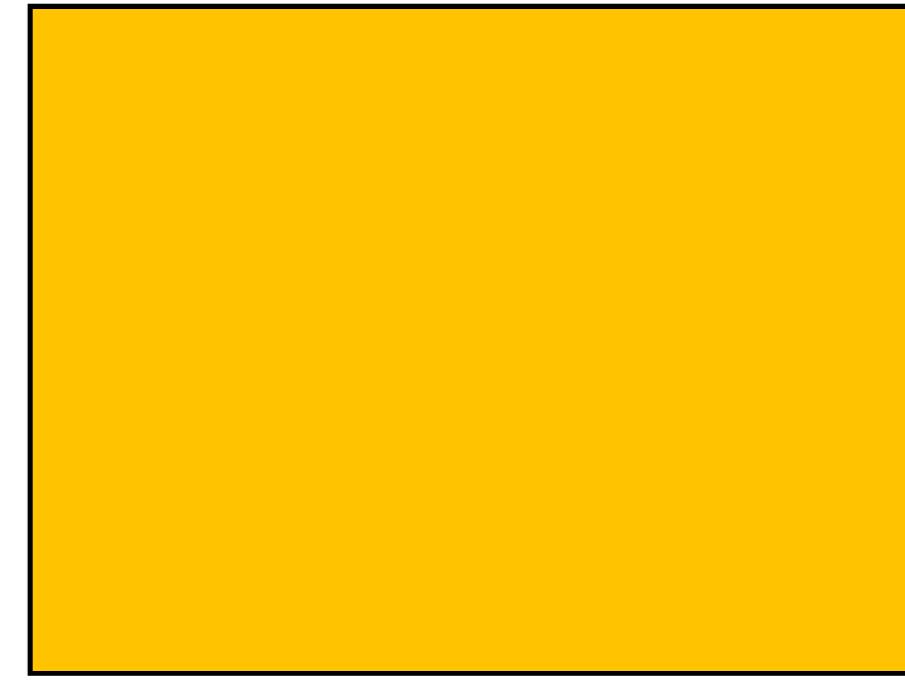
## COLOR SCHEME



#101010



#e9dad5



#FFC300



#222222



#f6eце3



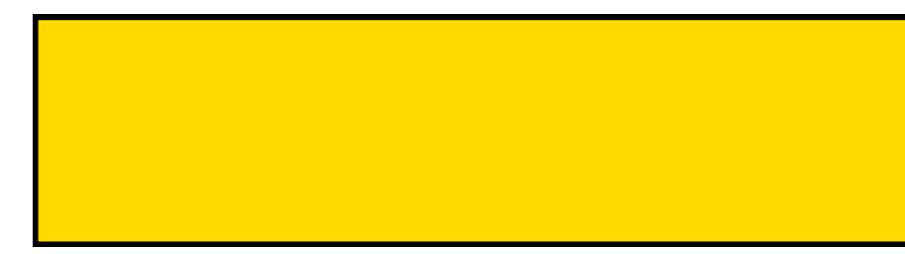
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#343434



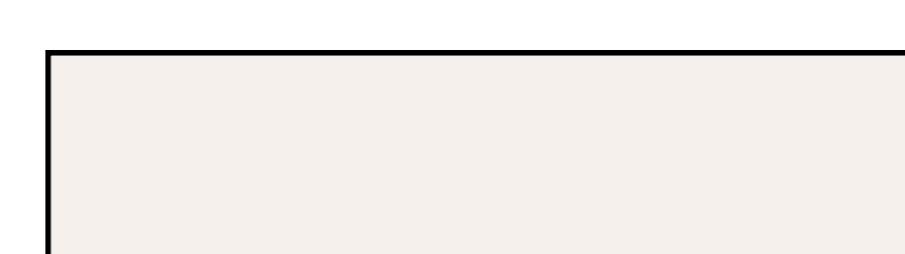
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#FFD900



#888888



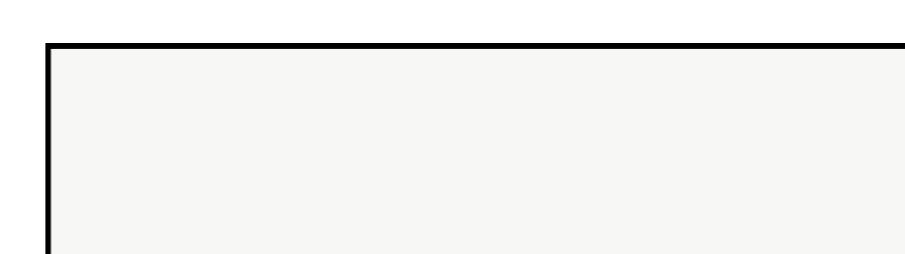
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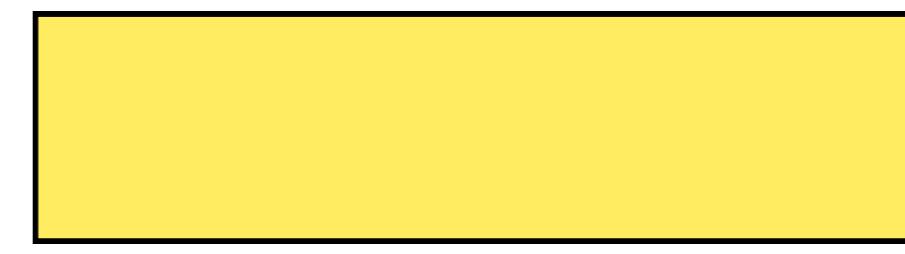
#FFE100



#ffffff



#f7f7f5



#FFEC60

## FONT CHOICES

**<H1> FIRST LEVEL HEADING  
BEBAS NEUE, 96, REGULAR**

**<H2> SECOND LEVEL HEADING      BEBAS NEUE, 48, REGULAR**

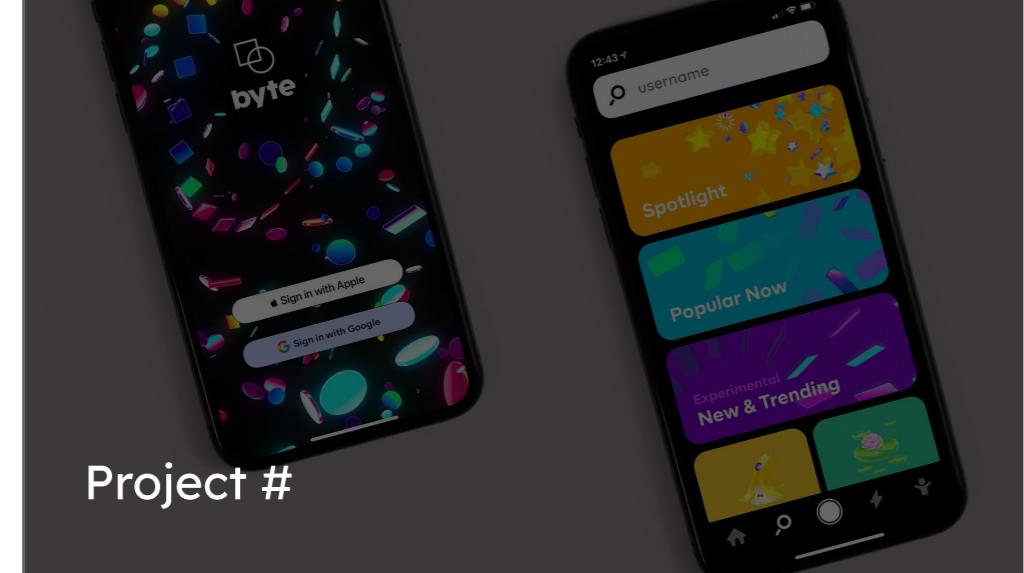
**<h3> Third Level Heading      Readex Pro, 32, Regular**

**<H4> FOURTH LEVEL HEADING      BEBAS NEUE, 32, REGULAR**

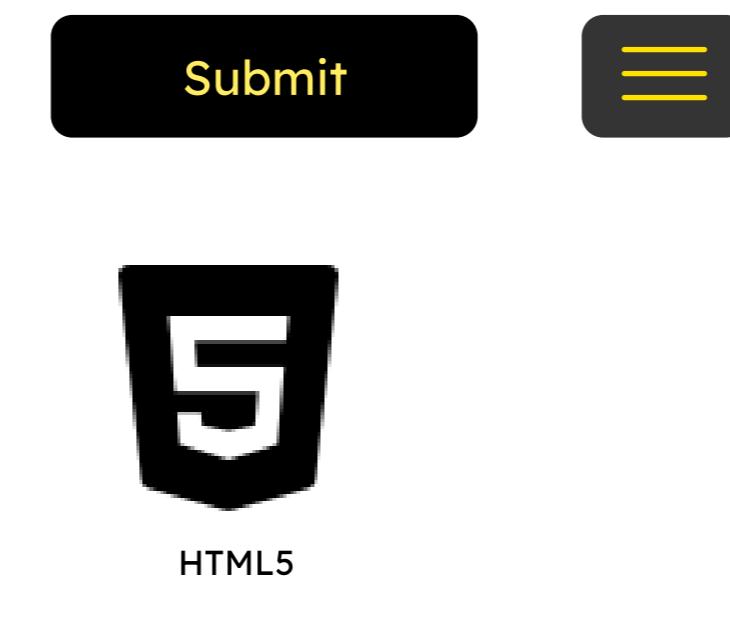
<p> Paragraphs      Readex Pro, 18, Regular

  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## UI ELEMENTS (buttons, hyperlinks, cards, etc.)



Project #





# KELLI JESKE

Designer/Developer

[Portfolio](#)

## ABOUT ME

I'm Kelli Jeske, a beginner UX designer and front-end developer with plenty of graphic design and marketing experience. Through my studies and projects, I've developed skills in high-fidelity prototyping and crafting intuitive user flows that balance design and functionality.

I have done some real world web design projects, such as redesigning the website for Utah Contract Sewing, adding web content for local businesses in Logan, and designing a website for a friend's custom sticker label business. I'm eager to grow by tackling more real-world projects. I'm passionate about simplifying complex processes and exploring how design can drive business success and improve user engagement.

## SKILLS

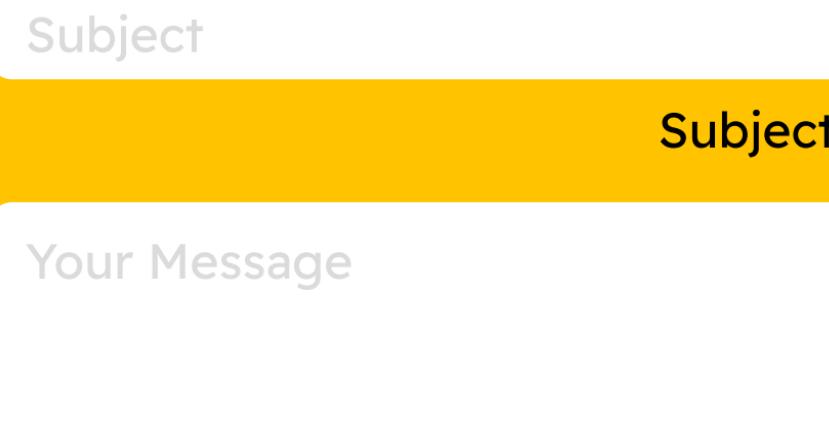


HTML5

CSS3

Javascript

Bootstrap

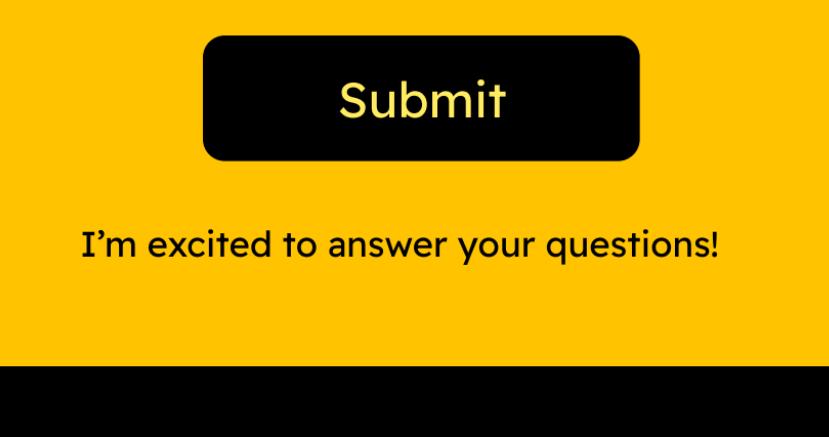


Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Python



Github

Figma

Wordpress

React

Plus more, like SCSS, JSON, SQL, MySQL

## CASE STUDY



Mickey's Custom Labels

## PROJECTS



Carddeal Design



Wavy Portfolio Concept



CSS Animation



DevCamp Fries



Beautiful Light



Website Replication

## CONTACT

[example@gmail.com](mailto:example@gmail.com)

Email Address

Subject

Subject

Your Message

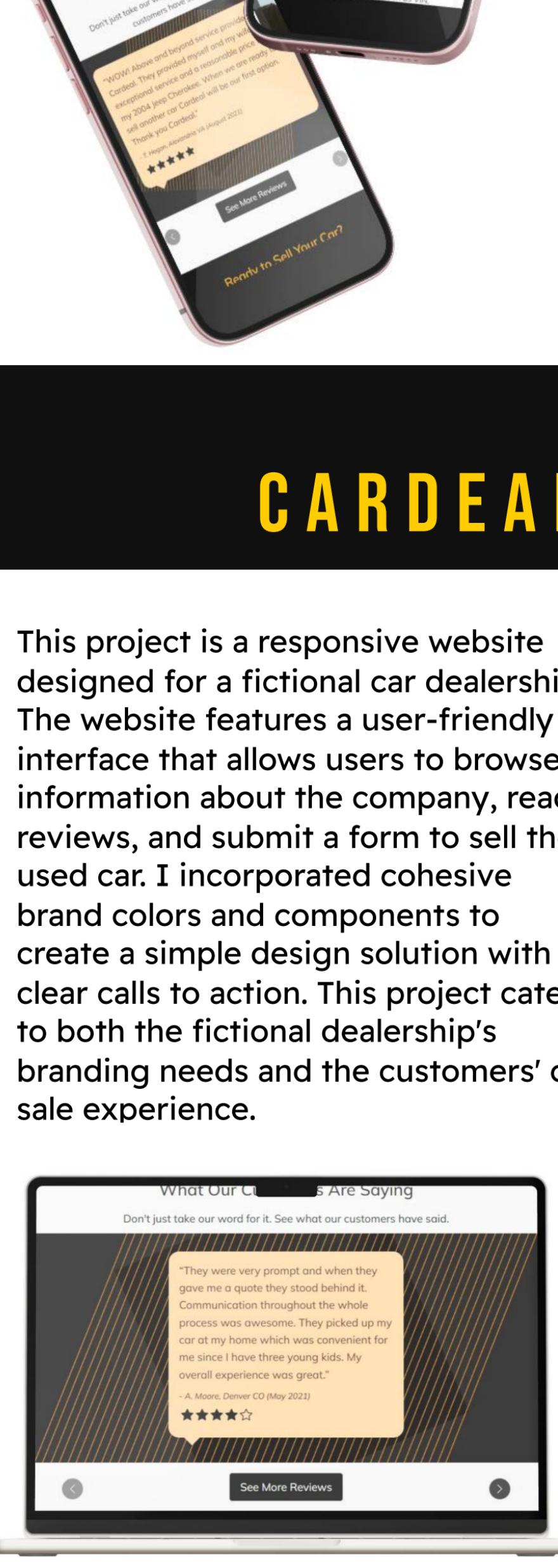
Message

Submit

I'm excited to answer your questions!

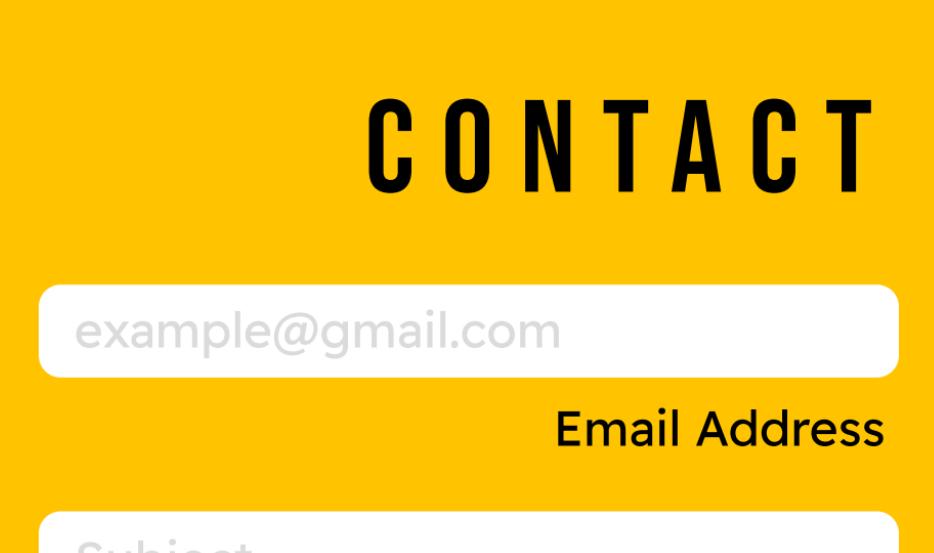


## PROJECT 1



## CAR DEAL

This project is a responsive website designed for a fictional car dealership. The website features a user-friendly interface that allows users to browse information about the company, read reviews, and submit a form to sell their used car. I incorporated cohesive brand colors and components to create a simple design solution with clear calls to action. This project caters to both the fictional dealership's branding needs and the customers' car sale experience.



I particularly enjoyed implementing background textures in this project--for example, the simple but interesting artwork that is incorporated into the review section.

[View Website](#)

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example@gmail.com

Email Address

Subject

Subject

Your Message

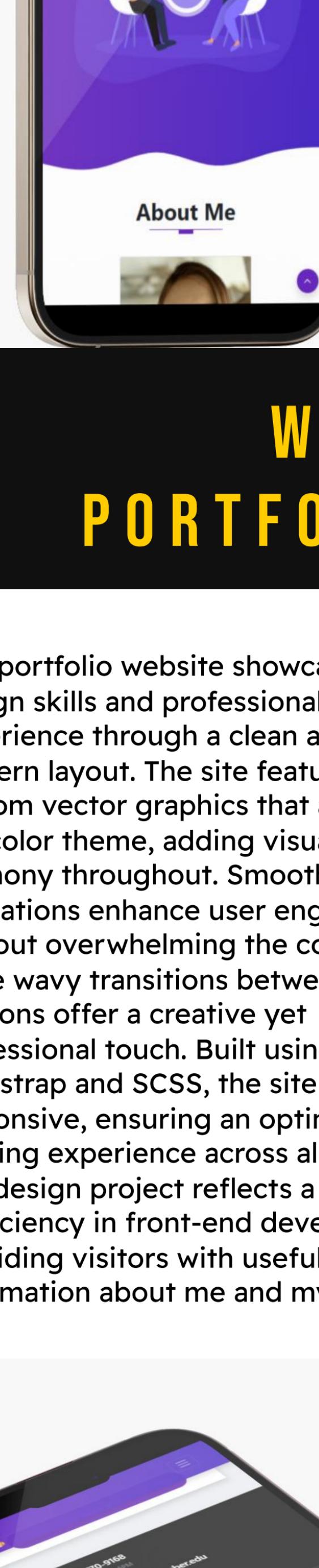
Message

Submit

KELLI JESKE PORTFOLIO

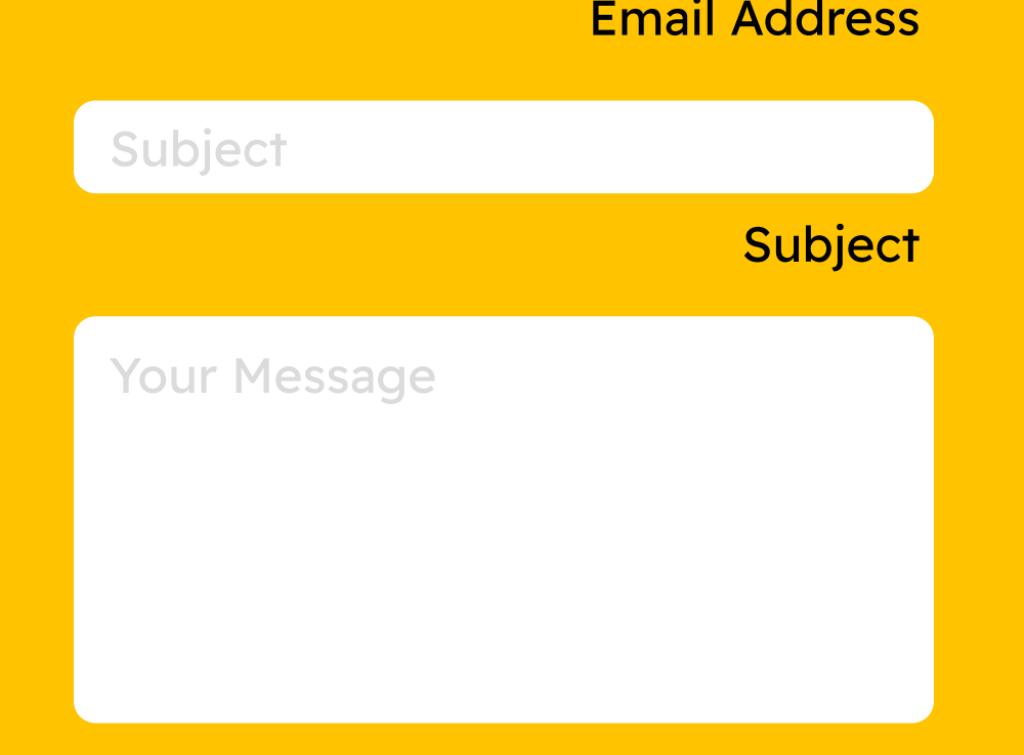


## PROJECT 2



## WAVY PORTFOLIO

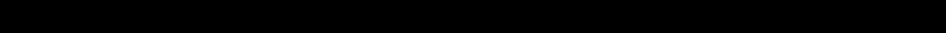
This portfolio website showcases my design skills and professional experience through a clean and modern layout. The site features custom vector graphics that align with the color theme, adding visual harmony throughout. Smooth, subtle animations enhance user engagement without overwhelming the content, while wavy transitions between sections offer a creative yet professional touch. Built using Bootstrap and SCSS, the site is fully responsive, ensuring an optimal viewing experience across all devices. The design project reflects a proficiency in front-end development, providing visitors with useful information about me and my work.



I enjoyed customizing the site design further with specific color, font, and simple animations. Hover effects in this site were particularly fun to experiment with.

[View Website](#)

SEE MORE PROJECTS



example@gmail.com

Email Address



Your Message



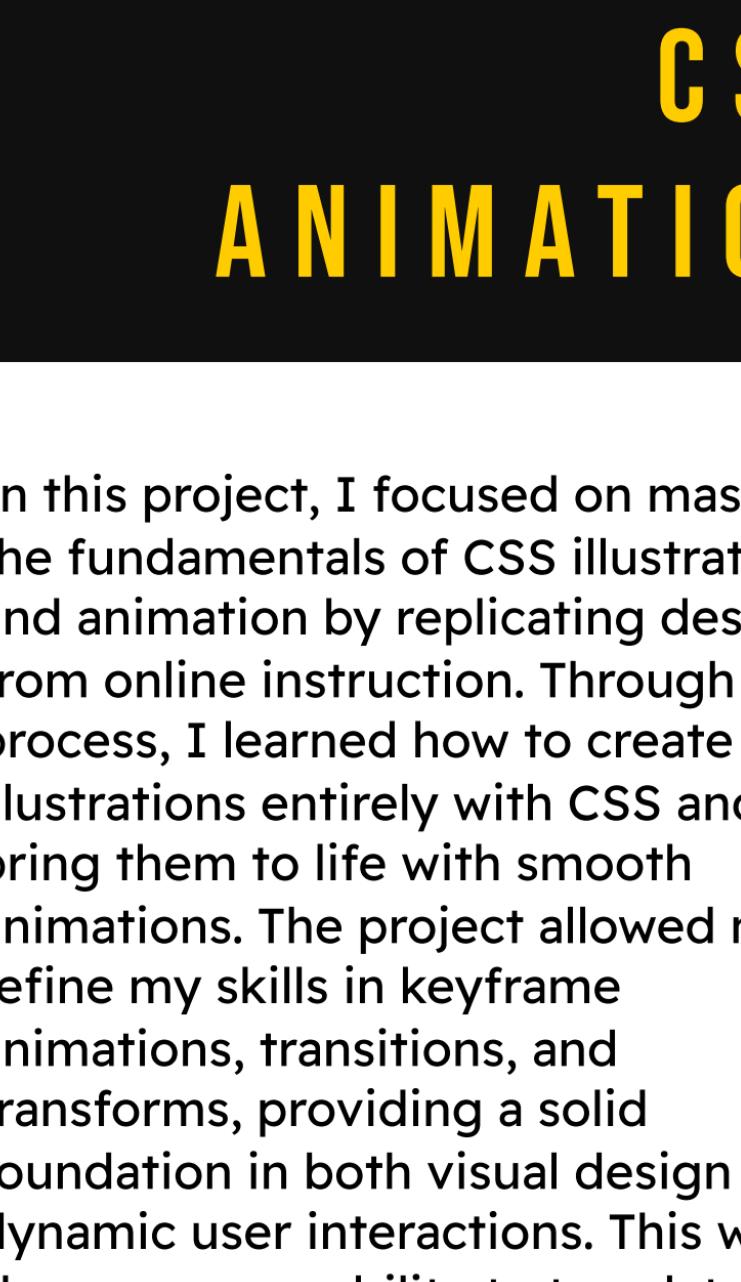
Submit

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KELLI JESKE PORTFOLIO



## PROJECT 3



# CSS ANIMATION

In this project, I focused on mastering the fundamentals of CSS illustration and animation by replicating designs from online instruction. Through this process, I learned how to create illustrations entirely with CSS and bring them to life with smooth animations. The project allowed me to refine my skills in keyframe animations, transitions, and transforms, providing a solid foundation in both visual design and dynamic user interactions. This work showcases my ability to translate static designs into engaging, animated web elements, enhancing the overall user experience.



Creating complex shapes using CSS can be difficult, but satisfying. Who knew illustrations could be coded directly into a project without the need for an external program? It may be less efficient than designing vector graphics in Adobe Illustrator or similar programs, but creating graphics this way demonstrates an advanced CSS skillset.

View the website to see the animation:

[View Website](#)

→

SEE MORE PROJECTS



Cardeal Design

Wavy

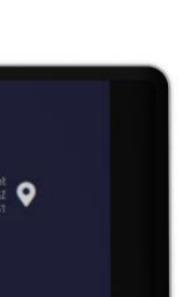
Message

Submit

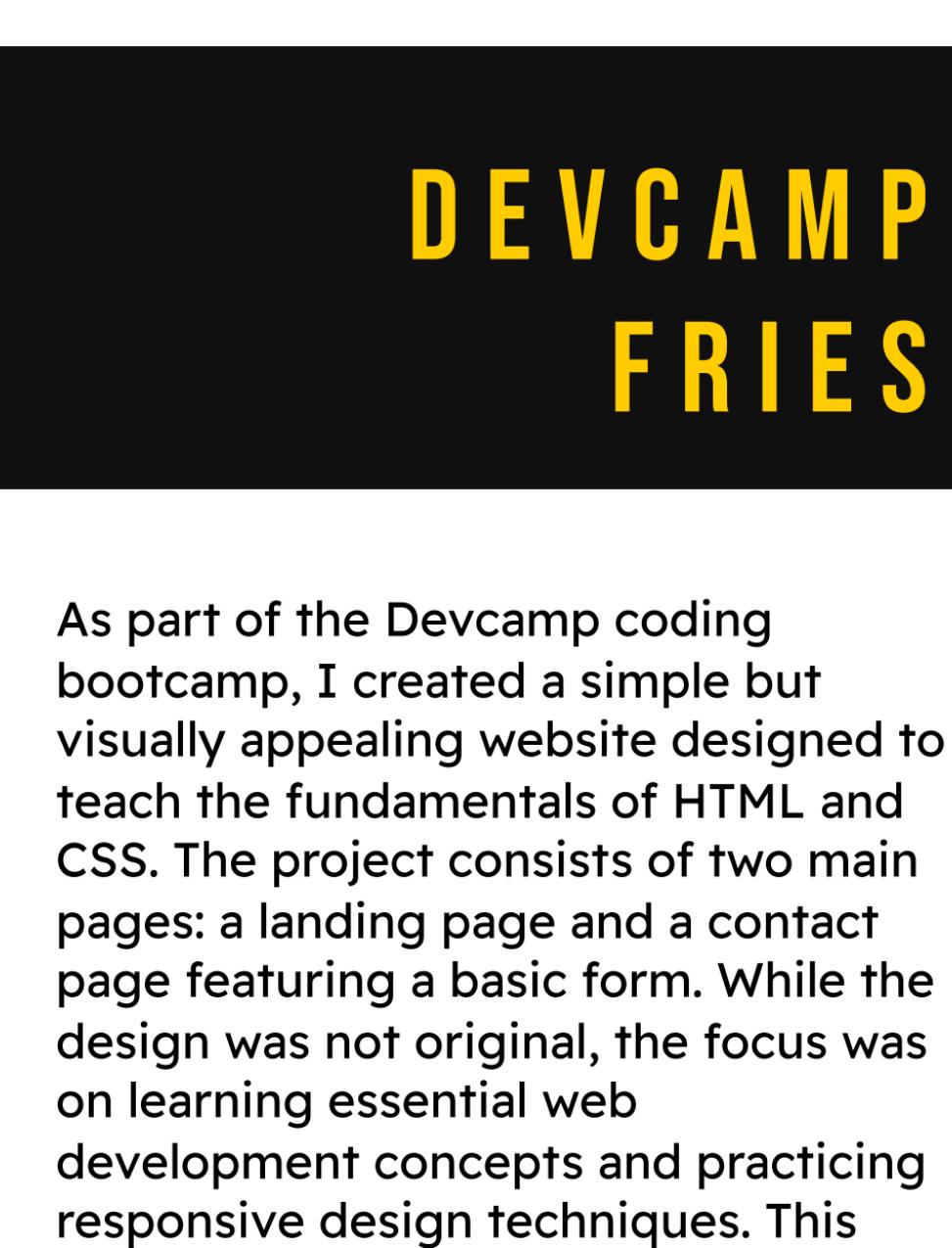
I'm excited to answer your questions!

KELLI JESKE PORTFOLIO

# KELLI JESKE PORTFOLIO



## PROJECT 4

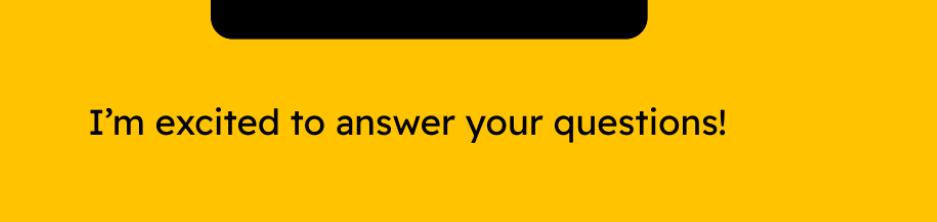


## DEV CAMP FRIES

As part of the Devcamp coding bootcamp, I created a simple but visually appealing website designed to teach the fundamentals of HTML and CSS. The project consists of two main pages: a landing page and a contact page featuring a basic form. While the design was not original, the focus was on learning essential web development concepts and practicing responsive design techniques. This project helped me build a solid foundation in front-end development while producing a clean, professional-looking site.

On a side note: I enjoyed creating the design. I think it looks lovely!

SEE MORE PROJECTS



Wavy

→

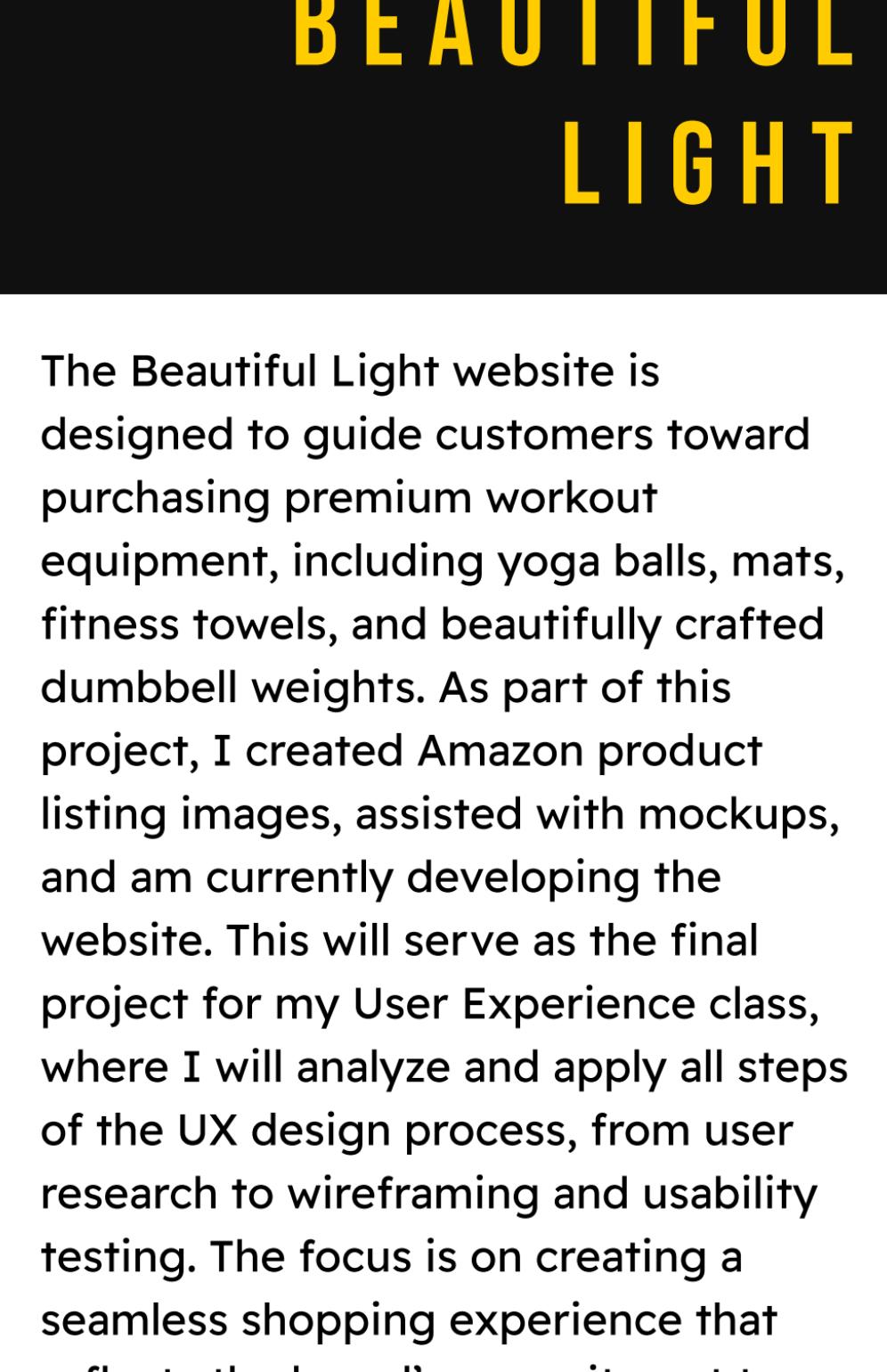
Submit

I'm excited to answer your questions!

KELLI JESKE PORTFOLIO

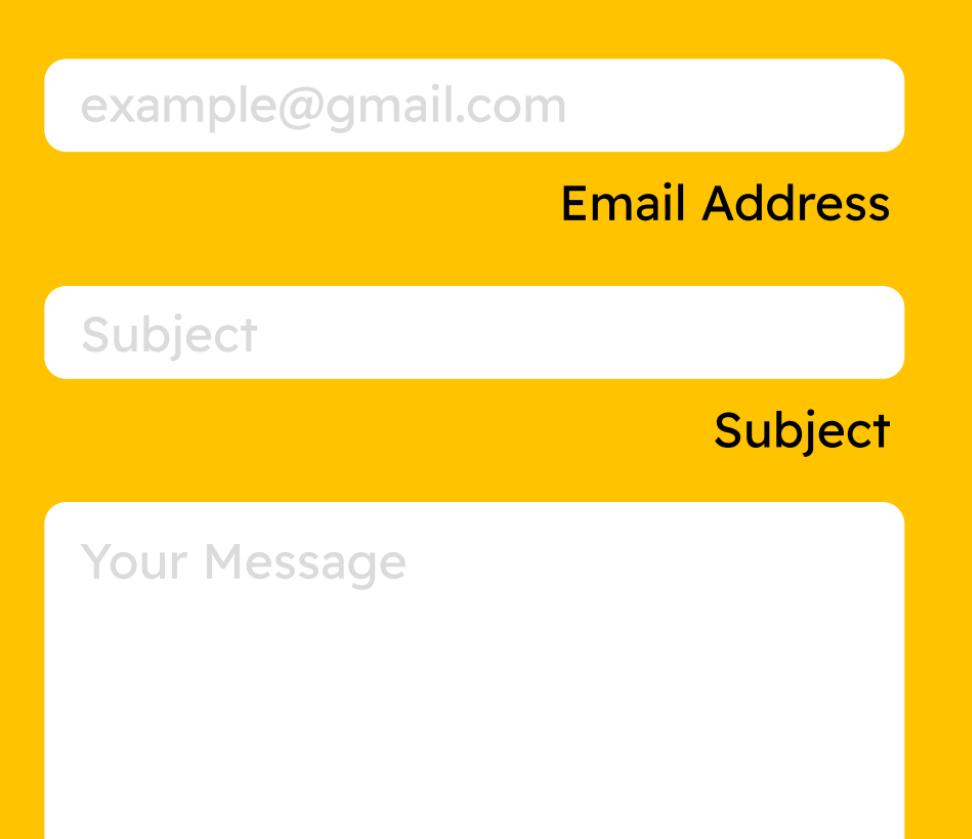


## PROJECT 5

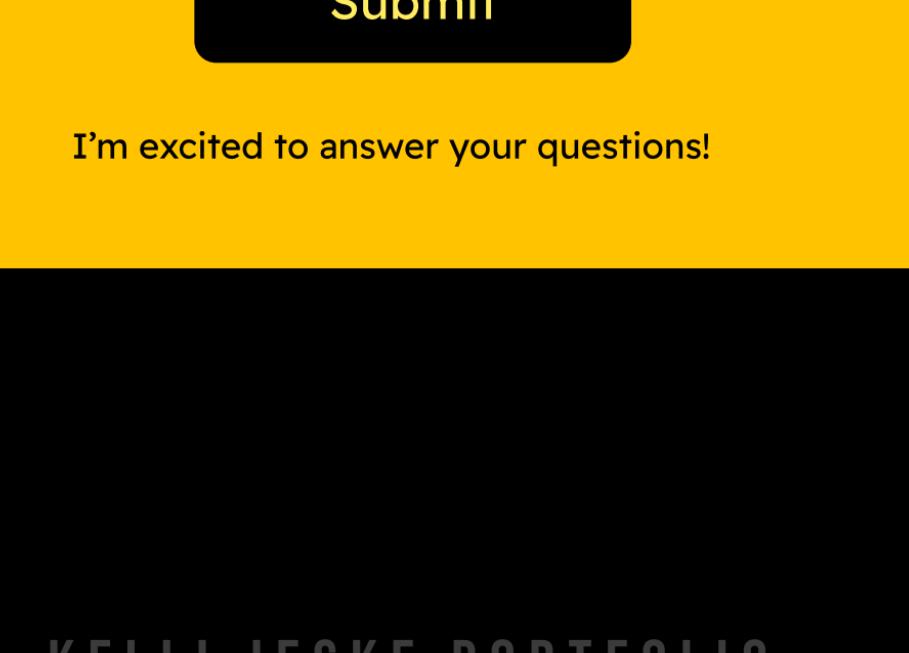


# BEAUTIFUL LIGHT

The Beautiful Light website is designed to guide customers toward purchasing premium workout equipment, including yoga balls, mats, fitness towels, and beautifully crafted dumbbell weights. As part of this project, I created Amazon product listing images, assisted with mockups, and am currently developing the website. This will serve as the final project for my User Experience class, where I will analyze and apply all steps of the UX design process, from user research to wireframing and usability testing. The focus is on creating a seamless shopping experience that reflects the brand's commitment to high-quality fitness products and aesthetics.



[SEE MORE PROJECTS](#)



[KELLI JESKE PORTFOLIO](#)

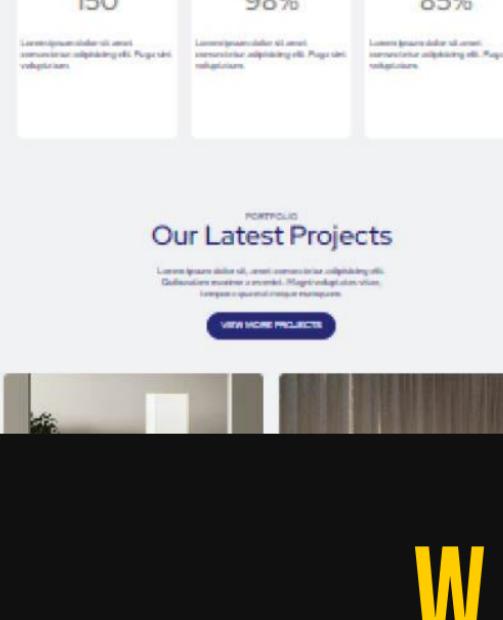
# KELLI JESKE PORTFOLIO



## PROJECT 6

Logo

HOME PORTFOLIO ABOUT US BLOG CONTACT



ABOUT US  
With diverse backgrounds and expertise, we collaborate seamlessly to turn ideas into reality, crafting architectural masterpieces that inspire and endure.

150

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Purus varius.

98%

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Purus varius.

85%

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Purus varius.

### PORTFOLIO Our Latest Projects

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Purus varius.

VIEW MORE PROJECTS



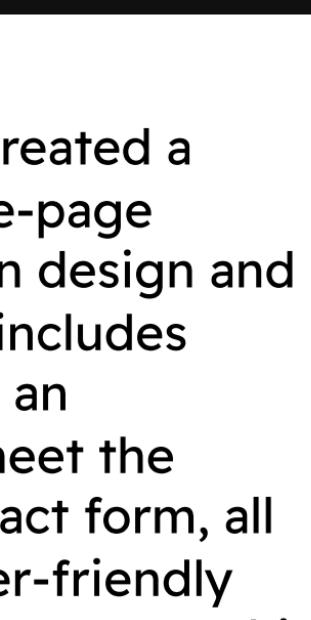
With diverse backgrounds and expertise, we collaborate seamlessly to turn ideas into reality, crafting architectural masterpieces that inspire and endure.

150

98%

85%

### Our Latest Projects



### Our Services

1 - Interior Design & Customization

2 - Space Planning & Optimization

3 - Furniture Design & Procurement

4 - Architectural Consultation

JOIN THE TEAM Our creative minds

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Purus varius.

VIEW MORE PROJECTS

# WEBSITE REPLICATION

For this assignment, I recreated a basic but professional one-page website, focusing on clean design and effective layout. The site includes multiple sections, such as an introduction, services, "meet the team" section, and a contact form, all presented in a logical, user-friendly structure. The goal was to recreate this responsive and visually appealing site to practice CSS styling techniques. By replicating the modern design while using efficient coding practices, I ensured the site retains a professional look while providing its essential information in an organized manner.

## SEE MORE PROJECTS

Cardeal Design

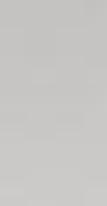
Wavy



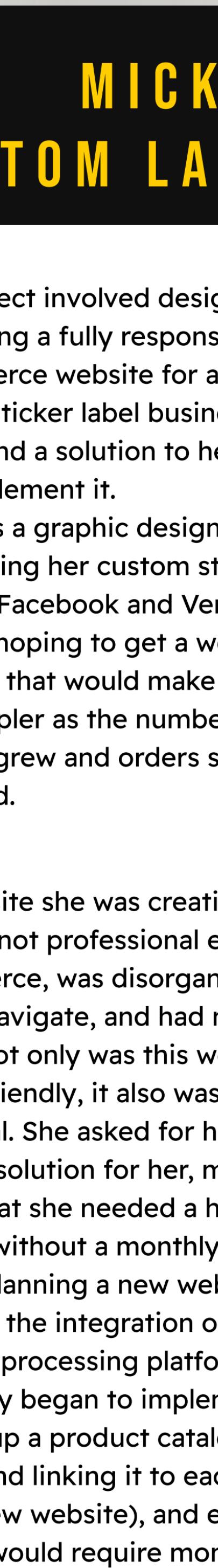
Submit

I'm excited to answer your questions!

KELLI JESKE PORTFOLIO



## CASE STUDY



This project involved designing and developing a fully responsive e-commerce website for a small custom sticker label business. My role was to find a solution to her problem and implement it. Mickey is a graphic designer who has been selling her custom sticker labels through Facebook and Venmo, and she was hoping to get a website together that would make things a little simpler as the number of her designs grew and orders steadily increased.

The website she was creating on her own was not professional enough for e-commerce, was disorganized, not easy to navigate, and had many design issues. Not only was this website not mobile-friendly, it also wasn't entirely functional. She asked for help from me to find a solution for her, mentioning briefly that she needed a hosting solution without a monthly fee. I then started planning a new website design, including the integration of the payment processing platform she previously began to implement (setting up a product catalog on Square and linking it to each product on her new website), and ensuring that nothing would require monthly fees to host (Square charges the customer a small payment processing fee with every purchase, which satisfies their need for compensation).

I began researching competitors' websites to understand industry standards and discussed the web design concept with potential users to discover their needs and wants. After sketching wireframes, I moved to Figma to create high-fidelity mockups. For development, I will use Bootstrap for responsiveness and SCSS for efficient styling. One challenge I face is optimizing the site for slower internet connections, which I will resolve by minimizing image sizes and compressing resources. This project is an ongoing one, so it is not yet complete. I am excited to finish the designs and bring the concept together into a finished product.

P.S. I created the mockup image in Adobe Photoshop, and I plan to do many more for this website, ensuring a sleek modern look!

**SEE MORE PROJECTS**

**Cardinal Design** → **Wavy**

**Subject** **Subject**

**Your Message**

**Message**

**Submit**

I'm excited to answer your questions!

**KELLI JESKE PORTFOLIO**

# KELLI JESKE

Designer/Developer

About

Skills

Case Study

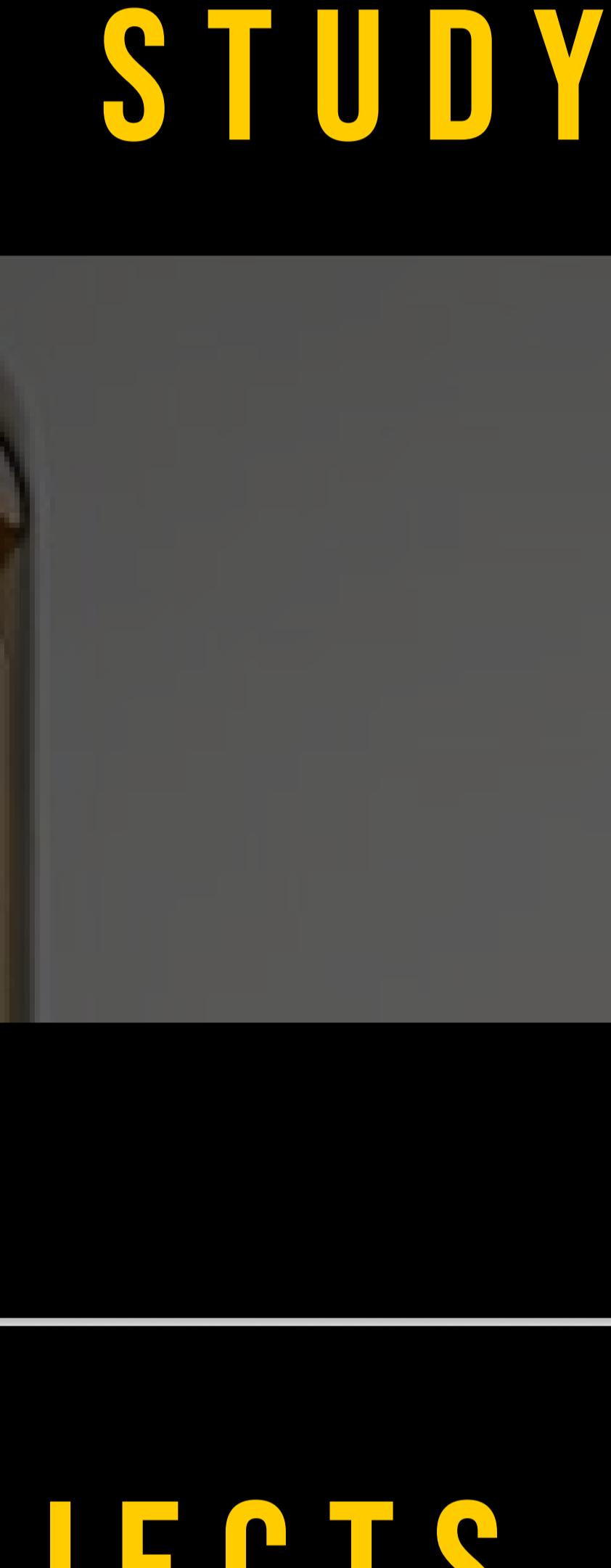
Portfolio

Contact

## ABOUT ME

I'm Kelli Jeske, a beginner UX designer and front-end developer with plenty of graphic design and marketing experience. Through my studies and projects, I've developed skills in high-fidelity prototyping and crafting intuitive user flows that balance design and functionality.

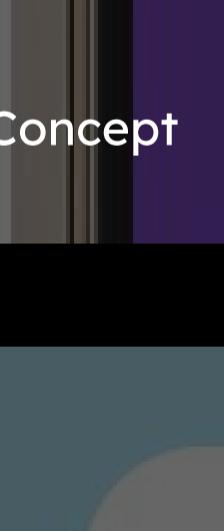
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## SKILLS



HTML5



CSS3



Javascript



Bootstrap



Adobe Photoshop



Adobe InDesign



Adobe Illustrator



Python



Github



Figma



Wordpress

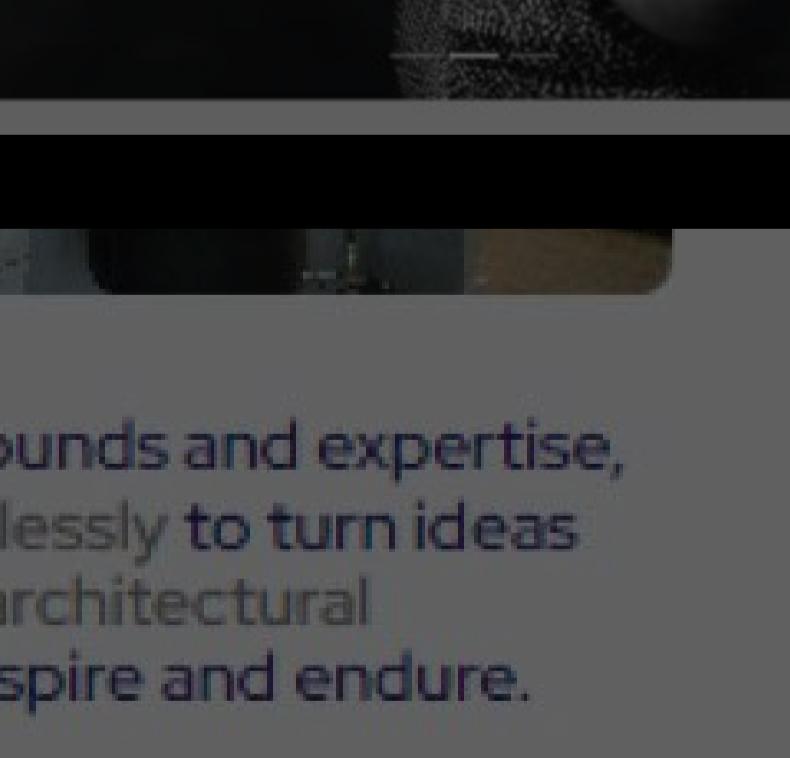


React

Plus more, like SCSS, JSON, SQL, MySQL

## CASE STUDY

Mickey's Custom Labels



Carddeal Design

DevCamp Fries

Beautiful Light

CSS Animation

## PROJECTS

Carddeal Design

DevCamp Fries

Beautiful Light

CSS Animation

Wavy Portfolio Concept

HTML Styled Fries

PEACHTFUL LIGHT

Our Latest Projects

example@gmail.com

Subject

Your Message

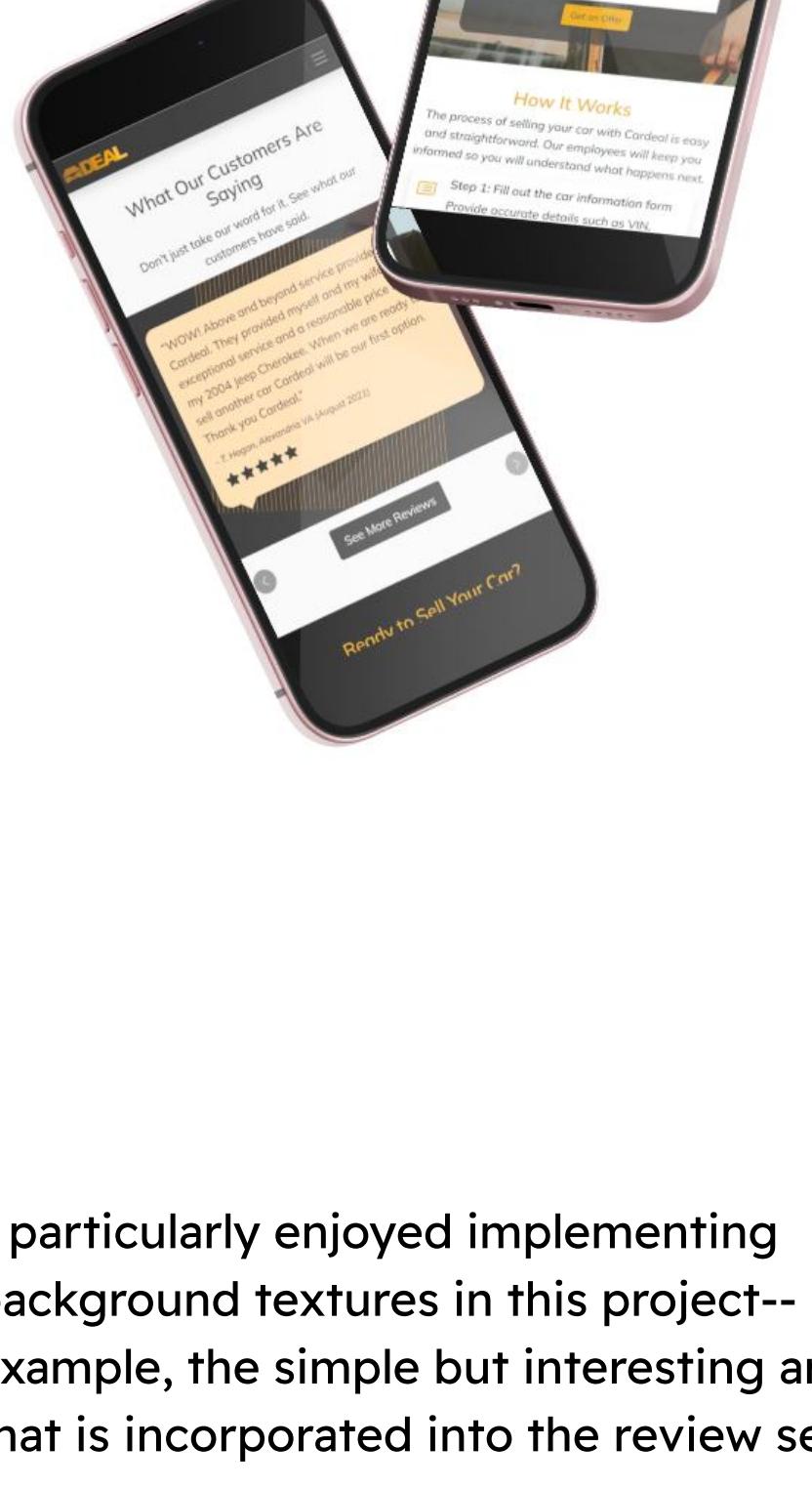
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Message

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KELLI JESKE PORTFOLIO

# KELLI JESKE PORTFOLIO

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## PROJECT 1

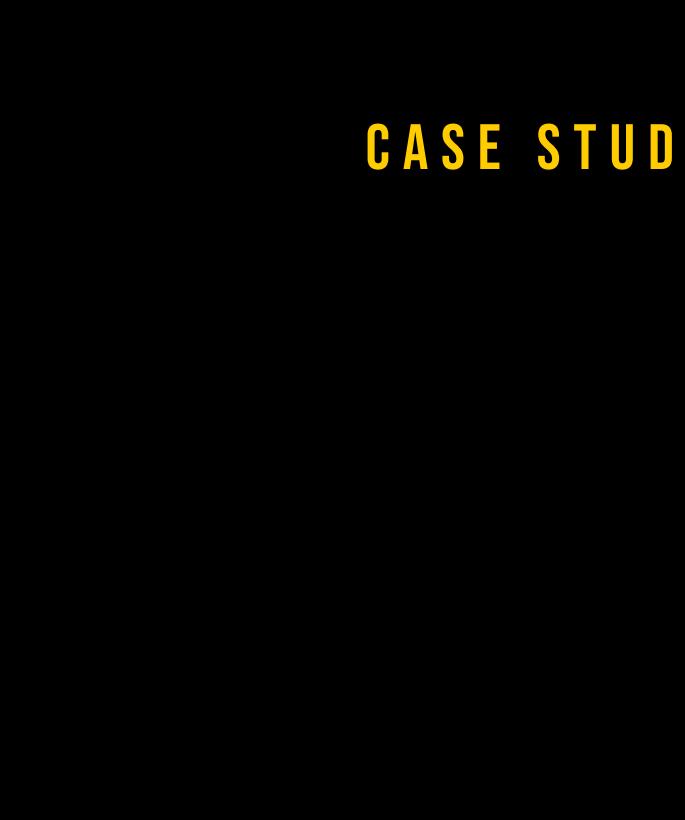
### CARDEAL

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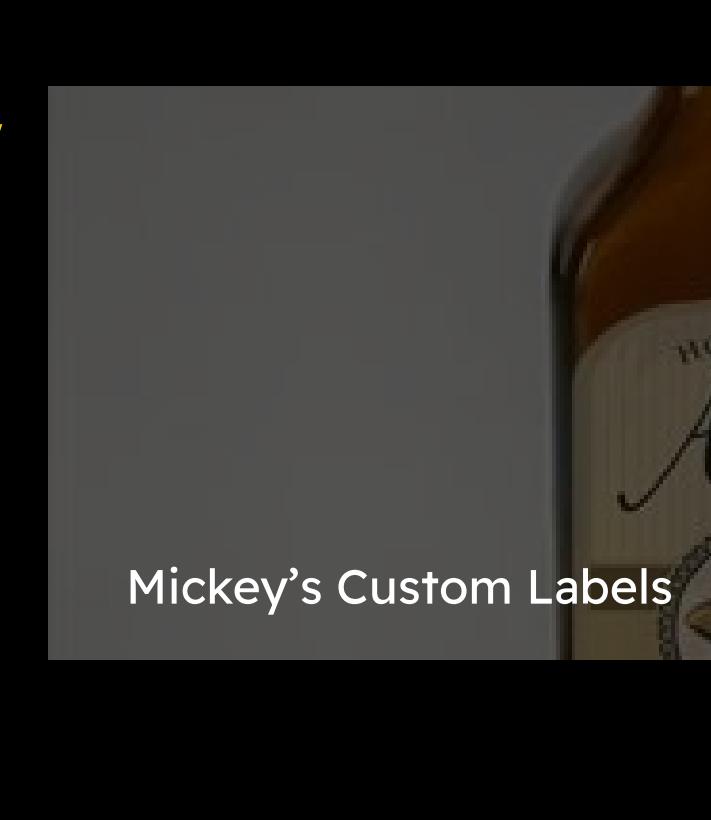
I particularly enjoyed implementing background textures in this project-- for example, the simple but interesting artwork that is incorporated into the review section.

[View Website](#)

## SEE MORE PROJECTS

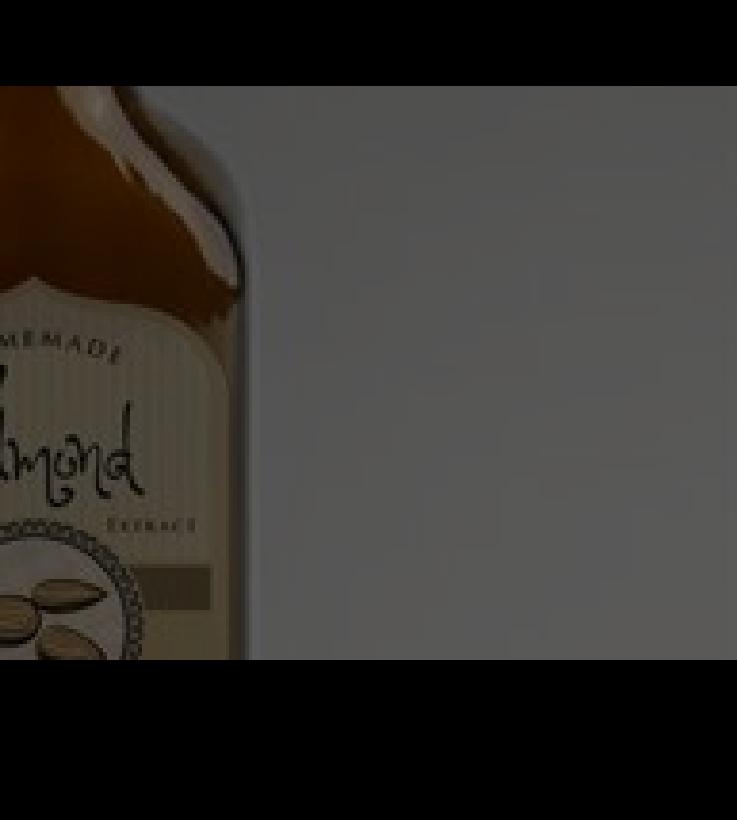


Cardeal Design



Wavy Portfolio Concept

About Me



CSS Animation



DevCamp Fries

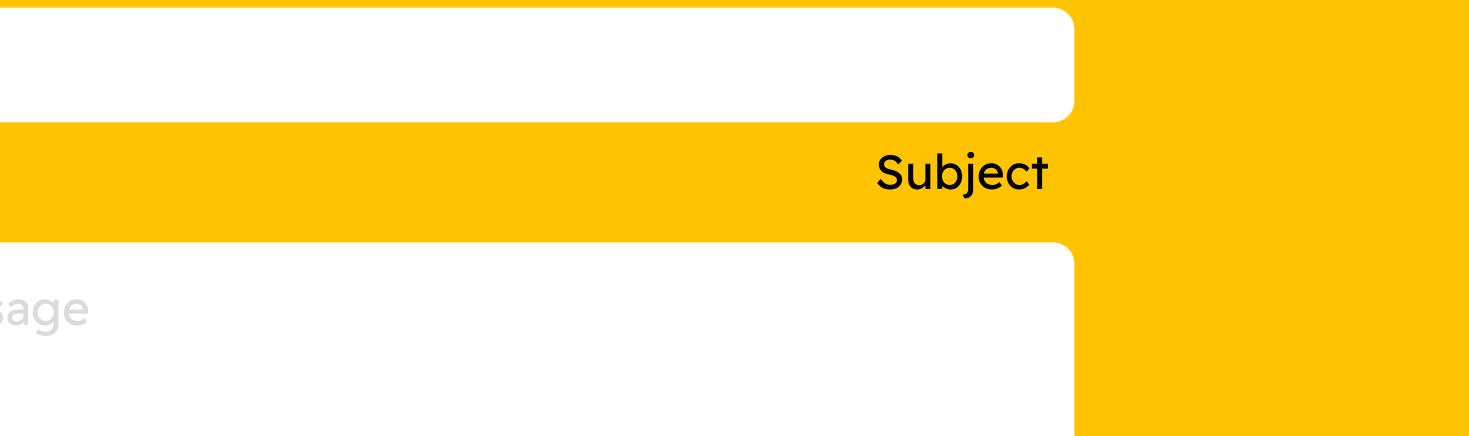


Beautiful Light



Website Replication

## CASE STUDY



Mickey's Custom Labels

# CONTACT

Email Address

Subject

Submit

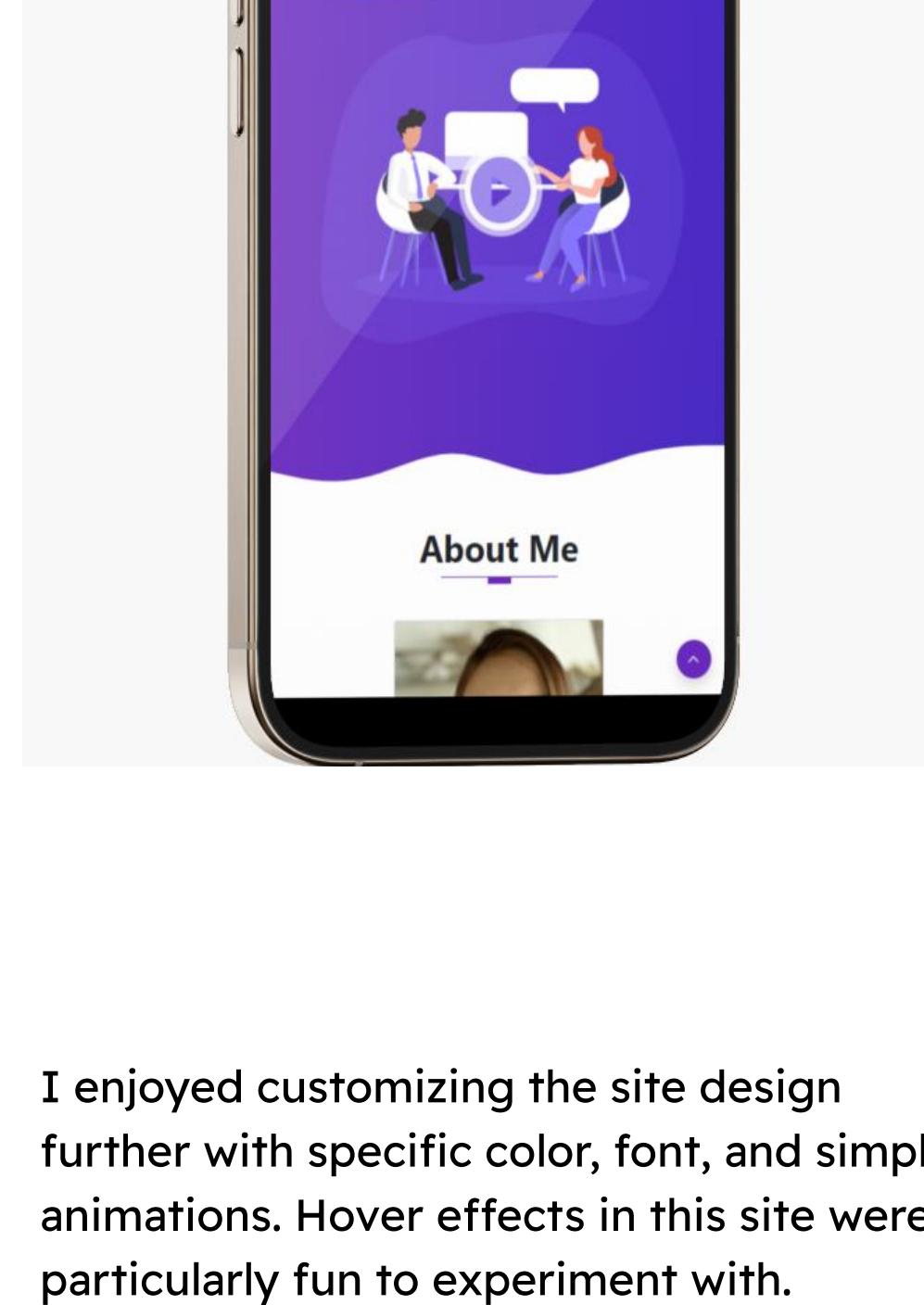
Message

I'm excited to answer your questions!



KELLI JESKE PORTFOLIO

# KELLI JESKE PORTFOLIO

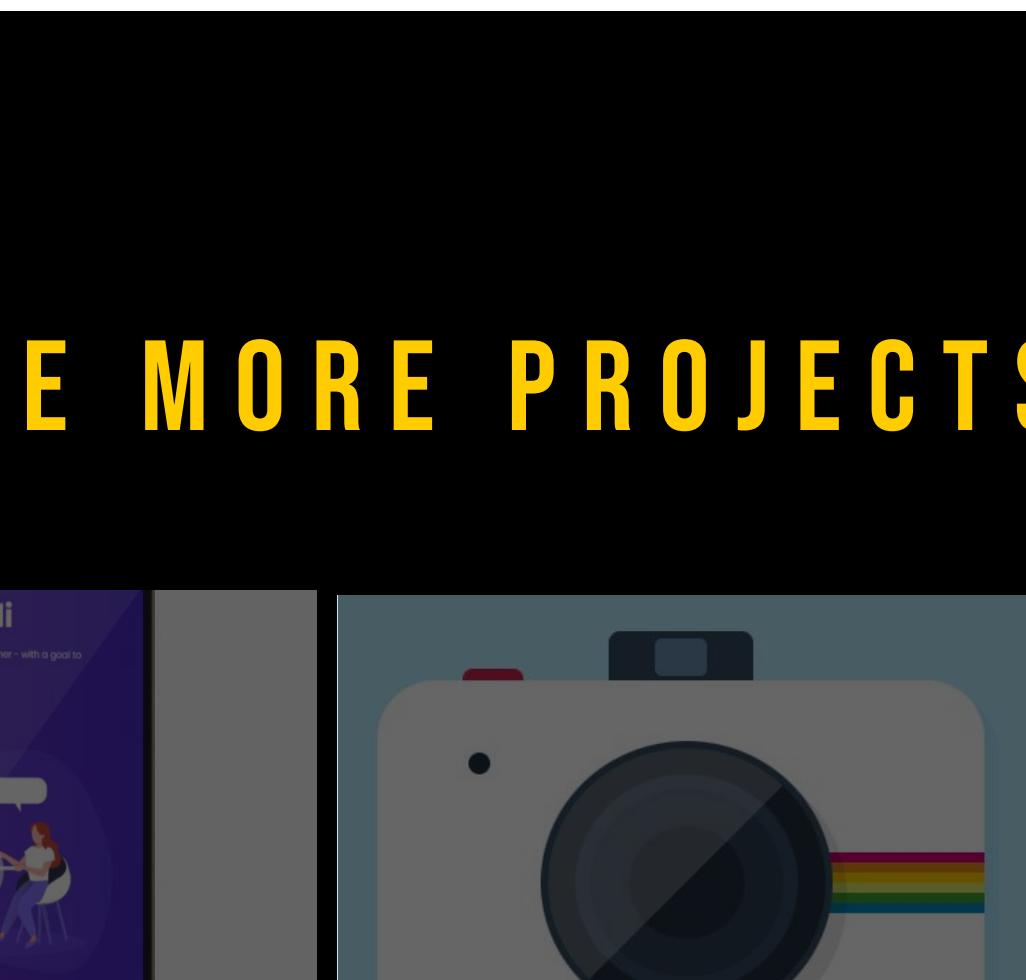
[About](#)[Skills](#)[Case Study](#)[Portfolio](#)[Contact](#)

## PROJECT 2

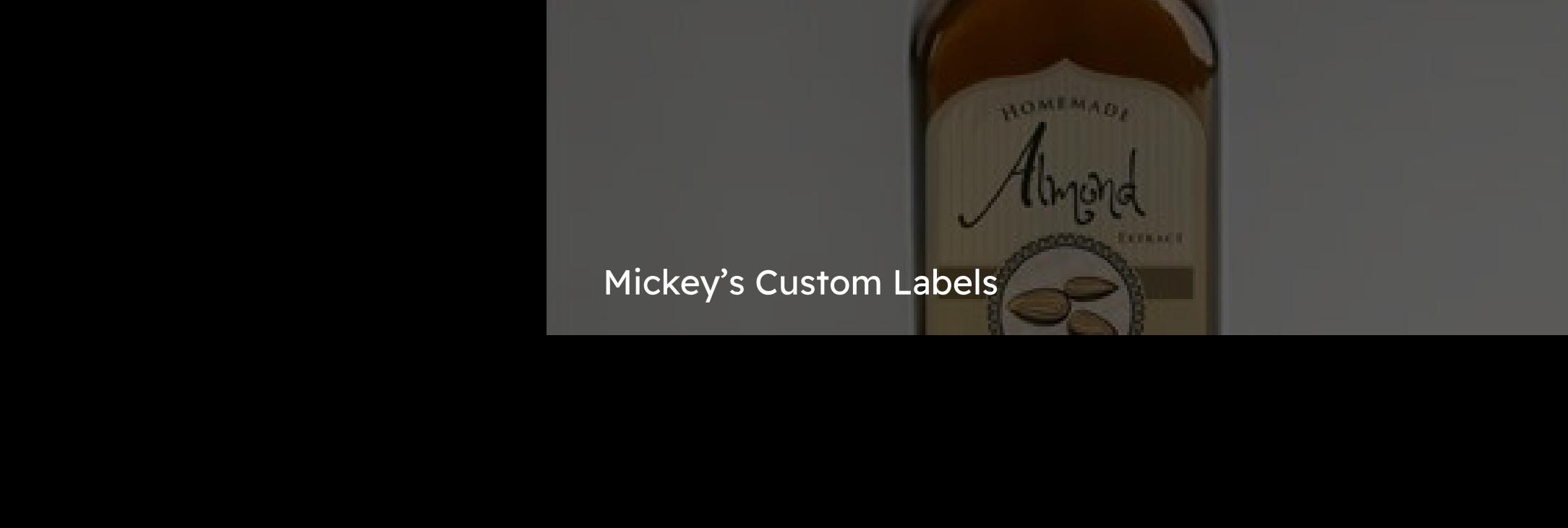
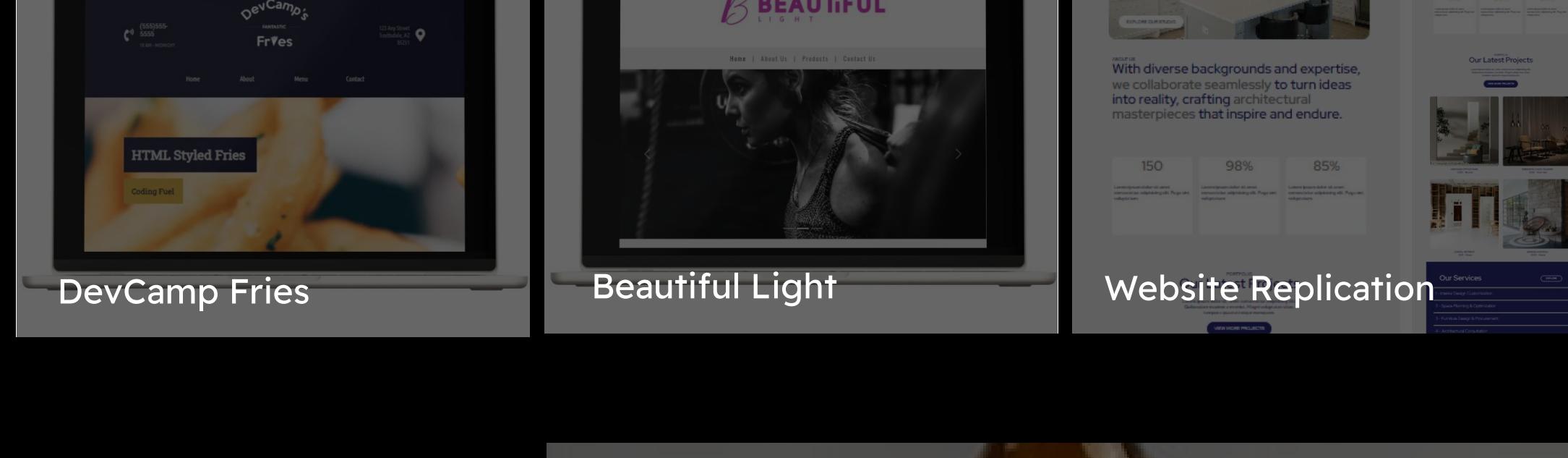
### WAVY PORTFOLIO

This portfolio website showcases my design skills and professional experience through a clean and modern layout. The site features custom vector graphics that align with the color theme, adding visual harmony throughout. Smooth, subtle animations enhance user engagement without overwhelming the content, while wavy transitions between sections offer a creative yet professional touch. Built using Bootstrap and SCSS, the site is fully responsive, ensuring an optimal viewing experience across all devices. The design project reflects a proficiency in front-end development, providing visitors with useful information about me and my work.

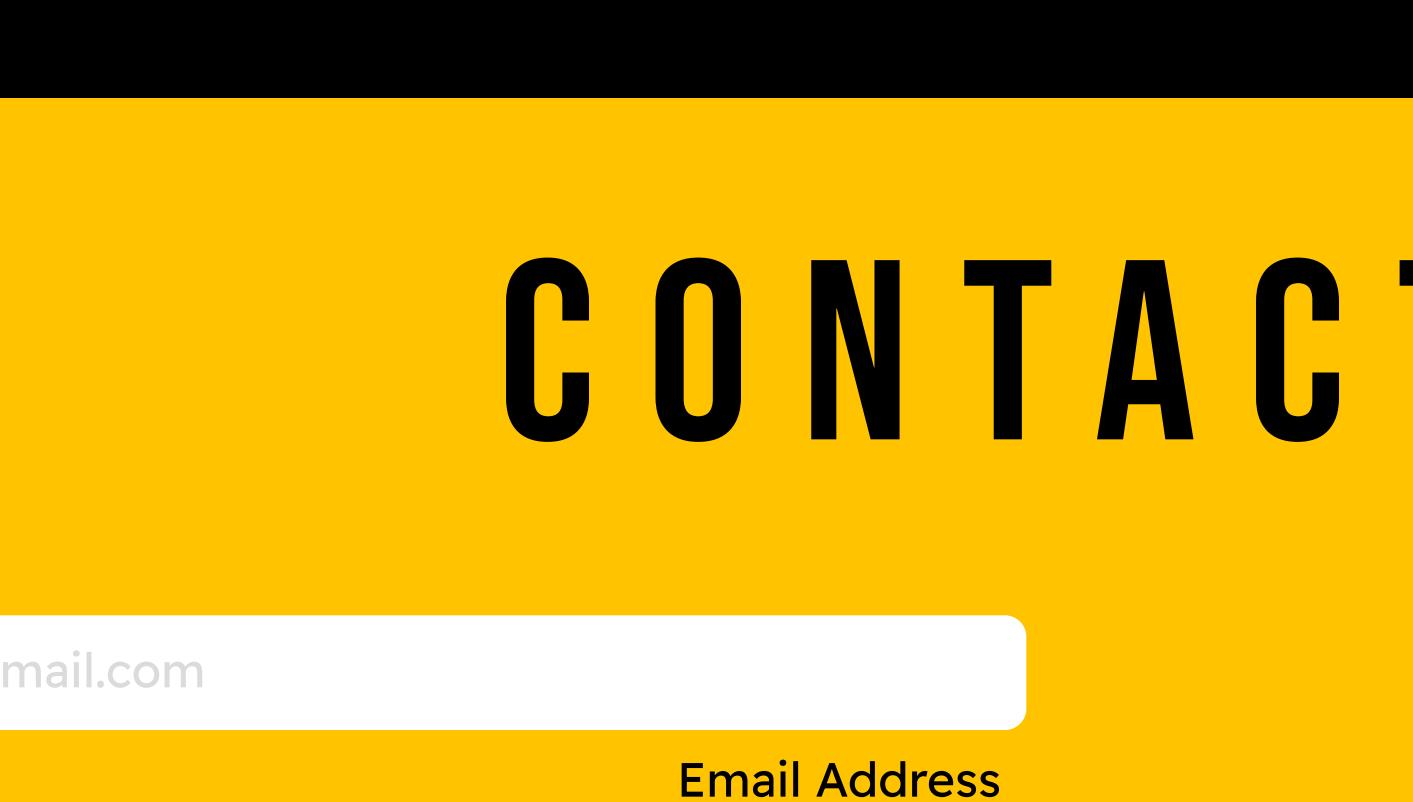
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[View Website](#)

## SEE MORE PROJECTS



## CASE STUDY

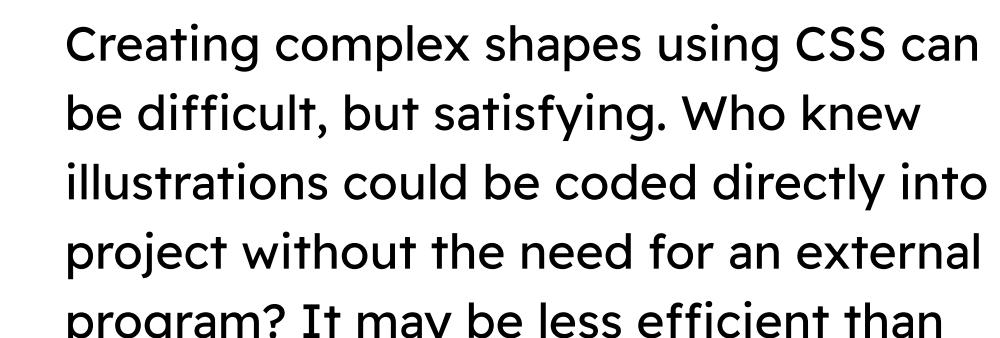
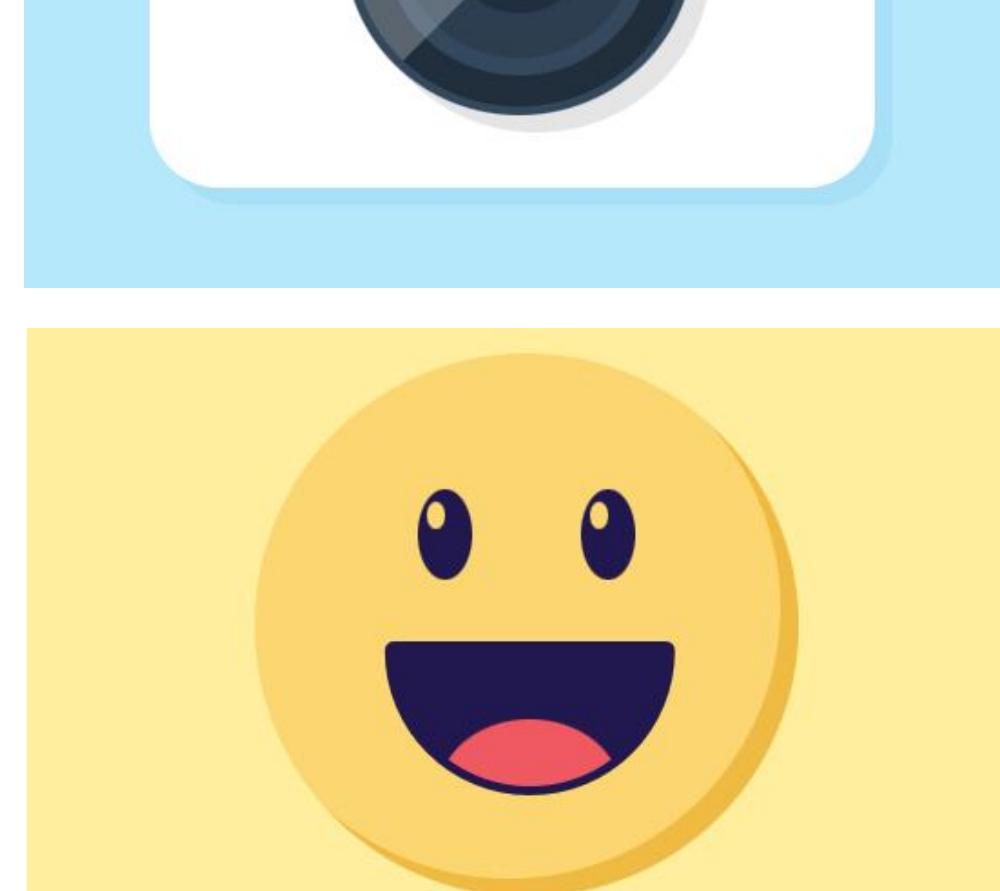


## CONTACT

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# KELLI JESKE PORTFOLIO

[About](#)[Skills](#)[Case Study](#)[Portfolio](#)[Contact](#)

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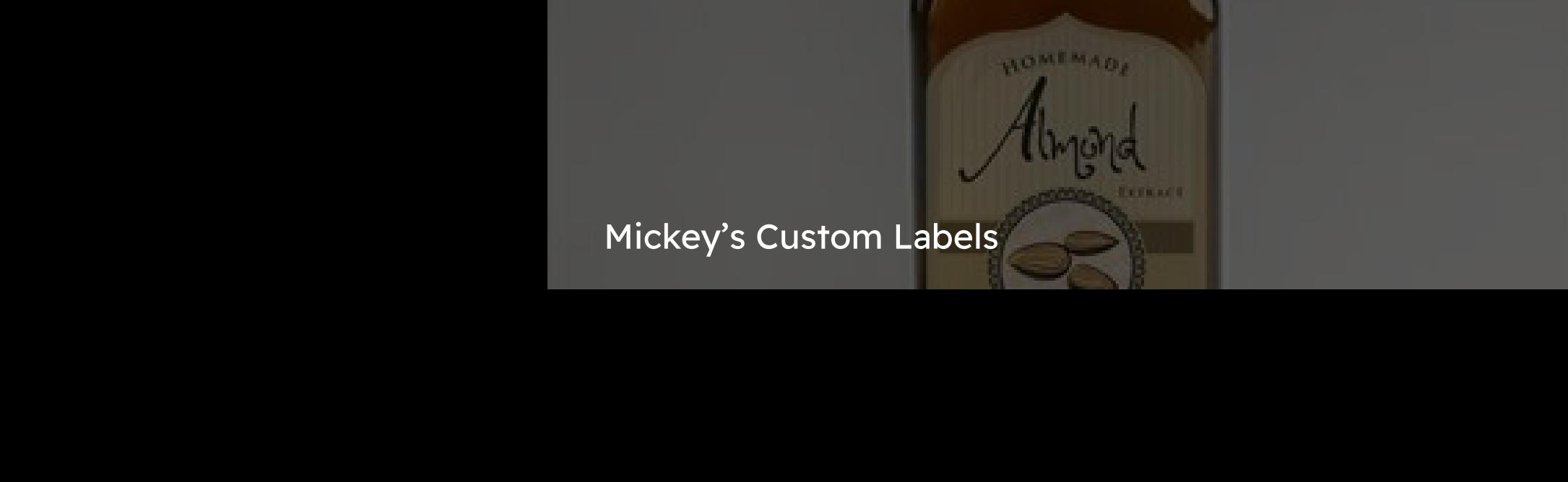
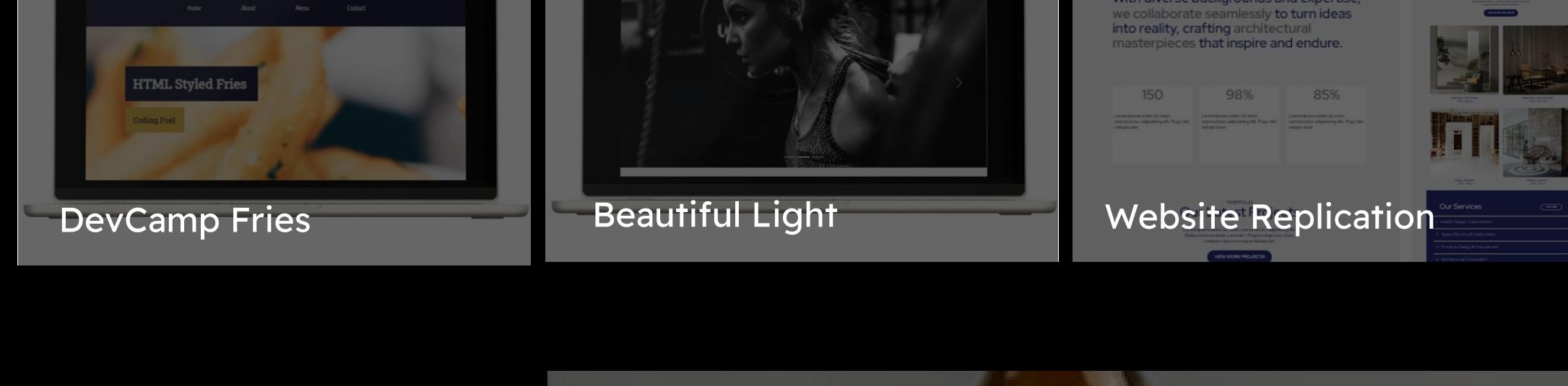
[View Website](#)

## PROJECT 3

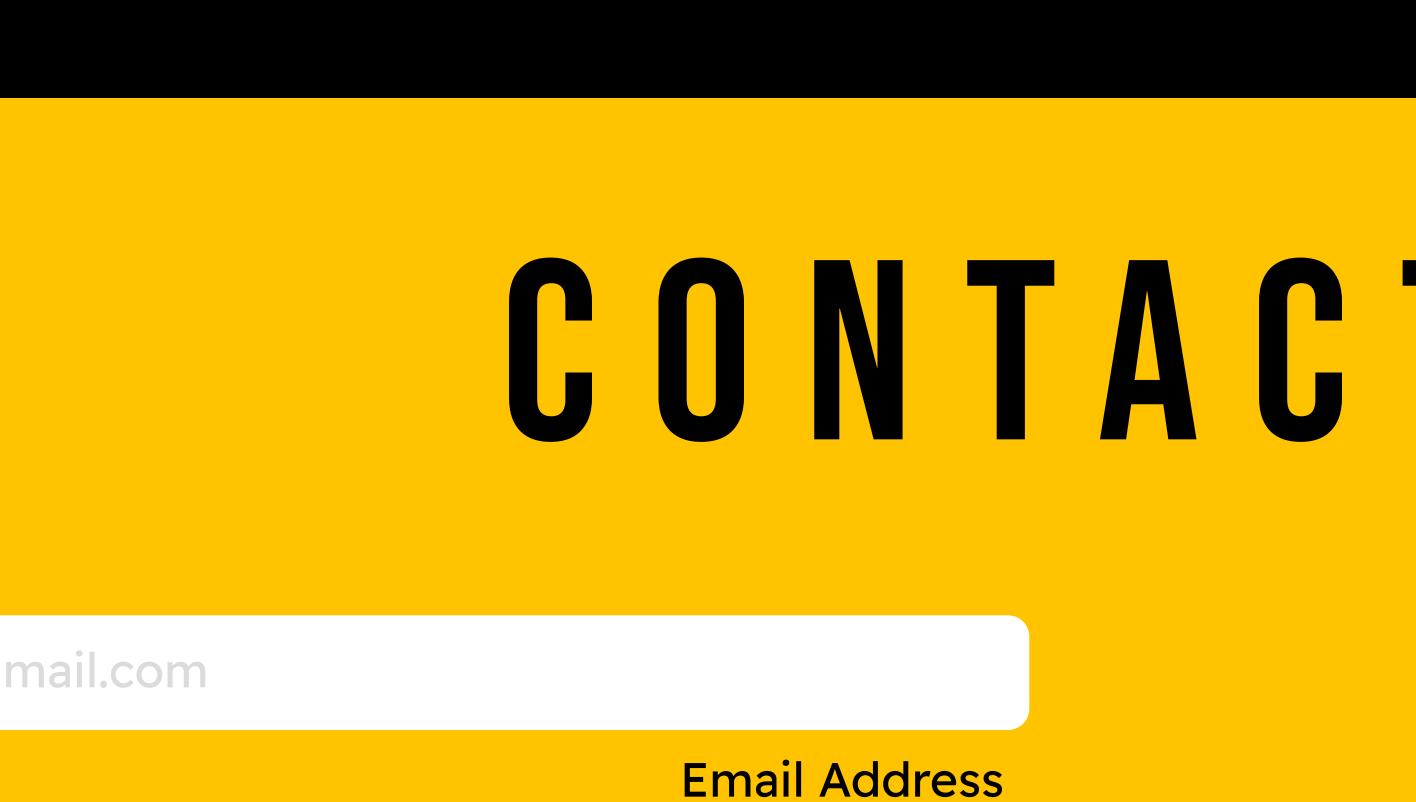
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## SEE MORE PROJECTS



### CASE STUDY

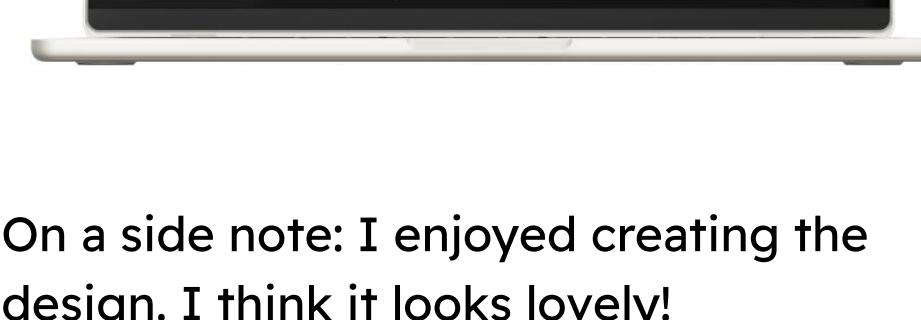
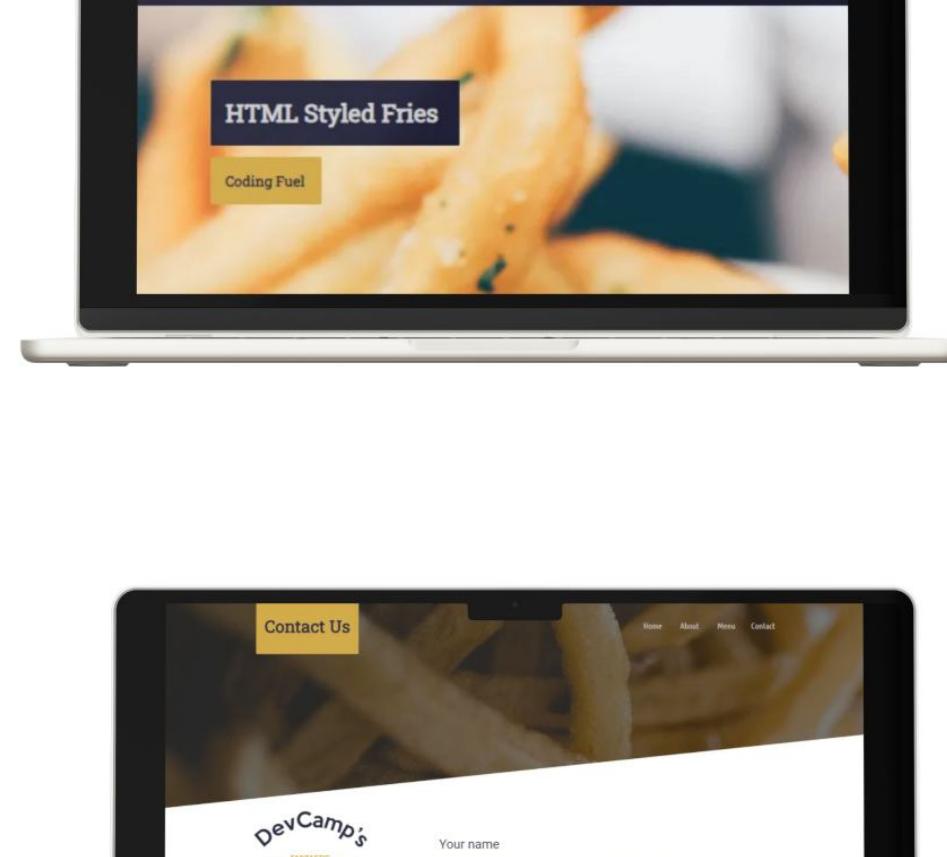


## CONTACT

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# KELLI JESKE PORTFOLIO

[About](#)[Skills](#)[Case Study](#)[Portfolio](#)[Contact](#)

## PROJECT 4

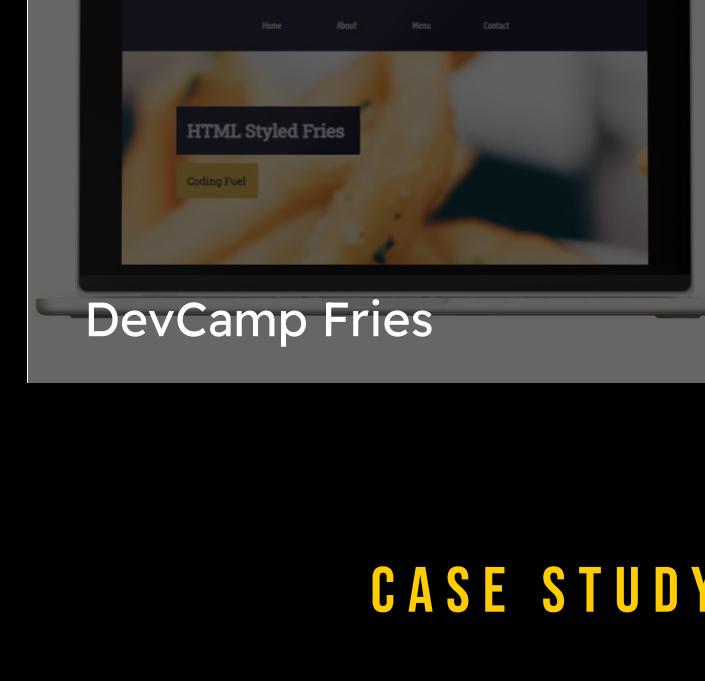
### WAVY PORTFOLIO

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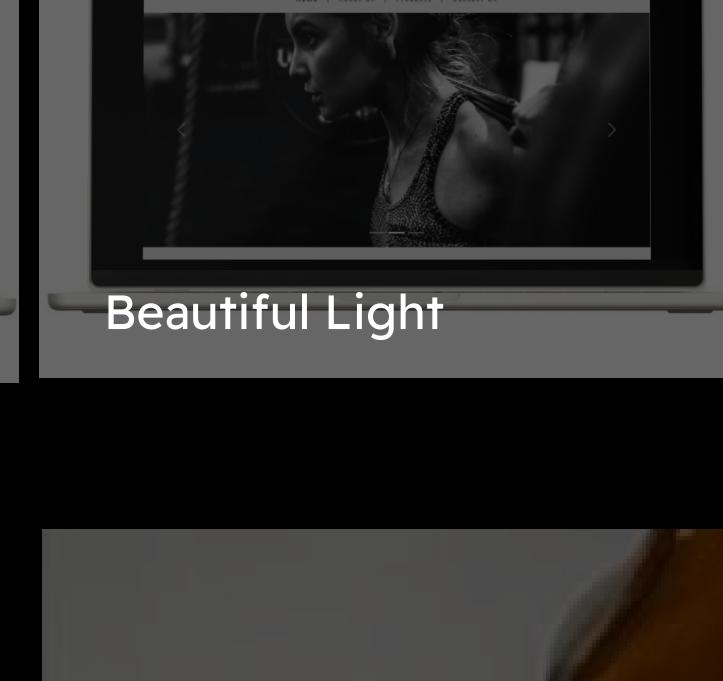
[View Website](#)

On a side note: I enjoyed creating the design. I think it looks lovely!

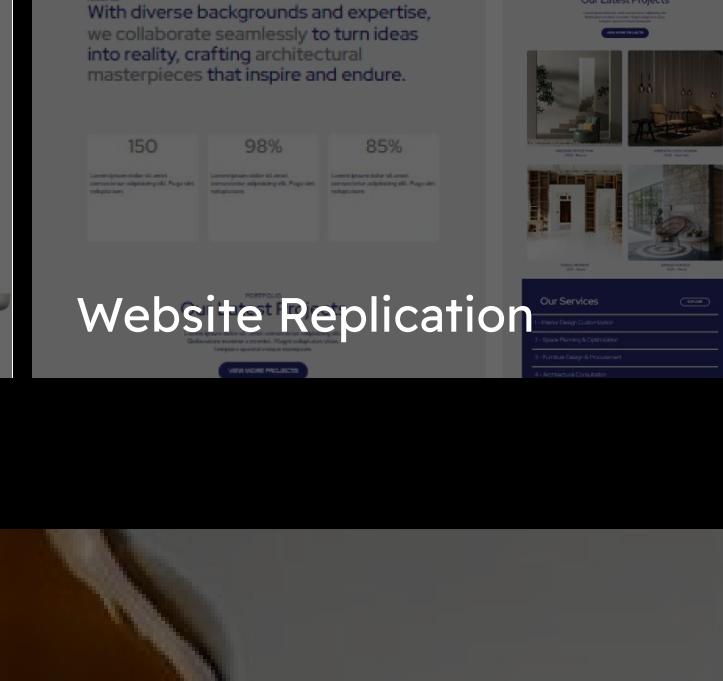
## SEE MORE PROJECTS



Cardinal Design



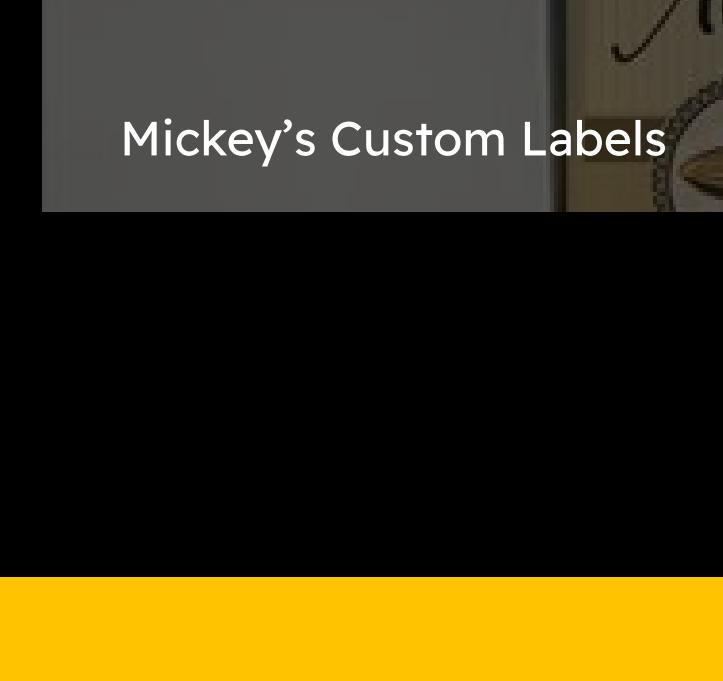
Wavy Portfolio Concept



CSS Animation



DevCamp Fries

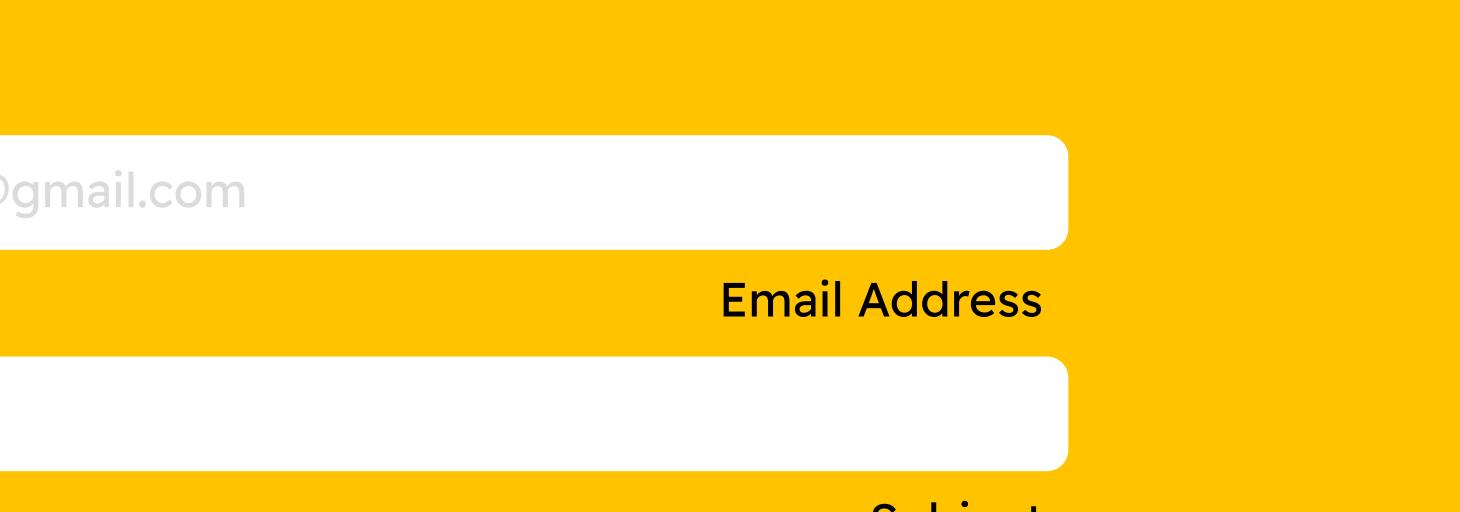


Beautiful Light



Website Replication

## CASE STUDY



Mickey's Custom Labels

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Email Address

Subject

Message

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# KELLI JESKE PORTFOLIO

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## PROJECT 5

### BEAUTIFUL LIGHT

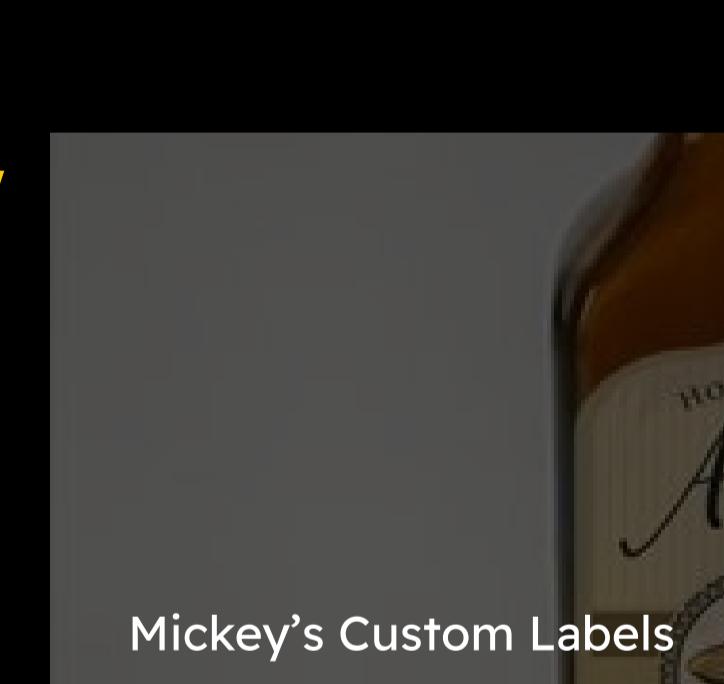
The Beautiful Light website is designed to guide customers toward purchasing premium workout equipment, including yoga balls, mats, fitness towels, and beautifully crafted dumbbell weights. As part of this project, I created Amazon product listing images, assisted with mockups, and am currently developing the website. This will serve as the final project for my User Experience class, where I will analyze and apply all steps of the UX design process, from user research to wireframing and usability testing. The focus is on creating a seamless shopping experience that reflects the brand's commitment to high-quality fitness products and aesthetics.

You can see the original design concept from years ago in these thumbnails-- a design I created when I was just learning the basics of coding. This is not the design I plan to publish as the final working website. There are still many steps in the User Experience process to complete before a new design is ready for implementation.

## SEE MORE PROJECTS

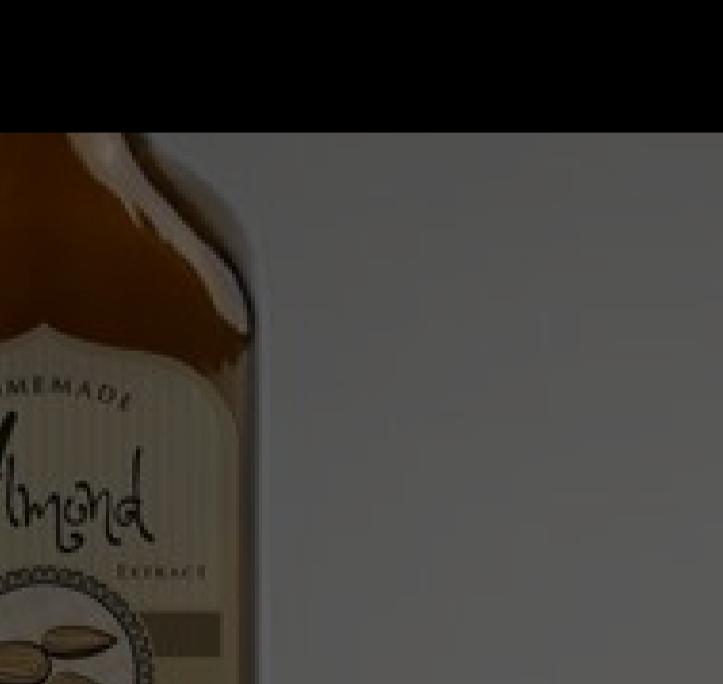


Cardeal Design

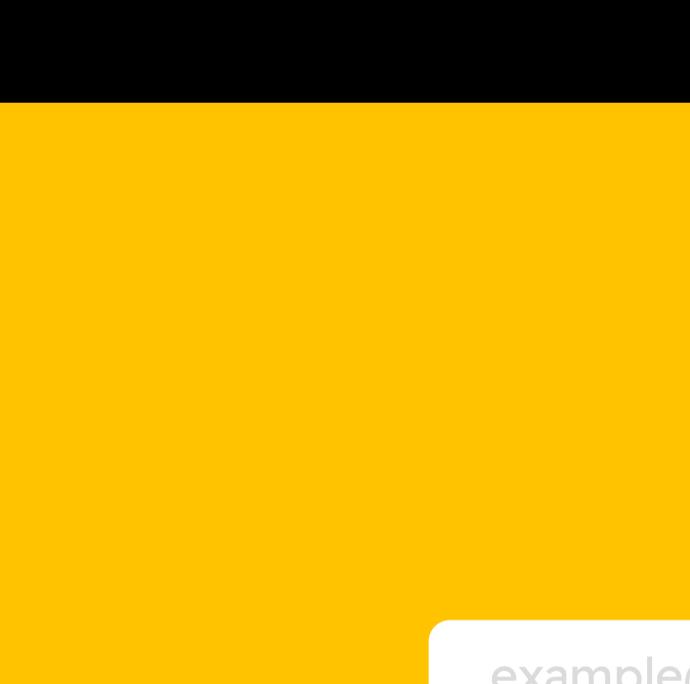


Wavy Portfolio Concept

About Me



CSS Animation



DevCamp Fries

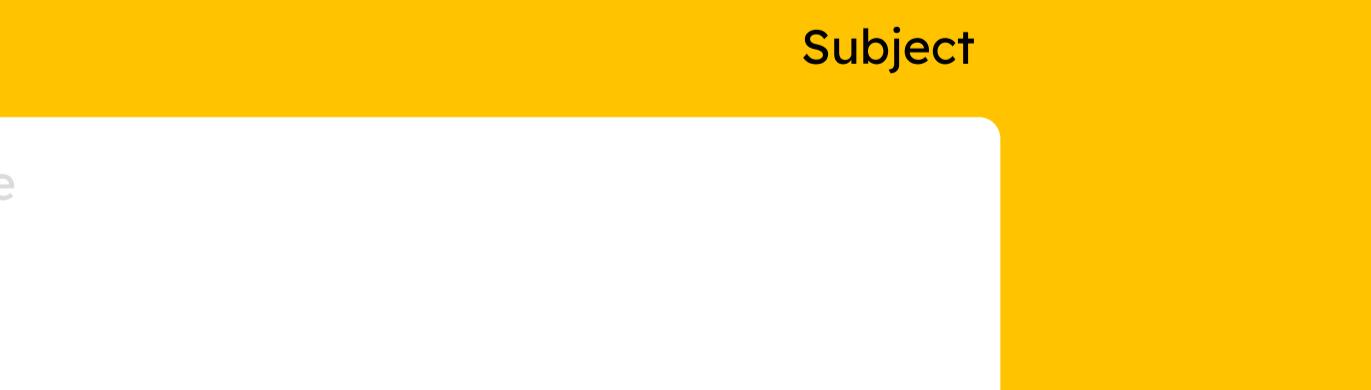


Beautiful Light



Website Replication

## CASE STUDY



Mickey's Custom Labels

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Email Address

Subject

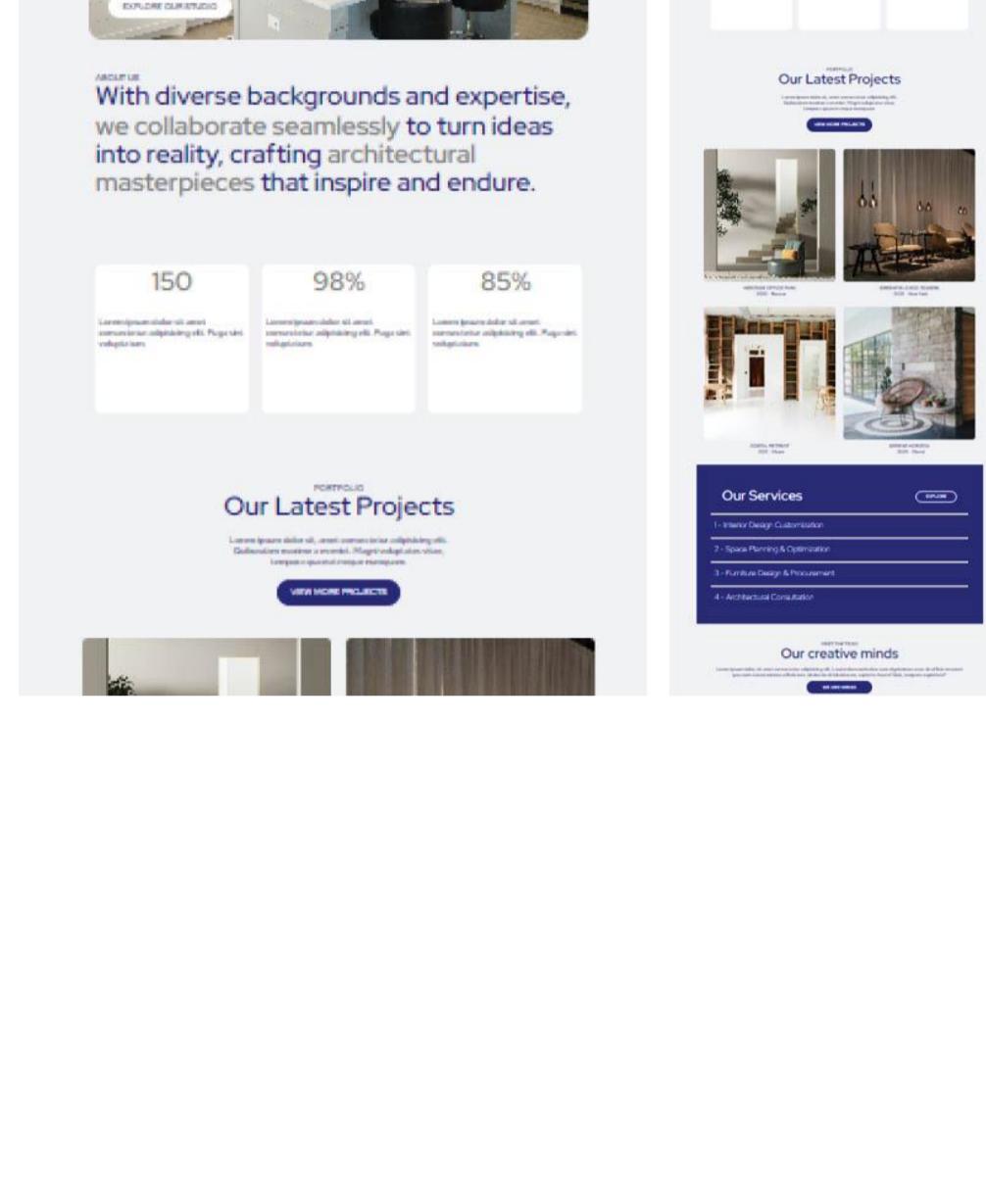
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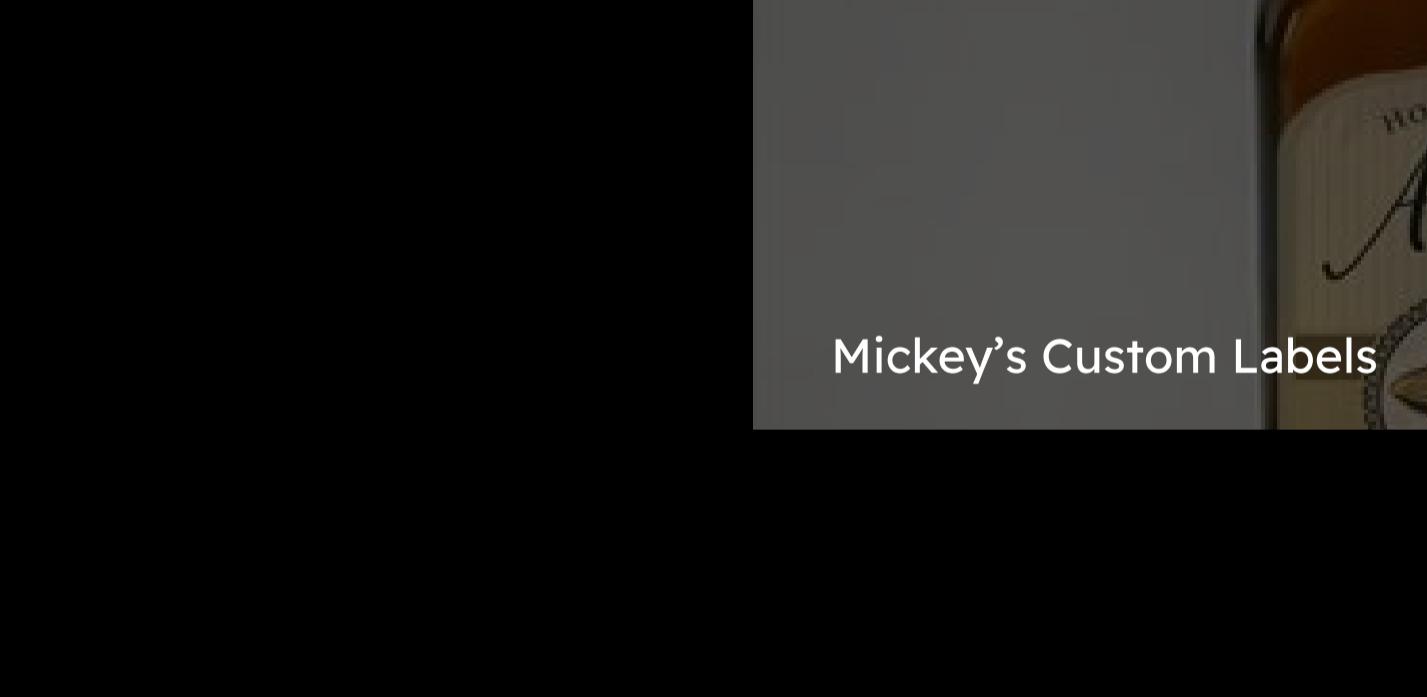
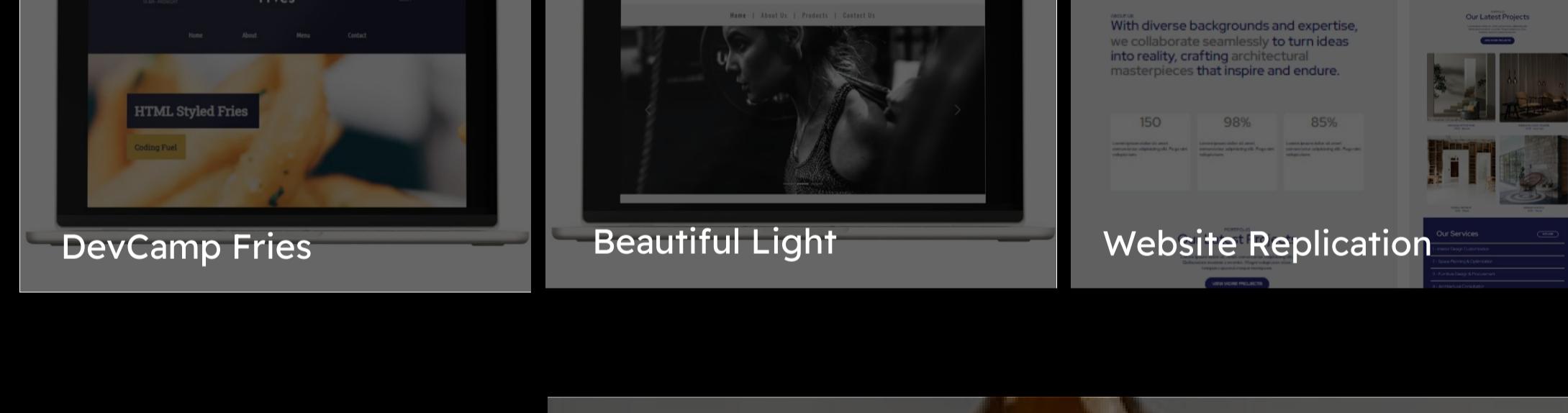
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## PROJECT 6 WEBSITE CREATION

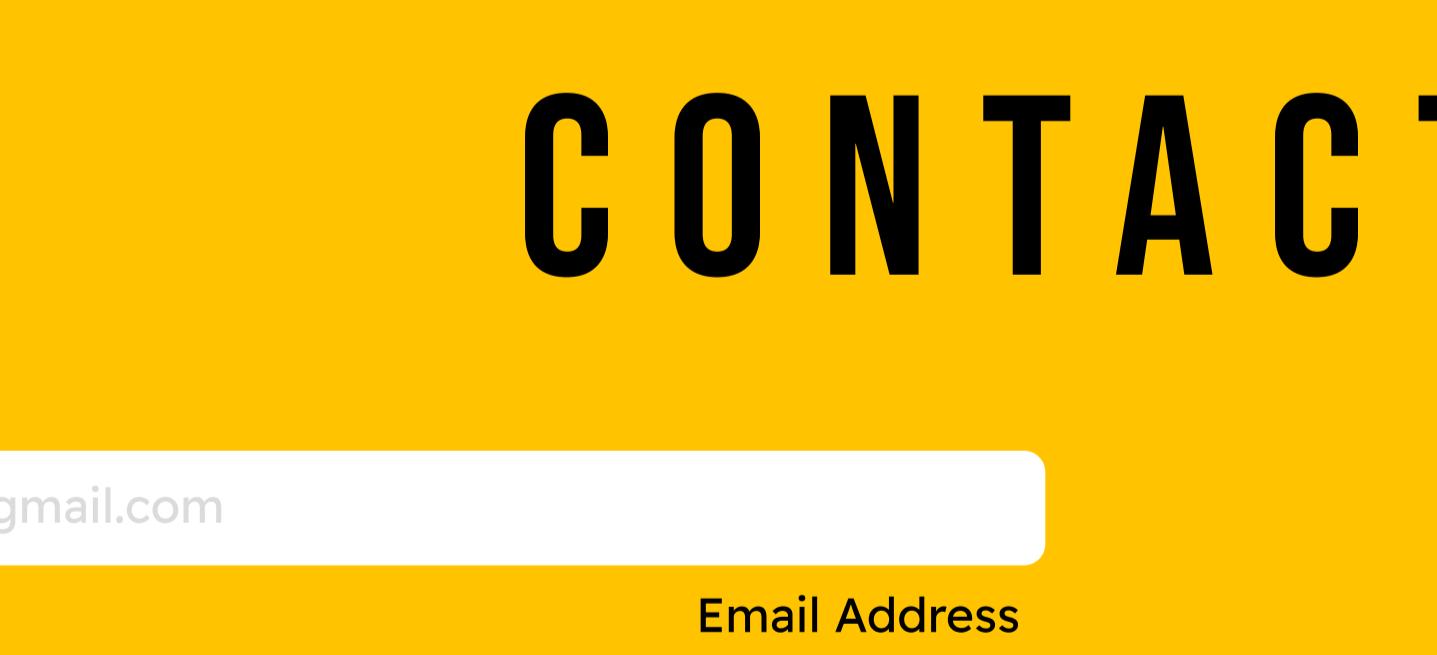
For this assignment, I recreated a basic but professional one-page website, focusing on clean design and effective layout. The site includes multiple sections, such as an introduction, services, “meet the team” section, and a contact form, all presented in a logical, user-friendly structure. The goal was to recreate this responsive and visually appealing site to practice css styling techniques. By replicating the modern design while using efficient coding practices, I ensured the site retains a professional look while providing its essential information in an organized manner.

[View Website](#)

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### CASE STUDY



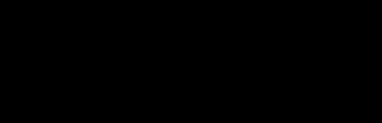
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# KELLI JESKE PORTFOLIO

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## CASE STUDY

### MICKEY'S CUSTOM LABELS

This project involved designing and developing a fully responsive e-commerce website for a small custom sticker label business. My role was to find a solution to her problem and implement it.

Mickey is a graphic designer who has been selling her custom sticker labels through Facebook and Venmo, and she was hoping to get a website together that would make things a little simpler as the number of her designs grew and orders steadily increased.

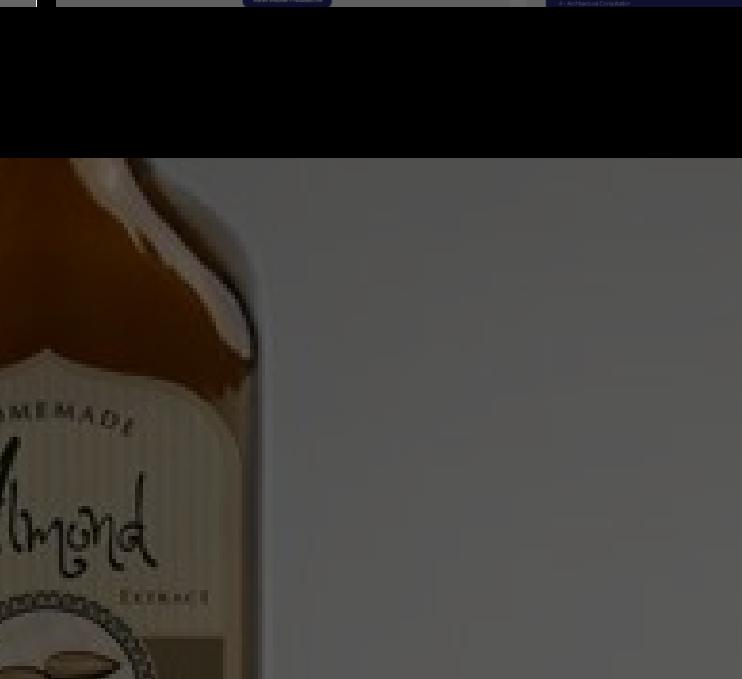
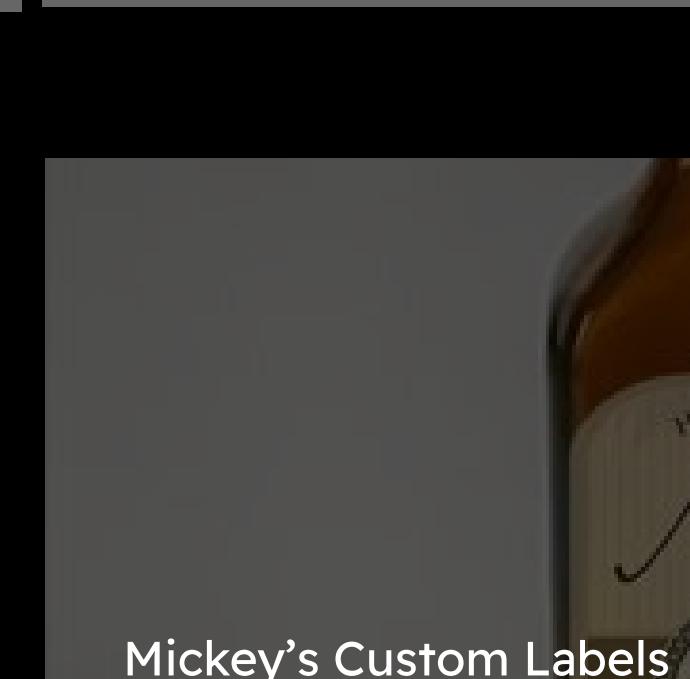
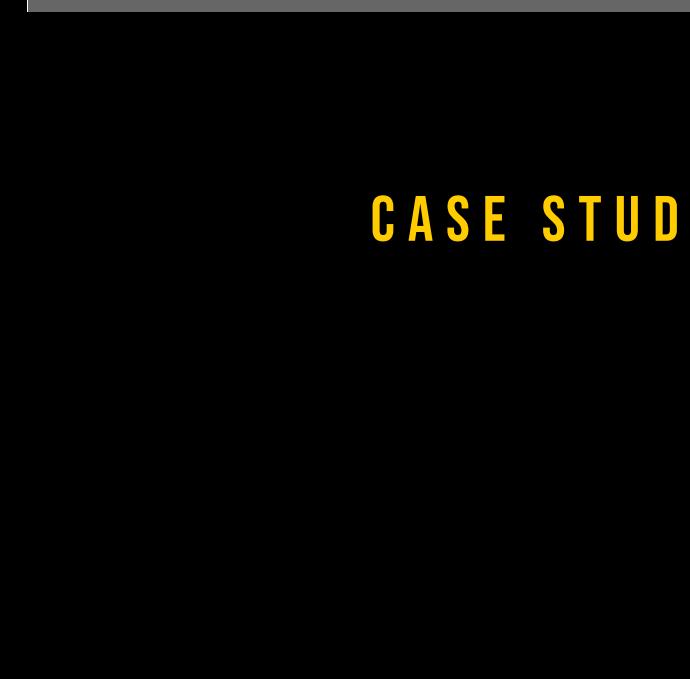
The website she was creating on her own was not professional enough for e-commerce, was disorganized, not easy to navigate, and had many design issues. Not only was this website not mobile-friendly, it also wasn't entirely functional. She asked for help from me to find a solution for her, mentioning briefly that she needed a hosting solution without a monthly fee. I then started planning a new website design, including the integration of the payment processing platform she previously began to implement (setting up a product catalog on Square and linking it to each product on her new website), and ensuring that nothing would require monthly fees to host (Square charges the customer a small payment processing fee with every purchase, which satisfies their need for compensation).

I began researching competitors' websites to understand industry standards and discussed the web design concept with potential users to discover their needs and wants. After sketching wireframes, I moved to Figma to create high-fidelity mockups. For development, I will use Bootstrap for responsiveness and SCSS for efficient styling. One challenge I face is optimizing the site for slower internet connections, which I will resolve by minimizing image sizes and compressing resources.

This project is an ongoing one, so it is not yet complete. I am excited to finish the designs and bring the concept together into a finished product.

P.S. I created the mockup image in Adobe Photoshop, and I plan to do many more for this website, ensuring a sleek modern look.

## SEE MORE PROJECTS



## CASE STUDY

Mickey's Custom Labels

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# KELLI JESKE

Designer/Developer

About

Skills

Portfolio

Case Study

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## ABOUT ME

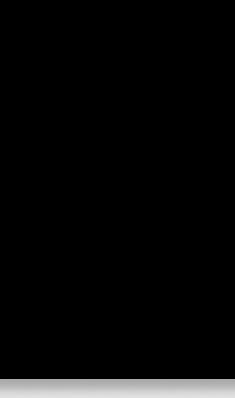
I'm Kelli Jeske, a beginner UX designer and front-end developer with plenty of graphic design and marketing experience. Through my studies and projects, I've developed skills in high-fidelity prototyping and crafting intuitive user flows that balance design and functionality.

I have done some real world web design projects, such as

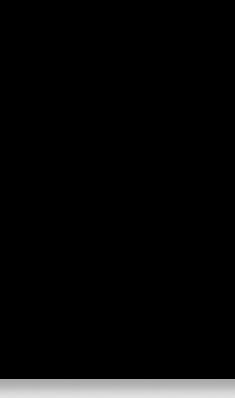
as redesigning the website for Utah Contract Sewing, adding web content for local businesses in Logan, and designing a website for a friend's custom sticker label business. I'm eager to grow by tackling more real-world projects. I'm passionate about simplifying complex processes and exploring how design can drive business success and improve user engagement.



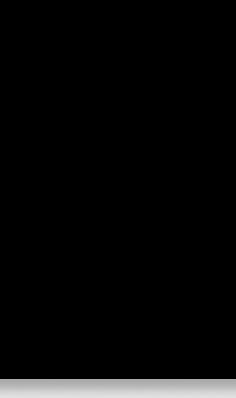
## SKILLS



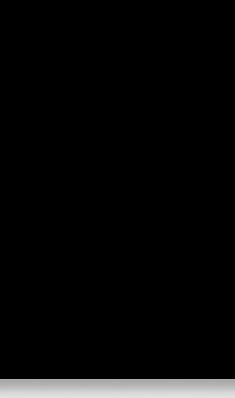
HTML5



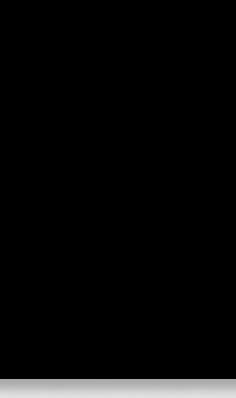
CSS3



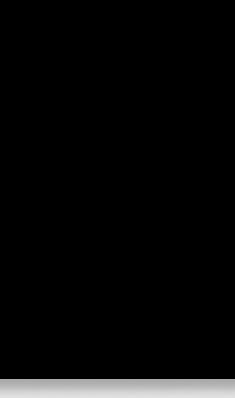
JavaScript



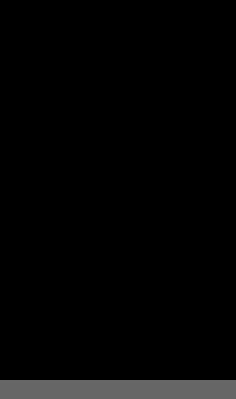
Bootstrap



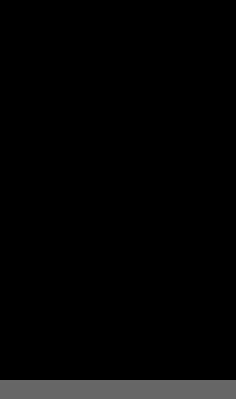
Adobe Photoshop



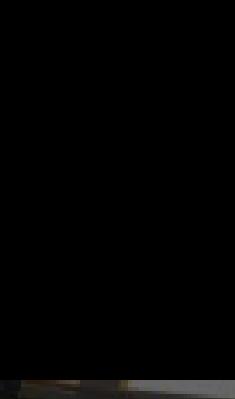
Adobe InDesign



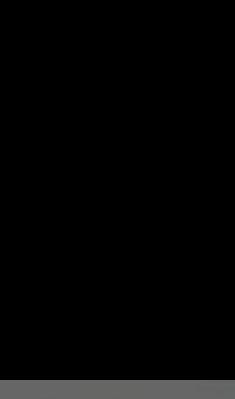
Adobe Illustrator



Python



Github



Figma



Wordpress



React

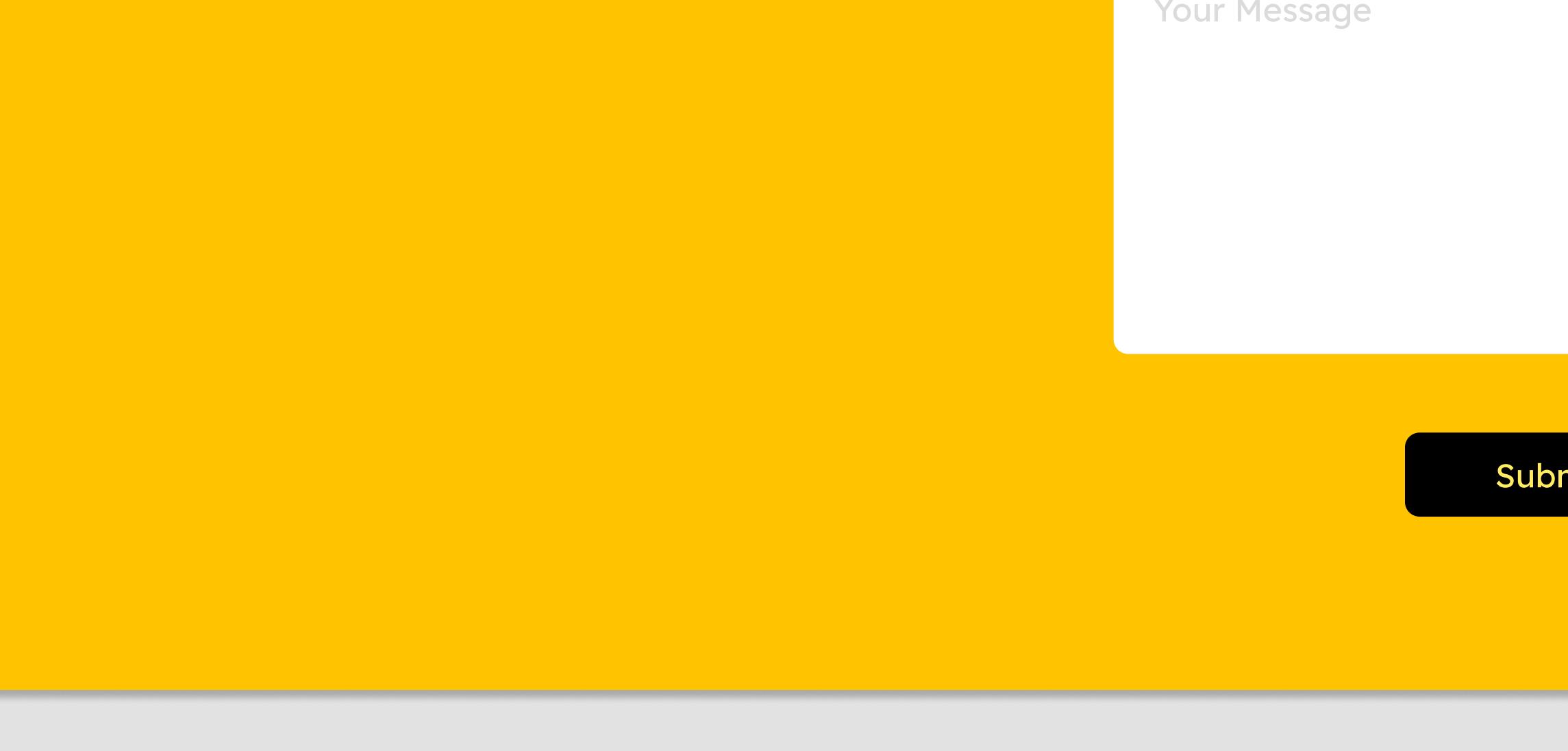
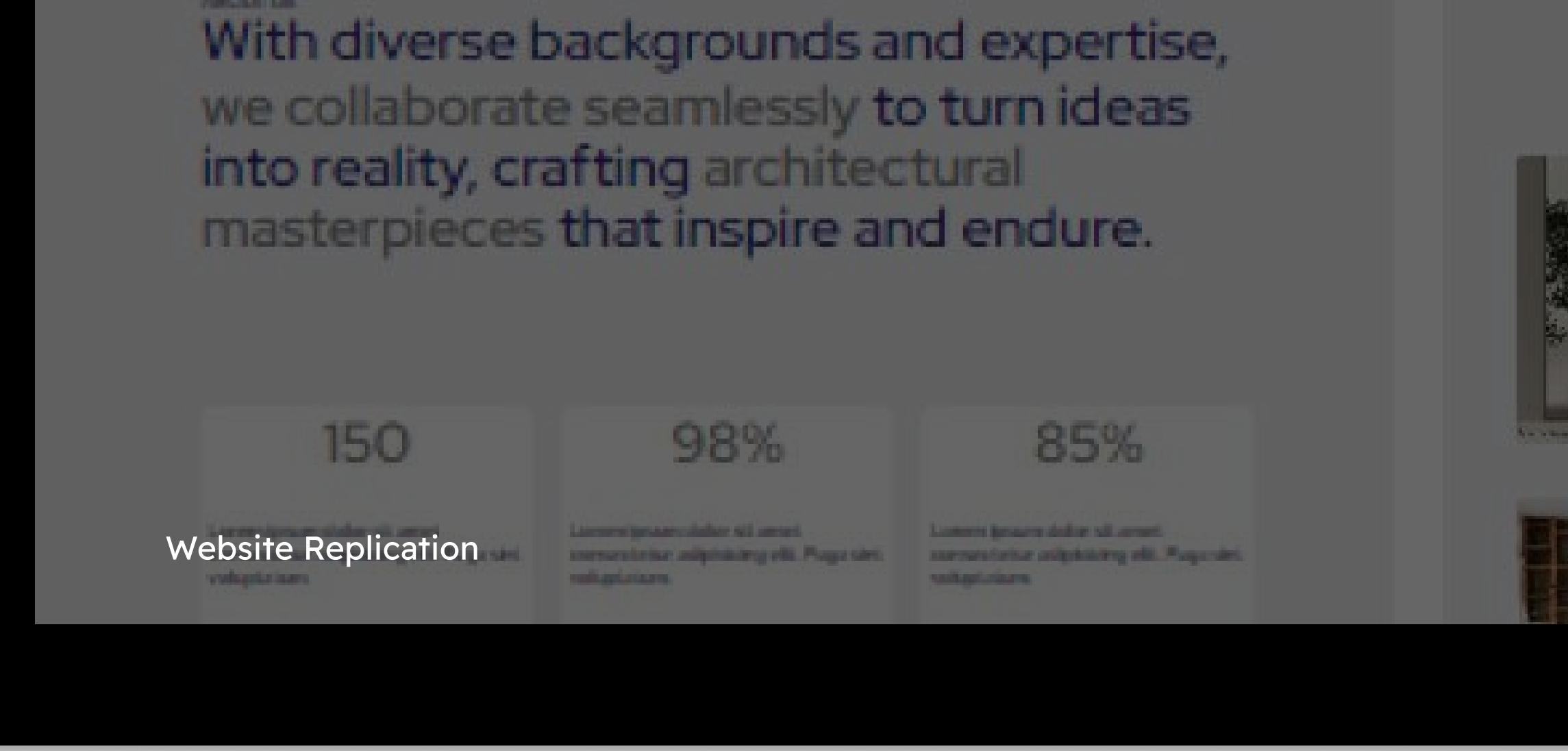
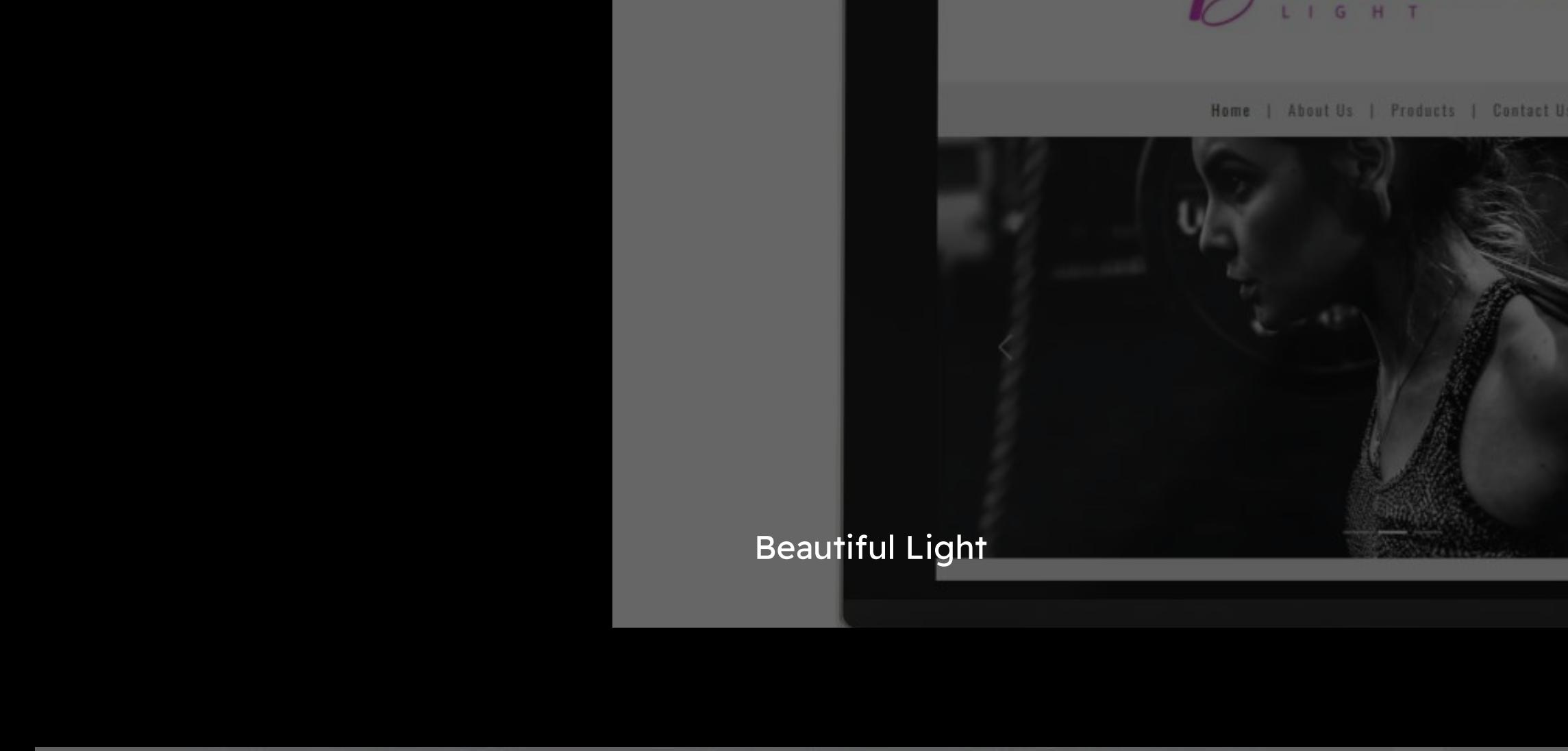
Plus more, like SCSS, JSON, SQL, MySQL

## CASE STUDY



Mickey's Custom Labels

## PROJECTS



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# KELLI JESKE PORTFOLIO

About

Skills

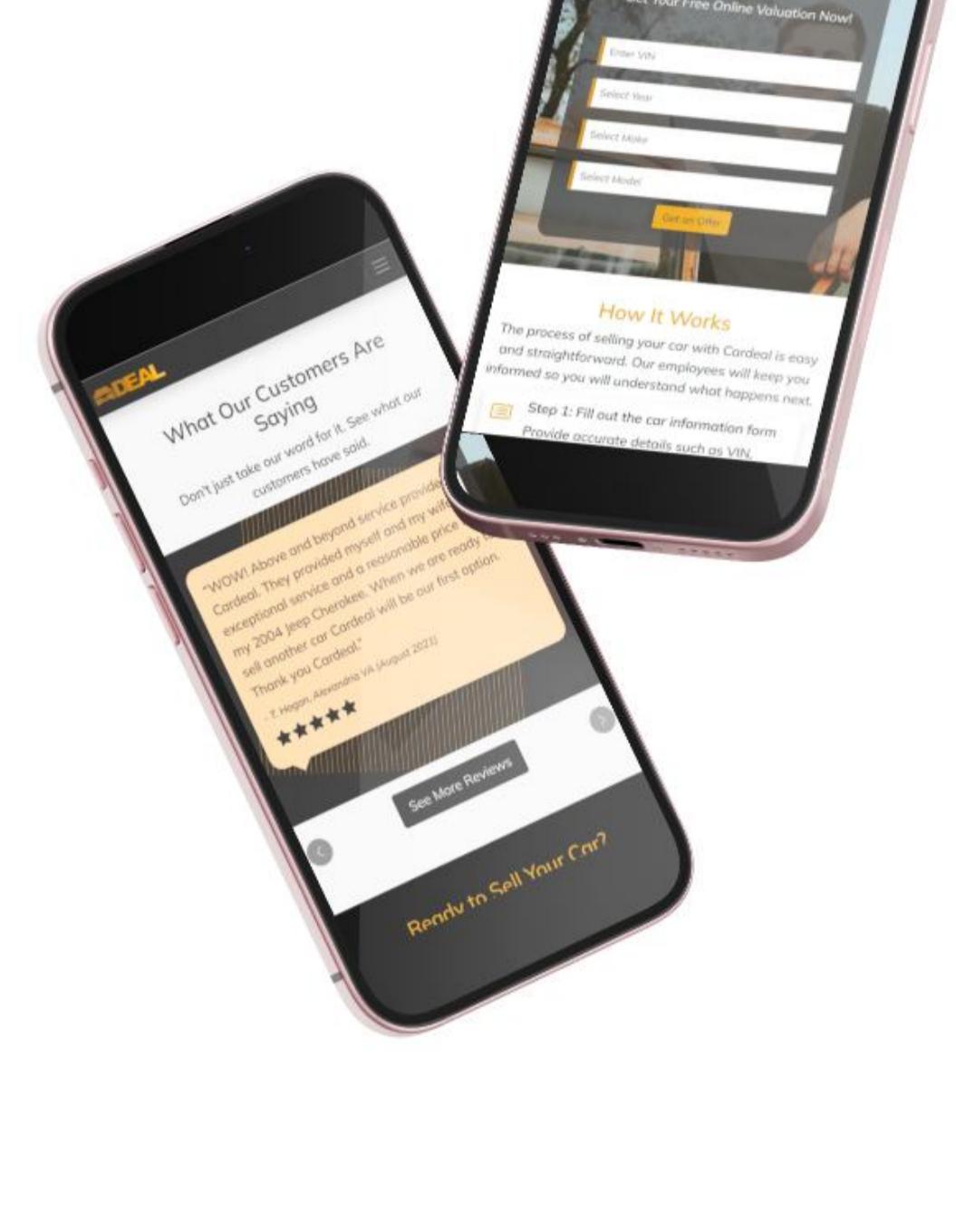
Portfolio

Case Study

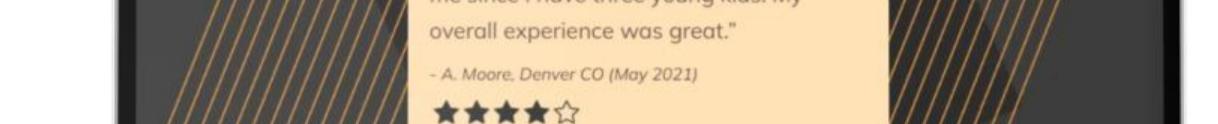
Contact

## PROJECT 1

### CARDEAL



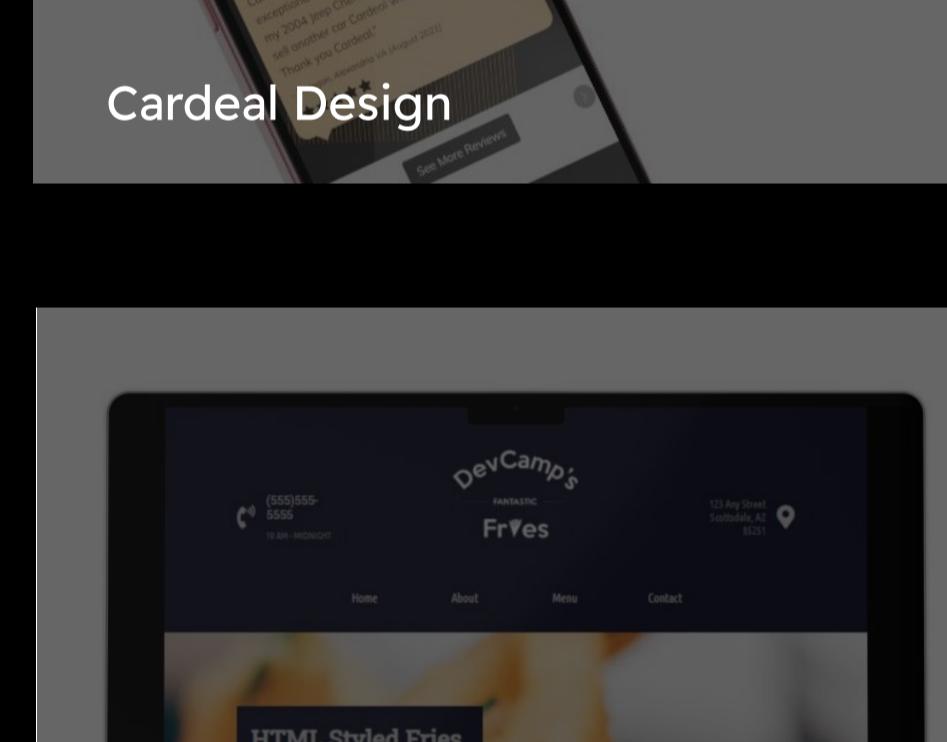
This project is a responsive website designed for a fictional car dealership. The website features a user-friendly interface that allows users to browse information about the company, read reviews, and submit a form to sell their used car. I incorporated cohesive brand colors and components to create a simple design solution with clear calls to action. This project caters to both the fictional dealership's branding needs and the customers' car sale experience.



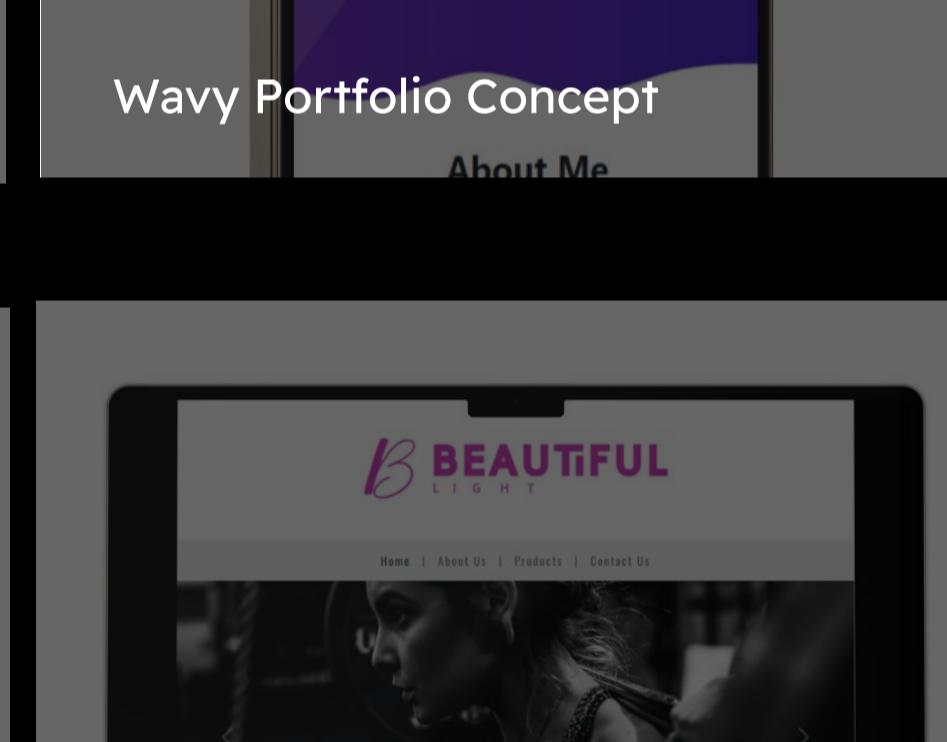
I particularly enjoyed implementing background textures in this project-- for example, the simple but interesting artwork that is incorporated into the review section.

[View Website](#)

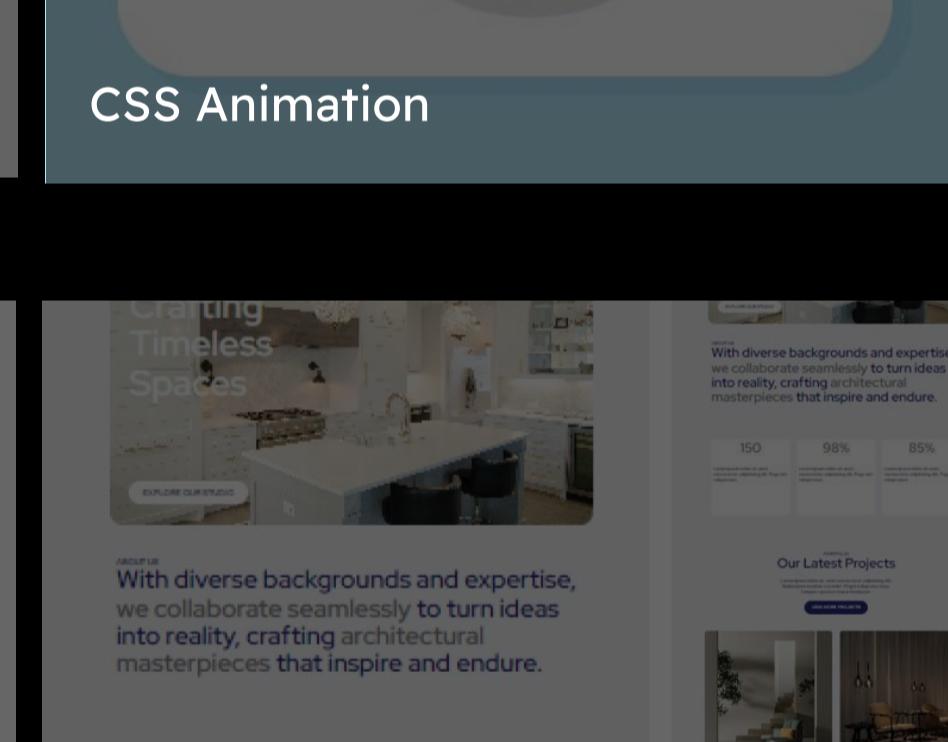
### MORE PROJECTS



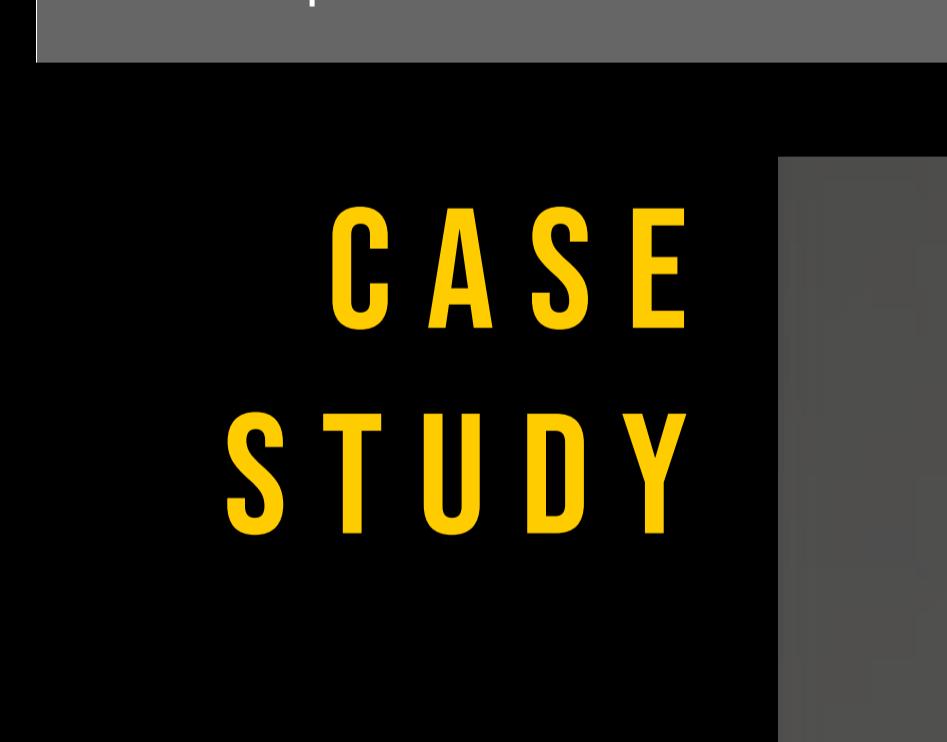
Cardeal Design



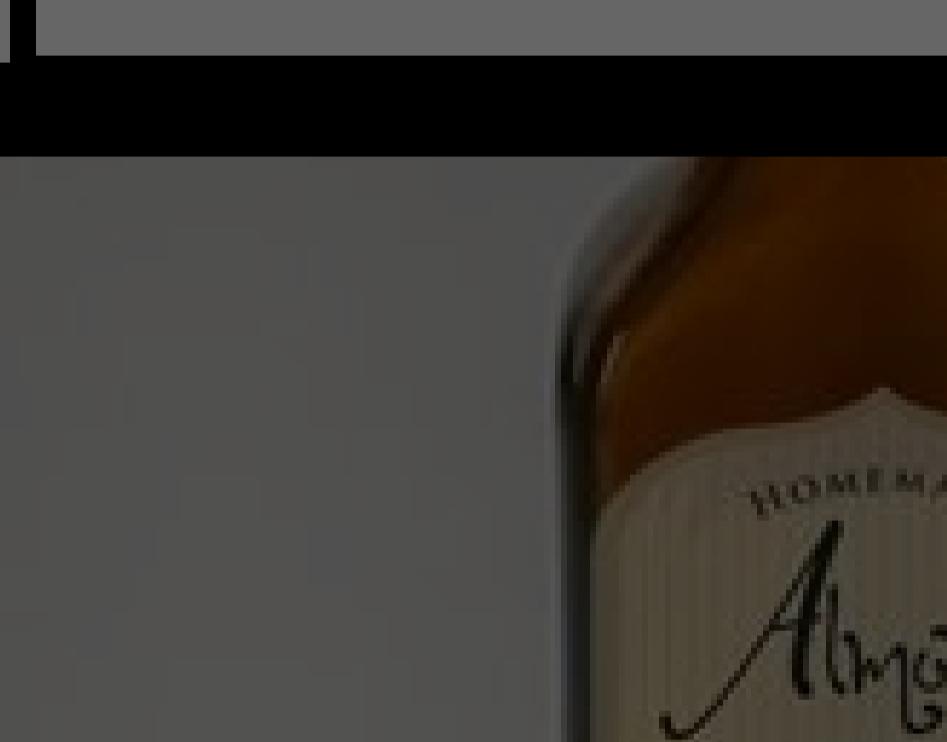
Wavy Portfolio Concept



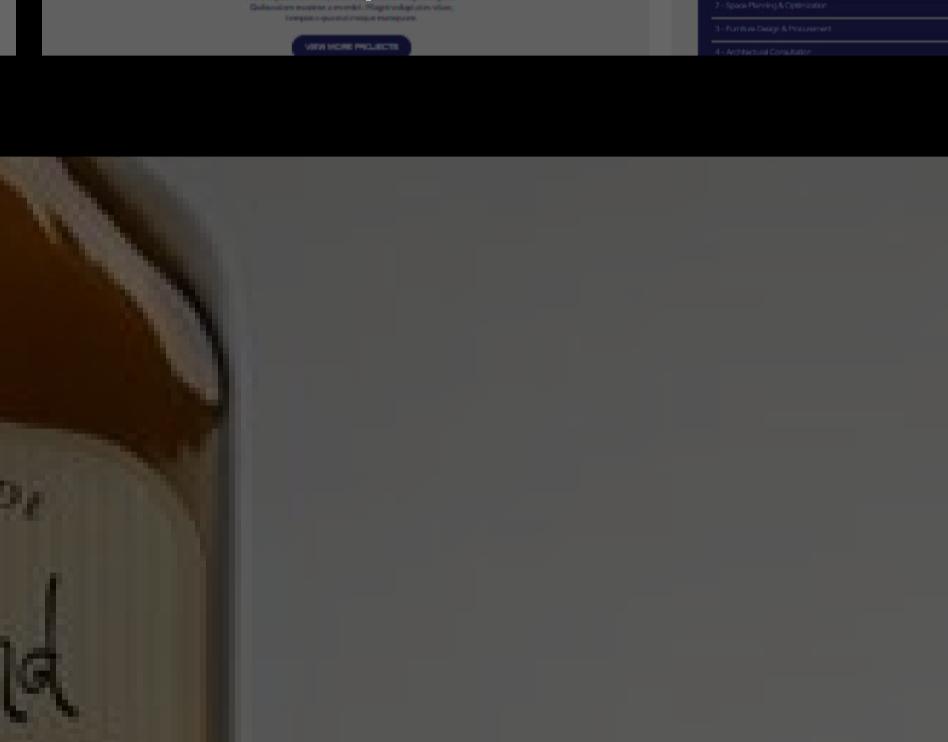
CSS Animation



DevCamp Fries

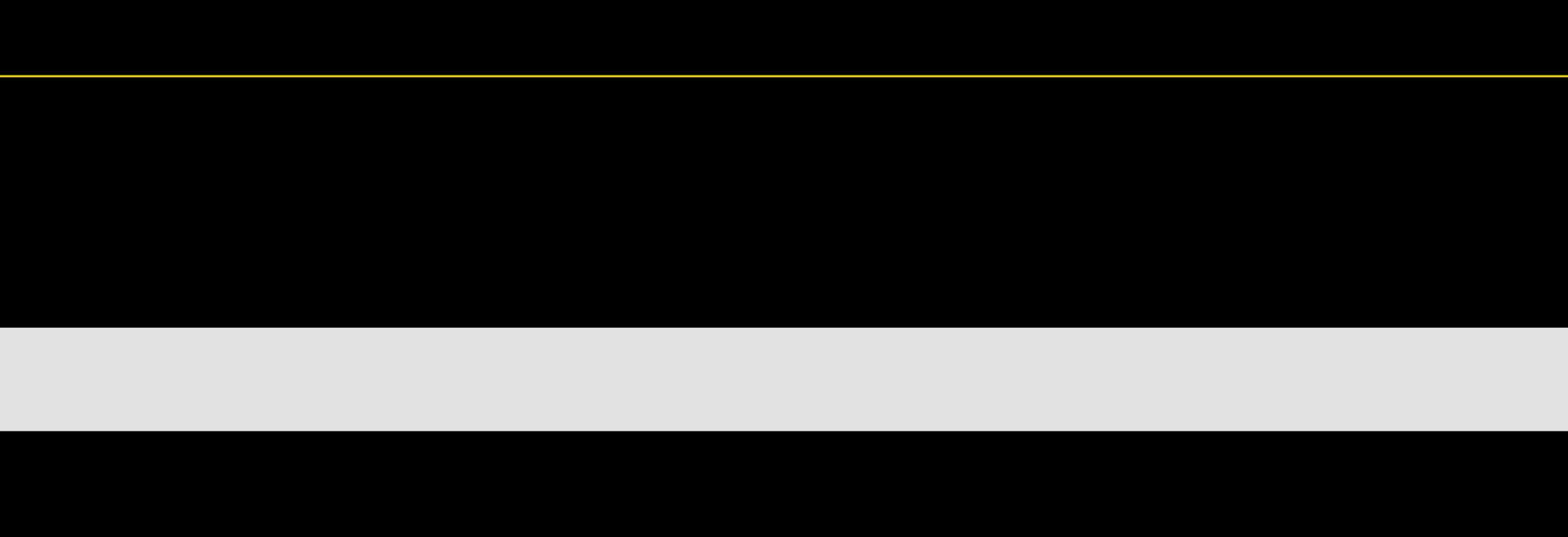


Beautiful Light

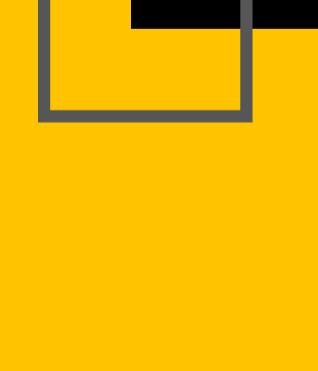


Website Replication

### CASE STUDY



### CONTACT



example@gmail.com

Email Address

Subject

Subject

Your Message

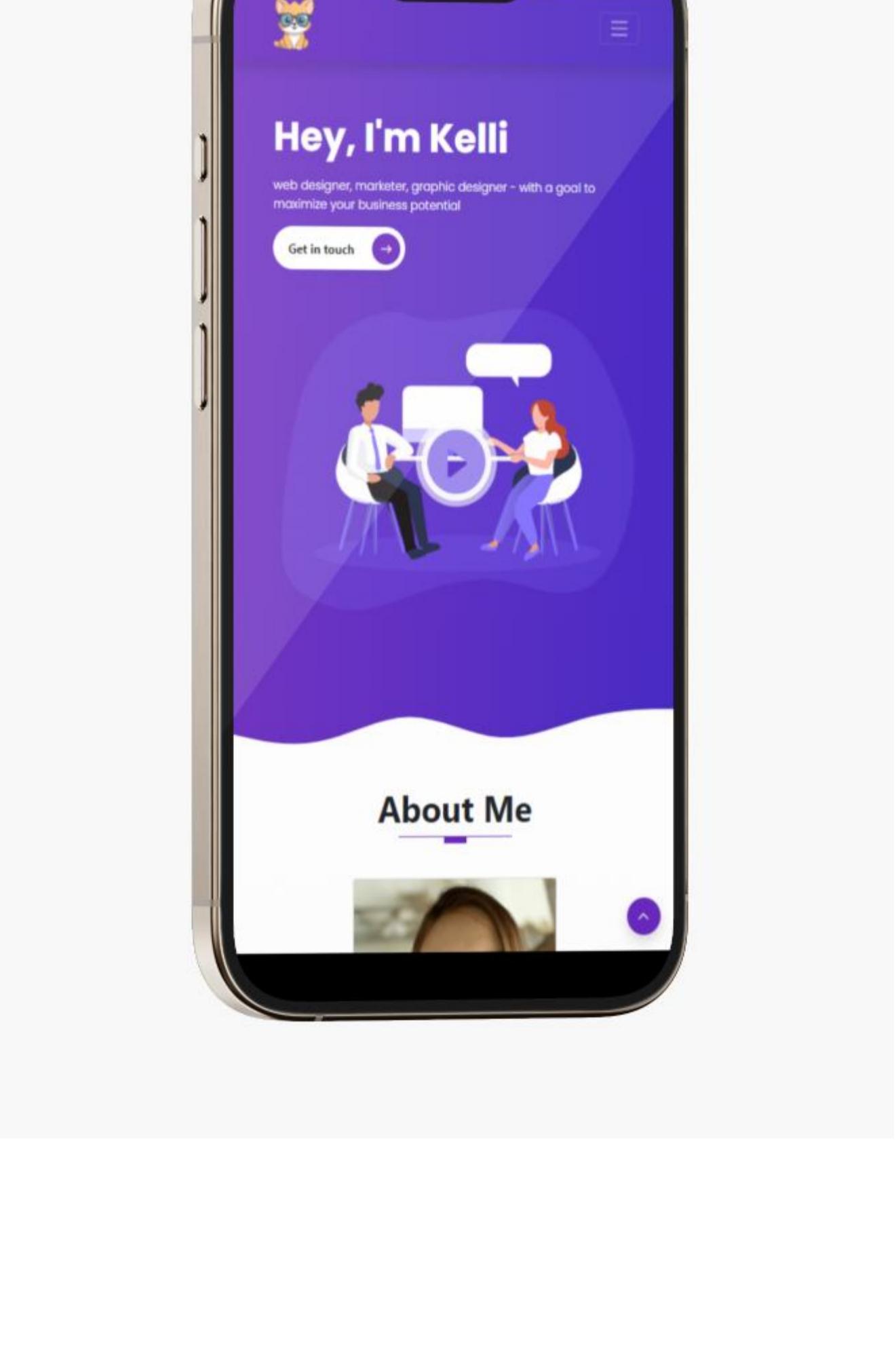
Message

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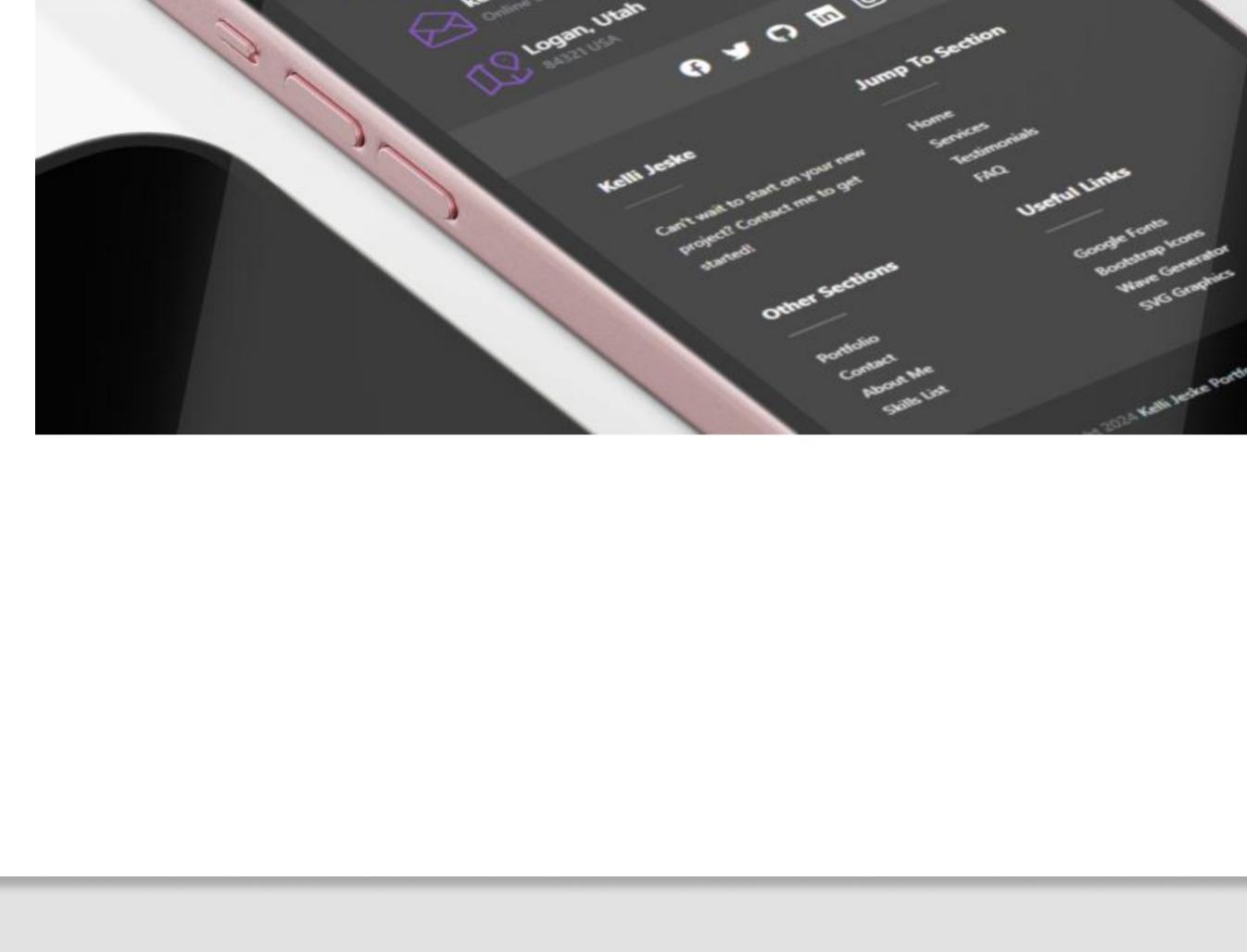
## PROJECT 2

### WAVY PORTFOLIO

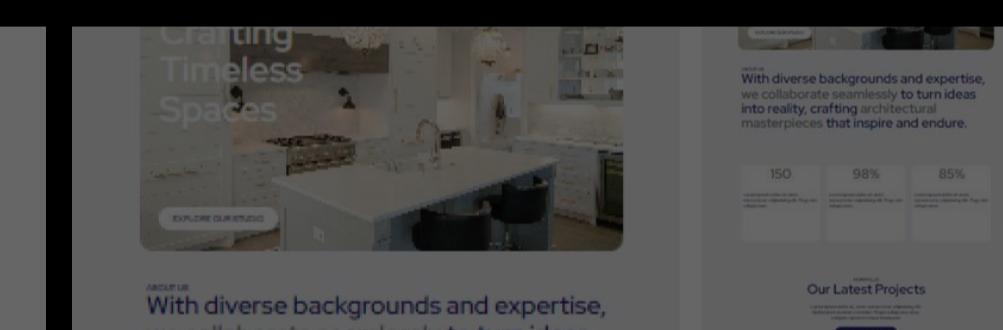
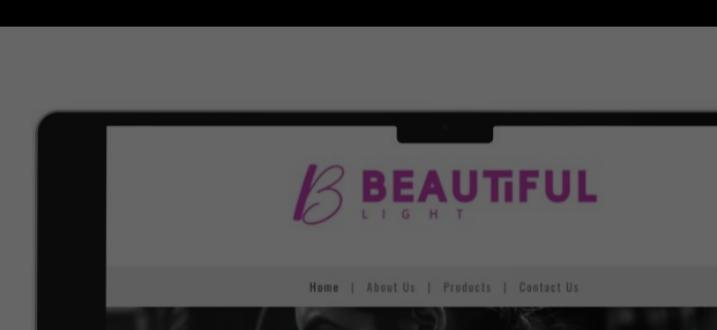
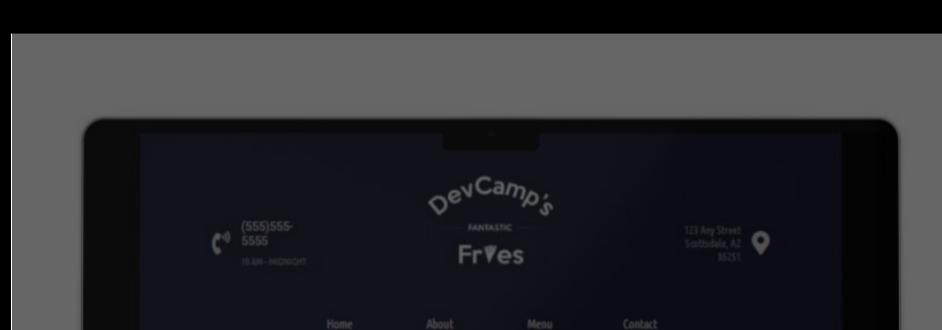


This portfolio website showcases my design skills and professional experience through a clean and modern layout. The site features custom vector graphics that align with the color theme, adding visual harmony throughout. Smooth, subtle animations enhance user engagement without overwhelming the content, while wavy transitions between sections offer a creative yet professional touch. Built using Bootstrap and SCSS, the site is fully responsive, ensuring an optimal viewing experience across all devices. The design project reflects a proficiency in front-end development, providing visitors with useful information about me and my work.

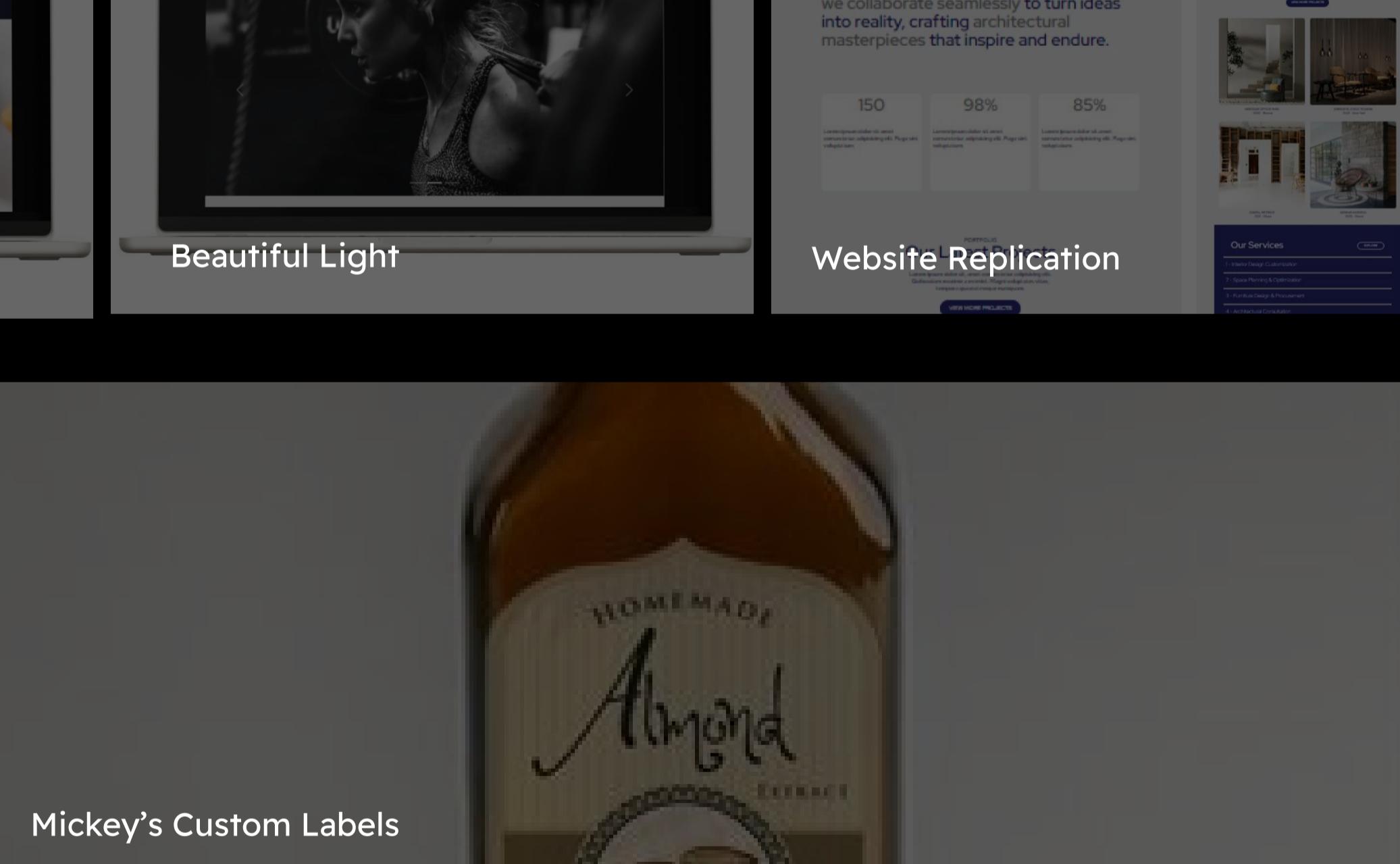
I particularly enjoyed implementing background textures in this project-- for example, the simple but interesting artwork that is incorporated into the review section.

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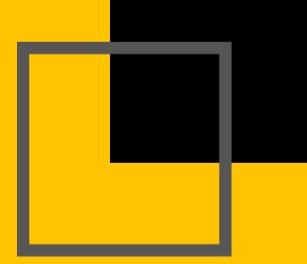
### MORE PROJECTS



### CASE STUDY



### CONTACT



Email Address

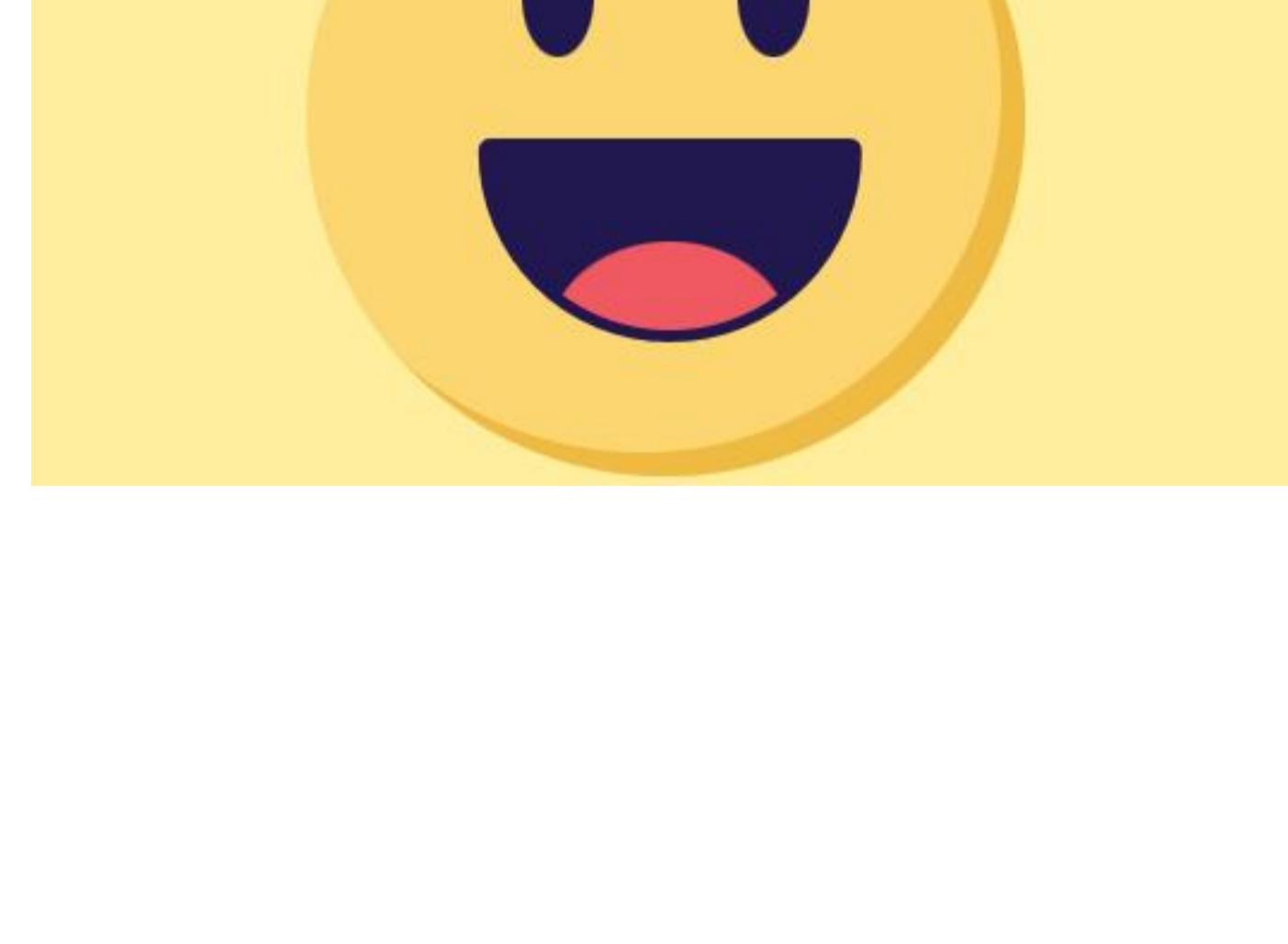
Subject

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## PROJECT 3

### CSS ANIMATION



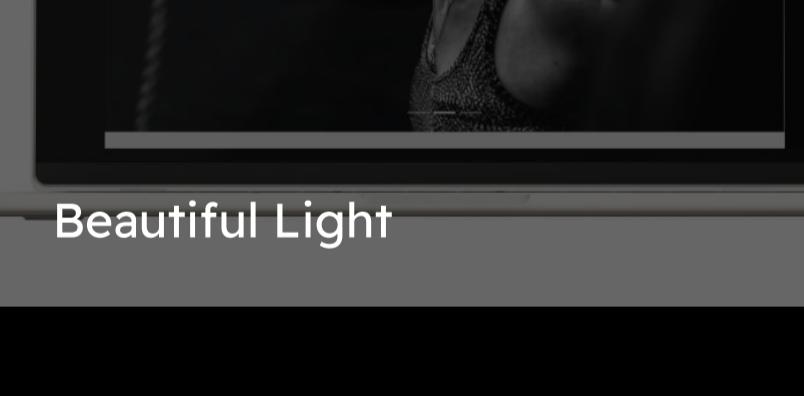
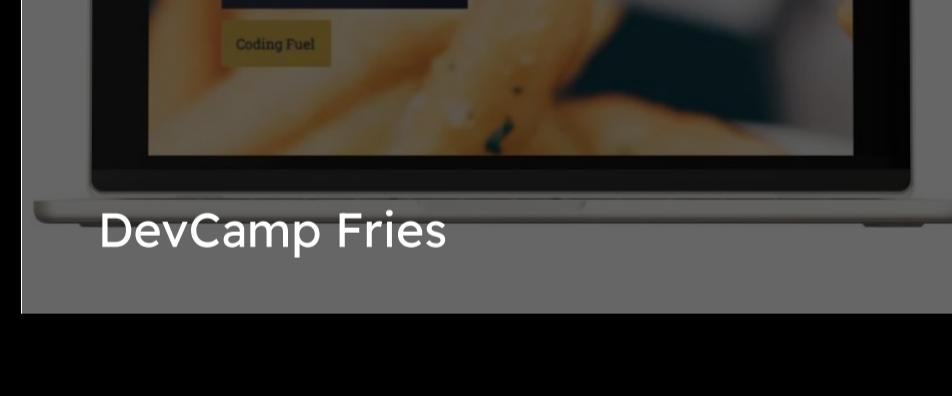
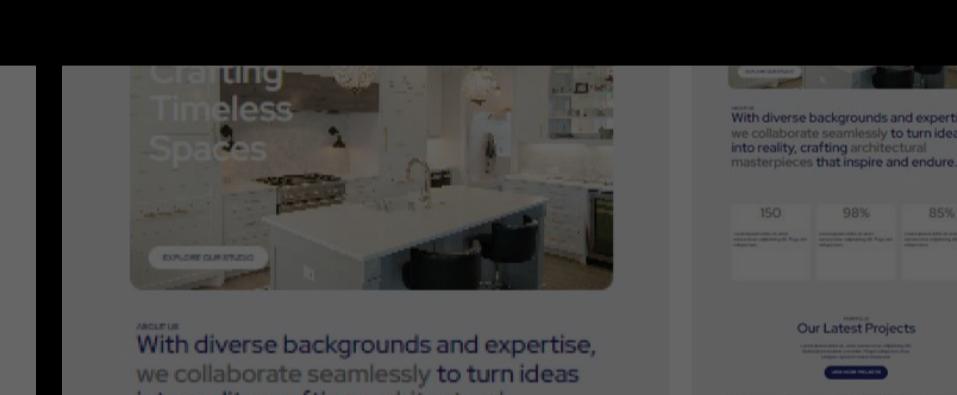
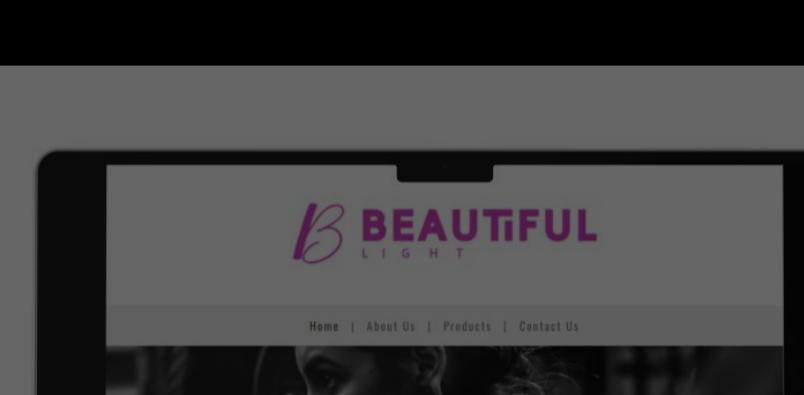
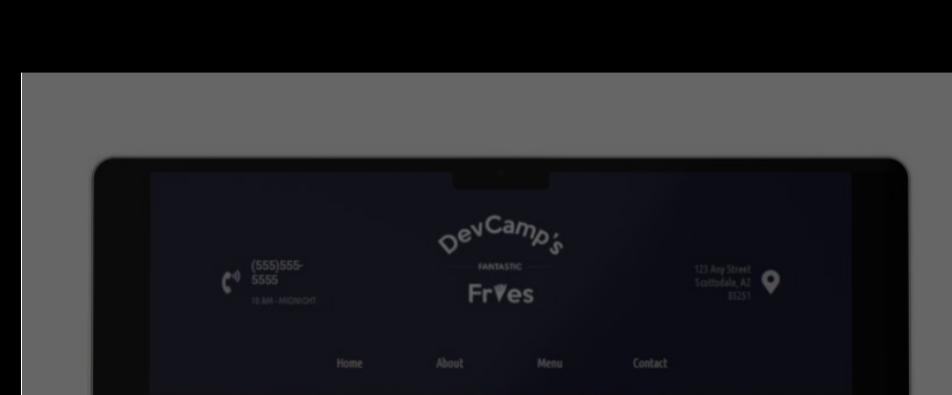
#### Project Overview

In this project, I focused on mastering the fundamentals of CSS illustration and animation by replicating designs from online instruction. Through this process, I learned how to create illustrations entirely with CSS and bring them to life with smooth animations. The project allowed me to refine my skills in keyframe animations, transitions, and transforms, providing a solid foundation in both visual design and dynamic user interactions. This work showcases my ability to translate static designs into engaging, animated web elements, enhancing the overall user experience.

Creating complex shapes using CSS can be difficult, but satisfying. Who knew illustrations could be coded directly into a project without the need for an external program? It may be less efficient than designing vector graphics in Adobe Illustrator or similar programs, but creating graphics this way demonstrates an advanced CSS skillset.

[View Website](#)

## MORE PROJECTS



## CASE STUDY



## CONTACT



example@gmail.com

Email Address

Subject

Subject

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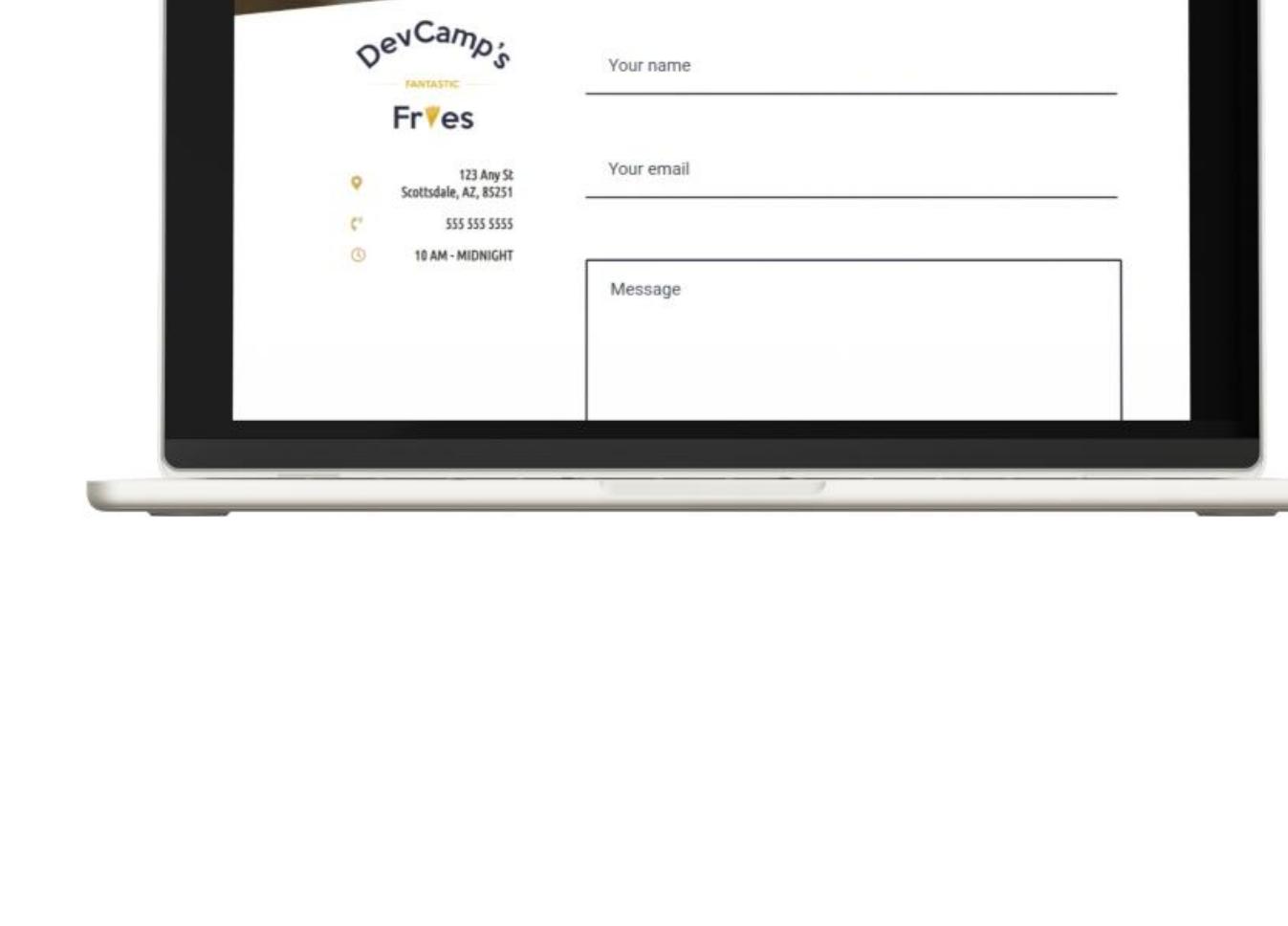
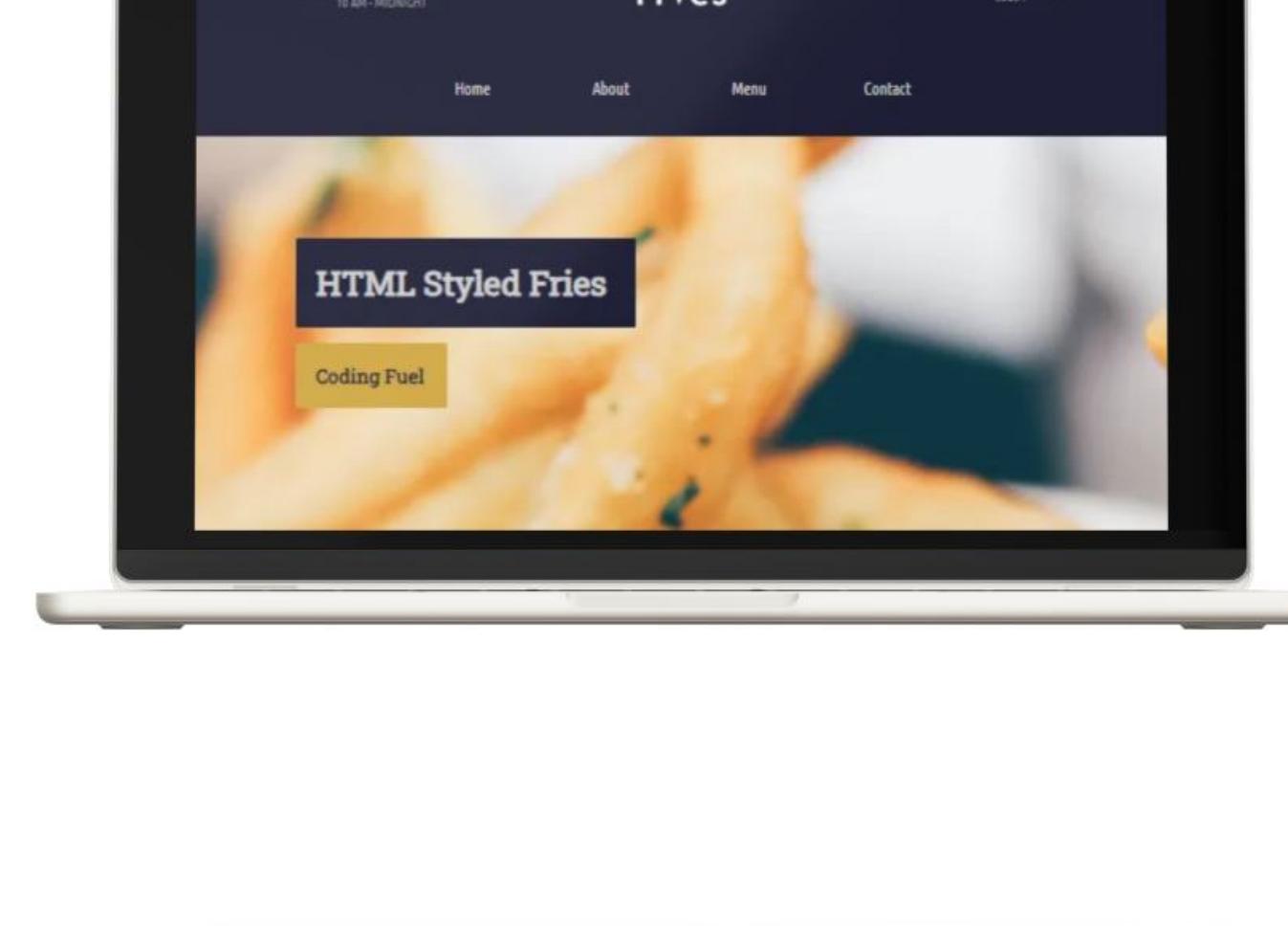
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## PROJECT 4

### DEV CAMP FRIES

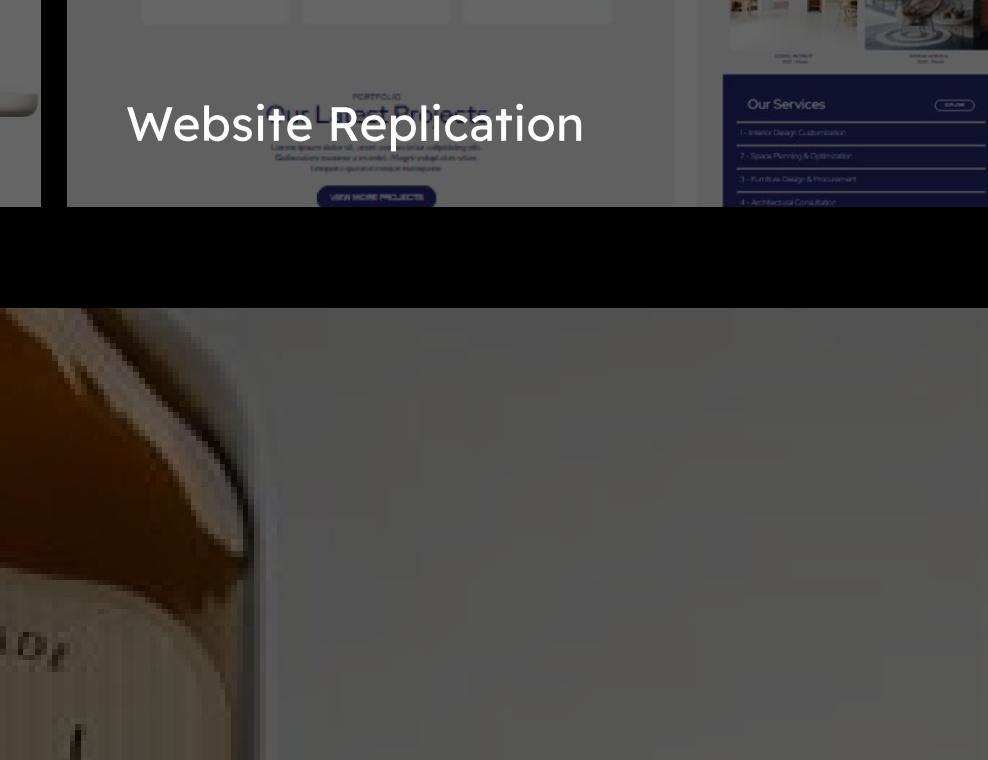
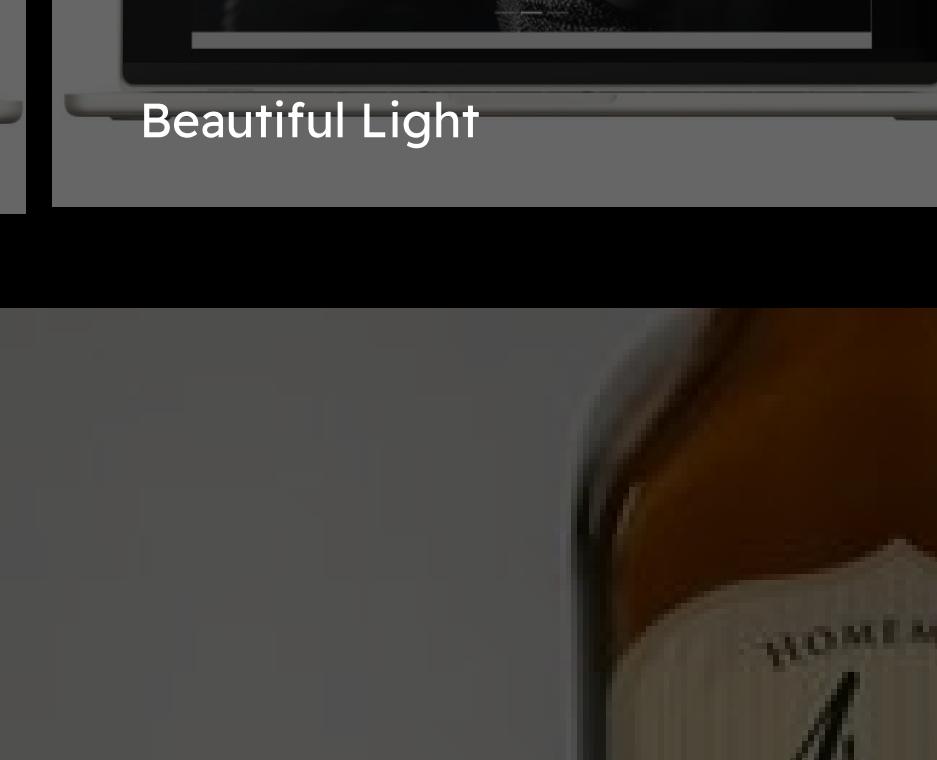
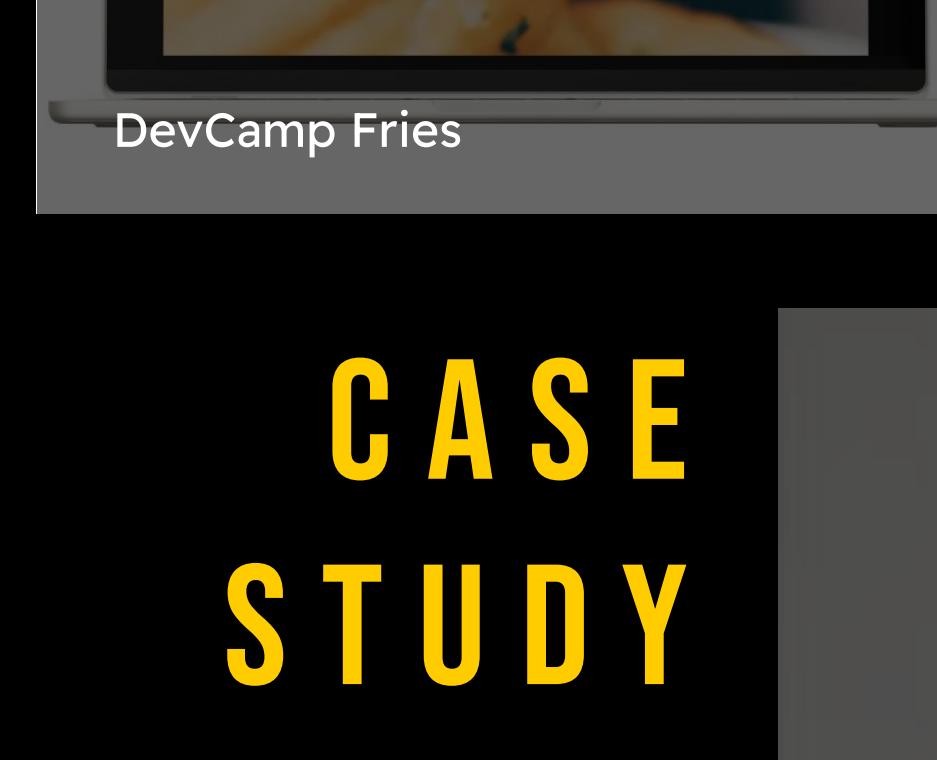
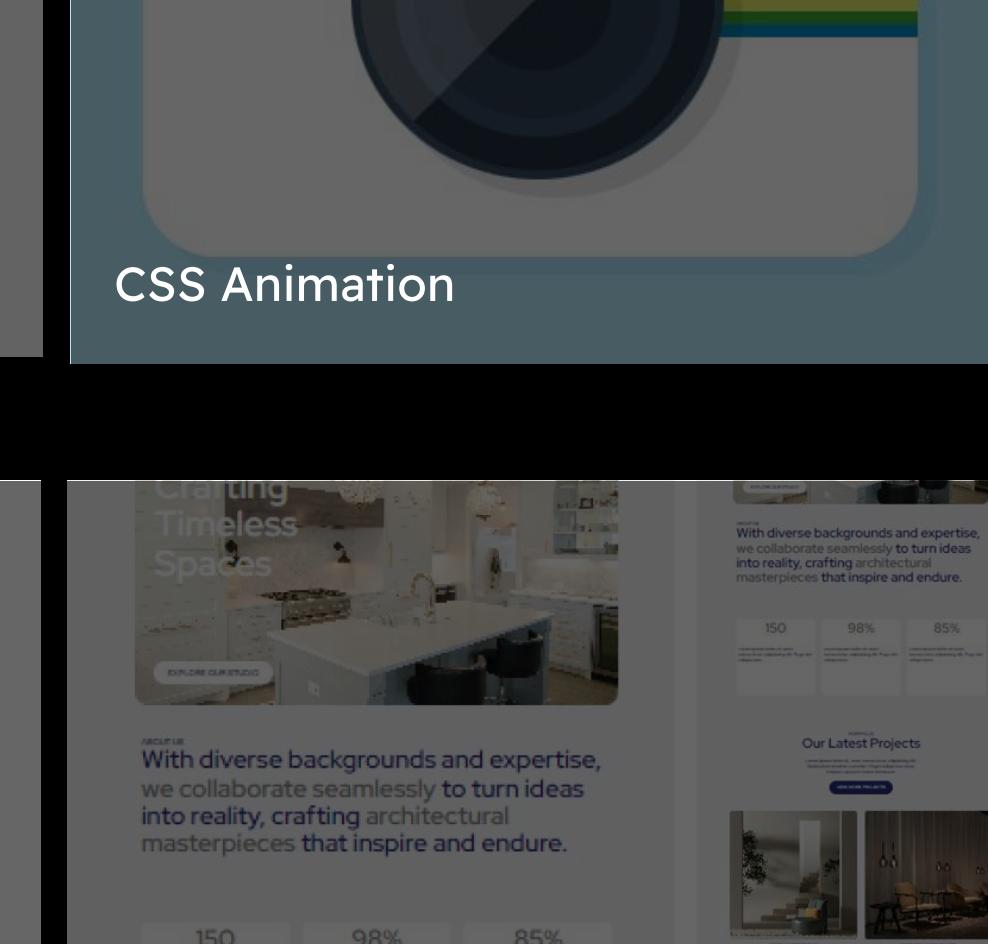
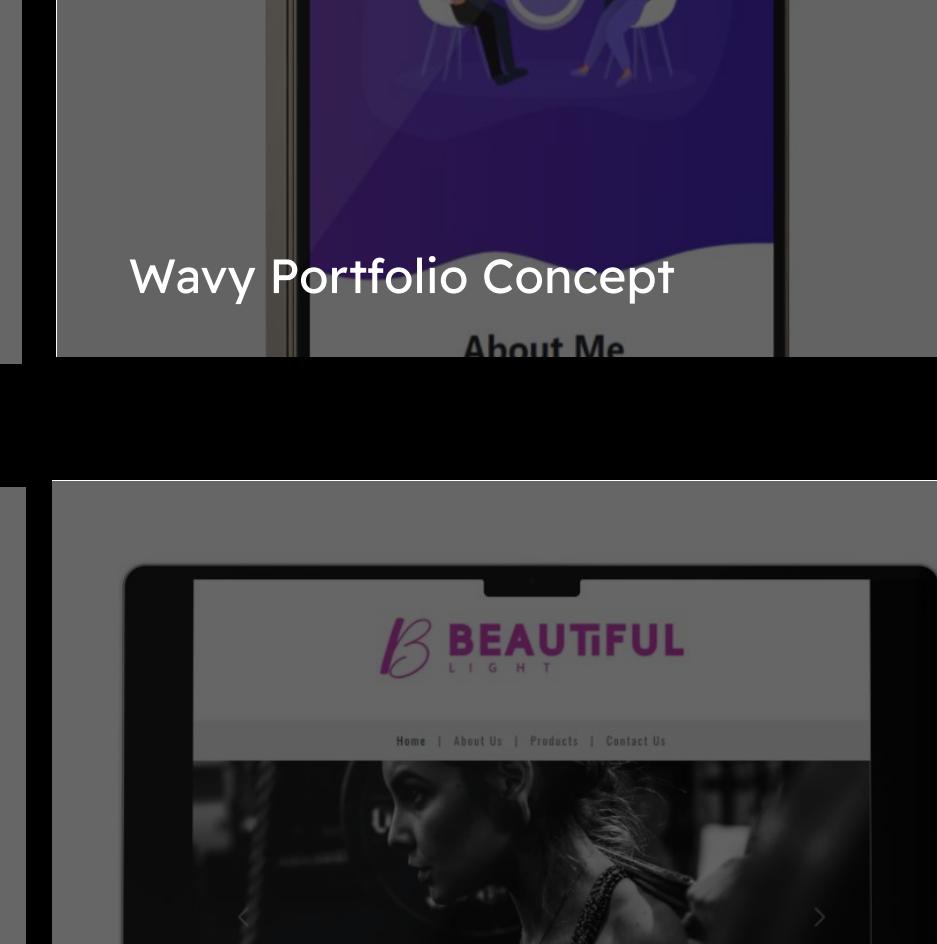
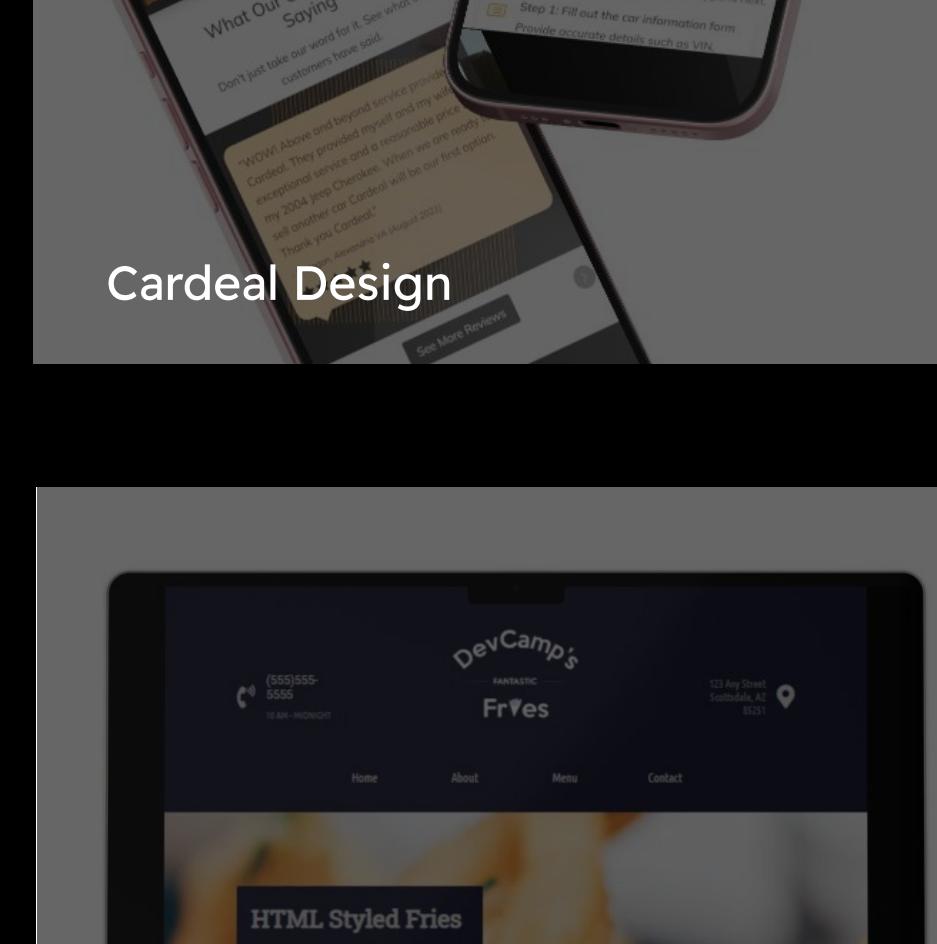


As part of the Devcamp coding bootcamp, I created a simple but visually appealing website designed to teach the fundamentals of HTML and CSS. The project consists of two main pages: a landing page and a contact page featuring a basic form. While the design was not original, the focus was on learning essential web development concepts and practicing responsive design techniques. This project helped me build a solid foundation in front-end development while producing a clean, professional-looking site.

On a side note: I enjoyed creating the design. I think it looks lovely!

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### MORE PROJECTS



### CASE STUDY



### CONTACT



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Subject

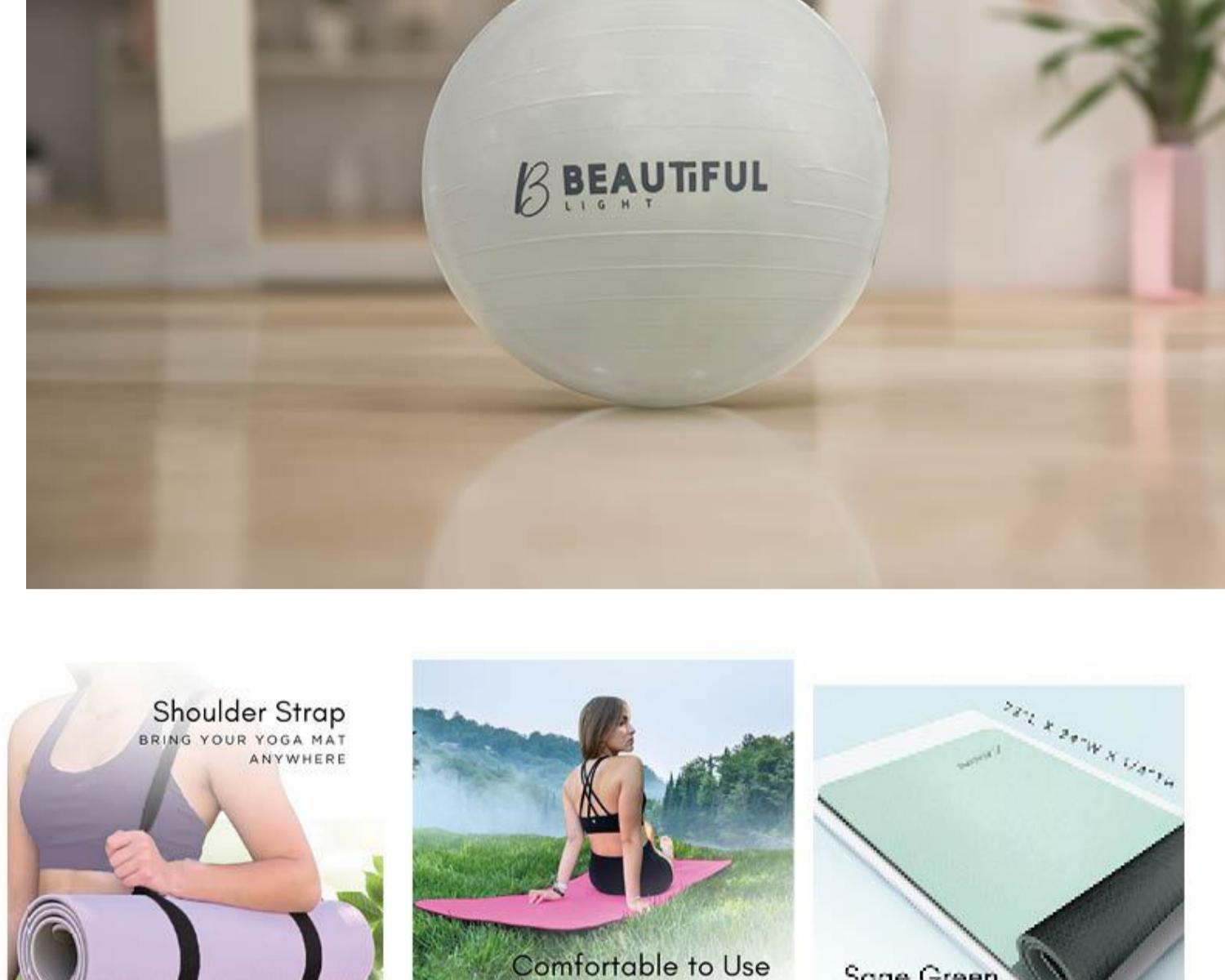
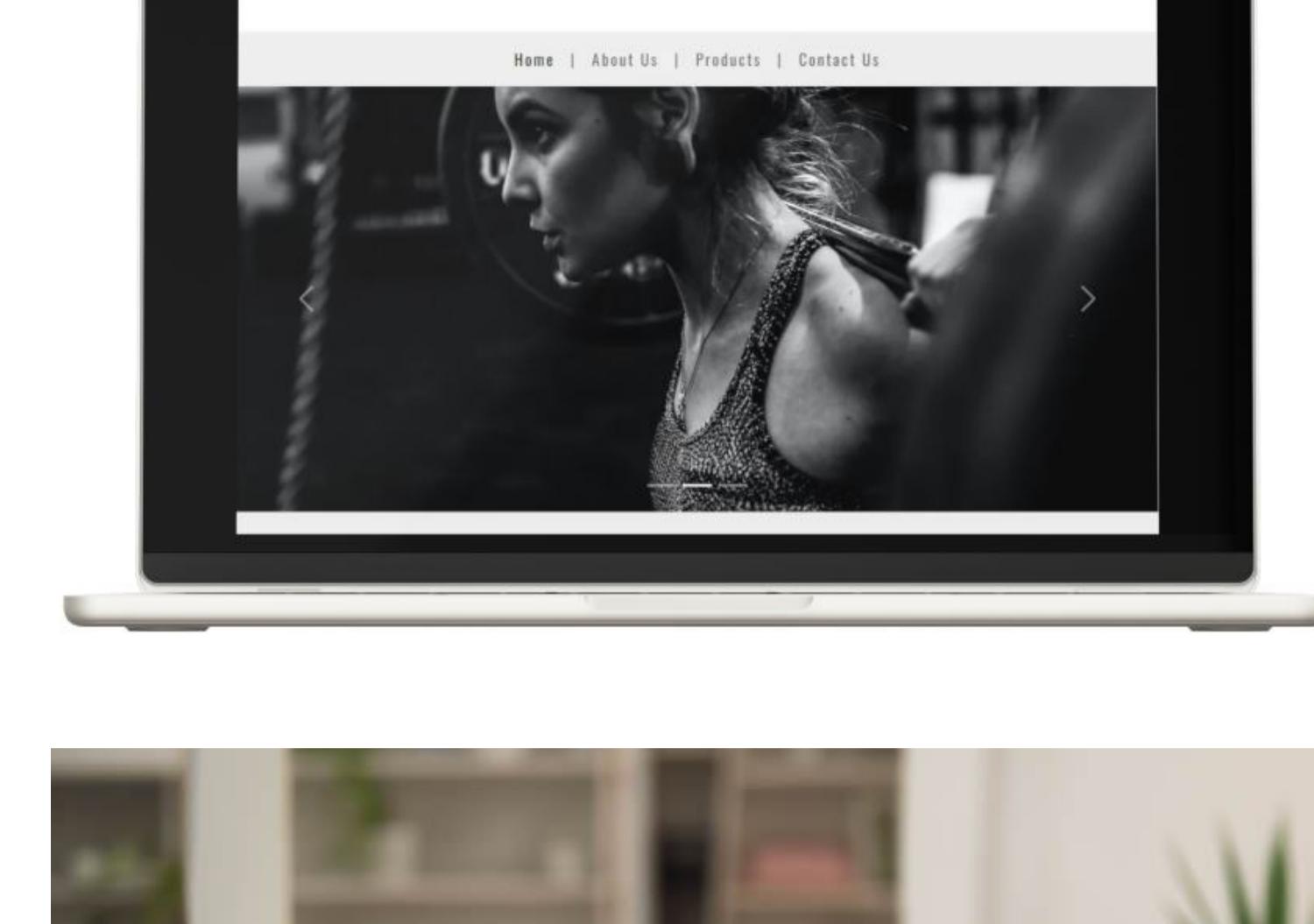
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## PROJECT 5

### BEAUTIFUL LIGHT



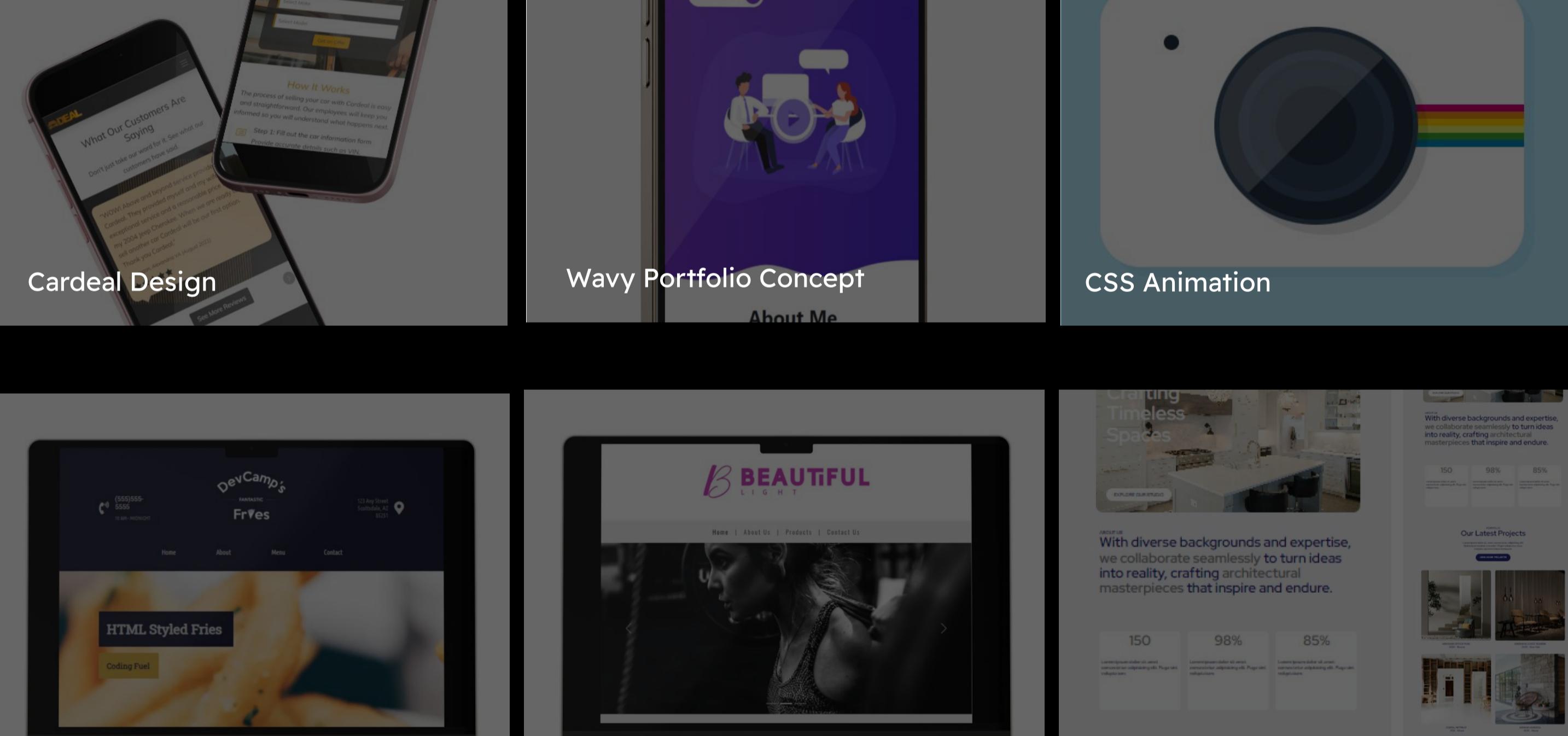
#### BEAUTIFUL LIGHT

The Beautiful Light website is designed to guide customers toward purchasing premium workout equipment, including yoga balls, mats, fitness towels, and beautifully crafted dumbbell weights. As part of this project, I created Amazon product listing images, assisted with mockups, and am currently developing the website. This will serve as the final project for my User Experience class, where I will analyze and apply all steps of the UX design process, from user research to wireframing and usability testing. The focus is on creating a seamless shopping experience that reflects the brand's commitment to high-quality fitness products and aesthetics.

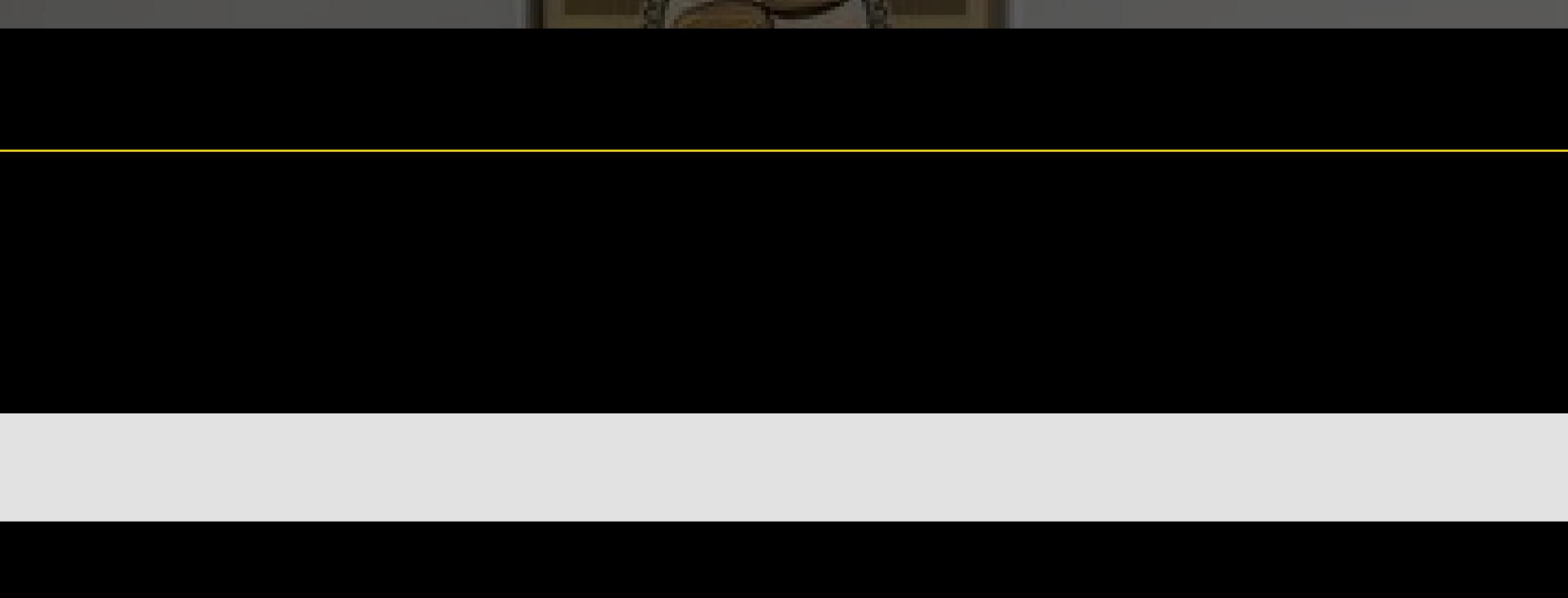
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[View Website](#)

### MORE PROJECTS



### CASE STUDY



### CONTACT



example@gmail.com

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Subject

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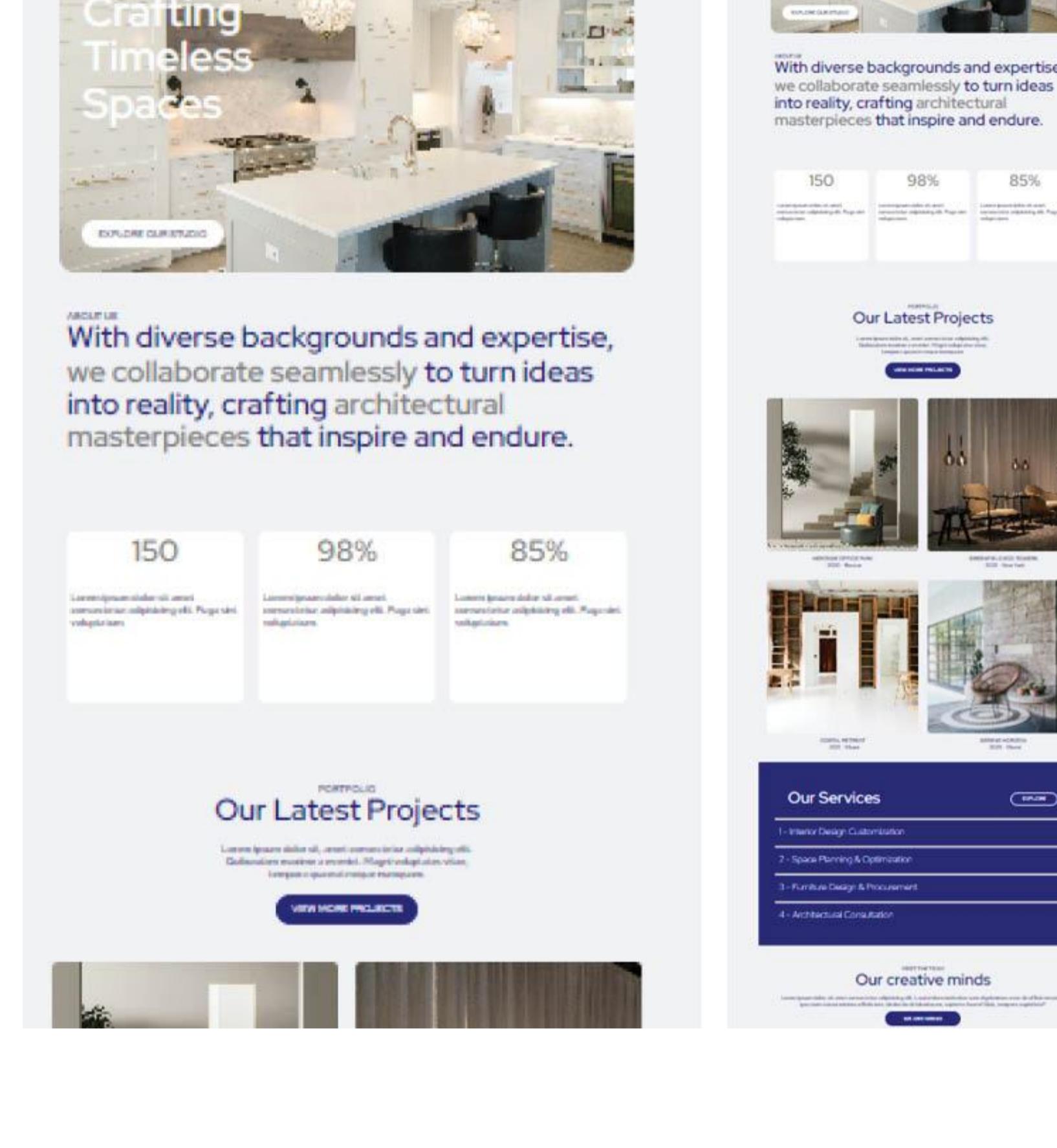
Your Message

Message

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## PROJECT 6

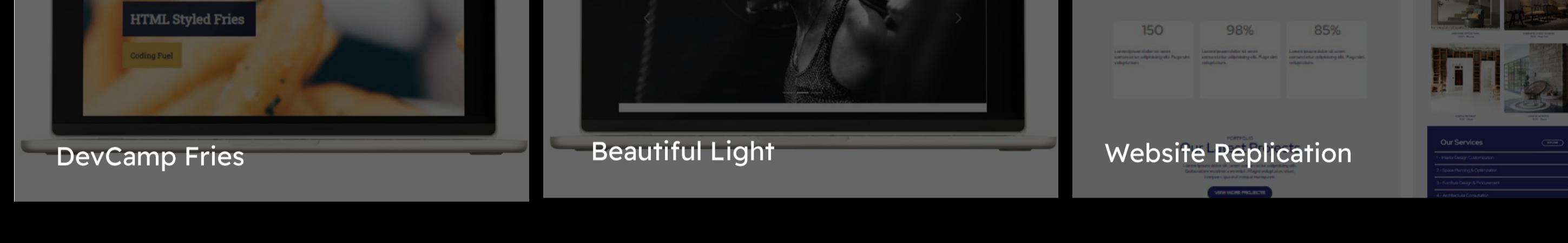
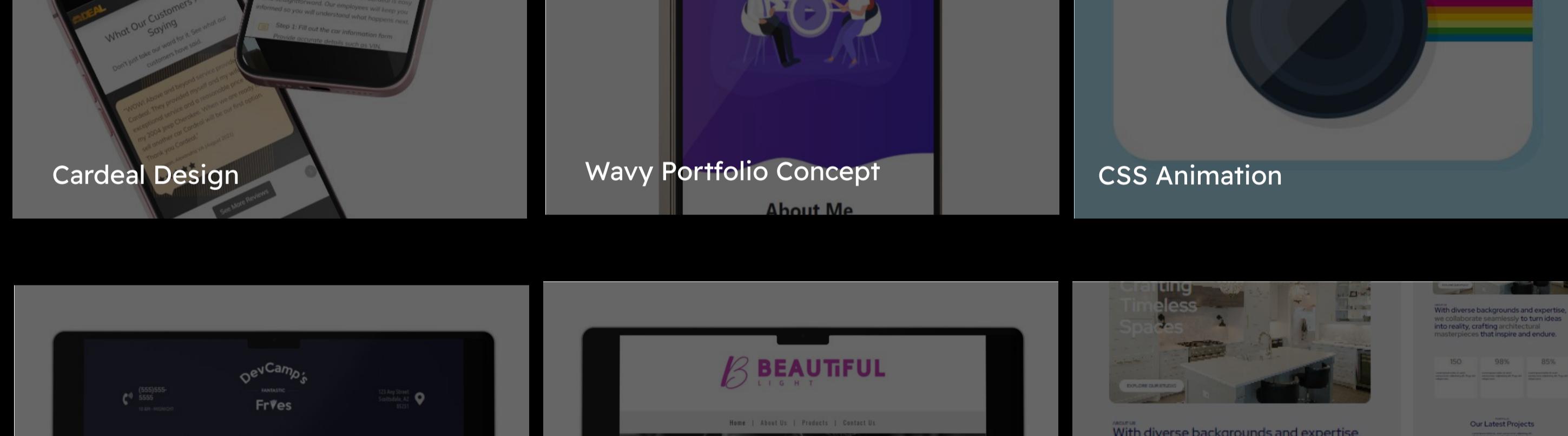


## WEBSITE RECREATION

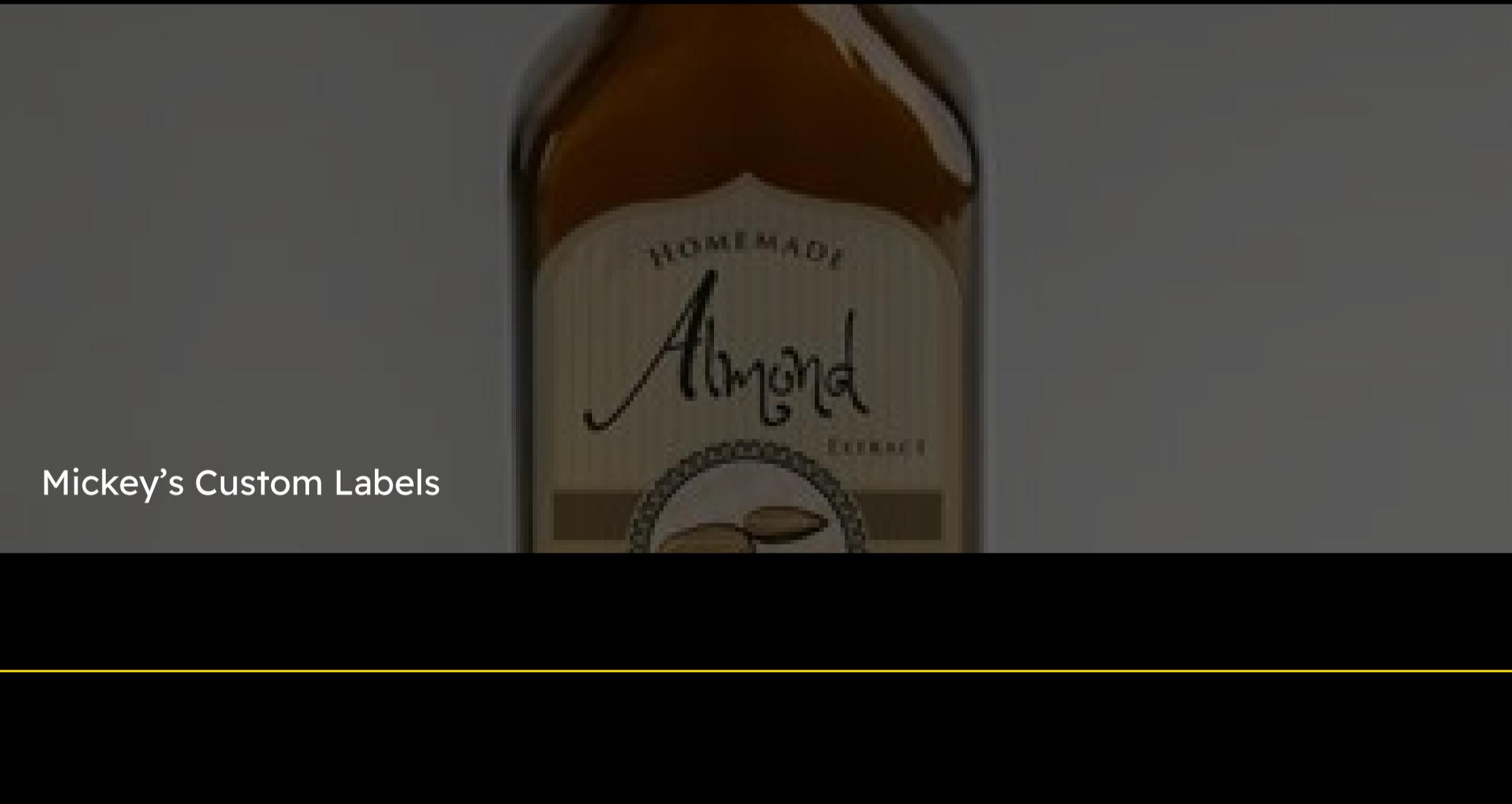
For this assignment, I recreated a basic but professional one-page website, focusing on clean design and effective layout. The site includes multiple sections, such as an introduction, services, "meet the team" section, and a contact form, all presented in a logical, user-friendly structure. The goal was to recreate this responsive and visually appealing site to practice css styling techniques. By replicating the modern design while using efficient coding practices, I ensured the site retains a professional look while providing its essential information in an organized manner.

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## CASE STUDY



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## CASE STUDY



### MICKEY'S CUSTOM LABELS

This project involved designing and developing a fully responsive e-commerce website for a small custom sticker label business. My role was to find a solution to her problem and implement it.

Mickey is a graphic designer who has been selling her custom sticker labels through Facebook and Venmo, and she was hoping to get a website together that would make things a little simpler as the number of her designs grew and orders steadily increased.

The website she was creating on her own was not professional enough for e-commerce, was disorganized, not easy to navigate, and had many design issues. Not only was this website not mobile-friendly, it also wasn't entirely functional. She asked for help from me to find a solution for her, mentioning briefly that she needed a hosting solution without a monthly fee. I then started planning a new website design, including the integration of the payment processing platform she previously began to implement (setting up a product catalog on Square and linking it to each product on her new website), and ensuring that nothing would require monthly fees to host (Square charges the customer a small payment processing fee with every purchase, which satisfies their need for compensation).

I began researching competitors' websites to understand industry standards and discussed the web design concept with potential users to discover their needs and wants. After sketching wireframes, I moved to Figma to create high-fidelity mockups. For development, I will use Bootstrap for responsiveness and SCSS for efficient styling. One challenge I face is optimizing the site for slower internet connections, which I will resolve by minimizing image sizes and compressing resources. This project is an ongoing one, so it is not yet complete. I am excited to finish the designs and bring the concept together into a finished product.

P.S. I created the mockup image in Adobe Photoshop, and I plan to do many more for this website, ensuring a sleek modern look.

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### CASE STUDY

Mickey's Custom Labels

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