

Creative Portfolio



# PORTFOLIO

A. Sharell Mather

Web Designer • Web  
Developer • UX Designer

# INTRODUCTION

Web Developer and UX Strategist with over 10 years of experience designing, developing, and maintaining responsive digital platforms across education, nonprofit, retail, and service industries.

Experienced in full website lifecycle management from UX architecture and UI design to front-end development, optimization, testing, and ongoing maintenance.

In this portfolio, you will find my featured work in web design, web development, and UX.

Skilled in:

- HTML5
- CSS3
- JavaScript
- Shopify (Liquid customization)
- CMS platforms
- SEO implementation
- Performance optimization
- Cross-device responsiveness

I collaborate closely with design and marketing teams to ensure web platforms are visually strong, technically sound, scalable, and aligned with corporate brand strategy.

# ABOUT ME



I am a Web Developer and UX Strategist with over 10 years of experience designing, developing, and maintaining responsive digital platforms across education, retail, nonprofit, and service industries.

My work focuses on building structured, scalable websites that support business objectives, improve usability, and perform reliably across devices.

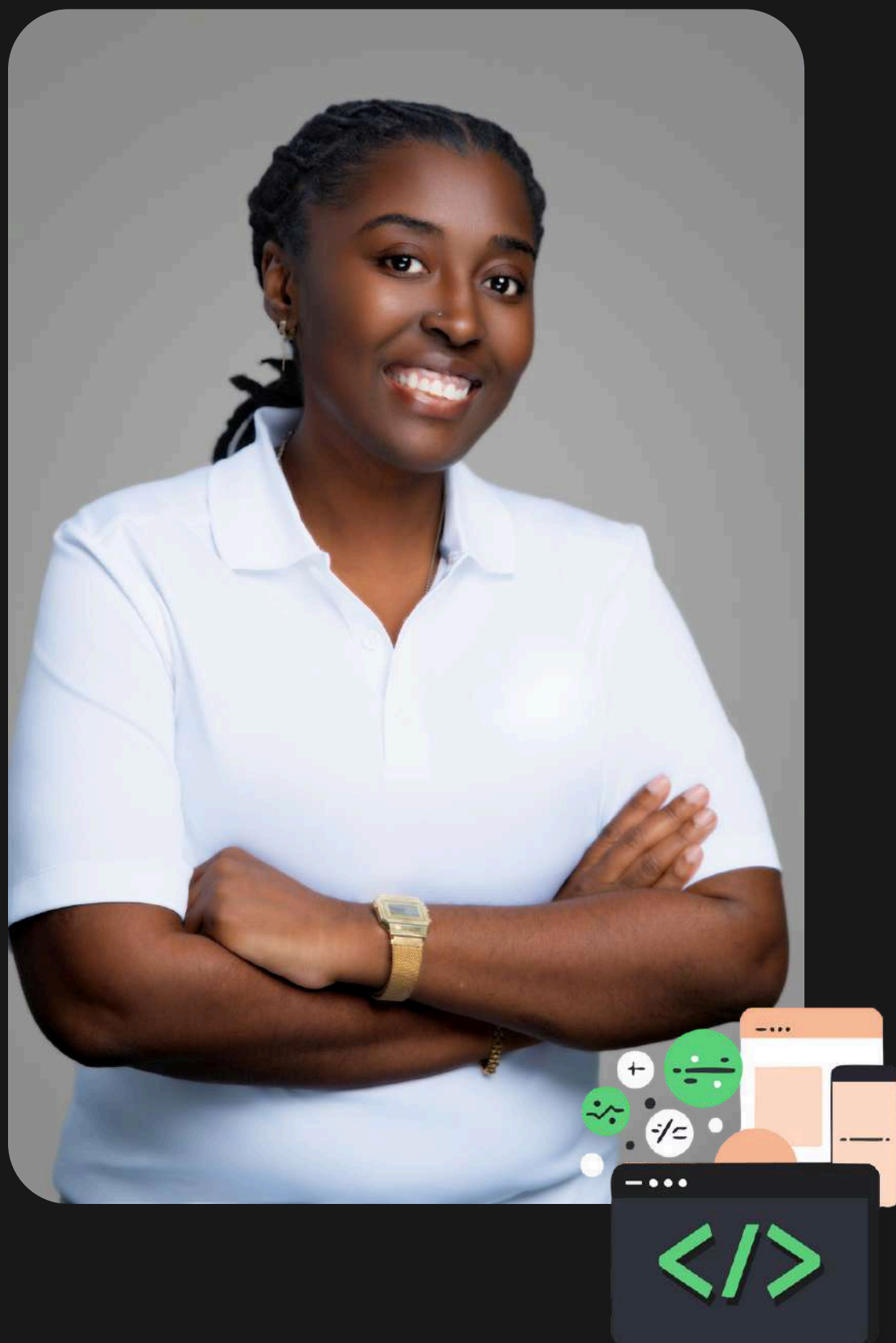
I specialize in front-end development, information architecture, and system-level thinking — ensuring that digital platforms are not only visually aligned with brand standards, but technically sound, maintainable, and optimized for growth.

## What I Do

I manage the full website lifecycle, including:

- UX audits and structural analysis
- Information architecture design
- Responsive front-end implementation (HTML5, CSS3, JavaScript)
- Shopify customization and CMS structuring
- Performance optimization
- SEO-aligned content hierarchy
- Cross-device testing and refinement
- Ongoing platform improvements

I approach websites as long-term digital ecosystems that require planning, structure, and continuous refinement.



## My Approach

Before writing code or designing layouts, I focus on structure.

- How users navigate
- Where friction occurs
- How information is organized
- How performance impacts usability
- How the platform can scale

With a background in Sociology and research methodology, I bring an analytical lens to user behavior and decision-making. This allows me to translate behavioral insight into structured digital systems that feel intuitive and efficient.

Every design and development decision is intentional, data-informed, and aligned with measurable business goals.

## Collaboration & Execution

I have worked with:

- Business owners
- Marketing teams
- Nonprofit leadership
- Retail stakeholders
- Brand managers

I am comfortable working independently while also collaborating cross-functionally to ensure digital platforms align with broader organizational objectives.

## Core Strengths

- Front-End Development
- UX Architecture
- Website Ecosystem Management
- Shopify & CMS Implementation
- Performance Optimization
- Mobile-First Design
- Structured Content Systems



# TECHNICAL CAPABILITIES

## Front-End Development:

- HTML5 semantic structure
- CSS3 (responsive layouts, Flexbox/Grid)
- JavaScript interactivity
- Mobile-first development
- Cross-browser testing

## Frameworks & Modern Tooling:

- React
- REST API integration (fundamentals)
- Git/GitHub (version control)

## Platform Experience:

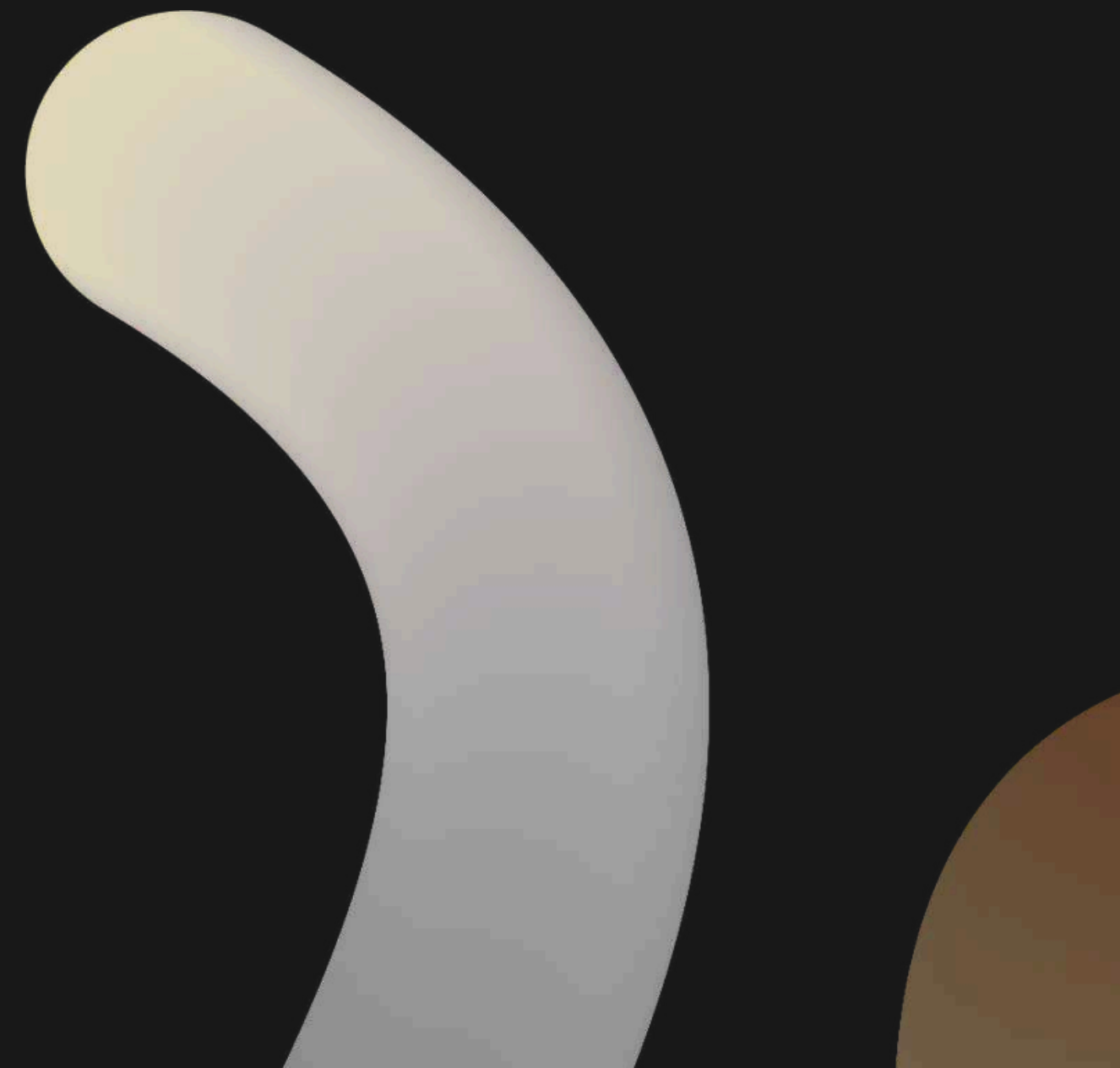
- Shopify (custom Liquid sections)
- Wordpress, Squarespace, WooCommerce, Contentful, Webflow, and more.
- CMS implementation
- Content structure management
- Template customization

## Performance & Optimization:

- Page speed optimization
- Image optimization
- Structured content hierarchy
- SEO best practices
- Accessibility considerations

## Maintenance & Collaboration:

- Debugging and issue resolution
- Website audits
- Stakeholder collaboration
- Marketing integration support
- Continuous site improvements



# SERVICES OFFERED

## WEB DEVELOPMENT

Building scalable, responsive websites with seamless functionality and performance.

## WEB DESIGN

Crafting modern, intuitive interfaces that elevate brand presence beautifully

## REDESIGNS & REBUILDS

Transforming outdated websites into modern, user-centered digital experiences

## UX DESIGN

Designing intuitive user flows and interfaces for effortless navigation.

## UX RESEARCH

Using quantitative and qualitative insights to improve user experiences

## WEB STRATEGY & MORE\*

Creating data-driven website strategies that maximize clarity, engagement, conversions.

*\*Inquire about other services offered.*

# TECHNOLOGY STACK BY PROJECT

## **Stemlingo.com**

Shopify (Liquid), HTML5, CSS3, JavaScript, Responsive Design, SEO Optimization

## **TrendyGuru**

HTML5, CSS3, JavaScript, Responsive Layout Architecture, SEO Structure

## **iHER Bahamas**

HTML5, CSS3, Responsive Design, Cross-Device Optimization

## **Divine Tutoring 242**

HTML5, CSS3, Responsive Layouts, CMS Implementation, SEO Structuring

## **Variety Disposable Products**

Planned Architecture: Component-Based UI Structure (React-Ready), LESS/SASS Modular Styling, Responsive Framework, SEO-Optimized Product Taxonomy

## **Smile Centre Bahamas**

UX Audit, Navigation Restructuring, UI Concept Development



# PROJECT 1

**stemlingo.com**

**Full Shopify Rebuild & Platform Optimization**

## Overview

LINGO is an education subscription platform helping children learn STEM through fun, interactive tools. Their previous website lacked clarity, structure, and strategic UX.

## My Role

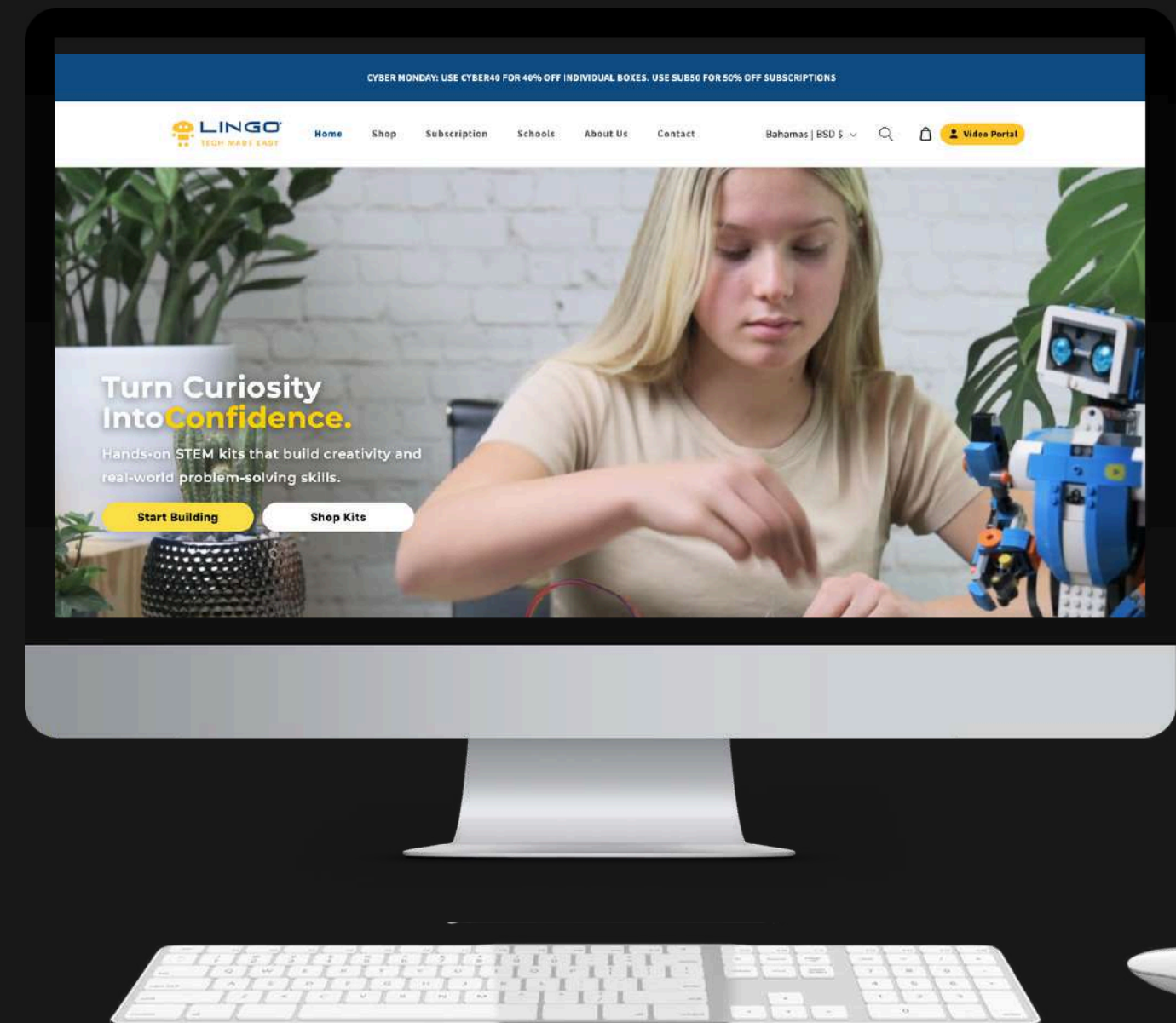
Lead Web Developer & UX Architect

### Business Challenges

- Confusing subscription flow
- Poor information hierarchy
- Weak mobile usability
- Inconsistent brand structure

### Project Scope

- UX Audit
- Information Architecture Rebuild
- Subscription Logic Redesign
- Custom Shopify Development
- Mobile Optimization





# ARCHITECTURE & TECHNICAL IMPLEMENTATION

## Information Architecture

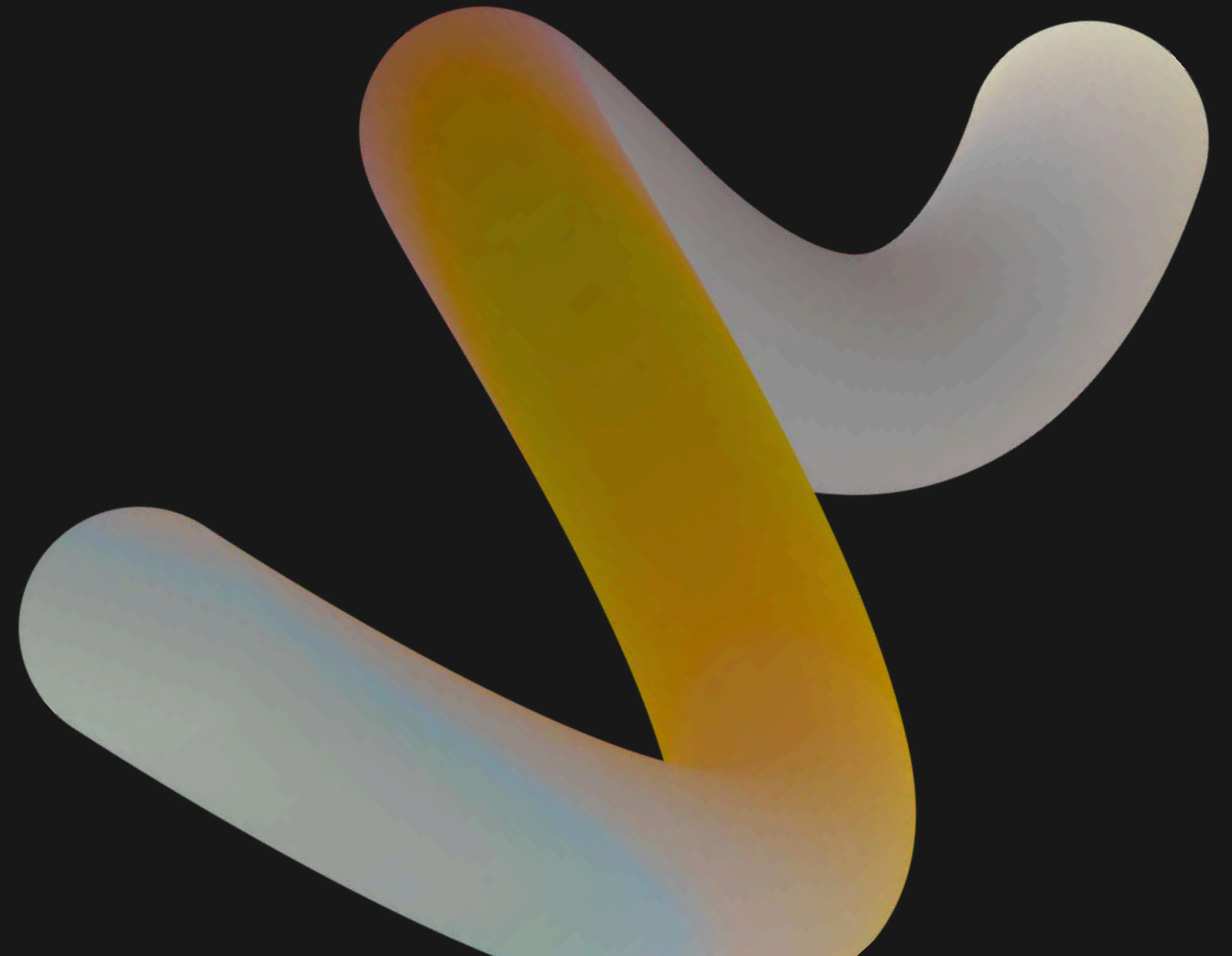
- Rebuilt sitemap
- Simplified navigation structure
- Structured content hierarchy
- Defined clear subscription pathways

## Subscription System Optimization:

- Redesigned plan comparison logic
- Structured decision flow
- Reduced friction in the checkout process

## Development Implementation:

- Custom Shopify Liquid sections
- Responsive front-end layouts (HTML5, CSS3)
- Mobile-first adjustments
- Cross-device testing
- Performance improvements



# OUTCOMES & SCALABILITY

## Structural Improvements

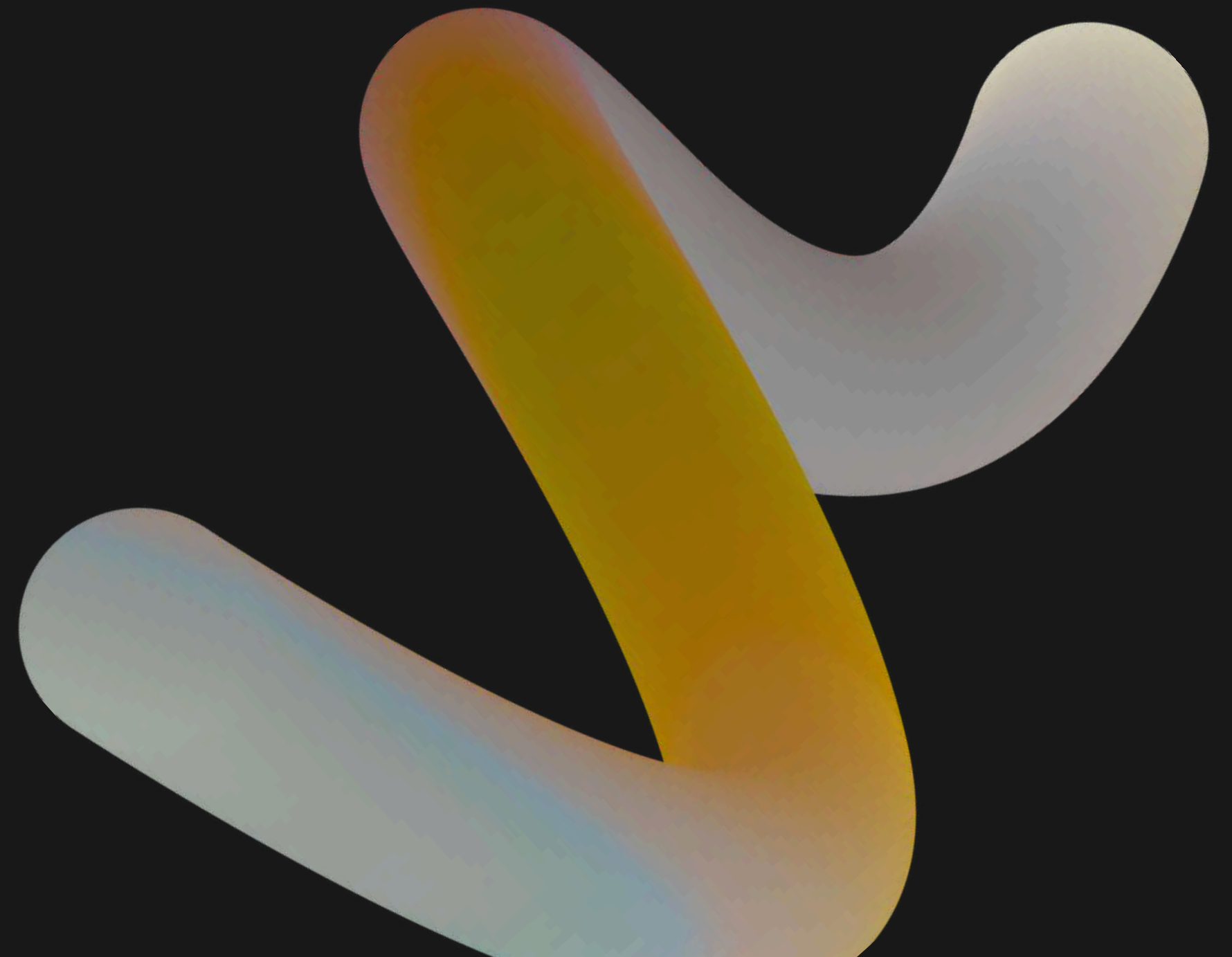
- Clear 3-second value communication
- Streamlined subscription pathway
- Reduced content clutter
- Improved mobile usability

## Long-Term Scalability

- Maintainable Shopify architecture
- Structured content model
- Modular section development
- Easier future updates

## Platform Impact

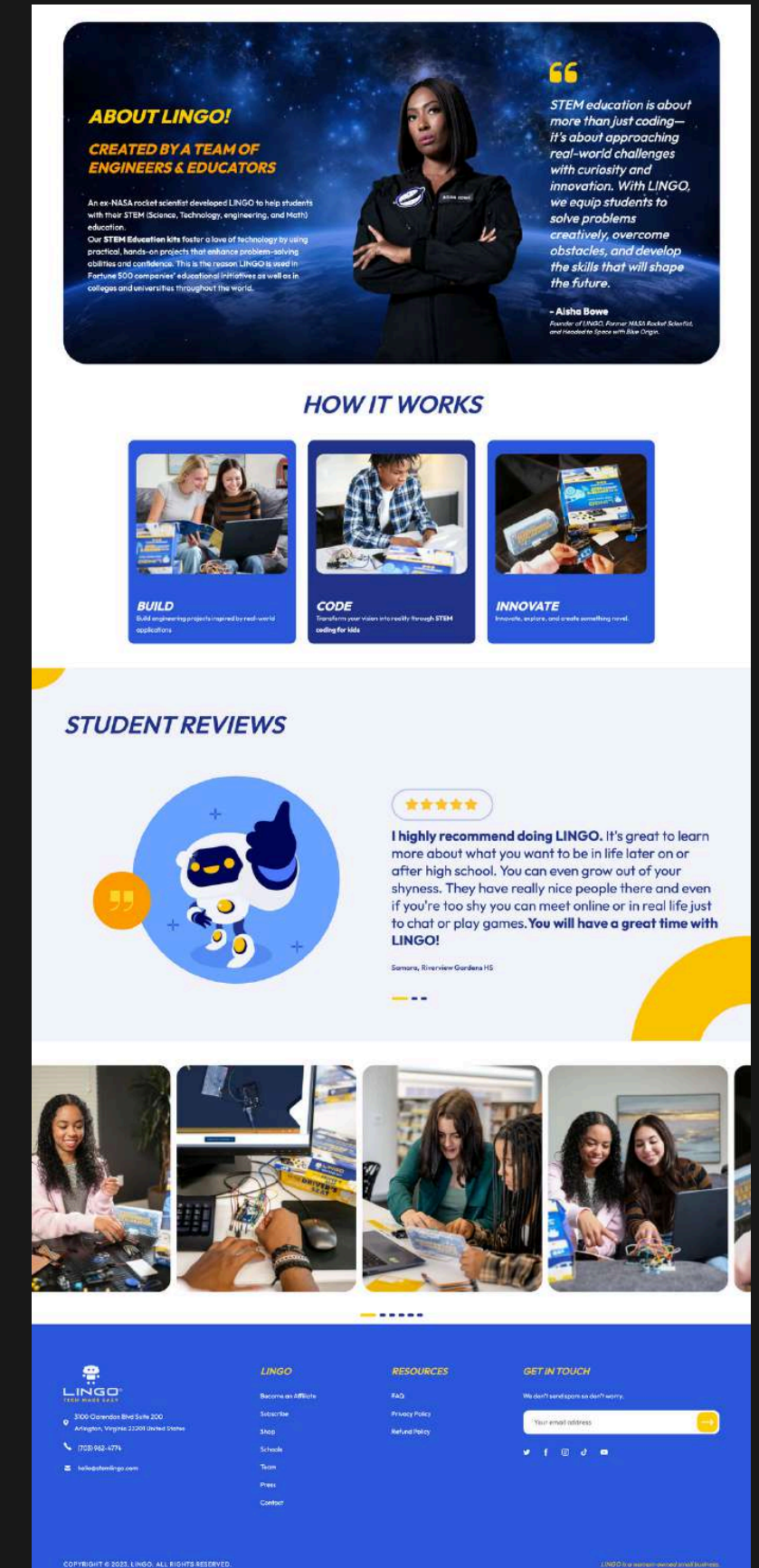
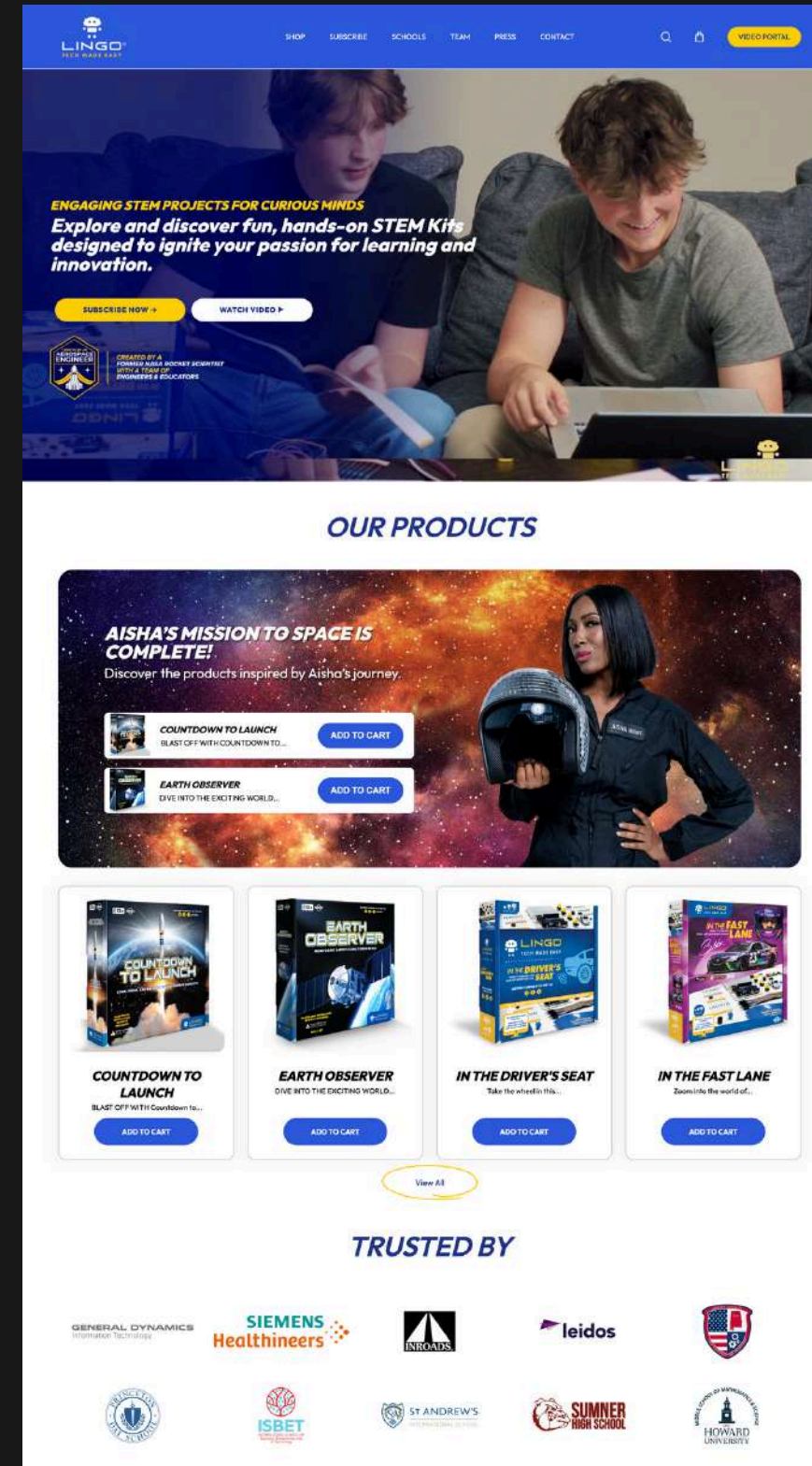
Delivered a scalable, subscription-focused digital ecosystem aligned with long-term growth objectives.





# PREVIOUS PLATFORM STRUCTURE

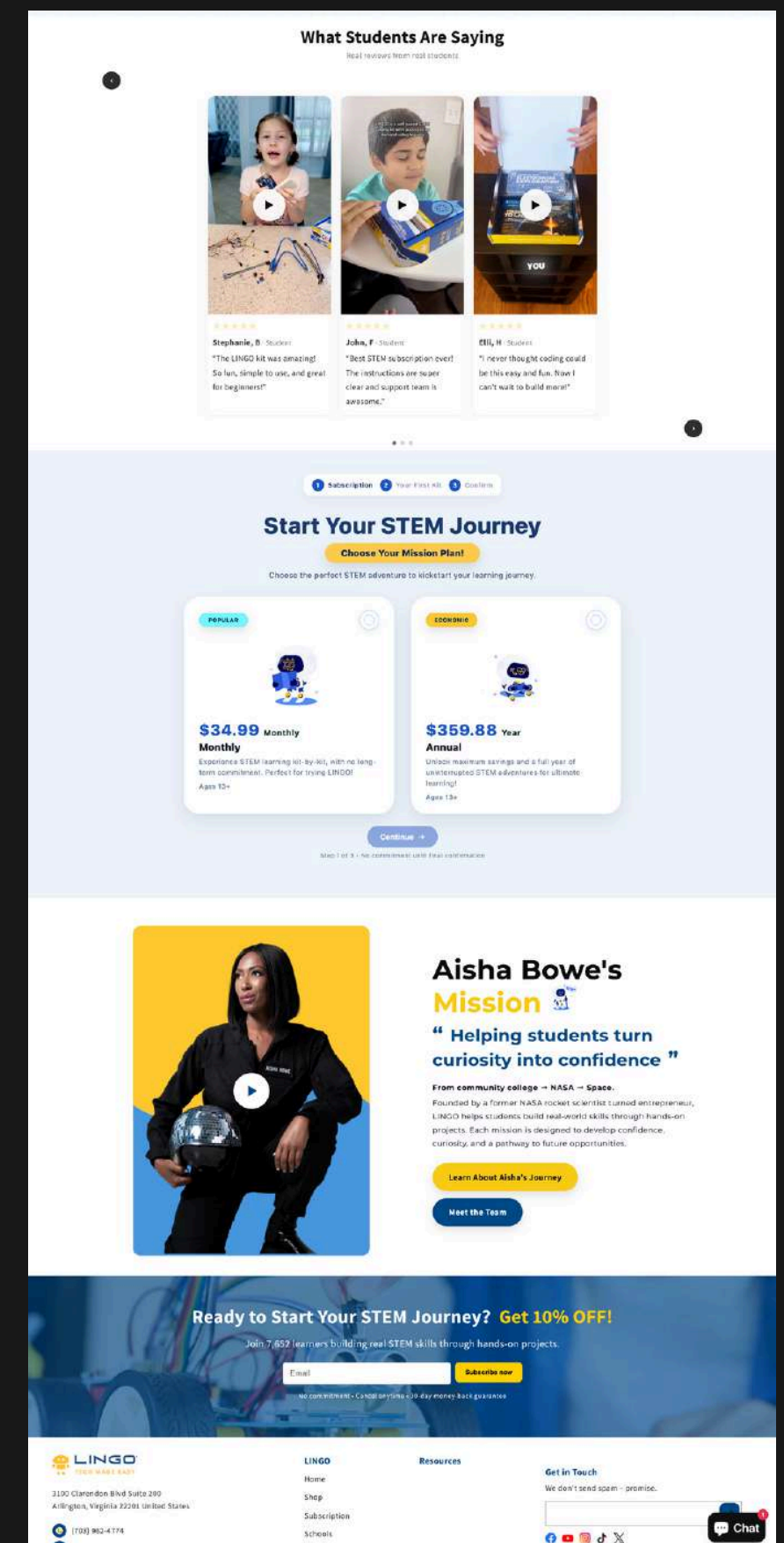
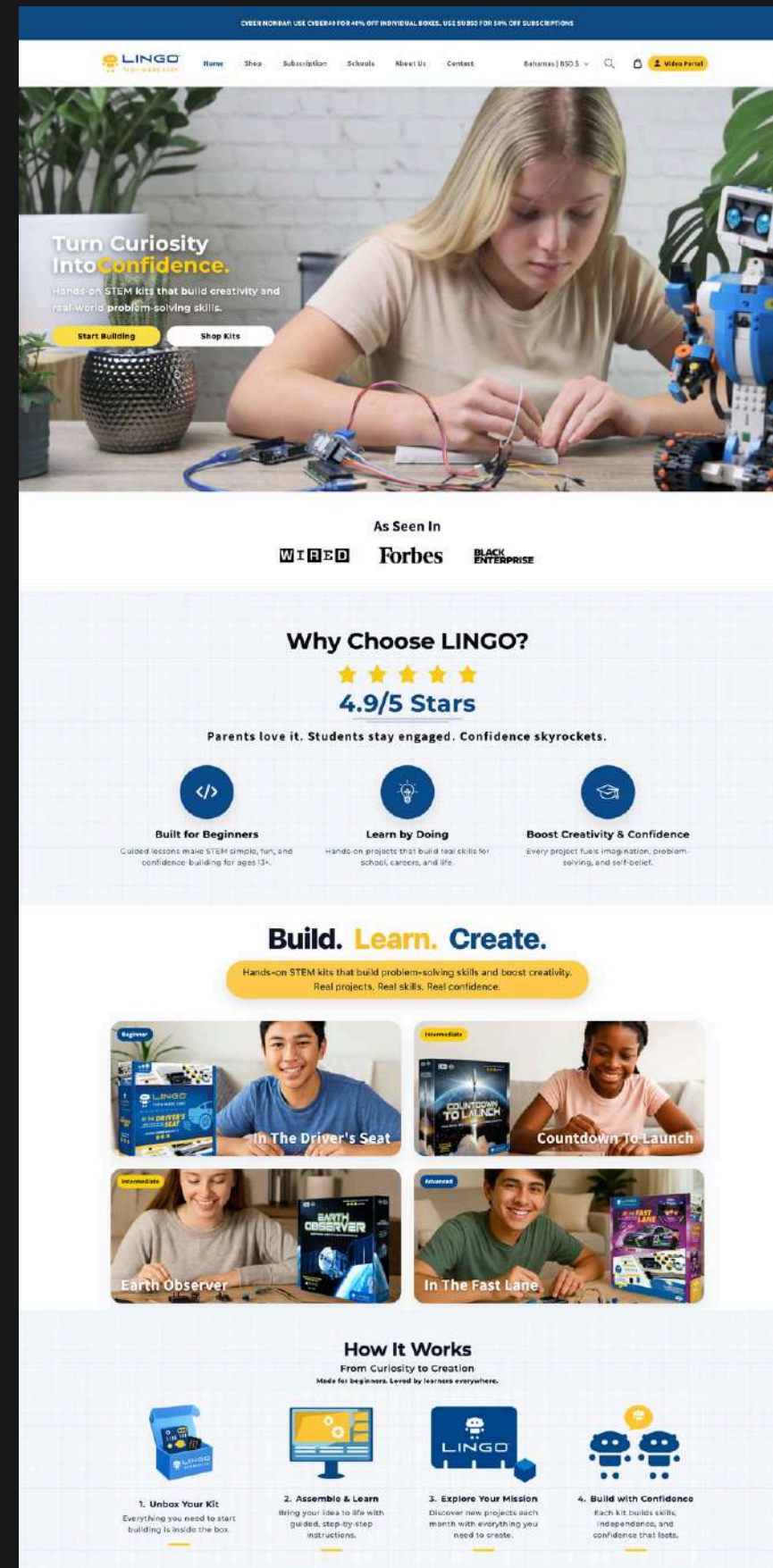
1. The original website lacked structure, clarity, and visual hierarchy, making it difficult for parents to understand LINGO's value.
  2. The subscription flow was confusing and unintuitive, causing friction and unnecessary drop-offs in the purchase journey.
- Unclear subscription pathway
  - Inconsistent information hierarchy
  - Cluttered content layout
  - Weak mobile optimization
  - Limited plan comparison clarity
  - Non-modular page structure





# REBUILT PLATFORM ARCHITECTURE

1. A fully redesigned, modern platform with clear pathways, strong visuals, and intuitive content organization that communicates value instantly.
  2. A streamlined, conversion-focused subscription experience that guides parents effortlessly from discovery to checkout.
- Streamlined subscription decision flow
  - Structured information hierarchy
  - Modular content sections
  - Mobile-first layout implementation
  - Clear plan comparison framework
  - Scalable Shopify section development





# PROJECT 2

## trendyguru.online

Web Development, UX/UI Design & Branding

### Overview

TrendyGuru is a personality-driven brand platform built to centralize digital presence and provide structured independence from social media platforms.

### My Role

Web Developer & UX Strategist

#### Problem

- No centralized brand-controlled platform
- Disorganized content presentation
- Limited control over user journey
- Need for mobile-first scalability

#### Technical Scope

- Structured site architecture for personal branding
- Implemented responsive front-end layouts (HTML5, CSS3)
- Designed scalable content sections
- Built mobile-first interface
- Structured navigation hierarchy
- Optimized performance and load speed
- Implemented SEO-aligned page structure

#### Outcome

Delivered a structured personal brand platform functioning as a scalable, independent digital hub.



#### Key Contributions

- Centralized brand identity digitally
- Improved content flow and engagement structure
- Built scalable framework for future content expansion
- Ensured cross-device compatibility

# PROJECT 3

[iherbahamas.com](https://iherbahamas.com)

Front-End Development & Image Section UI Contribution

## Overview

iHER Bahamas is a nonprofit women's empowerment event platform requiring a clean, responsive website to support event visibility and community engagement.

## My Role

Front-End Developer

## Scope of Contribution

### Front-End Development

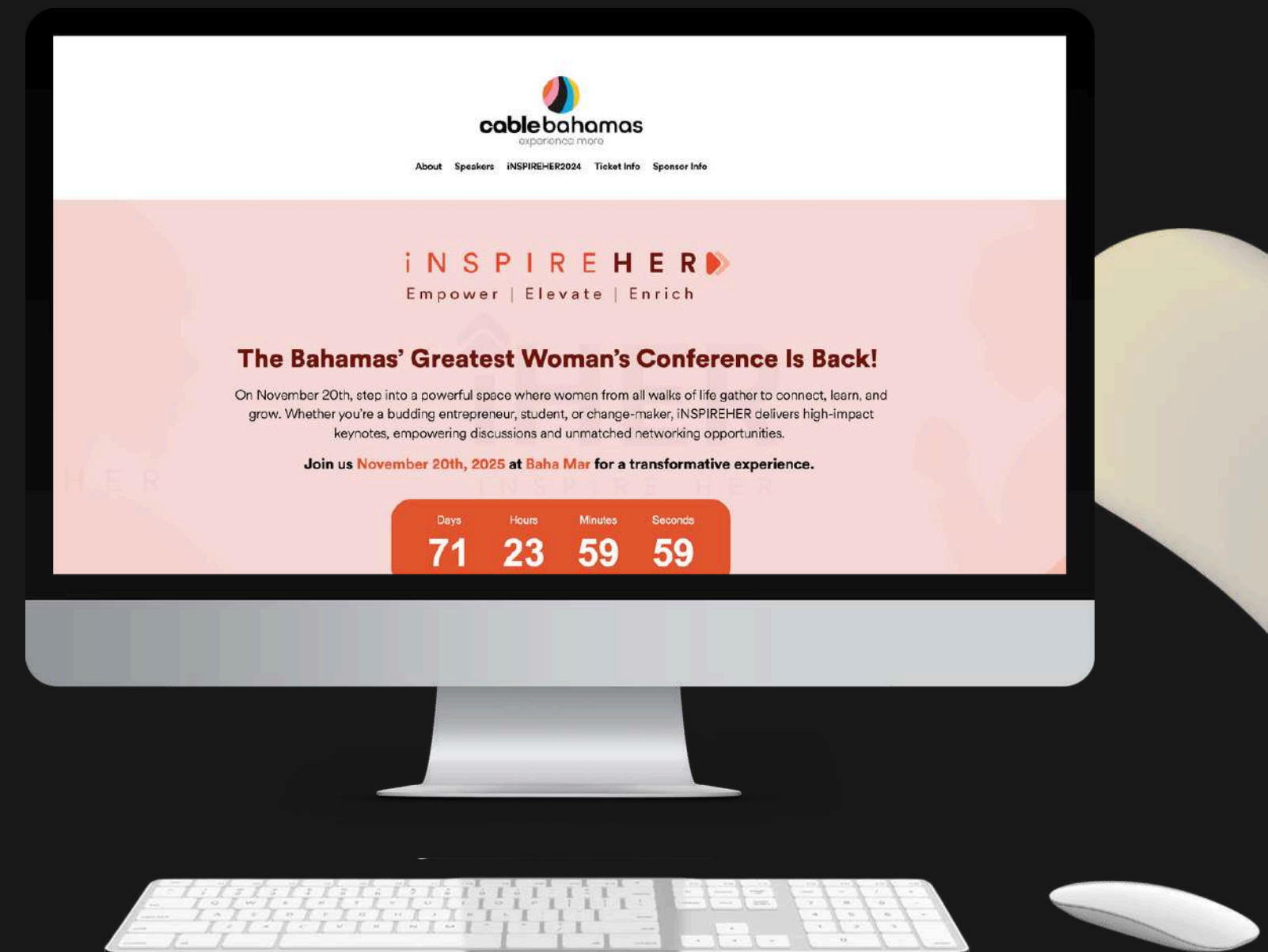
- Implemented responsive layouts using HTML5 and CSS3
- Structured content sections for clarity and usability
- Ensured cross-device compatibility (desktop, tablet, mobile)
- Optimized page responsiveness and layout consistency
- Assisted with content organization and structural adjustments

### Image Section Design Contribution

- Designed the image-focused visual section
- Structured layout for visual storytelling
- Ensured responsive scaling across screen sizes
- Integrated the section seamlessly within the overall build

## Outcome

Delivered a structured and responsive front-end implementation while contributing a strategically designed image section that enhances visual engagement without compromising performance.



# PROJECT 4

[divinetutoring242.com](https://divinetutoring242.com)

Web Design + Development

## Overview

Divine Tutoring 242 is a tutoring and counseling service requiring a structured digital presence to improve service clarity, credibility, and inquiry conversion.

## My Role

Web Designer • Web Developer

### Business Challenges

- Unclear service breakdown
- Limited trust signals
- Inefficient contact flow
- Mobile usability inconsistencies

### Technical Implementation

- Structured service-based information architecture
- Implemented responsive front-end layouts (HTML5, CSS3)
- Designed streamlined inquiry and contact workflow
- Organized content hierarchy for clarity and trust-building
- Optimized mobile browsing experience
- Improved CTA visibility

### Outcome

Delivered a structured, professional digital platform that enhances credibility, improves service clarity, and supports inquiry conversion.





# PROJECT 5

## Variety Disposable Products

### Retail Digital Transformation Strategy & E-Commerce Architecture

#### Overview

A physical retail store in The Bahamas transitioning toward digital visibility and potential e-commerce expansion.

#### My Role

Digital Strategy & Web Development Planning

#### Strategic Focus

- Structured product taxonomy design
- Inventory categorization framework
- Retail-to-digital bridge strategy
- Mobile-first browsing experience
- Wholesale inquiry structure

#### Planned Technical Implementation

- E-commerce enablement
- Search and filter architecture
- Structured product database
- Responsive storefront build
- SEO-optimized product hierarchy
- Scalable inventory management system

#### Planned Technical Architecture

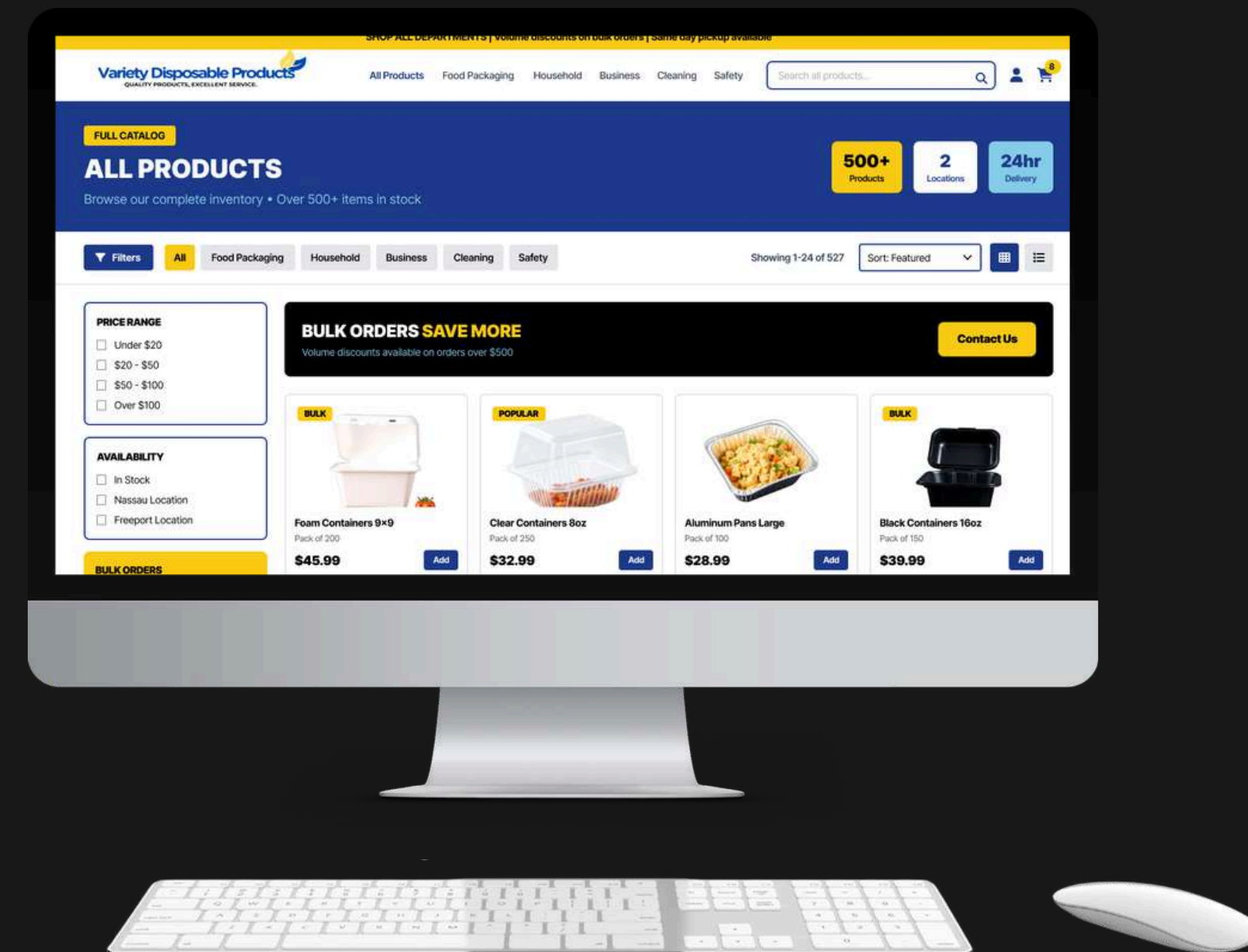
- Component-based UI structure (framework-ready architecture)
- Modular styling system (LESS/SASS-ready structure)
- Scalable product taxonomy
- Responsive storefront framework
- Search & filtering logic planning
- SEO-optimized category hierarchy

#### Key Contributions

- Created digital growth roadmap
- Developed structured content architecture
- Designed scalable e-commerce foundation

#### Outcome

Positioned the retail brand for digital expansion and structured online growth.





# PROJECT 5

## Variety Disposable Products

### Retail Digital Transformation Strategy & E-Commerce Architecture

SHOP ALL DEPARTMENTS | Volume discounts on bulk orders | Same day pickup available at both locations

All Products

Food Packaging

Household

Business

Cleaning

Safety

Search all products...

Q

👤

🛒

BULK FRIENDLY

SHOP ALL PRODUCTS

Browse our complete inventory • Over 500+ items in stock • Bulk pricing available

Filters

All Categories

Food Packaging

Household

Business

Cleaning

Showing 1-24 of 527

Sort: Featured

📦

📄

BULK ORDERS SAVE MORE

Volume discounts available on orders over \$500 • Contact us for wholesale pricing

Get Quote

PRICE RANGE

Under \$20

\$20 - \$50

\$50 - \$100

Over \$100

AVAILABILITY

In Stock Now

Nassau Location

Freeport Location

Same Day Pickup

BULK ORDERS

Save more with volume pricing on bulk

Learn More

PRODUCT TYPE

Premium Line

Economy

Eco-Friendly

Heavy Duty

Disposable

VISIT US

Two convenient locations to serve you

Nassau: East Street South

Freeport: Downtown

BULK

Foam Containers 9x9

Pack of 200

\$45.99

Add to Cart

POPULAR

Clear Containers 8oz

Pack of 250

\$32.99

Add to Cart

Aluminum Pans Large

Pack of 100

\$28.99

Add to Cart

BULK

Black Containers 16oz

Pack of 150

\$39.99

Add to Cart

38Luk Pack Pack

Pack of 200

\$35.99

Add to Cart

POPULAR

3-Compartment Trays

Pack of 125

\$42.99

Add to Cart

Pizza Boxes 12"

Pack of 50

\$24.99

Add to Cart

BULK

Soup Containers 12oz

Pack of 240

\$38.99

Add to Cart

EVERYTHING YOUR BUSINESS NEEDS

Available at both Nassau locations • Pickup or delivery options

🚚 Same Day Delivery

⌚ Quick Pickup

💰 Bulk Savings

15% Bulk Discount

BULK

Foam Cups 16oz

Pack of 500

\$52.99

Add to Cart

Clear Cups 20oz

Pack of 300

\$29.99

Add to Cart

POPULAR

Paper Cups 12oz

Pack of 400

\$34.99

Add to Cart

SHOP ALL DEPARTMENTS | Volume discounts on bulk orders | Same day pickup available at both locations

Variety Disposable Products

All Products

Food Packaging

Household

Business

Cleaning

Safety

Search all products...

Q

👤

🛒

Home

Food Packaging

Containers

12oz Clear Containers

BULK FRIENDLY

12oz Clear Food Containers with Lids

POPULAR

Perfect for takeout, meal prep, and food storage

SKU: VD-CC12-250

IN STOCK AT BOTH LOCATIONS

Nassau & Freeport • Same day pickup available

250+ Units Available

\$32.99

Per case of 250 containers

\$0.13 per container

Quantity: 

-

 1 

+

 cases (250 containers each)

Add to Cart

Request Invoice

PRODUCT SPECIFICATIONS

Size:

12 oz capacity

Microwave Safe:

Yes

Material:

Clear PP plastic

Freezer Safe:

Yes

Pack Size:

250 containers

Leak Proof:

Yes with lid

TRUSTED BY LOCAL BUSINESSES

Reliable supply for restaurants, catering, and food service operations

🔄 Repeat Order Friendly

📄 Invoice Processing

🤝 Local Partnership

Contact for Wholesale

FREQUENTLY BOUGHT TOGETHER

BULK

16oz Clear Containers

Pack of 200

\$39.99

Add

8oz Foam Containers

Pack of 300

\$28.99

Add

POPULAR

12oz Soup Containers

Pack of 240

\$35.99

Add

Aluminum Pans

Pack of 100

\$28.99

Add

STORE LOCATIONS

Nassau Location

Golden Road

Mon-Sat: 8AM-6PM

South Avenue

Mon-Sat: 8AM-6PM

CUSTOMER SUPPORT

Phone: (242) 555-0123

Email: [orders@varietydisposableproducts.bs](mailto:orders@varietydisposableproducts.bs)

Bulk Orders: [wholesale@varietydisposableproducts.bs](mailto:wholesale@varietydisposableproducts.bs)

BUSINESS SERVICES

• Bulk & Wholesale Orders

• Invoice Processing

• Same Day Pickup

• Delivery Available

© 2020 Variety Disposable Products. Serving the Bahamas with quality supplies.

FREE DELIVERY on orders over \$500 | Both Soldier Rd. & Faith Ave. locations now open

Variety Disposable Products

All Products

Food Packaging

Household

Business

Cleaning

Safety

Search all products...

Q

👤

🛒

BULK FRIENDLY

FOOD PACKAGING

Complete solutions for restaurants, catering, and food service businesses

Wholesale Pricing

Same Day Pickup

Takeout Containers

Cups & Lids

Disposable Utensils

Food Wrapping

Bags & Carriers

Bulk Supplies

SAVE MORE WITH BULK ORDERS

Volume discounts available • Business accounts welcome • Fast pickup at both locations

Takeout Containers

Sort by Price

All Sizes

BULK ITEM

Foam Hinged Containers 9x9

Pack of 200 • Perfect for large portions

\$45.99

Add to Cart

POPULAR

Clear Plastic Containers 8oz

Pack of 250 • Great for salads & sides

\$32.99

Add to Cart

Aluminum Foil Pans Large

Pack of 100 • Heavy duty construction

\$28.99

Add to Cart

BULK ITEM

Black Plastic Containers 16oz

Pack of 150 • Premium appearance

\$39.99

Add to Cart

Paper Takeout Boxes 32oz

Pack of 200 • Eco-friendly option

\$35.99

Add to Cart

POPULAR

3-Compartment Trays

Pack of 125 • Perfect for complete meals

\$42.99

Add to Cart

Pizza Boxes 12 inch

Pack of 50 • Standard pizza size

\$24.99

Add to Cart

BULK ITEM

Soup Containers with Lids 12oz

Pack of 240 • Leak-resistant design

\$38.99

Add to Cart

EVERYTHING YOUR BUSINESS NEEDS

From small cafes to large restaurants - we stock it all

📍 Two Locations

Nassau & Freeport

🚚 Fast Delivery

Same Day Available

📦 Bulk Orders

Volume Discounts

Cups & Disposable Drinkware

BULK ITEM

Foam Coffee Cups 16oz

Pack of 500 • Includes lids

\$52.99

Add to Cart

Clear Plastic Cups 20oz

Pack of 300 • Perfect for cold drinks

\$29.99

Add to Cart

POPULAR

Paper Coffee Cups 12oz

Pack of 400 • Eco-friendly choice

\$34.99

Add to Cart

Water Bottles 16.9oz

Case of 24 • Premium quality

\$18.99

Add to Cart

Two Store Locations

Nassau: Soldier Road

Nassau: Faith Avenue

Pickup Available

Same day pickup on most orders

Call ahead for large quantities

Business Friendly

Volume discounts available

Business accounts welcome



# PROJECT 6

smilecentrebahamas.com

UX Designer • UI Designer

## Overview

A UX redesign concept for a dental practice focused on improving appointment booking, services clarity, and overall accessibility.

## My Role

UX Researcher • UX Designer

## Problem

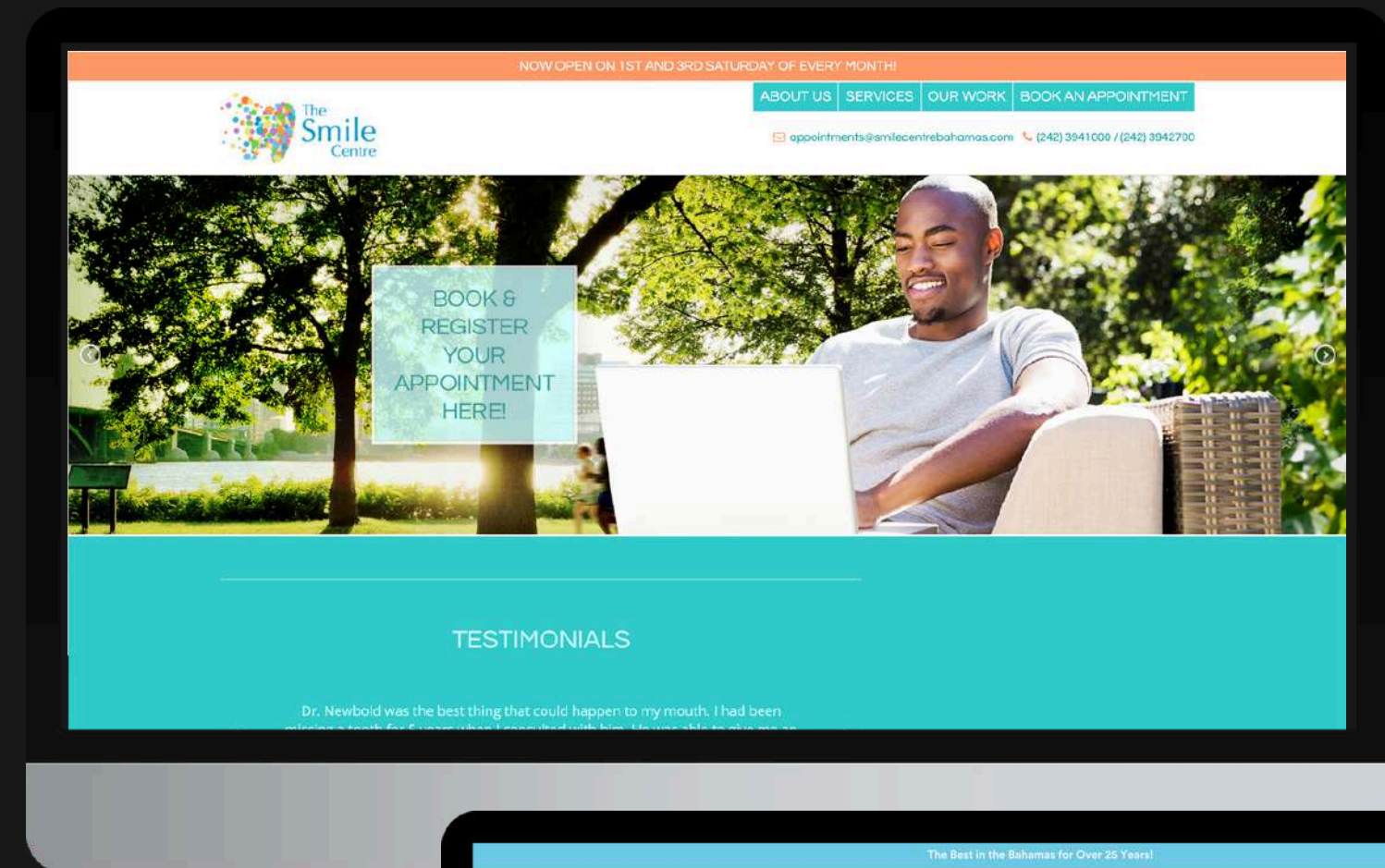
Patients struggled to find service information quickly, and the website lacked functioning and user-friendly booking options.

## Progress

- Conducted heuristic evaluation
- Simplified navigation and service categorization
- Designed clean, friendly UI concepts
- Added stronger booking prompts

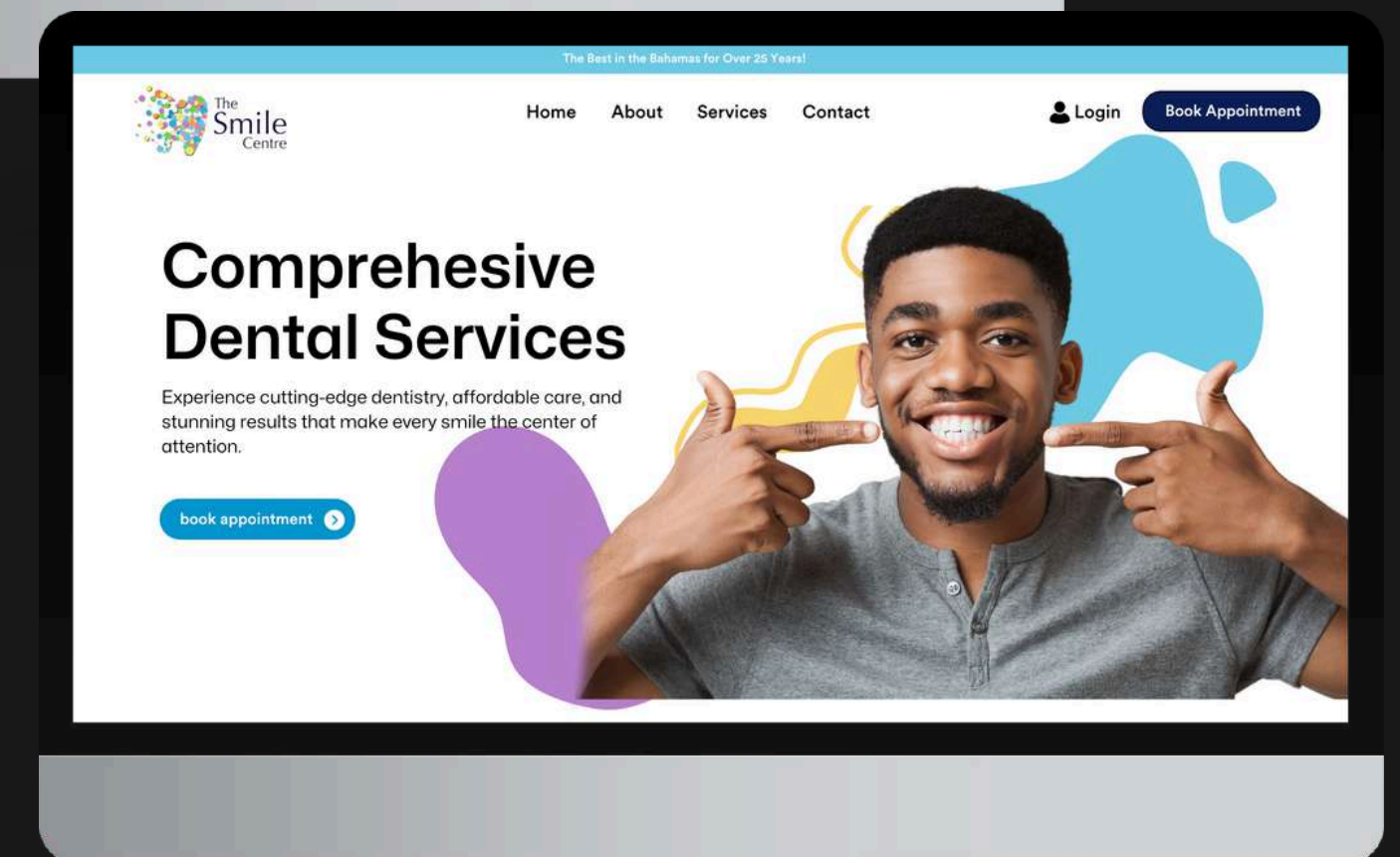
## Outcome

A clean, luxury-focused UX that reduces cognitive load and increases booking confidence.



BEFORE

AFTER



# READY TO BUILD SOMETHING?

I'm currently available for work and collaborations.



242-822-1984



hello@asharellmather.com



www.asharellmather.xyz



Based in The Bahamas – Available worldwide

Let's create solutions that work.



Creative Portfolio



# THANK YOU

A. Sharell Mather

Web Designer • Web  
Developer • UX Designer