



Rebranding, Logo Design, UI/ UX Design, and WordPress Development for a US-Based Ecommerce Client

The client, a US-based company specializing in refinishing patio furniture, approached me as a freelancer to revamp their brand identity, design a user-friendly interface, and develop a fully functional e-commerce website using WordPress and WooCommerce.

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Project Overview

The project involved a comprehensive rebranding initiative, including the creation of a new logo, a modern UI/UX design, and the development of a robust e-commerce website. The primary goal was to enhance the client's online presence, improve the user experience, and drive sales.

Logo and branding

I collaborated closely with the client to understand their vision, target audience, and brand values. Based on their requirements, I designed a new logo that aligned with their brand identity, conveying professionalism, trust, and innovation.

UI/UX Design

Employing user-centered design principles, I crafted wireframes and prototypes to outline the website's structure, navigation, and functionality. The design emphasized a seamless browsing experience, optimized product categorization, and an effortless checkout process.



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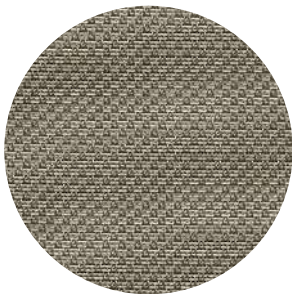
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WordPress Development

I built a custom e-commerce website using the WooCommerce plugin, and I created a tailor-made solution. I integrated secure payment gateways, implemented shipping methods, and developed custom functionalities to enhance the overall shopping experience.

Results and Impact

The rebranding, logo design, UI/UX enhancements, and WordPress development collectively transformed the client's online presence. The revamped brand identity resonated with their target audience, building credibility and trust. The website's seamless integration with WooCommerce and custom functionalities ensured a streamlined shopping experience for customers.

This project exemplified my ability to deliver end-to-end solutions, combining rebranding, logo design, UI/UX enhancements, and WordPress development expertise. Through effective collaboration, I successfully met the client's objectives of elevating their brand image and providing an exceptional e-commerce experience.

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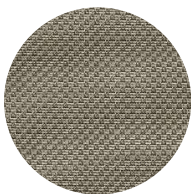
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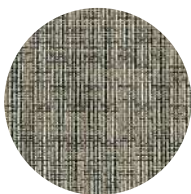
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