

Design Portfolio

Michael Arakilian

I am a motivated designer/developer with a passion for creativity and problem solving. Love learning new ways to solve common issues through visual design.

My most recent work has been the migration of Lesojos e-commerce store to Shopify, which can be found later in this portfolio.

I originally got into the tech scene through code. I attended and completed a Full Stack Developer Program course. It wasn't too far after that, I started getting into prototyping and designing layouts.

I picked up plenty of tools along the way.

Just to name a few:

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe Animate
- Adobe XD
- Invision
- Figma
- Blender
- Maya
- Unity

and countless software development tools...

My goal is to bring forth stunning designs. Also, making sure, the user/customer never gets frustrated with the site. User Experience is something I don't take lightly.

Tote&Carry

Mobile App Prototype

Tote&Carry wants to meet current demands through a mobile app. They gave me a lot of inspiration to work with in terms of designing and developing the prototype. However, they were really excited about implementing a Live Stream service exclusively for app users. So was I!

My job was to design and develop a mobile shopping app prototype, highlighting the main features of its intended interactivity. I'm going to be honest, it was a pretty big task, so I wanted to make sure all aspects of the project were fulfilled with the highest quality. Leaving limited room for error.

To get to a stage where you can start prototyping, certain requirements need to be met, and with those requirements come checkpoints to make sure the project is headed in the right direction.

1. Wireframes(skeleton)

Before anything, came the plan. The stage where all the ideas that were backlogged come into scene. Laying it all out. To try and put yourself in the shoes of the customer. How we'd like them to interact with the store, and potentially buy our products.

2. Mockups(skin)

The wireframe was then filled in with content. Branded content. Making sure the text, images, colors, all of it, is relative to the brand.

3. Prototype(heart/brain)

Finally, I used all the notes from the wireframe to bring interactivity into the mockups. In the end, it's all just one big happy family.

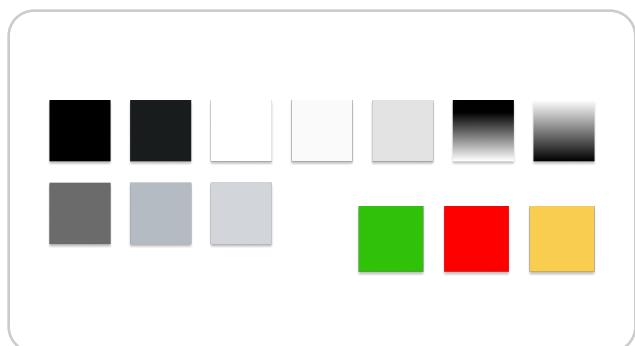
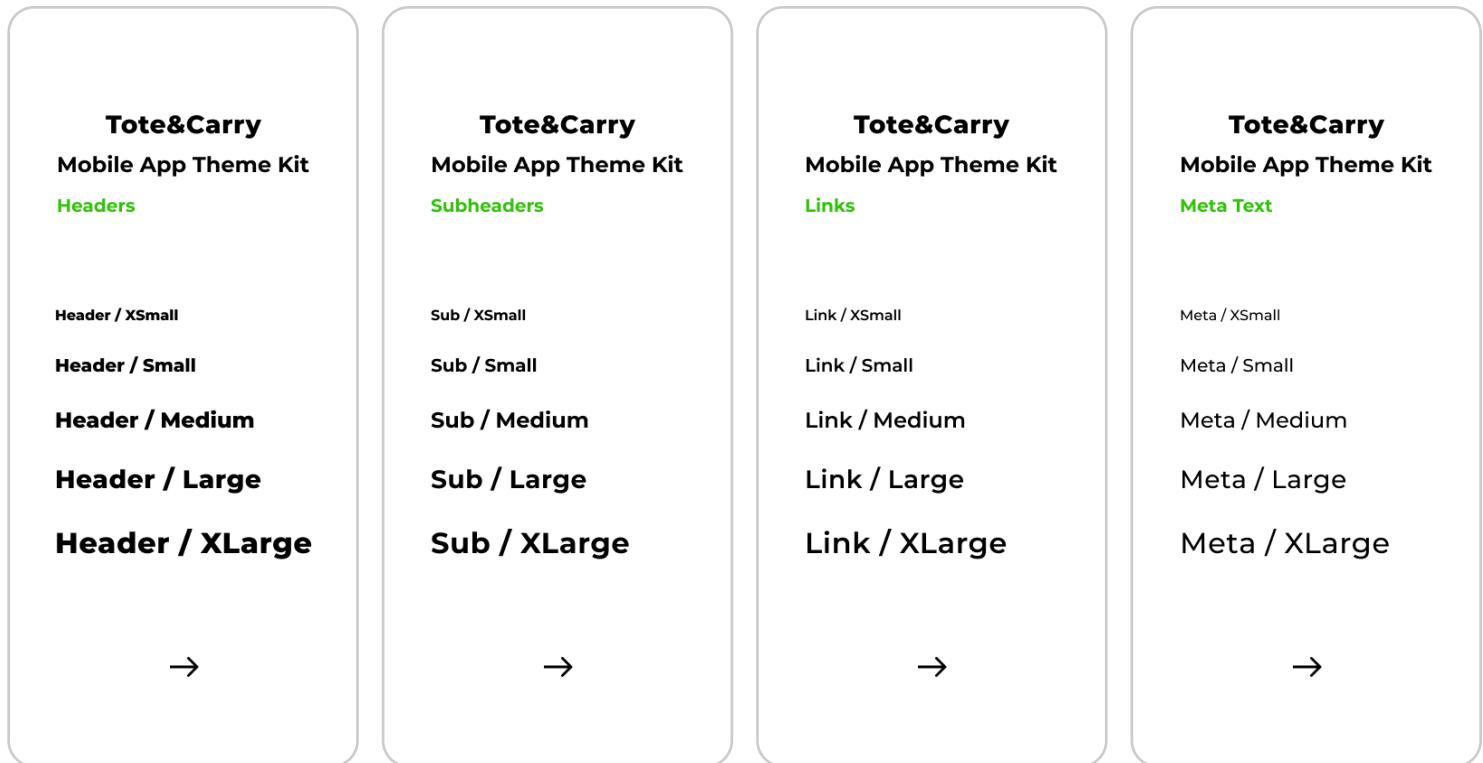
All work for this project was done in Figma.

Link to Prototype: <https://bit.ly/3LsJS5b>

Tote&Carry

Mobile App Prototype

The first step I took was creating an Asset Library which included all the font formats, colors, and ui components.

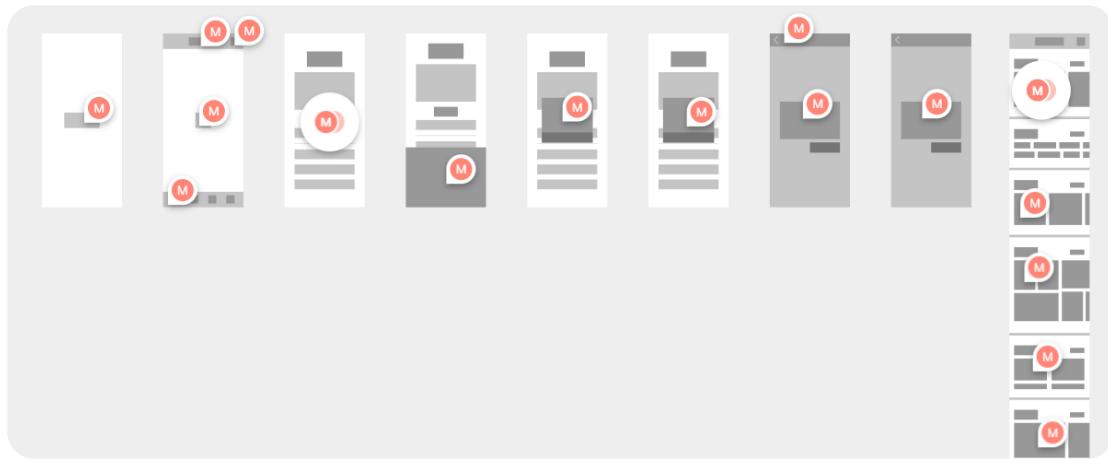


A central asset library where changes made in the library are also reflected in the prototype. Onboarding was also made easier. Designers & Developers work on a single Component at a time and with all the meta assets like fonts and colors built into each Component, all of them are just ready to start designing within the Brand Guidelines.

Tote&Carry

Mobile App Prototype

The next step was the wireframe.



The little bubbles are comments by me, describing the wireframe.

Tote&Carry

Mobile App Prototype

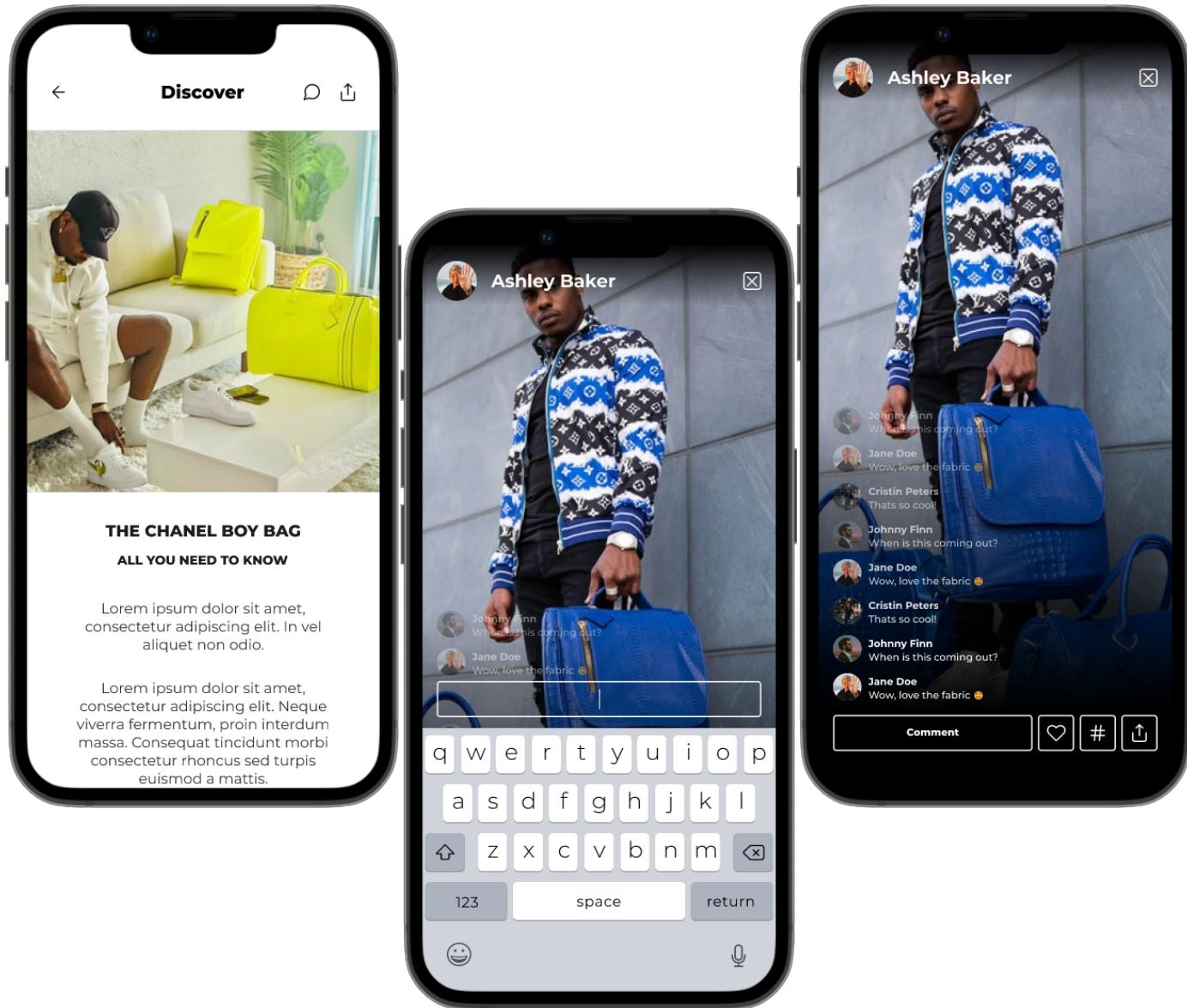
Then came mockups, followed by interactivity. Aka, the prototype.

The screenshot displays the Figma mobile app prototype interface. The left side shows the Figma interface with layers and assets. The main area shows a smartphone screen with a 'Discover' page featuring a hero image of a man with a blue duffel bag, a 'WE'RE LIVE' button, a 'JOIN US' button, and a 'THE CHANEL BOY BAG ALL YOU NEED TO KNOW' section. Below the hero image is a 'BLOG' post from 'Jan 3, 2019' titled 'THE CHANEL BOY BAG ALL YOU NEED TO KNOW'. At the bottom of the phone screen are navigation icons for 'Shop', 'Discover', 'Account', and 'Cart'. The Figma interface also shows a 'Flows' panel with 'Flow 3' highlighted, and a 'Background' panel with a black color swatch.

Tote&Carry

Mobile App Prototype

The results.



Tote&Carry

Mobile App Prototype

More results.

Tote&Carry

Apollo 2 Black Travel Set

\$269.99 **★★★★★ (499)**

or 4 interest free payments of **\$67.50** with **Afterpay**

Add to Cart

Reg Duffle + Backpack

About **Description** **Reviews** **Policies**

Added 1 item to your cart

Shop Discover Account Cart

Account

Ashley Baker Member since Jan 2, 2019

ashley baker ashleybaker@email.com

Payment Profiles

Visa 2302 Default

MasterCard 9302

Add Payment

Shipping Profiles

Customer Support

Send Feedback

Legal & Privacy

App Version 0.23.4

Logout

Lesojo

Web re-design, Wix to Shopify
migration, Shopify Development

Lesojo's quickly define themselves within the online Artisan landscape.

The amount of effort going into each product was something worth displaying on the site. I was hired to redesign and develop Lesojos' new and improved Shopify Store. I also assisted with product branding to make sure the new site had the right media/copyright, packaging and incentives to fit the mood.

Lesojo reached out to me for consulting on "Wix vs Shopify" and they decided to make the switch.

There were so many great details in each product that simply were not being captured at the time of the current website. I felt it was my duty to make sure all those details were available for our loyal customers to see in a very clean and convenient way.

Product Export/Import

I started off by exporting a product spreadsheet from Wix and refactoring it to import into Shopify. The process was seamless.

2. Theme Selection

I was going for elegance, Lesojo was too. They loved the theme I selected. I also communicated to them how the theme is simply a wireframe of possibilities. It was a great starting point.

3. Store Development

I then continued on to build the rest of the e-commerce store. Filled in all the product details in dropdowns. Applied UX enrichment features heavily on the product page to keep the product in focus. Created a set of simple collections along with corresponding descriptions. I added a blog because they had some great articles written as notes but it was not on the site. I cleaned them up a little and published them as blog posts.

In the end, Lesojo loved their new Shopify Store.

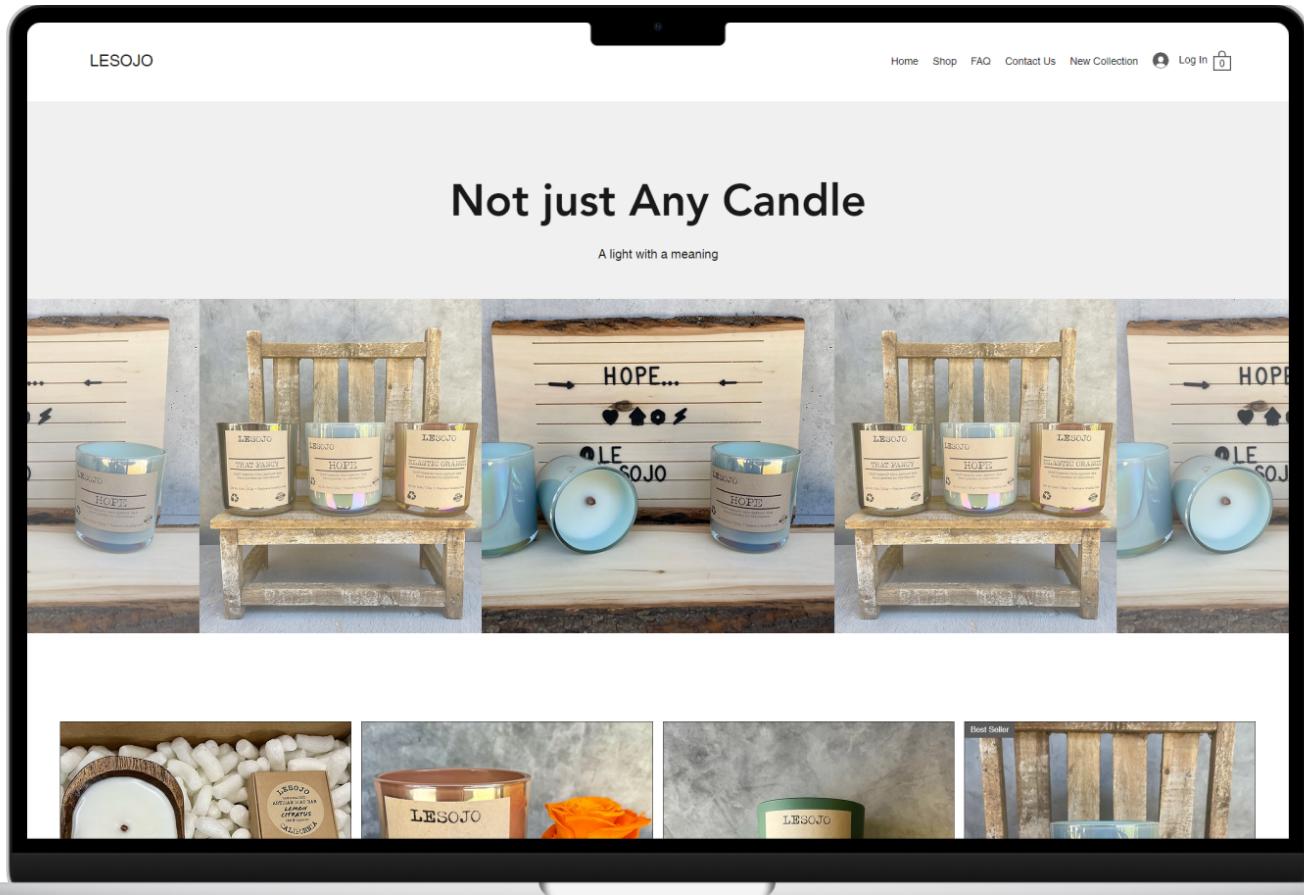
Link to Website: lesojo.com

Lesojo

Web re-design, Wix to Shopify
migration, Shopify Development

Before...

lesojo.com/



Lesojo

Web re-design, Wix to Shopify
migration, Shopify Development

After...

lesojo.com/

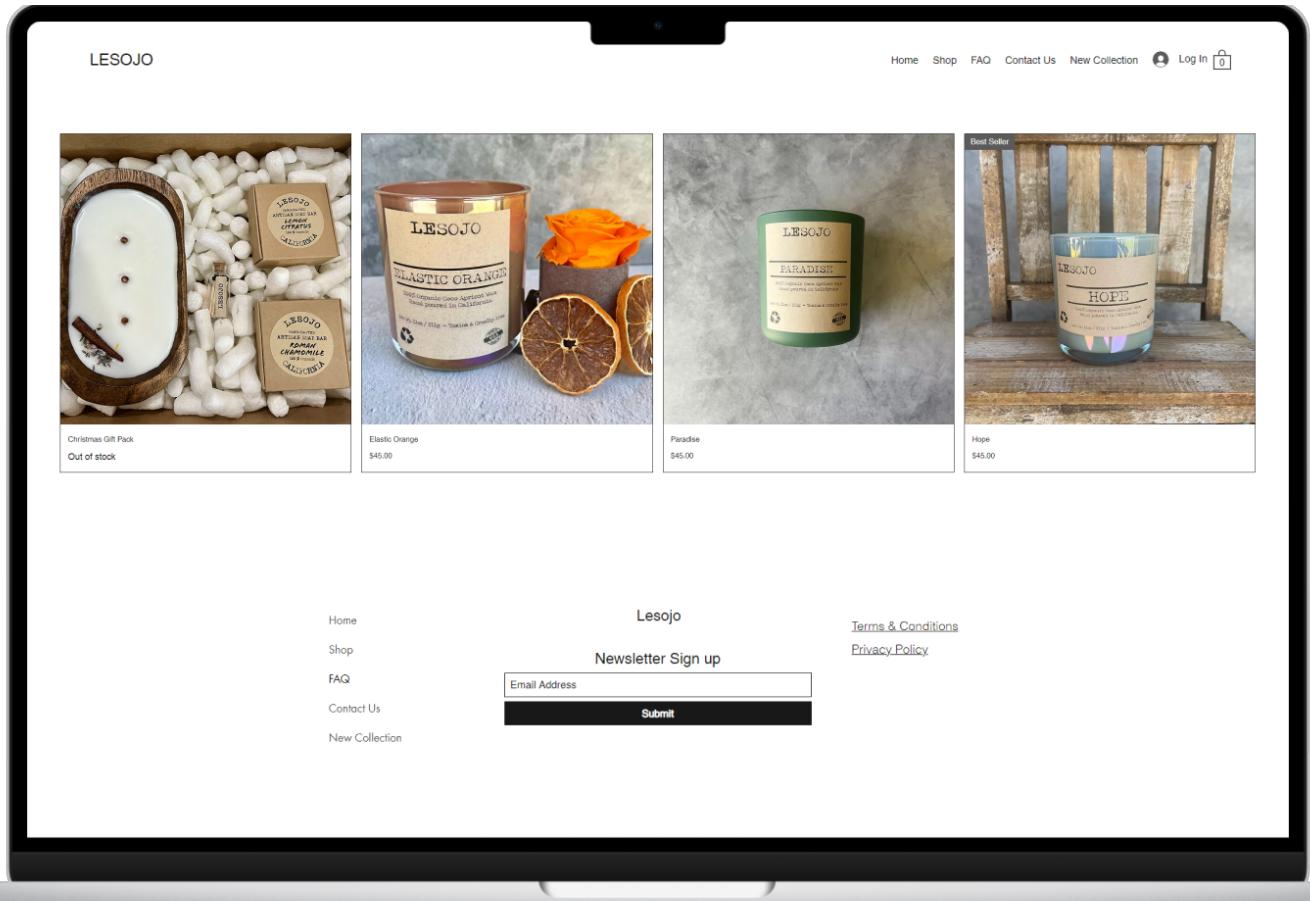
The image shows a laptop screen with the Lesojo website displayed. The header features the brand name "Lesojo" with a magnifying glass icon and a shopping cart icon. Below the header, a navigation bar includes links for Soaps, Candles, Gift Sets, Discover, and Help. The main visual is a photograph of a pink candle labeled "ELASTIC ORANGE" with a dried orange slice resting next to it on a wooden surface. To the right of the image is a dark callout box containing the text "Not just a candle." and "A LIGHT WITH MEANING". Below this, a paragraph describes the product: "Premium fragrance oils infused with essential oils. Lesojo products are vegan, cruelty free, phthalate-free, petroleum free, and all handcrafted to order here in California." A small "Explore" button is located at the bottom of the callout. The word "Featured" is visible at the bottom left of the laptop screen.

Lesojo

Web re-design, Wix to Shopify
migration, Shopify Development

Before...

lesojo.com/shop

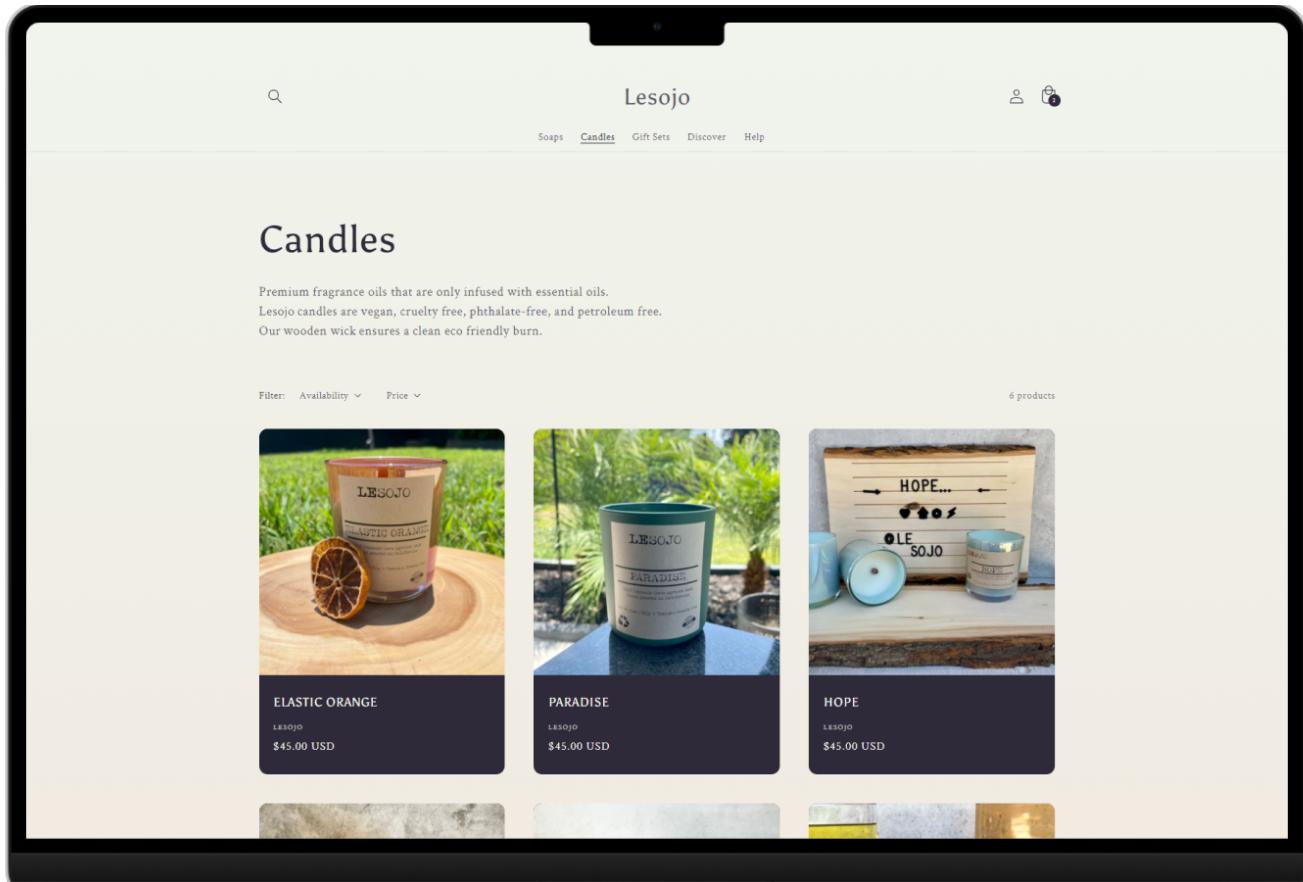


Lesojo

Web re-design, Wix to Shopify
migration, Shopify Development

After...

lesojo.com/collection

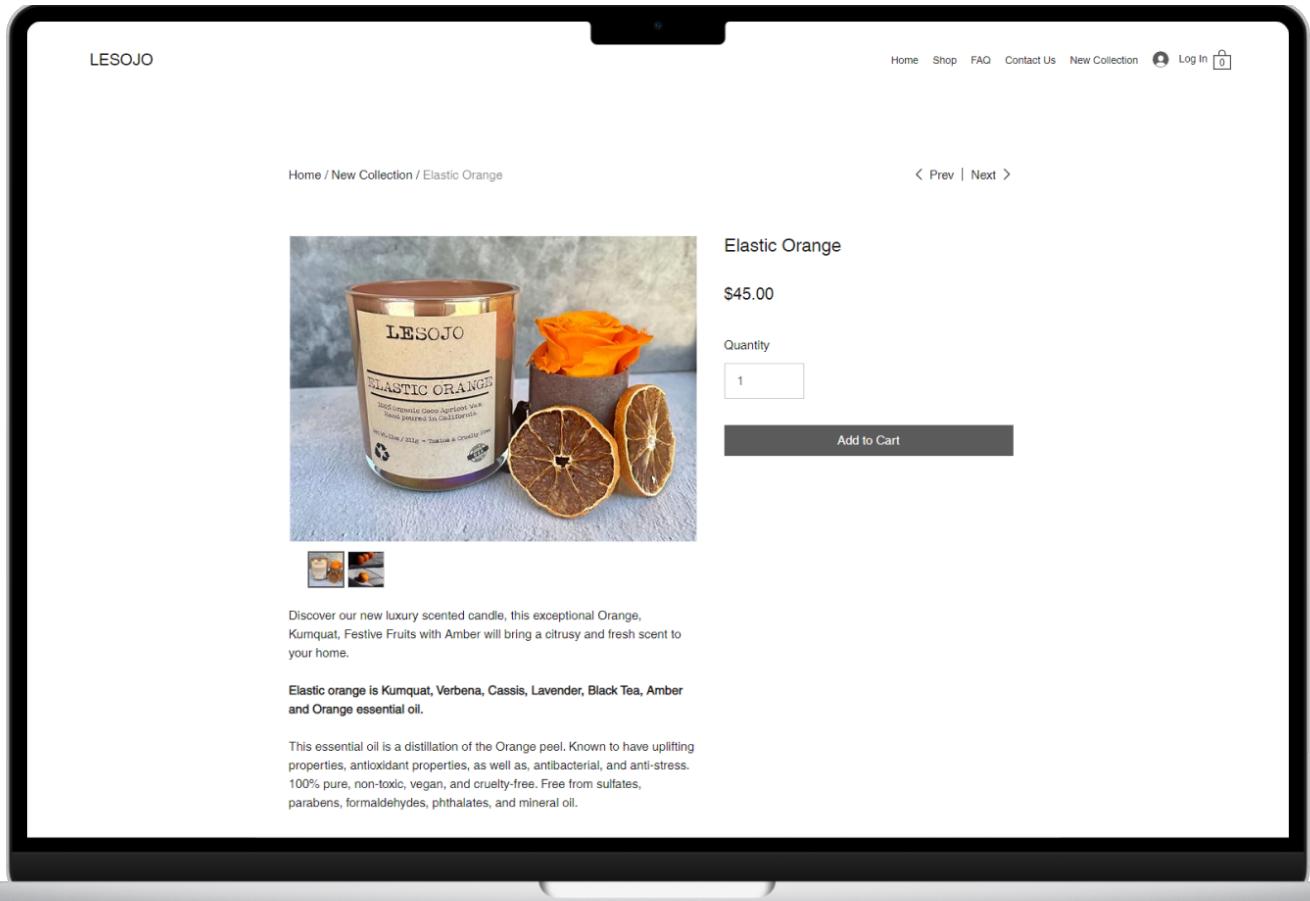


Lesojo

Web re-design, Wix to Shopify
migration, Shopify Development

Before...

lesojo.com/product-page



Lesojo

Web re-design, Wix to Shopify
migration, Shopify Development

After...

lesojo.com/product-page

The image shows a tablet displaying the Lesojo website's product page for the 'ELASTIC ORANGE' candle. The page is clean and modern, featuring a large product image of the candle and a dried orange slice on a wooden surface against a green background. The product title 'ELASTIC ORANGE' is prominently displayed in a large, bold font. Below the title, the price '\$45.00 USD' is shown, followed by a note that shipping is calculated at checkout. A quantity selector with a minus sign, a '1' button, and a plus sign is present. A large 'Add to cart' button is located below the quantity selector. To the right of the main product image, there is descriptive text about the candle's scent and ingredients, mentioning 'Exceptional Orange, Kumquat, Festive Fruits with Amber' and a 'natural Coconut, Apricot Soy wax blend'. Below this text, there are sections for 'Share', 'Fragrance Notes', and 'Measurements', each with a dropdown arrow icon.

Lesojo

Web re-design, Wix to Shopify
migration, Shopify Development

Before...

lesojo.com/faq

LESOJO

Home Shop FAQ Contact Us New Collection Log In 0

Help Center

My wooden wick has a small flame and will not stay lit!

Unlike cotton wicks, wooden wicks require a bit more care. To keep a nice flame on a wooden wick you must pinch off about half of the burnt wick with your fingers (or wick trimmer) before re-lighting. Wooden wicks like to be short and freshly trimmed!

Will my candle melt in transit?

With warm weather comes the chance for candles to melt in transit. Please consider shipping to a PO Box or an address in which you will be able to remove your order from the mailbox immediately. Due to the nature of the creamy natural Coconut Apricot Soy wax, . Please contact us if there are any melting issues that may require assistance.

FAQ

Contact Us

New Collection

Lesojo

Newsletter Sign up

Email Address

Submit

Terms & Conditions

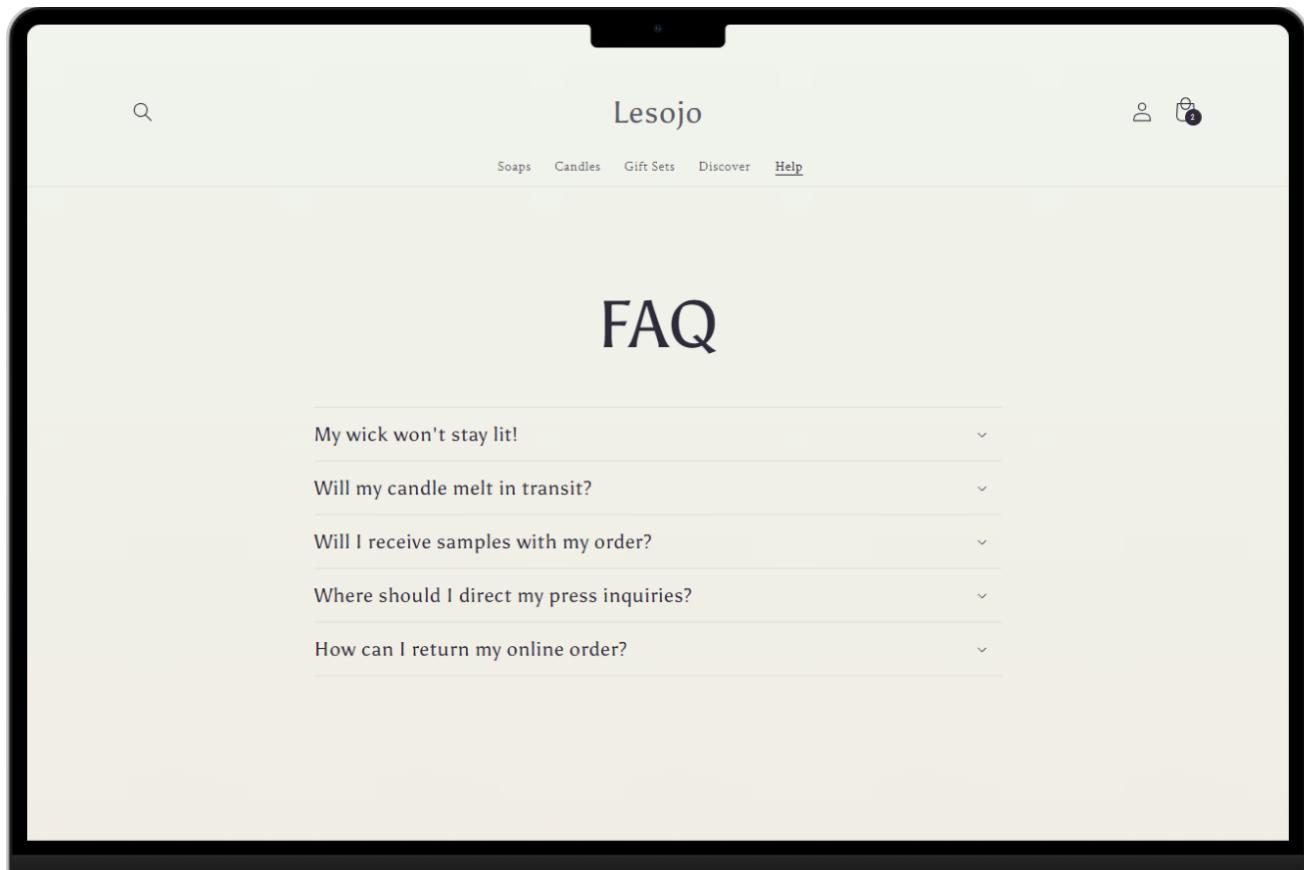
Privacy Policy

Lesojo

Web re-design, Wix to Shopify
migration, Shopify Development

After...

lesojo.com/faq



The image shows a laptop screen displaying the Lesojo FAQ page. The page has a clean, modern design with a light beige background. At the top, there is a navigation bar featuring a search icon, the brand name "Lesojo" in a large serif font, and user account icons. Below the navigation bar, a prominent section header "FAQ" is centered in a large, bold, sans-serif font. Underneath this, there is a list of five frequently asked questions, each preceded by a small downward arrow indicating they can be expanded:

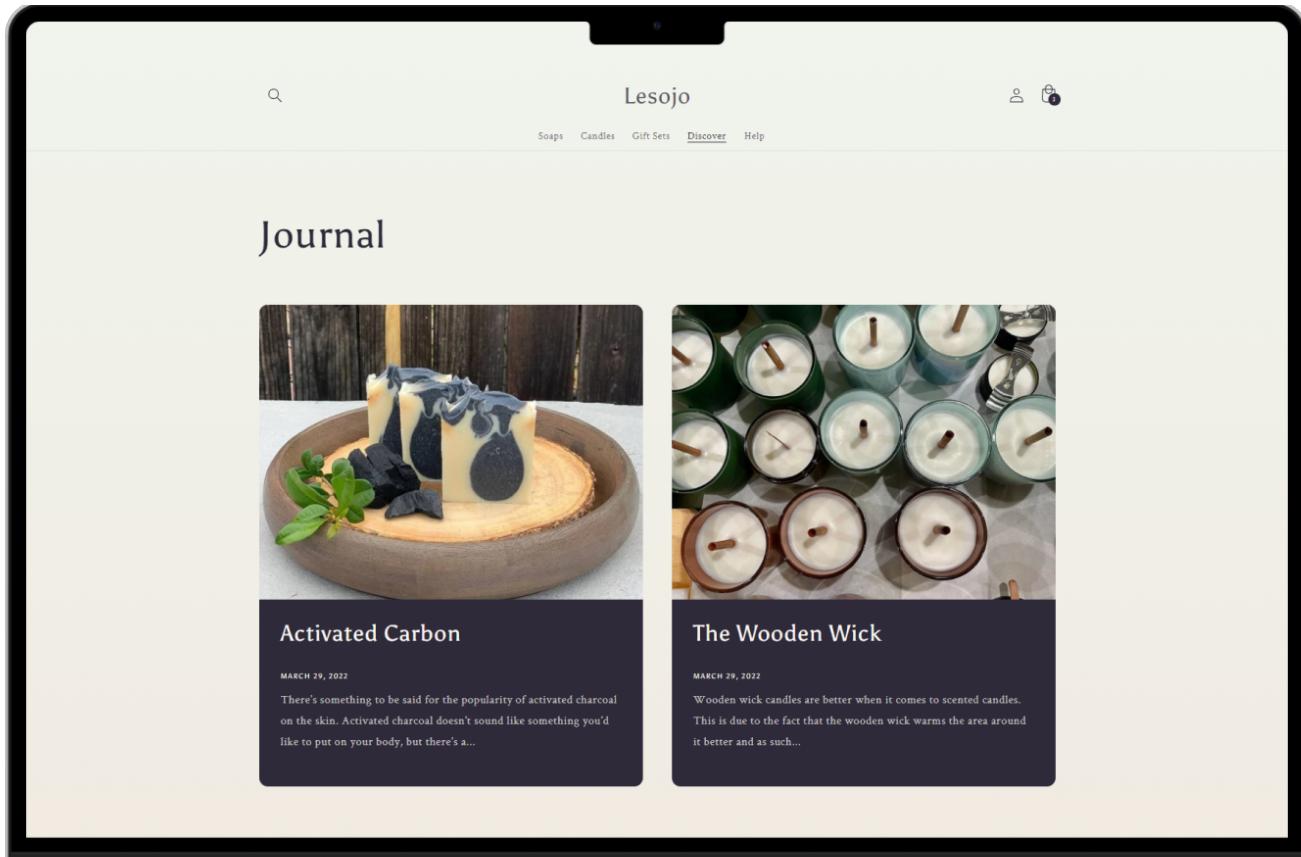
- My wick won't stay lit!
- Will my candle melt in transit?
- Will I receive samples with my order?
- Where should I direct my press inquiries?
- How can I return my online order?

Lesojo

Web re-design, Wix to Shopify
migration, Shopify Development

New Blog

lesojo.com/journal



Alberoni

Web Design

Alberoni is a prominent jewelry designer in Downtown Los Angeles. They're developing a new line and releasing it under Alberoni.net.

I was commissioned to develop a concept layout for the new e-commerce store.

This design has plenty of room for high res media. With the header/menu tucked to the left, the main content immediately takes focus.

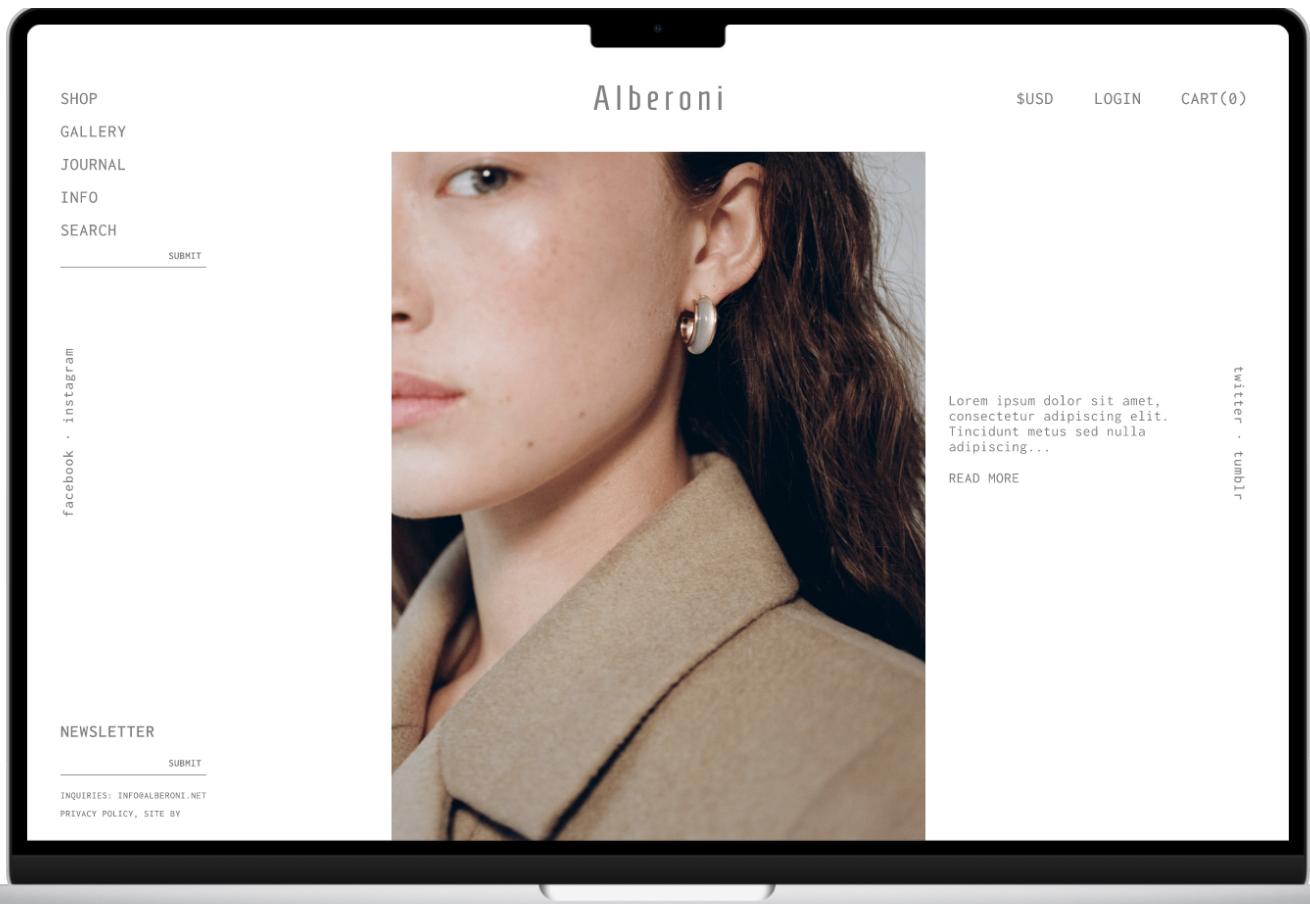
The submenu felt smooth, intuitive, minimal.

I started with the inspiration I was given, and quickly got a feel for the users' shopping experience. How it could be, look and feel.

Alberoni

Web Design

lesojo.com/



Alberoni

Web Design

lesojo.com/shop

SHOP

GALLERY

JOURNAL [SHOP ALL](#)

RINGS

EARRINGS

BRACELETS

NECKLACES

CHARMS

SETS

IN STOCK

PERSONALIZED

BEST SELLERS

LIMITED

FALL 2021

SUMMER 2021

SPRING 2021

NEWSLETTER

[SUBMIT](#)

INQUIRIES: INFO@ALBERONI.NET

PRIVACY POLICY, SITE BY

Alberoni

\$USD LOGIN CART(0)

FINE JEWELRY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Urna, ullamcorper ac dui massa auctor. Porta mauris nisl ac libero massa lacus, est.

twitter tumblr

Alberoni

Web Design

lesojo.com/gallery

SHOP

GALLERY

JOURNAL

INFO

SEARCH

\$USD

LOGIN

CART(0)

facebook · instagram

NEWSLETTER

NAME

EMAIL

SUBMIT

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PRIVACY POLICY

twitter · tumblr

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Web Design

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SHOP

GALLERY

JOURNAL

INFO

SEARCH

\$USD

LOGIN

CART(0)

Alberoni

THE FINEST OF BLOG POSTS

Placeholder text (Lorem ipsum):

Etiam gravida in dignissim vehicula in. Morbi pretium dignissim amet consectetur ac. Sed pulvinar vulputate enim dictum cras ipsum id. Nullam lacus nisi suspendisse vestibulum phasellus bibendum tellus. Vitae tempus diam quis sodales quis tellus semper aliquam. Tempor, tempus sodales quis tellus semper iaculis aliquam pulvinar.

THE FINEST SUBHEADING

At integer gravida in dignissim vehicula in. Morbi pretium dignissim amet consectetur ac. Sed pulvinar vulputate enim dictum cras ipsum id. Nullam lacus nisi suspendisse vestibulum phasellus bibendum tellus. Vitae tempus diam quis sodales quis tellus semper aliquam. Tempor, tempus sodales quis tellus semper iaculis aliquam pulvinar.

Felis in massa semper nulla nibh pharetra nunc, nunc adipiscing. Quisque tempus, consequat donec ullamcorper nunc. Vitae cursus molestie ipsum pulvinar arcu eget cursus cum.

At integer gravida in dignissim vehicula in. Morbi pretium dignissim amet consectetur ac. Sed pulvinar vulputate enim dictum cras ipsum id. Nullam lacus nisi suspendisse vestibulum phasellus bibendum tellus. Vitae tempus diam quis sodales quis tellus semper aliquam. Tempor, tempus sodales quis tellus semper iaculis aliquam pulvinar.

Felis in massa semper nulla nibh pharetra nunc, nunc adipiscing. Quisque tempus, consequat donec ullamcorper nunc. Vitae cursus molestie ipsum pulvinar arcu eget cursus cum.

NEWSLETTER

SUBMIT

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PRIVACY POLICY, SITE BY

facebook · instagram

twitter · tumblr

Alberoni

Web Design

lesojo.com/contact

