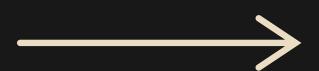


Creative Portfolio



# PORTFOLIO

A portrait of a young woman with dark skin and curly hair, smiling. She is wearing a white collared shirt and a gold necklace. The word "PORTFOLIO" is overlaid on the image, with each letter cut out to reveal the portrait underneath. The letters are a light beige color with black outlines.

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:

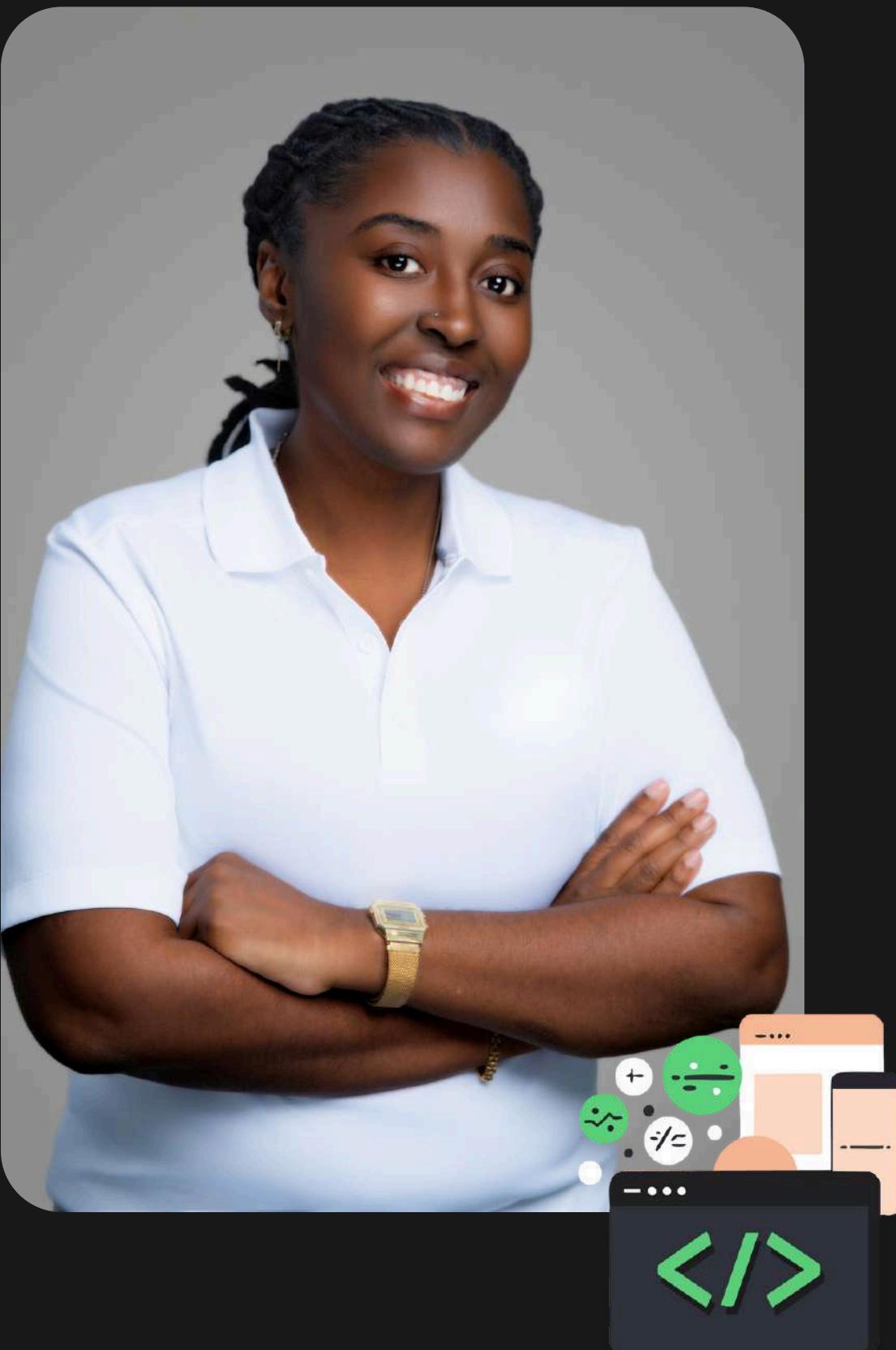
- HTML5
- CSS3
- JavaScript
- Shopify (Liquid customization)
  - CMS platforms
  - SEO implementation
  - Performance optimization
- Cross-device responsiveness

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

A. Sharell Mather

Web Designer • Web  
Developer • UX Designer

# 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.

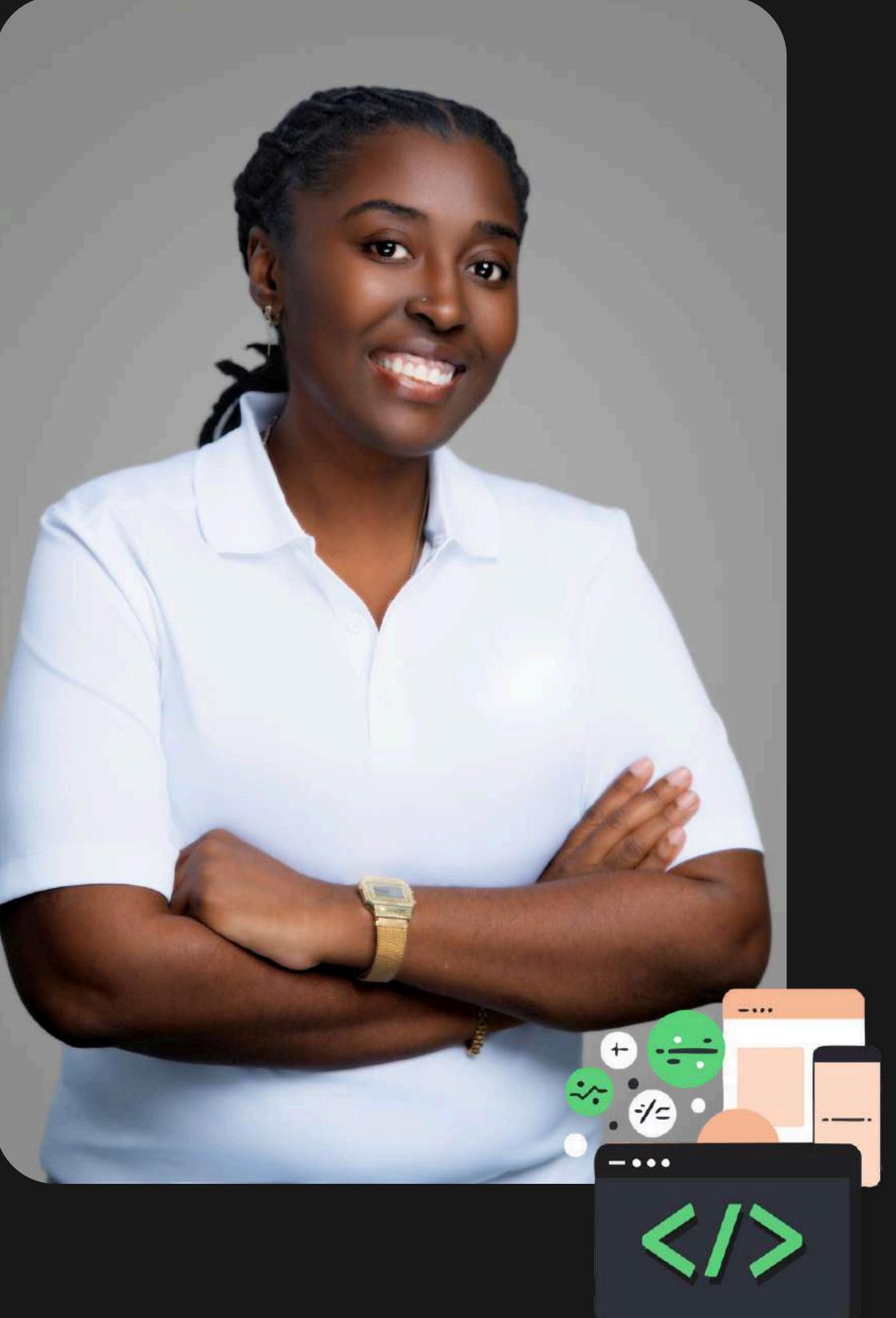
I specialize in front-end development, information architecture, and system-level thinking — ensuring that digital platforms are not only visually aligned with brand standards, but technically sound, maintainable, and optimized for growth.

## 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:

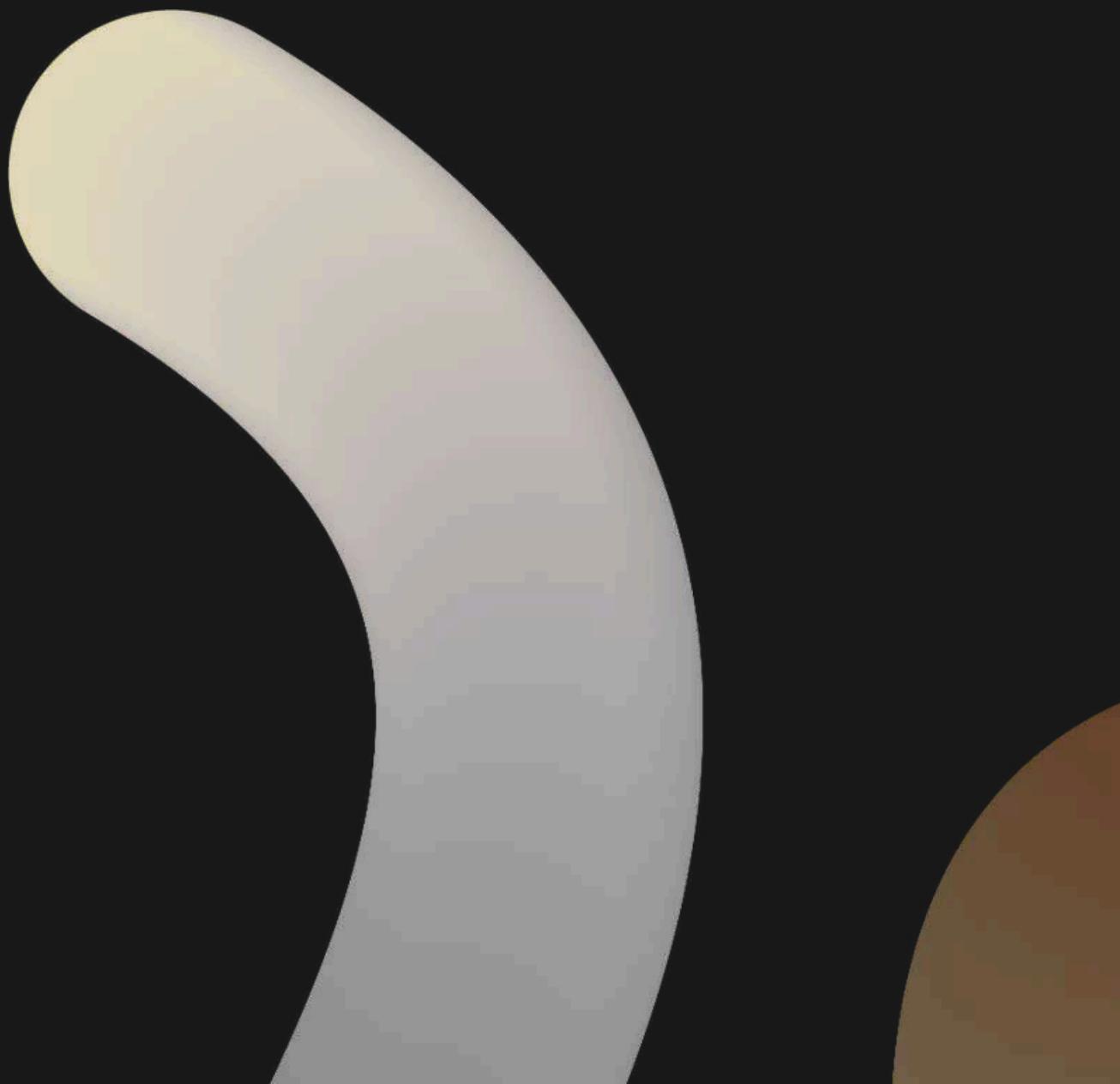
- Shopify (custom Liquid sections)
- Wordpress, Squarespace, WooCommerce, Contentful, Webflow, and more.
- CMS implementation
- Content structure management
- Template customization

## 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**

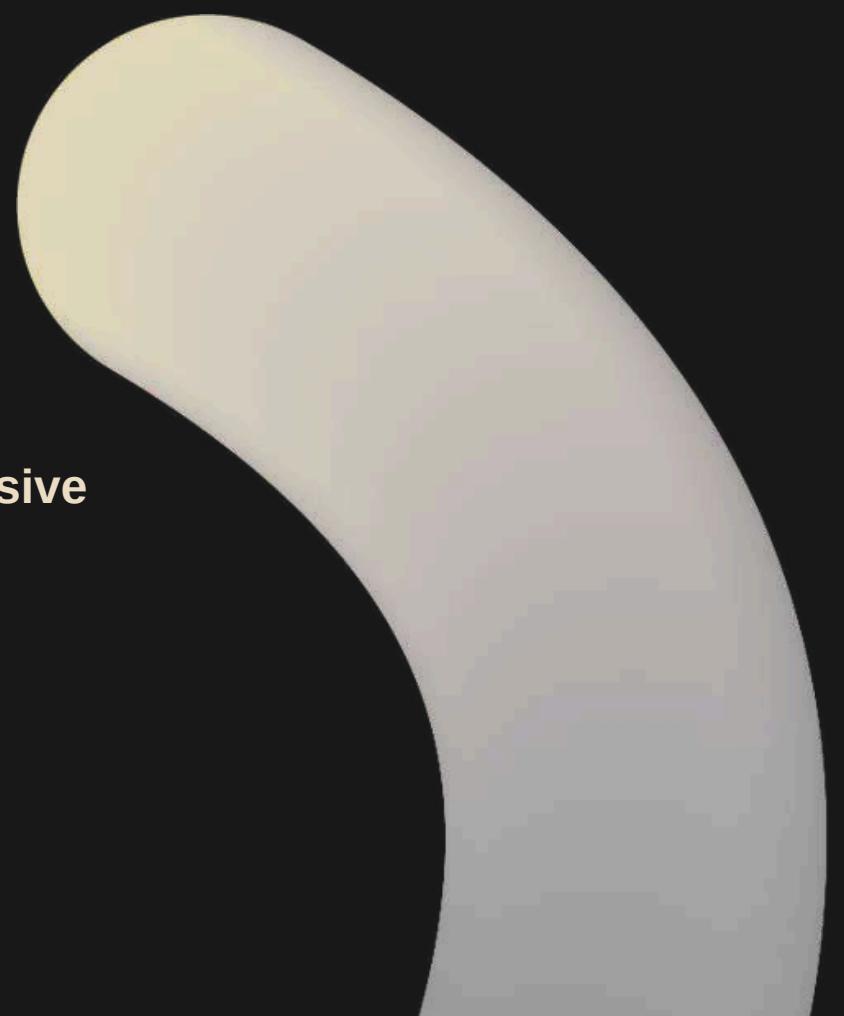
**HTML5, CSS3, Responsive Layouts, CMS Implementation, SEO Structuring**

## **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

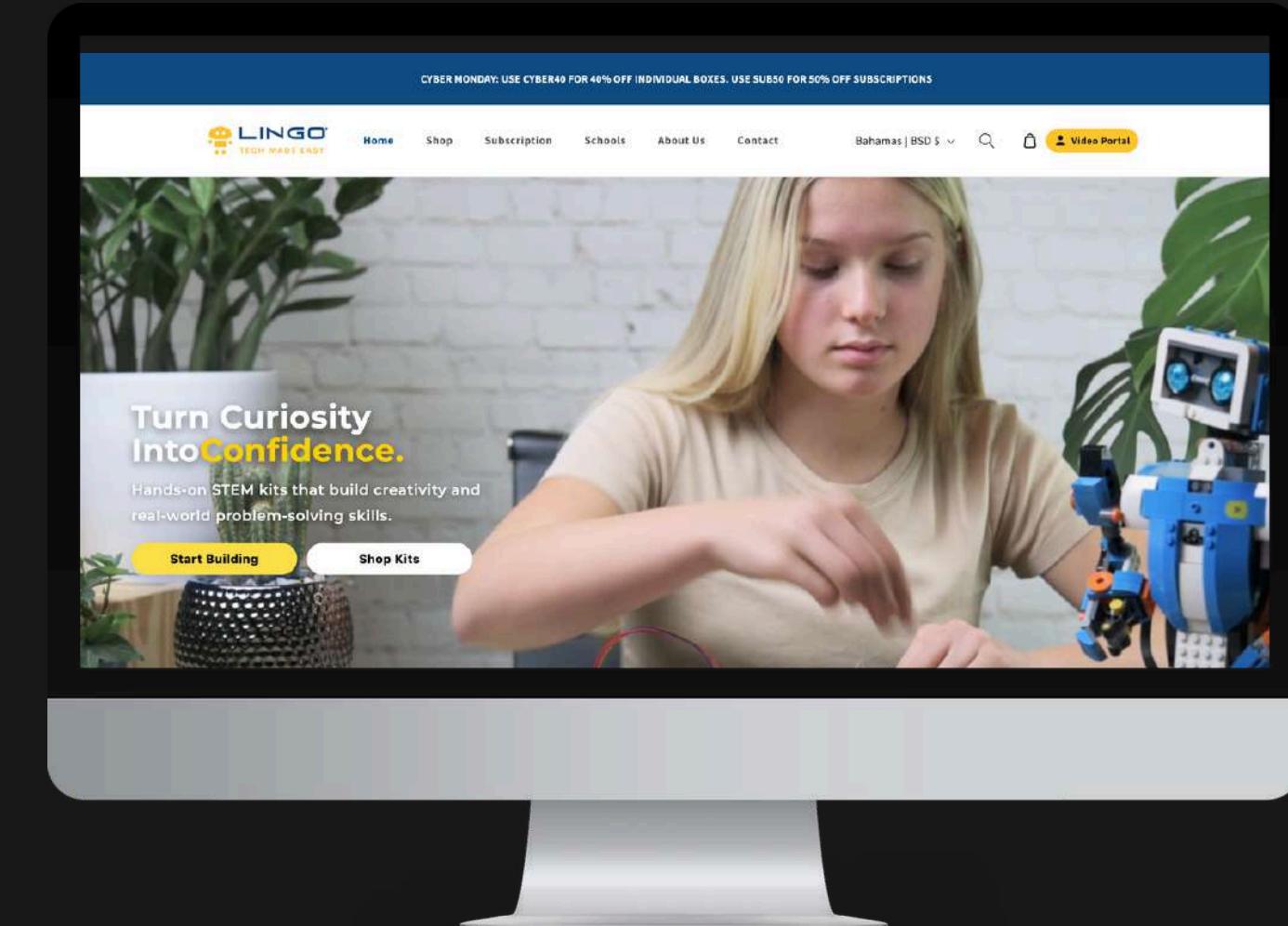
Lead Web Developer & UX Architect

### 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

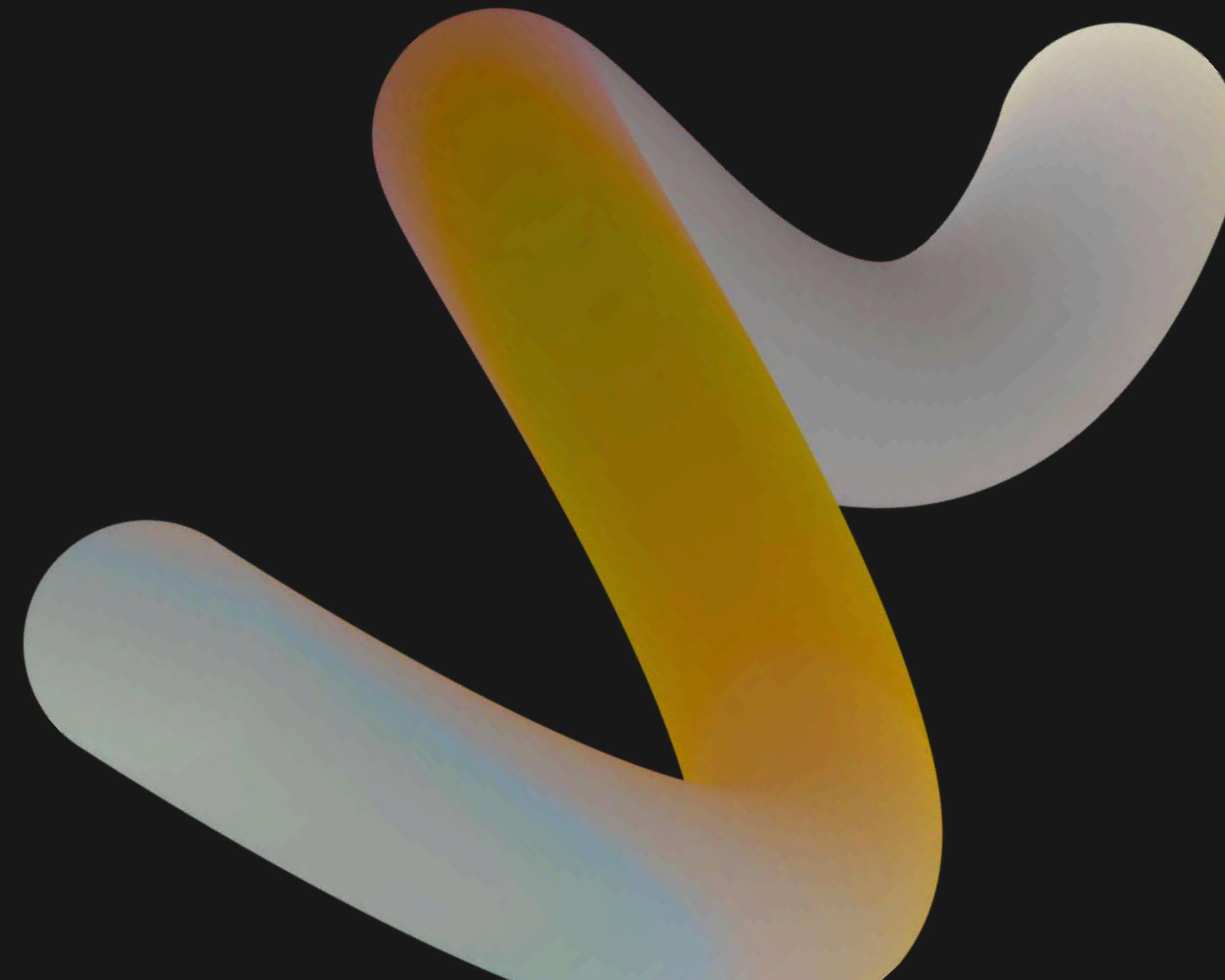
- Rebuilt sitemap
- Simplified navigation structure
- Structured content hierarchy
- Defined clear subscription pathways

## 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

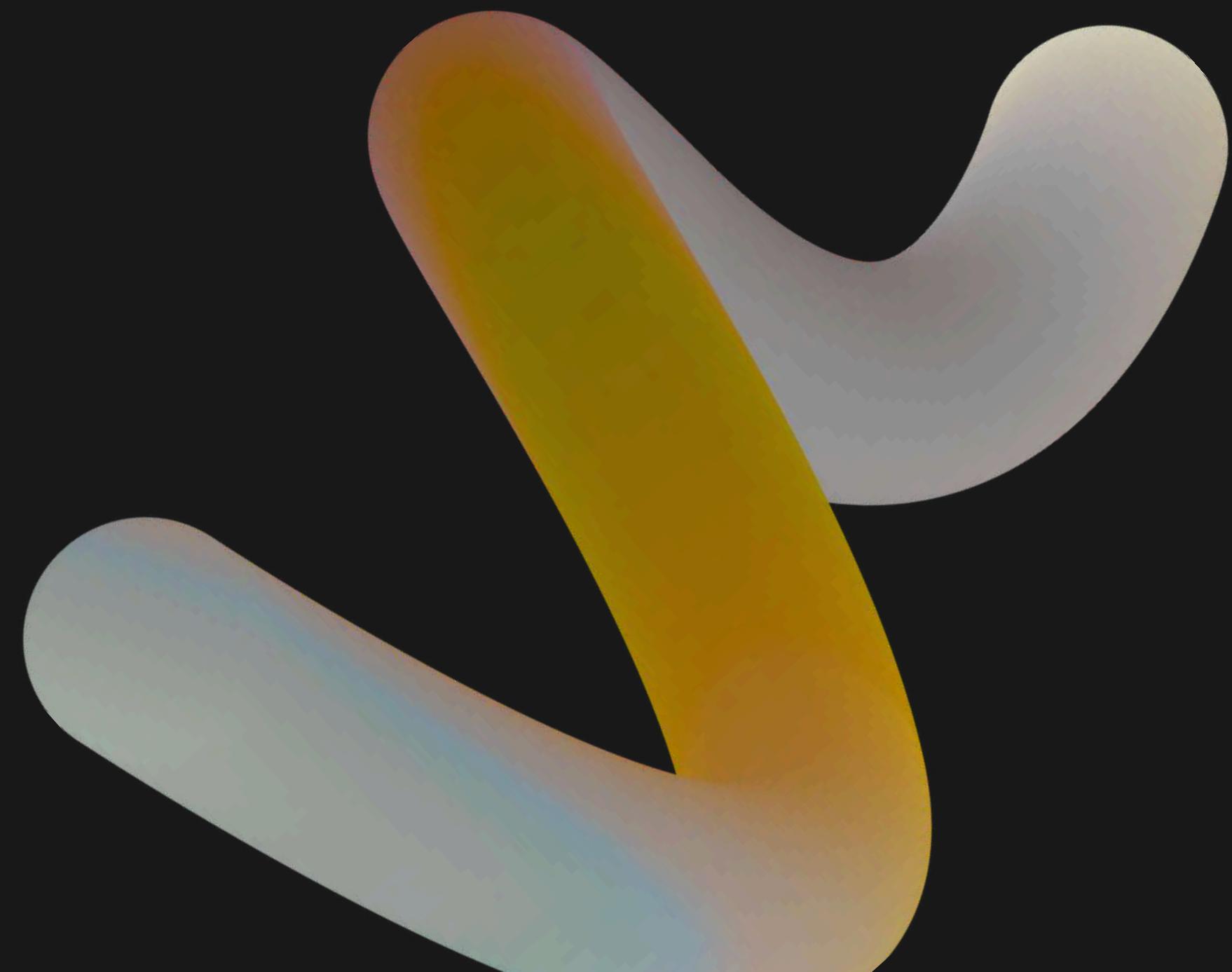
- Clear 3-second value communication
- Streamlined subscription pathway
- Reduced content clutter
- Improved mobile usability

## Long-Term Scalability

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

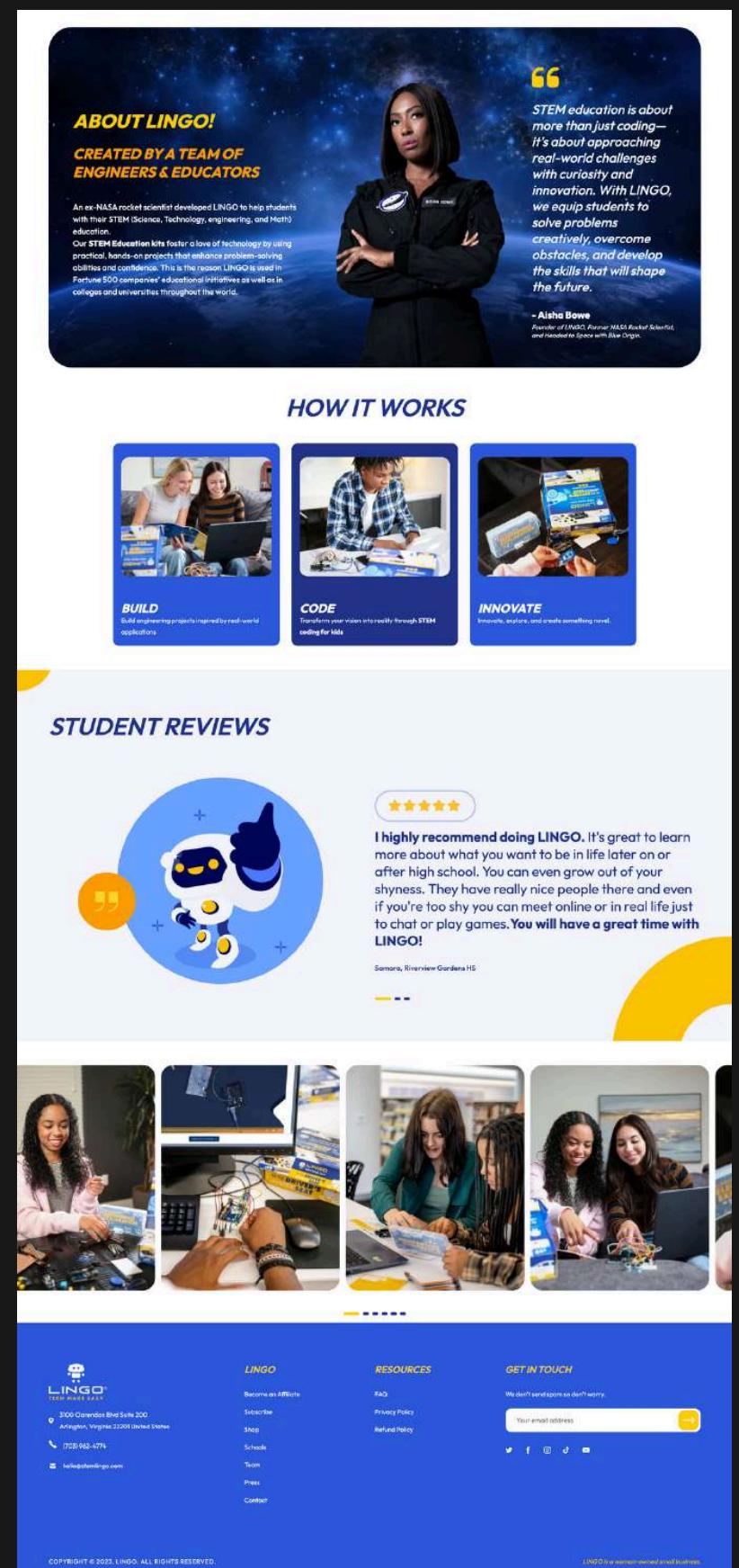
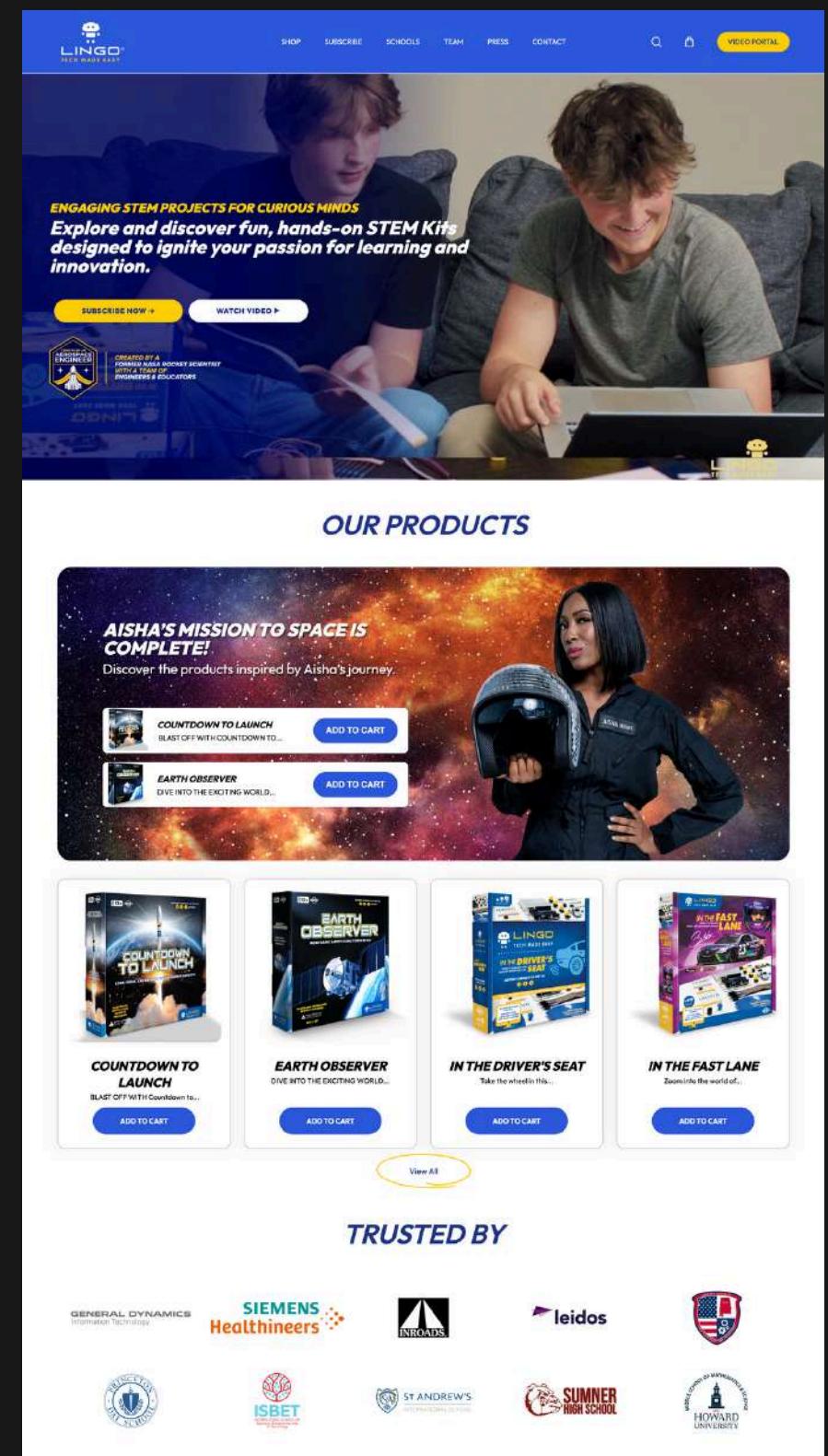
## Platform Impact

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

The screenshot shows the LINGO website's homepage. At the top, there's a banner with a woman working on a blue robotic arm. Below it, the text "Turn Curiosity Into Confidence." and "Hands-on STEM Kits that build creativity and real-world problem-solving skills." There are "Start Building" and "Shop Kits" buttons. The site is "As Seen In" WIRED, Forbes, and BLACK ENTERPRISE. The "Why Choose LINGO?" section features a 4.9/5 Stars rating and icons for "Built for Beginners", "Learn by Doing", and "Boost Creativity & Confidence". It also highlights that "Parents love it. Students stay engaged. Confidence skyrockets." Below this, there's a "Build. Learn. Create." section with four kit options: "In The Driver's Seat", "Countdown To Launch", "Earth Observer", and "In The Fast Lane". The "How It Works" section details the process: 1. Unbox Your Kit, 2. Assemble & Learn, 3. Explore Your Mission, and 4. Build With Confidence.

This screenshot shows various sections of the LINGO website. At the top right is a "What Students Are Saying" section with three student reviews. Below it is a "Start Your STEM Journey" section with "POPULAR" and "ECONOMIC" plans. The "POPULAR" plan is \$34.99 Monthly. The "ECONOMIC" plan is \$359.88 Year. The "ECONOMIC" plan includes a note about no long-term commitment. Below this is "Aisha Bowe's Mission" featuring a photo of Aisha Bowe and text about her journey from community college to NASA. The bottom section has a "Ready to Start Your STEM Journey? Get 10% OFF!" offer, a "Join 7,652 learners building real STEM skills through hands-on projects." callout, and a "Subscribe now" button. The footer contains links for LINGO, Resources, and Get in Touch.

# 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](http://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

### Technical Focus

- Clean semantic HTML structure
- Responsive layout implementation
- Cross-browser compatibility
- Content alignment with event objectives

## 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

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

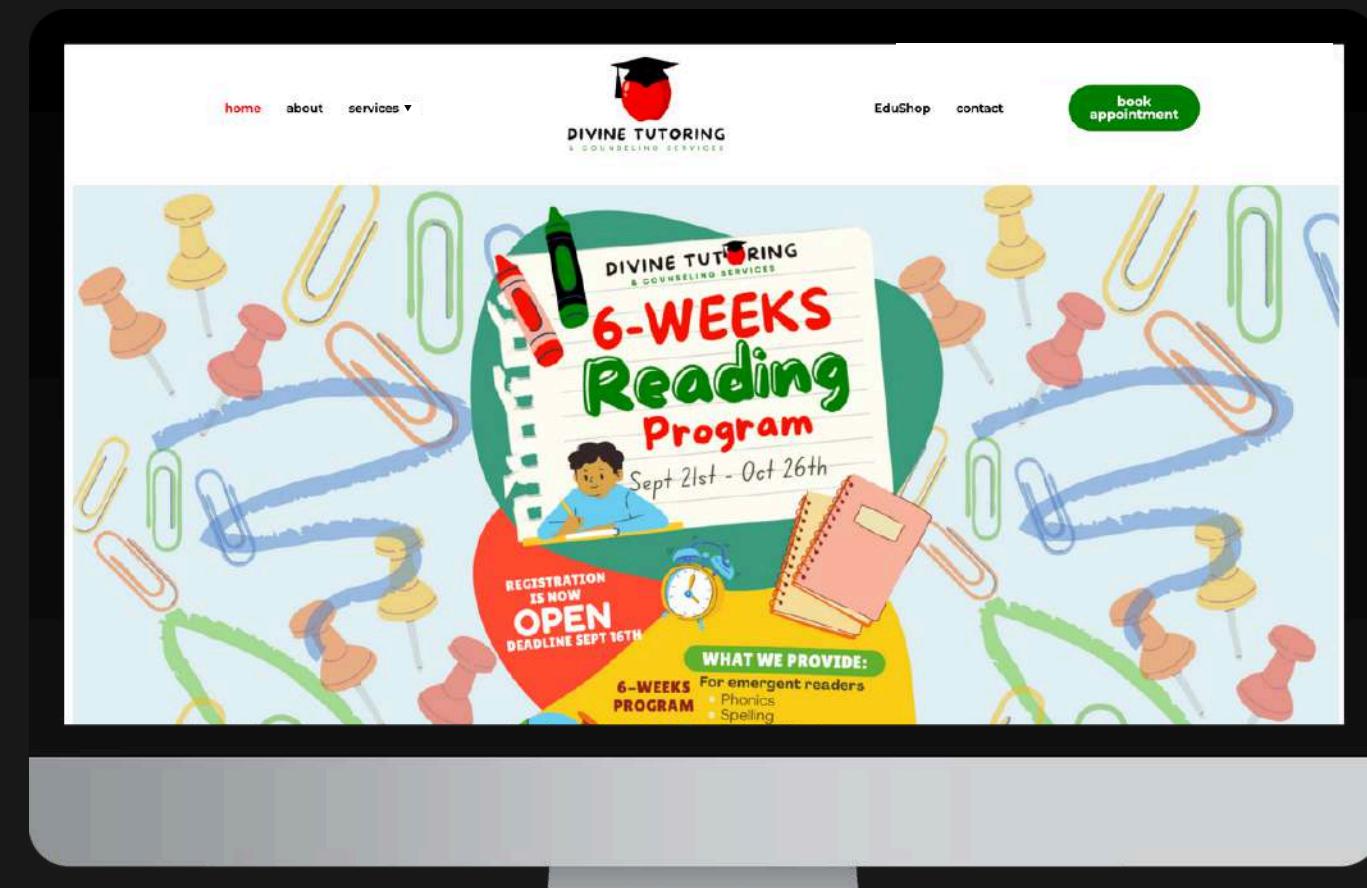
- Unclear service breakdown
- Limited trust signals
- Inefficient contact flow
- Mobile usability inconsistencies

## 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

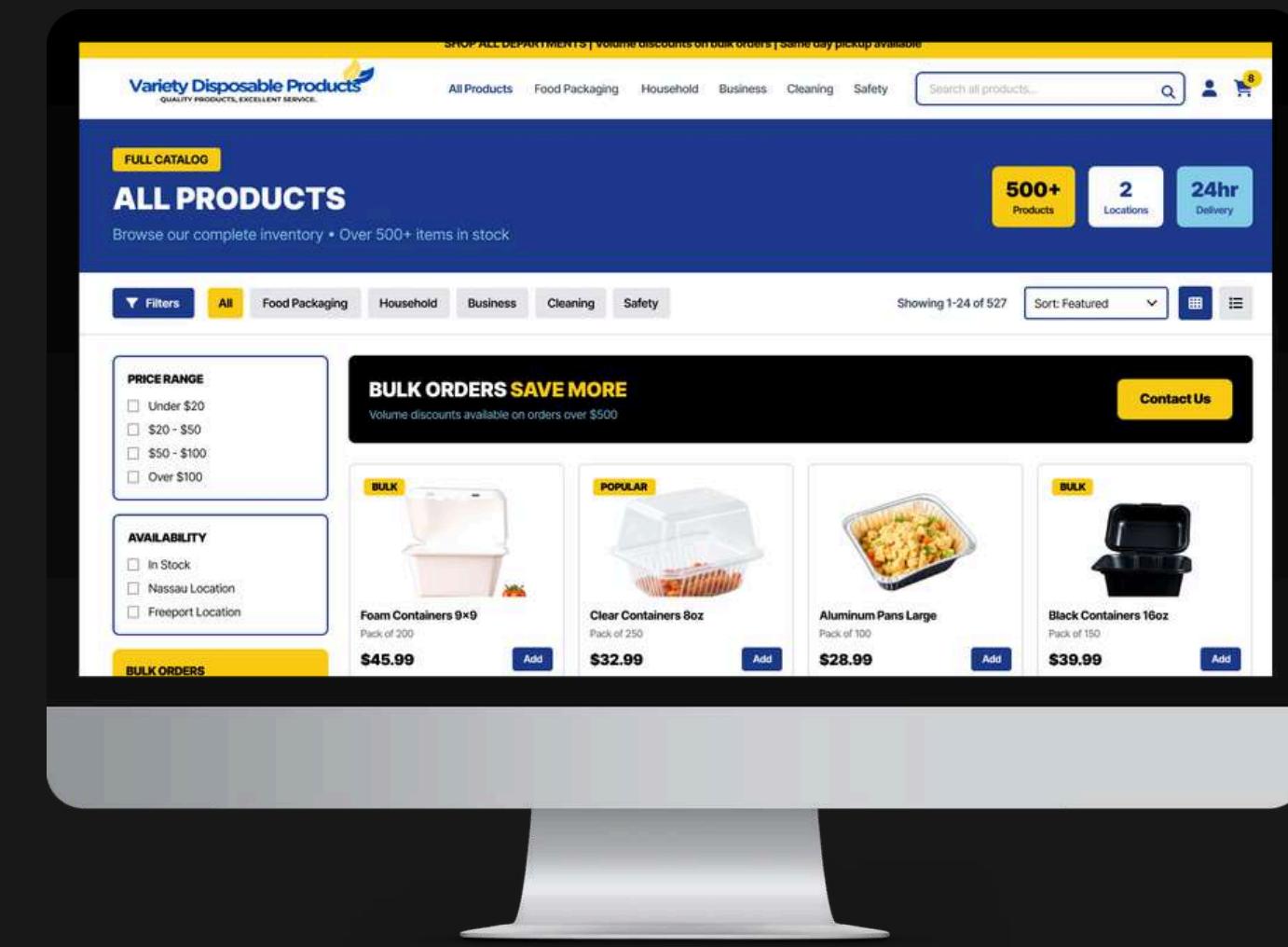
- Component-based UI structure (framework-ready architecture)
- Modular styling system (LESS/SASS-ready structure)
- Scalable product taxonomy
- Responsive storefront framework
- Search & filtering logic planning
- SEO-optimized category hierarchy

#### 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

**BUSINESS READY**

### SHOP ALL PRODUCTS

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

**BULK ORDERS SAVE MORE** Volume discounts available on orders over \$500 • Contact us for wholesale pricing

**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

**EVERYTHING YOUR BUSINESS NEEDS**  
Available at both Nassau locations • Pickup or delivery options

**15%** Bulk Discount

**PRODUCT TYPE**

- Premium Line
- Economy
- Eco-Friendly
- Heavy Duty
- Disposable

**VISIT US**  
Two convenient locations to serve you  
Nassau: East Street South  
Freeport: Downtown

**527 Products** **2 Locations** **24hr Delivery**

Showing 1-24 of 527 Sort: Featured

**Takeout Containers** **Cups & Lids** **Disposable Utensils** **Food Wrapping** **Bags & Carriers** **Bulk Supplies**

**BULK FRIENDLY**

### 12oz Clear Food Containers with Lids

Perfect for takeout, meal prep, and food storage

SKU: VB-CG12-250

**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

**15% Bulk Savings**

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

**FREQUENTLY BOUGHT TOGETHER**

**STORE LOCATIONS**  
Nassau Location  
Soldier Road  
Mon-Sat: 8AM-6PM  
1st Avenue  
Mon-Sat: 8AM-6PM

**CUSTOMER SUPPORT**  
Phone: (242) 555-0123  
Email: orders@varietydisposableproducts.bs  
Bulk Orders: 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**  
QUALITY PRODUCTS, EXCELLENT SERVICE.

All Products Food Packaging Household Business Cleaning Safety Search all products...

**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**

**BULK ITEM** **POPULAR** **BULK ITEM** **BULK ITEM**

Foam Hinged Containers 9x9  
Pack of 200 • Perfect for large portions

Clear Plastic Containers 8oz  
Pack of 250 • Great for salads & sides

Aluminum Foil Pans Large  
Pack of 100 • Heavy duty construction

Black Plastic Containers 16oz  
Pack of 150 • Premium appearance

**Sort by Price** **All Sizes**

**PAPER TAKEOUT BOXES**

**POPULAR** **3-Compartment Trays** **Pizza Boxes 12 inch** **Soup Containers with Lids 12oz**

Paper Takeout Boxes 32oz  
Pack of 200 • Eco-friendly option

3-Compartment Trays  
Pack of 125 • Perfect for complete meals

Pizza Boxes 12 inch  
Pack of 50 • Standard pizza size

Soup Containers with Lids 12oz  
Pack of 240 • Leak-resistant design

**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** **POPULAR** **BULK ITEM** **POPULAR**

Foam Coffee Cups 16oz  
Pack of 500 • Includes lids

Clear Plastic Cups 20oz  
Pack of 300 • Perfect for cold drinks

Paper Coffee Cups 12oz  
Pack of 400 • Eco-friendly choice

Water Bottles 16.9oz  
Case of 24 • Premium quality

**Two Store Locations** **Pickup Available** **Business Friendly**

Nassau: Soldier Road  
Nassau: Faith Avenue  
Same day pickup on most orders  
Call ahead for large quantities  
Volume discounts available  
Business accounts welcome

# PROJECT 6

[smilecentrebahamas.com](http://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

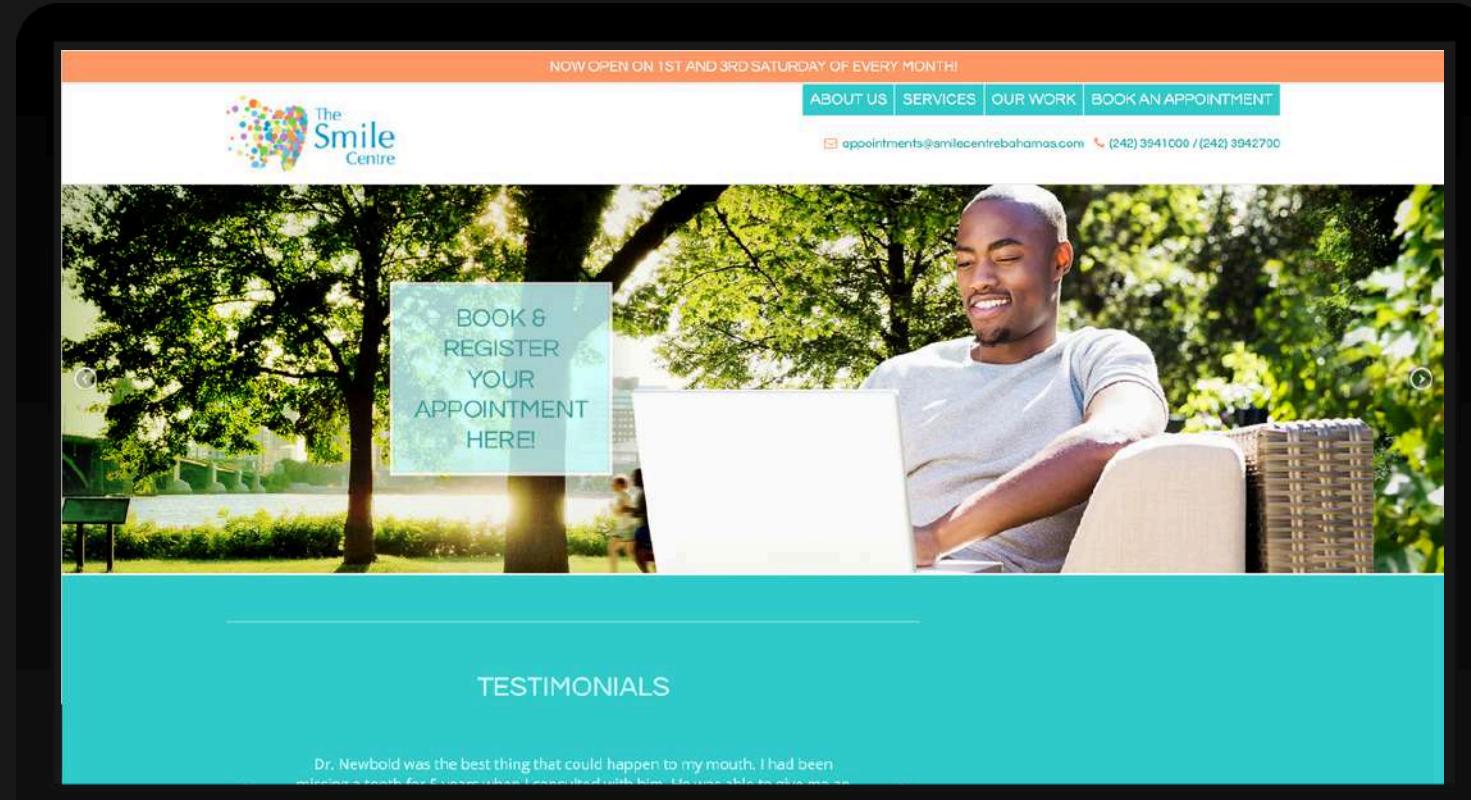
Patients struggled to find service information quickly, and the website lacked functioning and user-friendly booking options.

## Progress

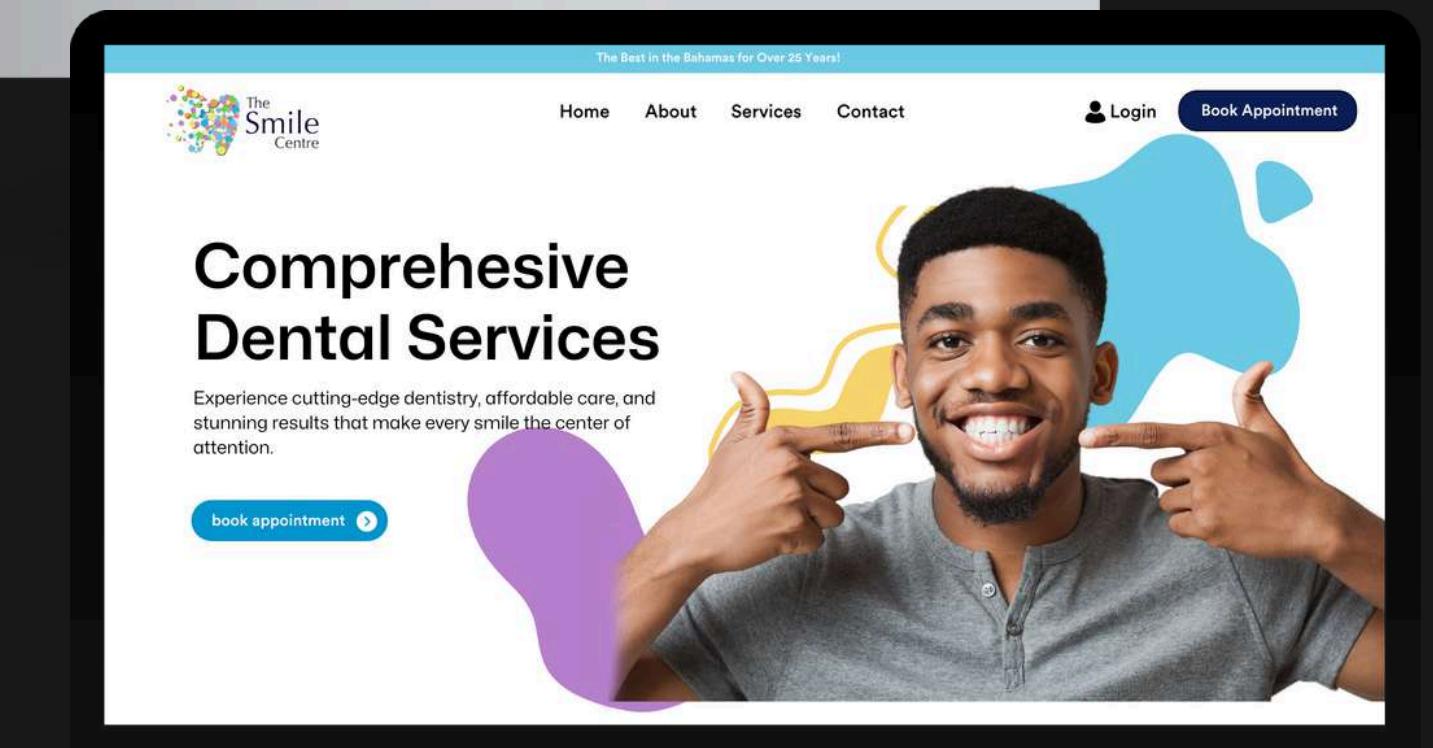
- Conducted heuristic evaluation
- Simplified navigation and service categorization
- Designed clean, friendly UI concepts
- Added stronger booking prompts

## 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

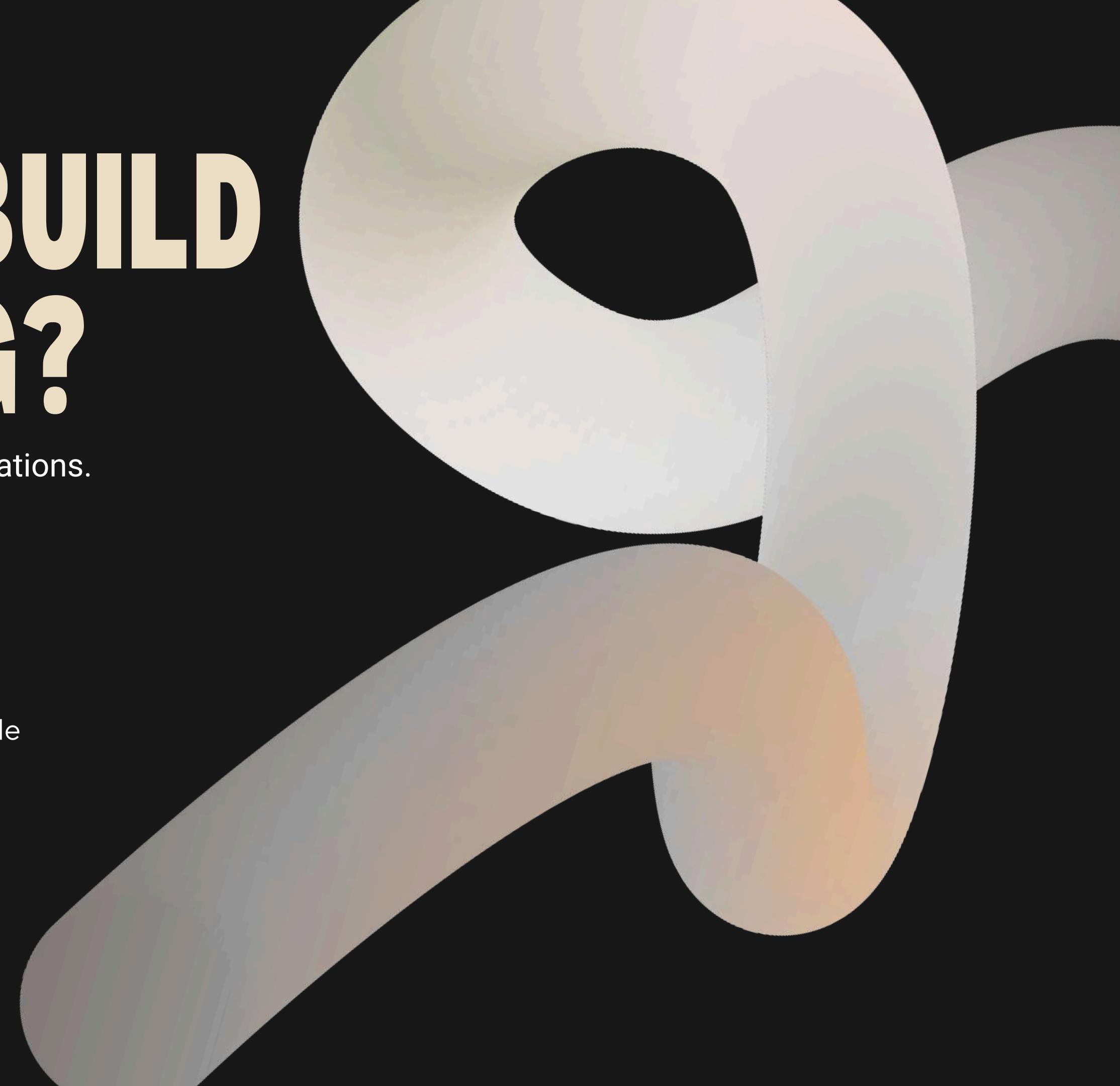


[www.asharellmather.xyz](http://www.asharellmather.xyz)



Based in The Bahamas – Available worldwide

Let's create solutions that work.



Creative Portfolio



A portrait of A. Sharell Mather, a Black woman with short curly hair, smiling and wearing a dark blue button-down shirt. She has her arms crossed and is wearing a gold watch on her left wrist. The word "THANKYOU" is overlaid in large, bold, white letters across the center of the image, partially obscuring the portrait.

THANKYOU

A. Sharell Mather

Web Designer • Web  
Developer • UX Designer