

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:

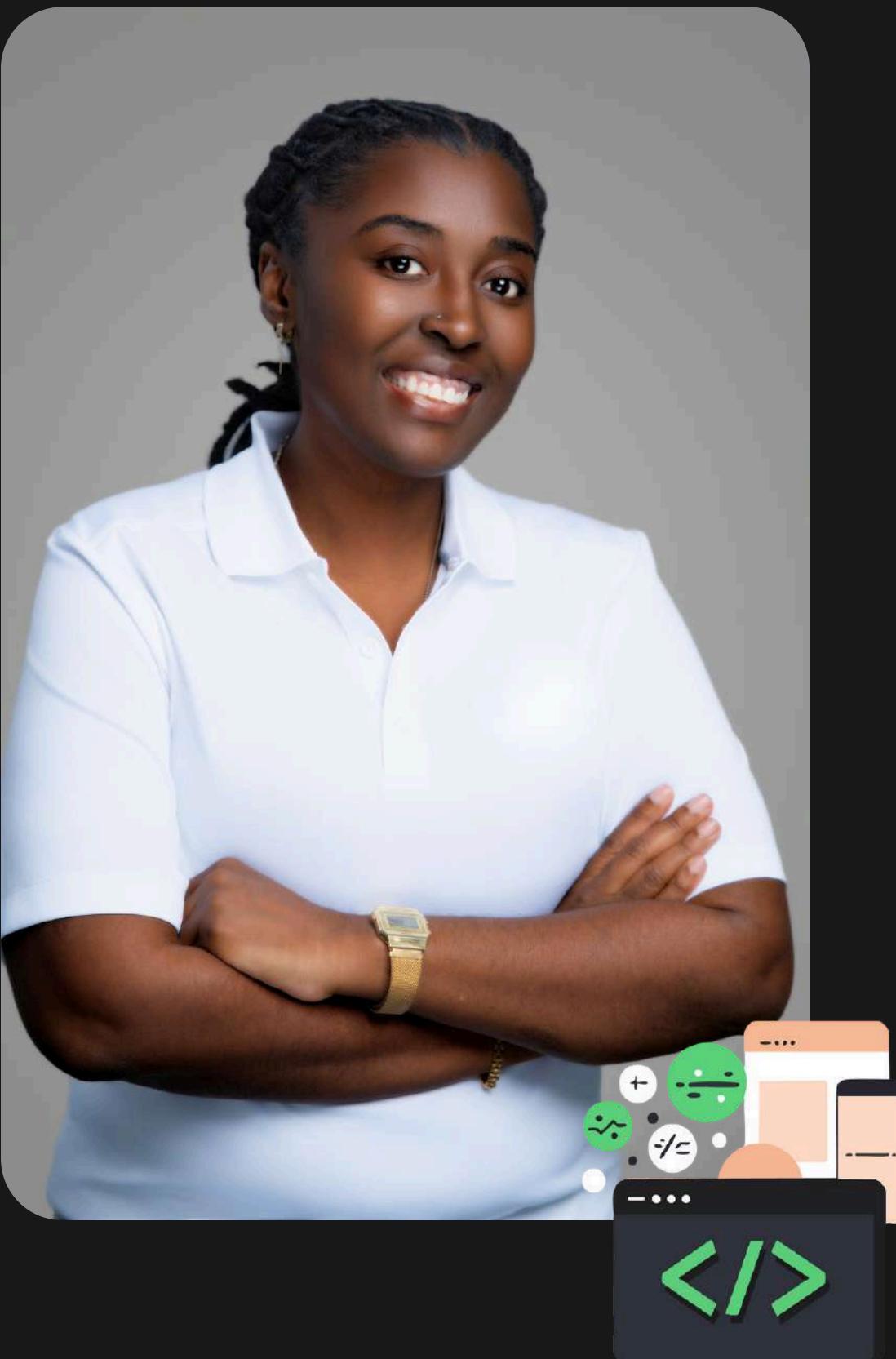
- HTML5
- CSS3
- JavaScript
- Shopify (Liquid customization)
 - CMS platforms
 - SEO implementation
 - Performance optimization
- Cross-device responsiveness

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.

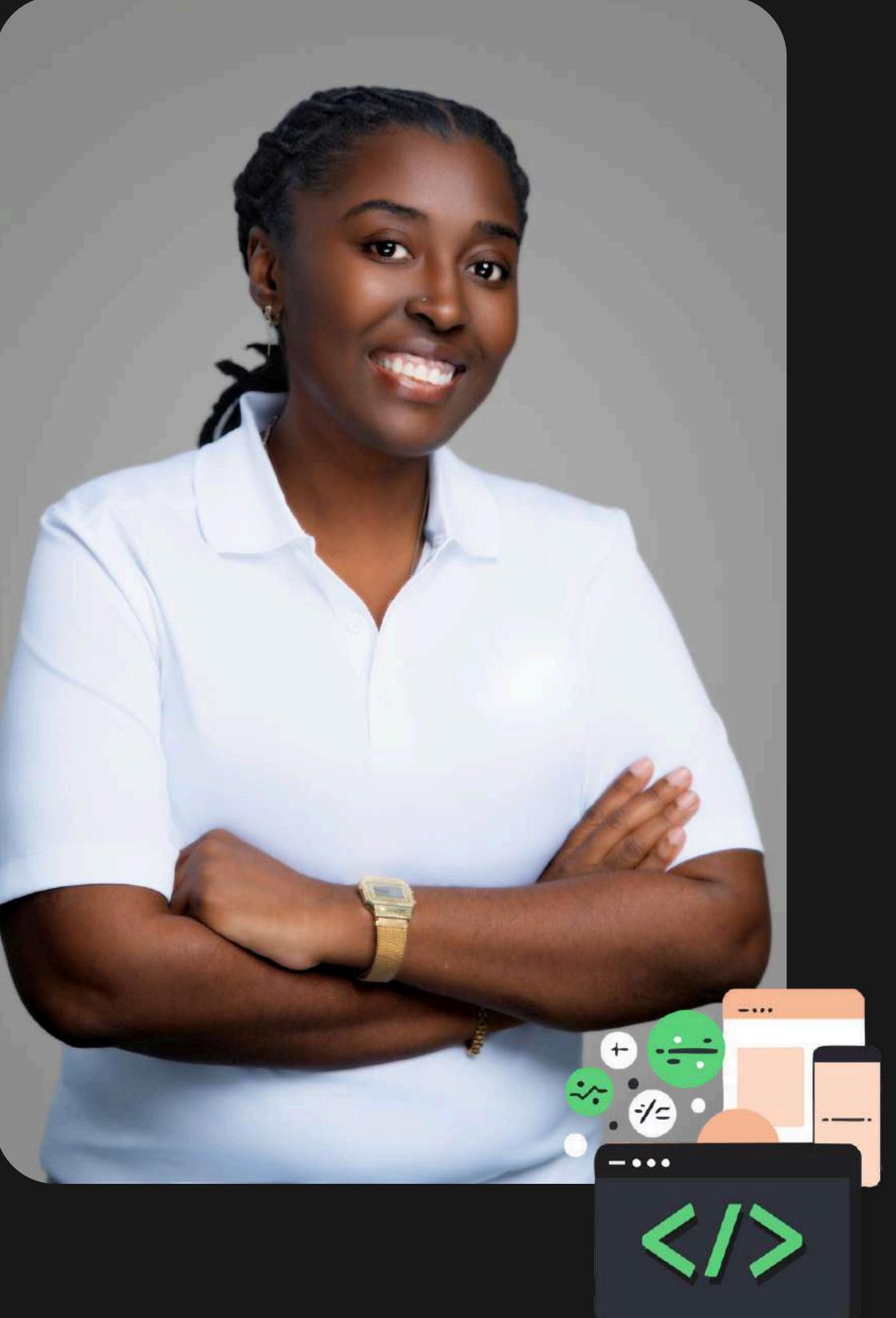
I specialize in front-end development, information architecture, and system-level thinking — ensuring that digital platforms are not only visually aligned with brand standards, but technically sound, maintainable, and optimized for growth.

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:

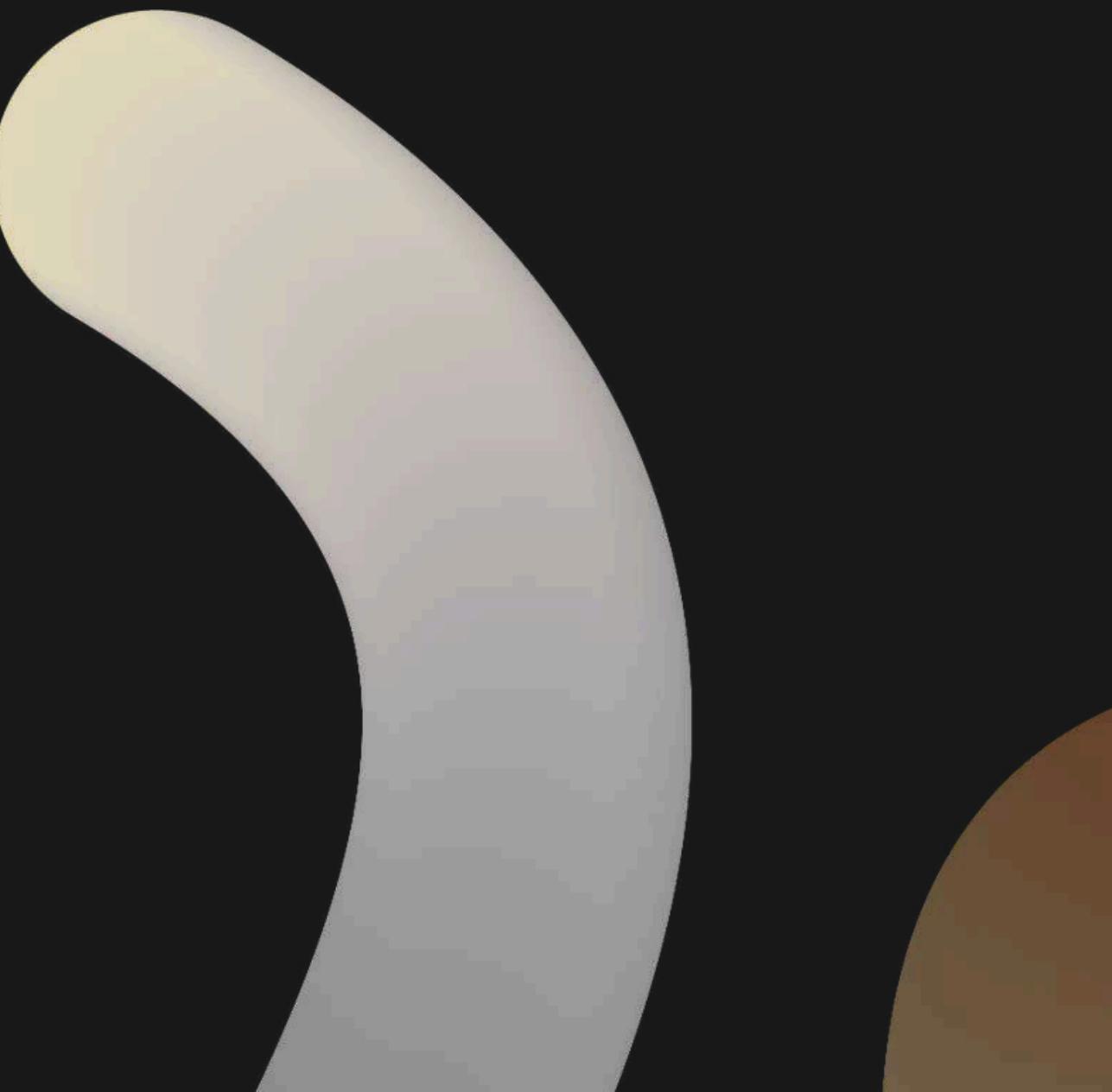
- Shopify (custom Liquid sections)
- Wordpress, Squarespace, WooCommerce, Contentful, Webflow, and more.
- CMS implementation
- Content structure management
- Template customization

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

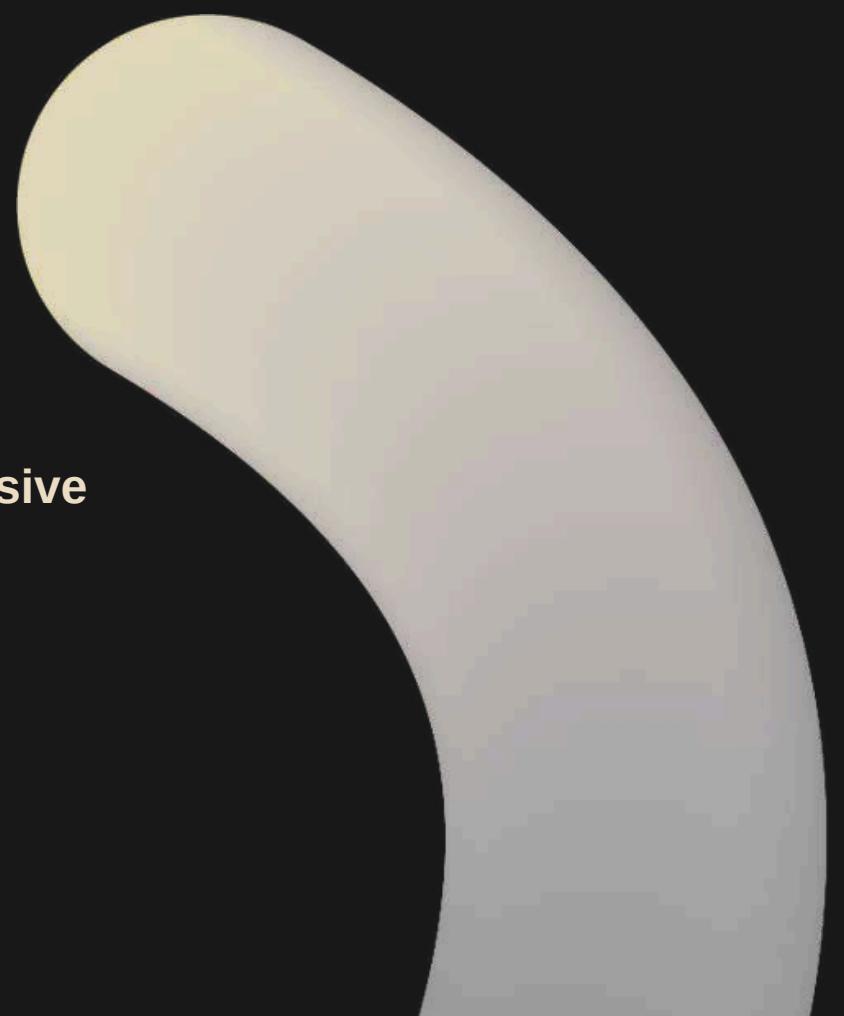
HTML5, CSS3, Responsive Layouts, CMS Implementation, SEO Structuring

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

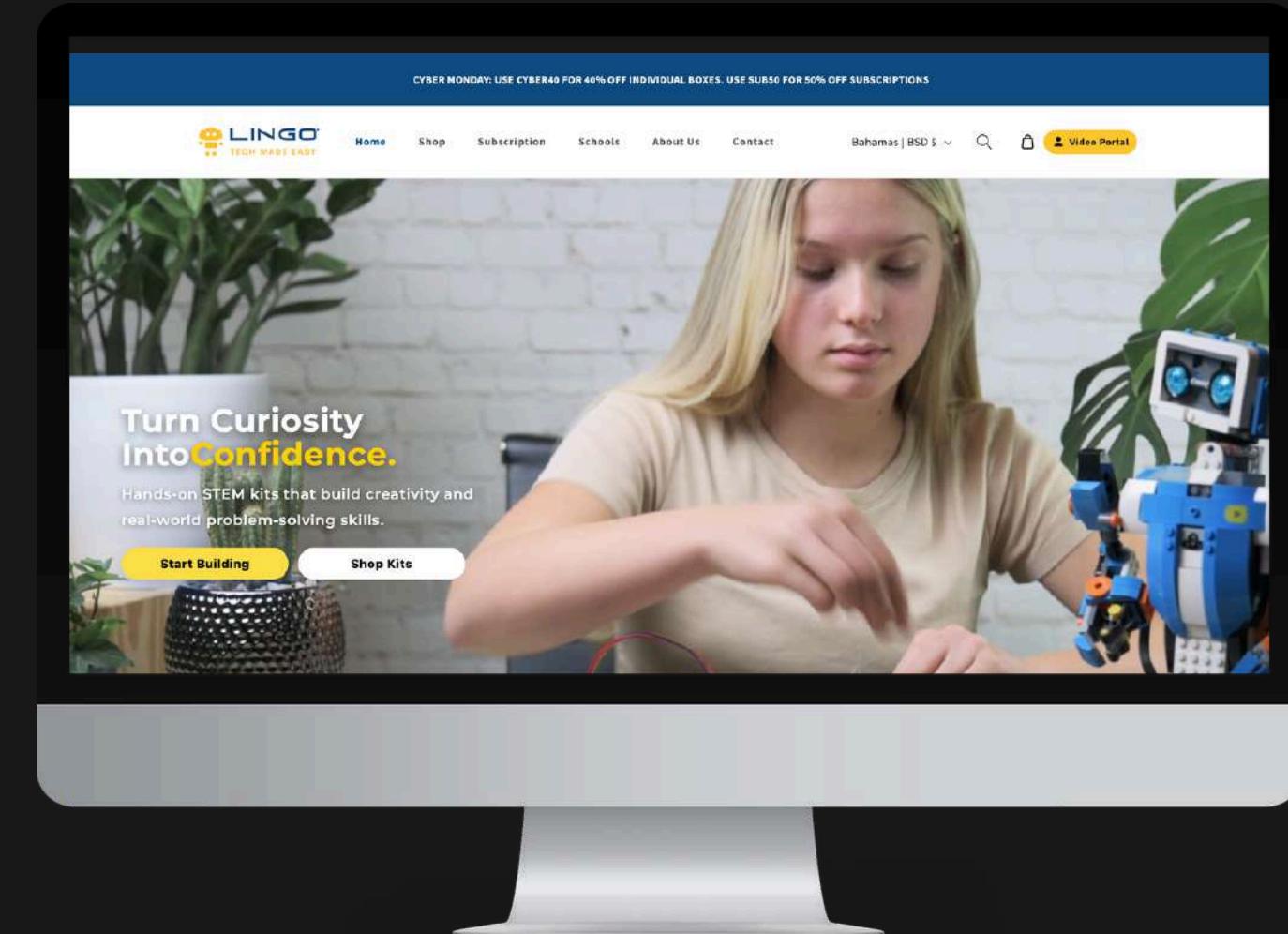
Lead Web Developer & UX Architect

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

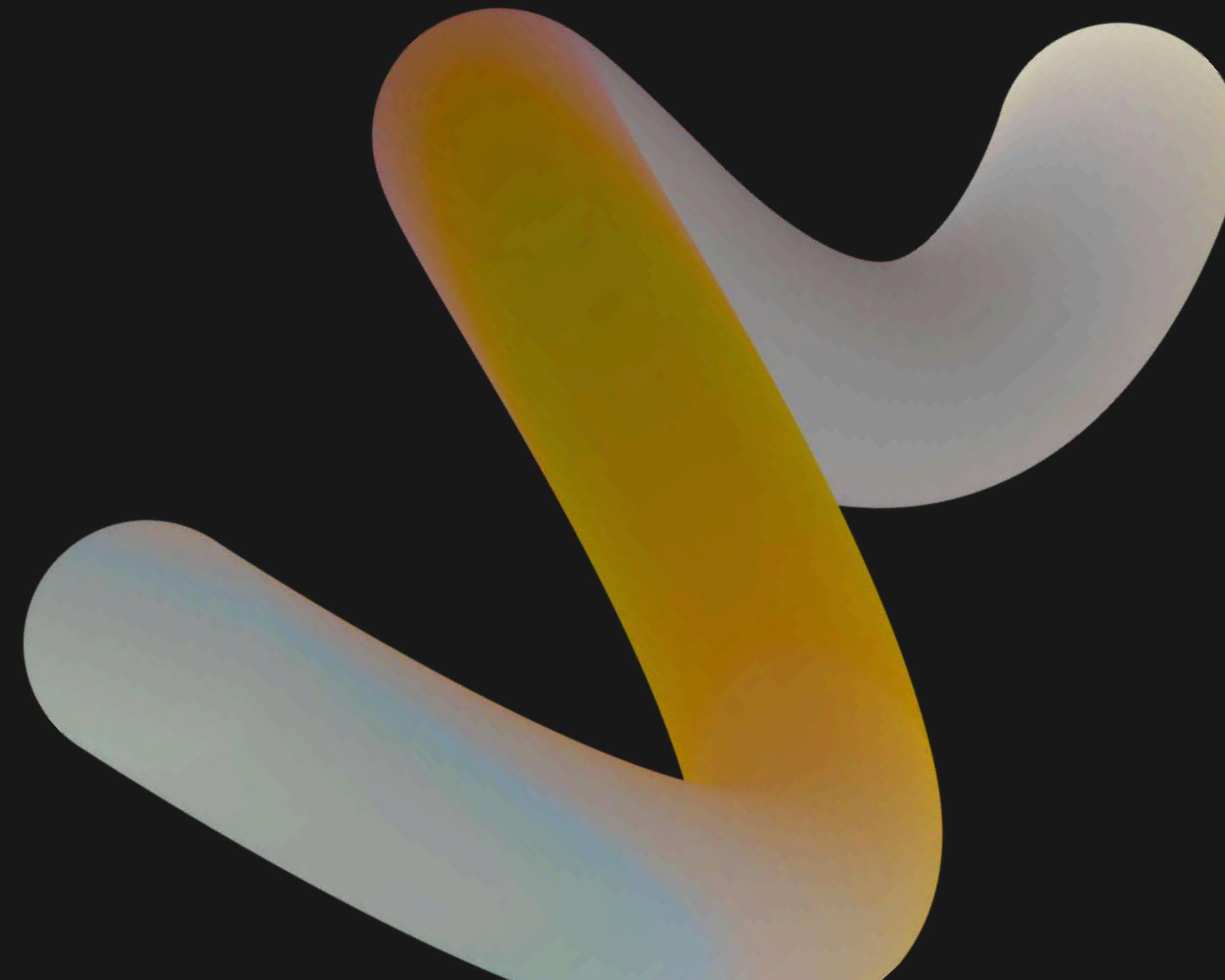
- Rebuilt sitemap
- Simplified navigation structure
- Structured content hierarchy
- Defined clear subscription pathways

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

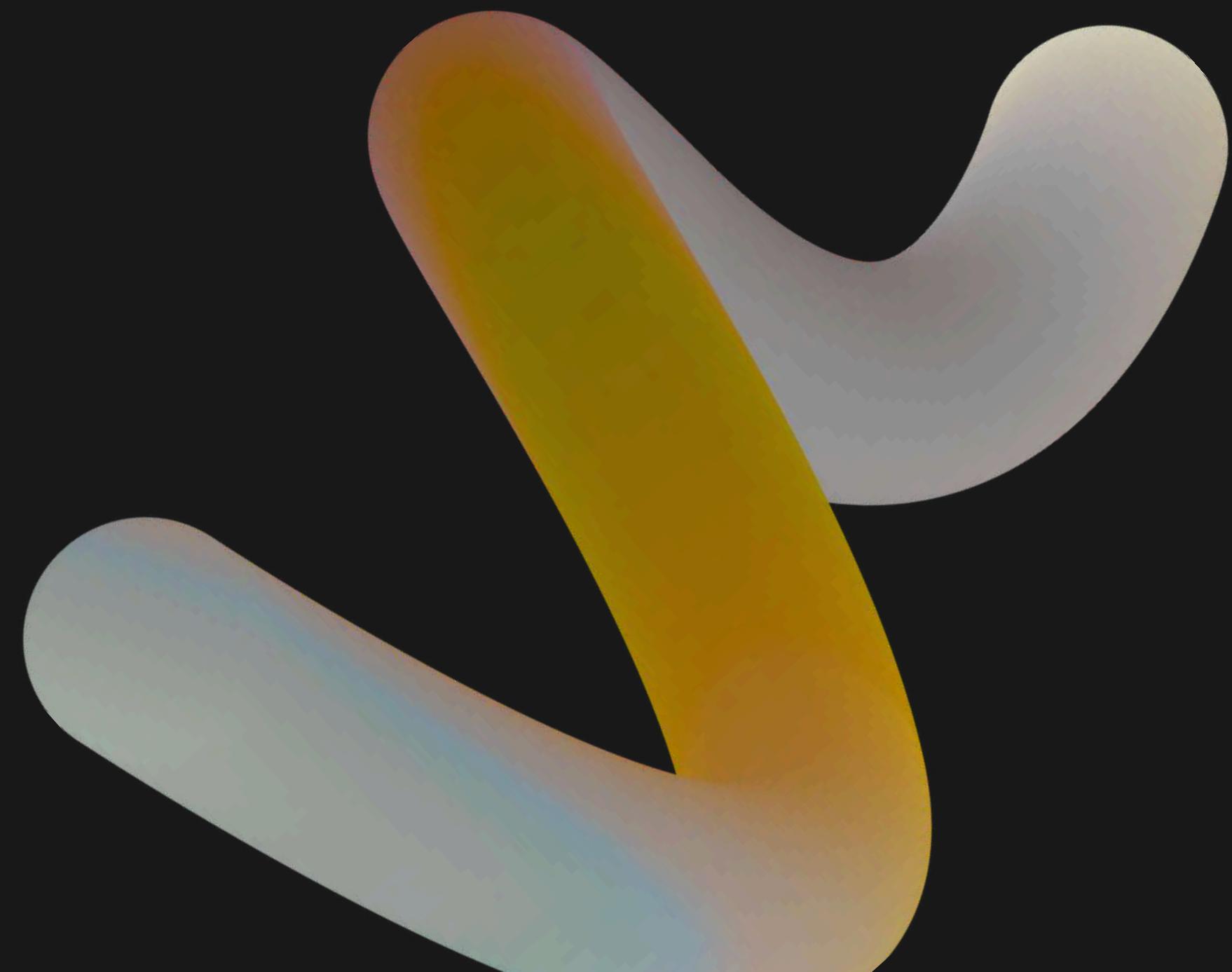
- Clear 3-second value communication
- Streamlined subscription pathway
- Reduced content clutter
- Improved mobile usability

Long-Term Scalability

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

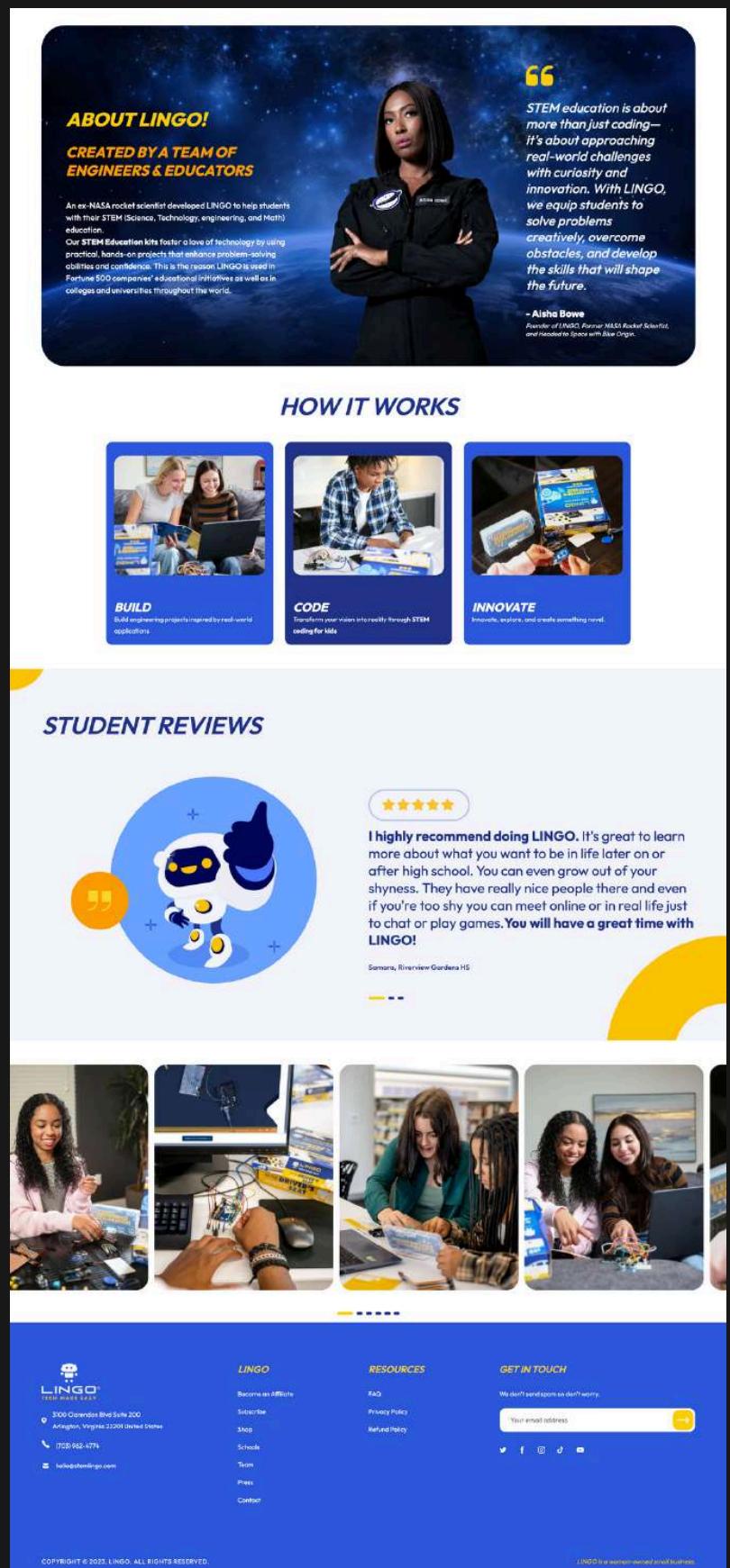
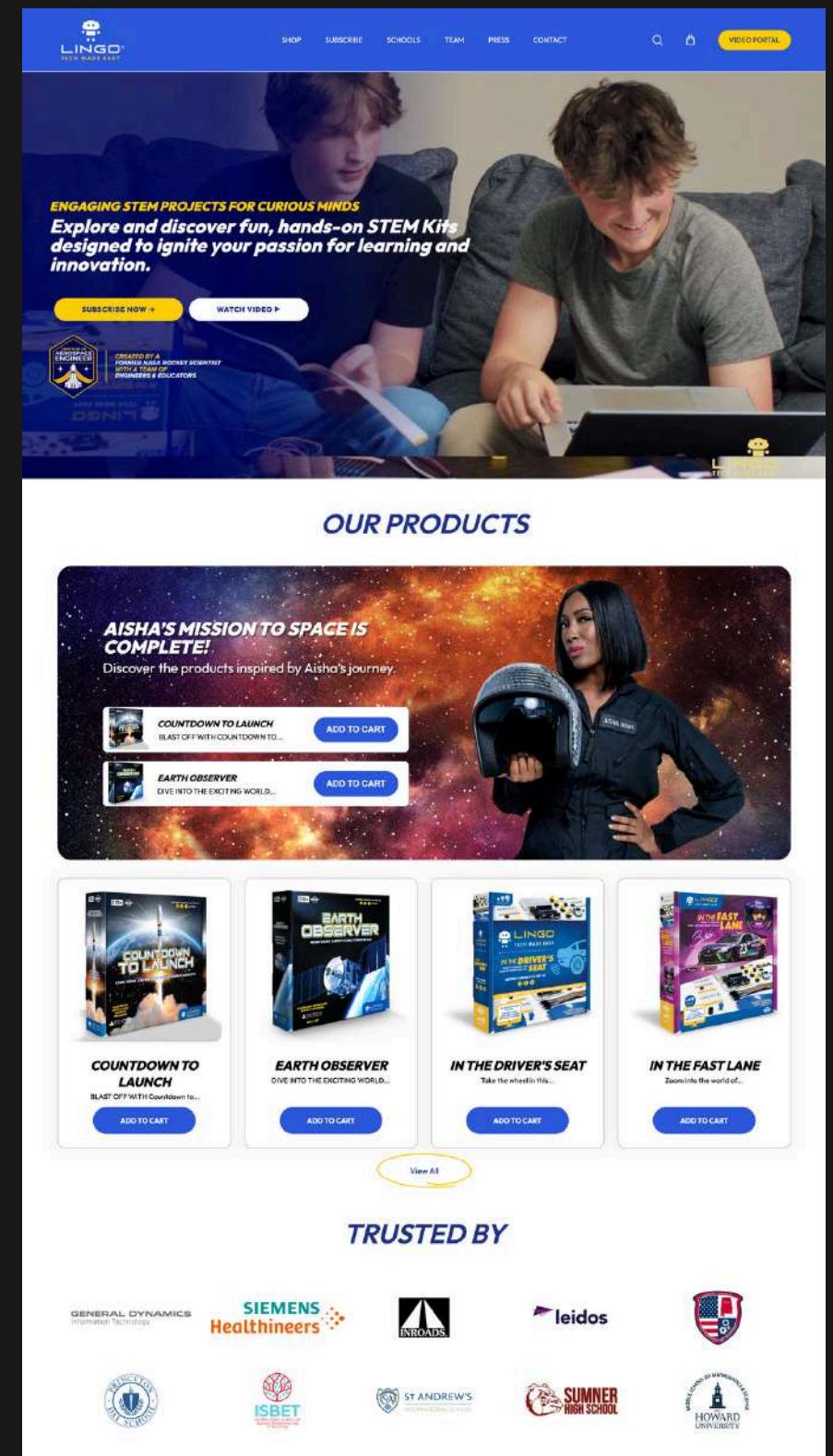
Platform Impact

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 homepage. At the top, there's a banner with a woman working on a blue robotic arm. Below it, accolades from WIRED, Forbes, and BLACK ENTERPRISE are displayed. The main section features a heading 'Why Choose LINGO?' with a 4.9/5 stars rating. It highlights 'Parents love it. Students stay engaged. Confidence skyrockets.' Below this are three circular icons: 'Built for Beginners' (code icon), 'Learn by Doing' (project icon), and 'Boost Creativity & Confidence' (graduation cap icon). Further down, 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'. A 'How It Works' section details the 4-step process: Unbox Your Kit, Assemble & Learn, Explore Your Mission, and 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' plan options. One plan is \$34.99 monthly and the other is \$359.88 yearly. A section for 'Aisha Bowe's Mission' features a photo of Aisha Bowe and text about her journey from community college to NASA. At the bottom, there's a large 'Ready to Start Your STEM Journey? Get 10% OFF!' call-to-action with a discount code and a 'Subscribe now' button. The footer includes links to LINGO's Home, Shop, Subscription, Schools, and Contact pages, along with social media icons and a live chat option.

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

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

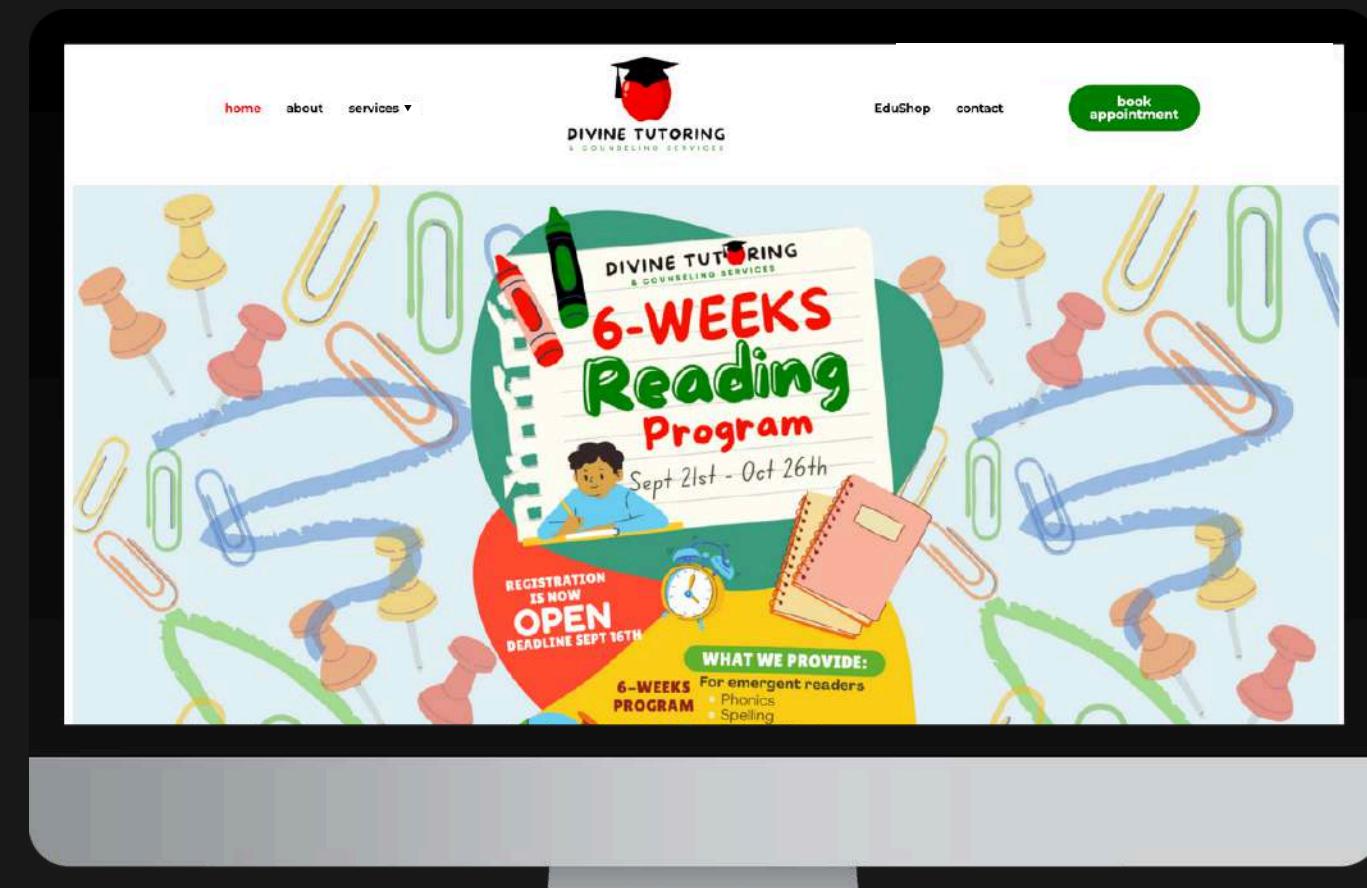
- Unclear service breakdown
- Limited trust signals
- Inefficient contact flow
- Mobile usability inconsistencies

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

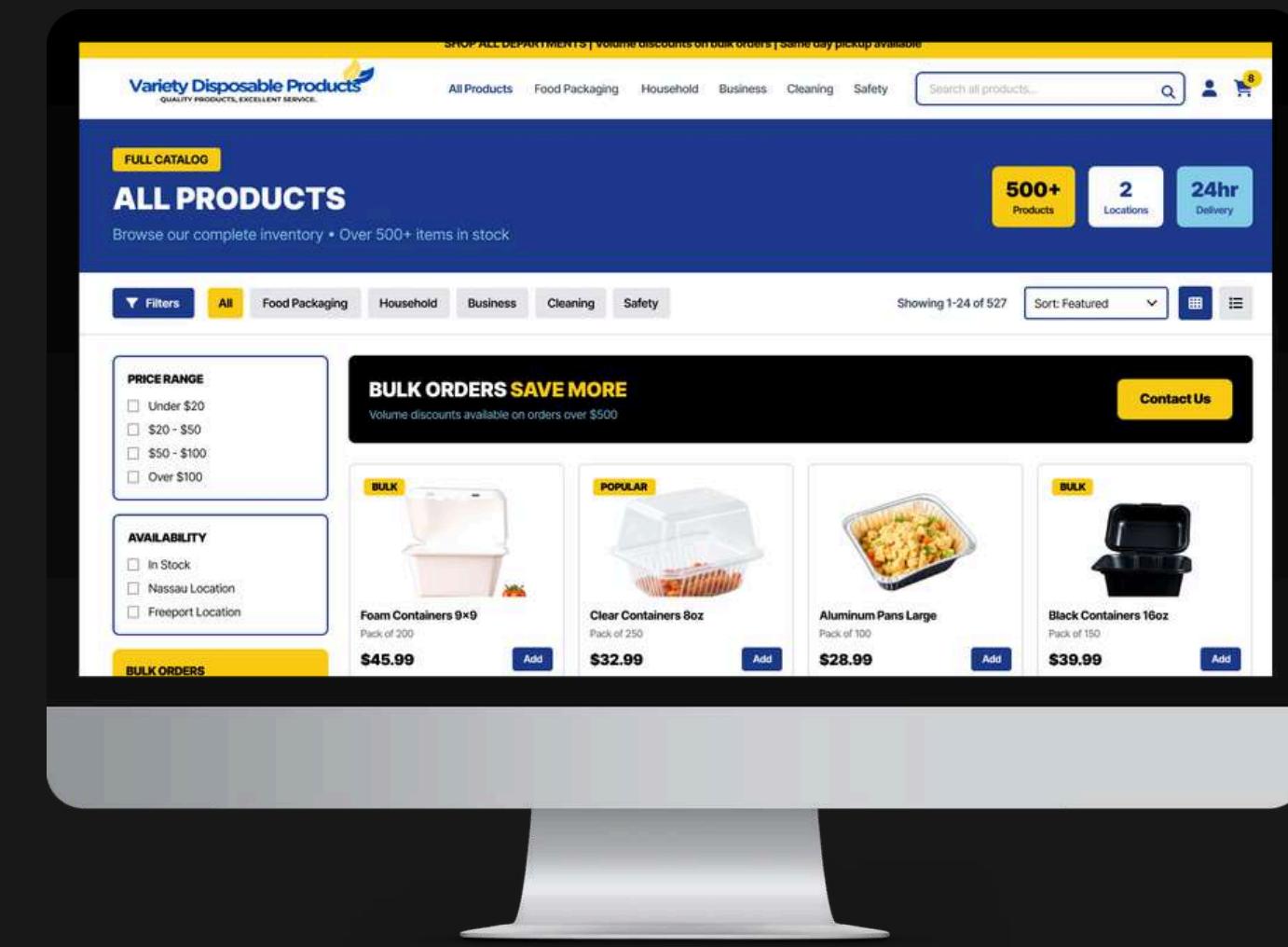
- Component-based UI structure (framework-ready architecture)
- Modular styling system (LESS/SASS-ready structure)
- Scalable product taxonomy
- Responsive storefront framework
- Search & filtering logic planning
- SEO-optimized category hierarchy

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
Solder 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** **POPULAR** **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 **POPULAR** **POPULAR** **POPULAR**

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** **POPULAR** **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

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

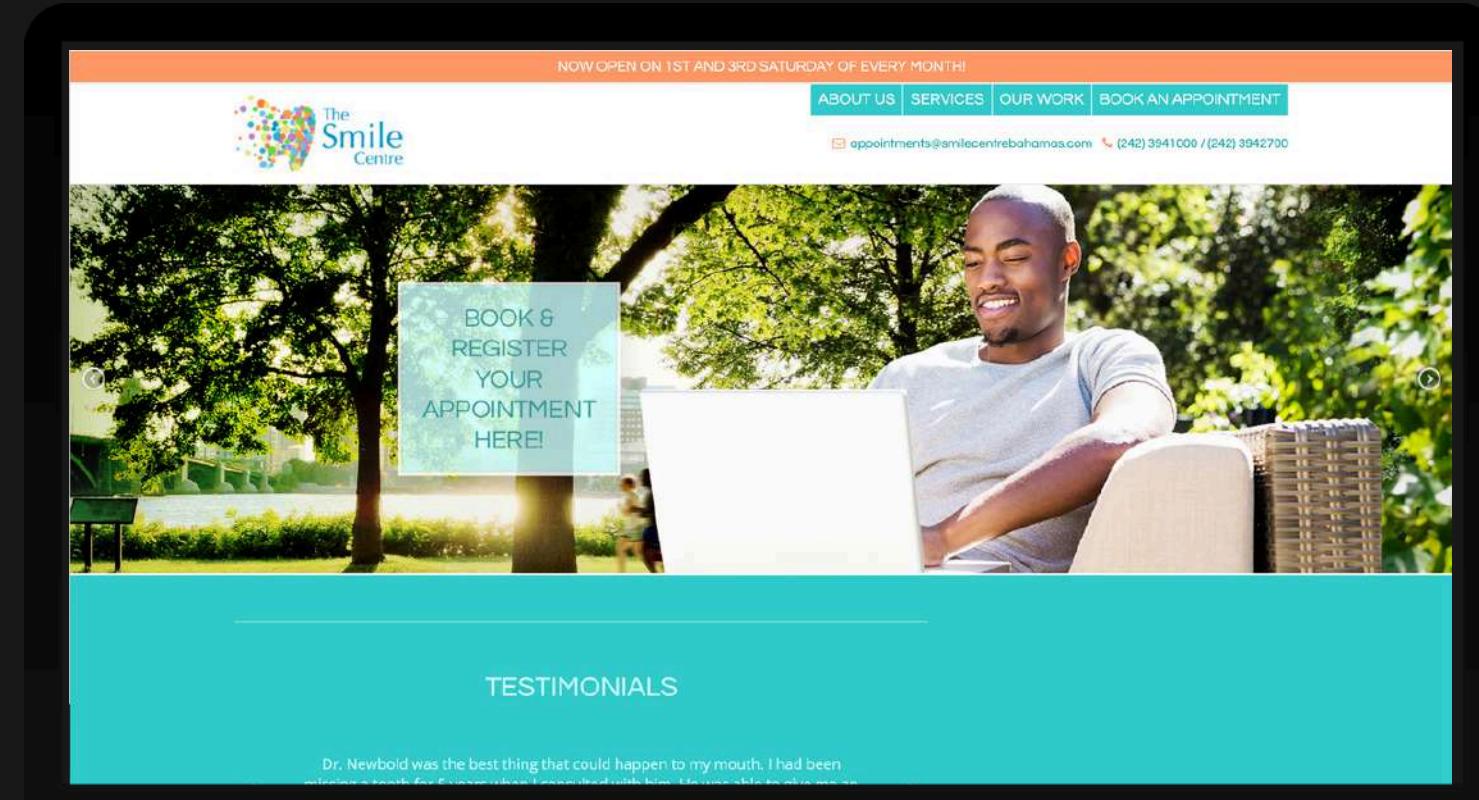
Patients struggled to find service information quickly, and the website lacked functioning and user-friendly booking options.

Progress

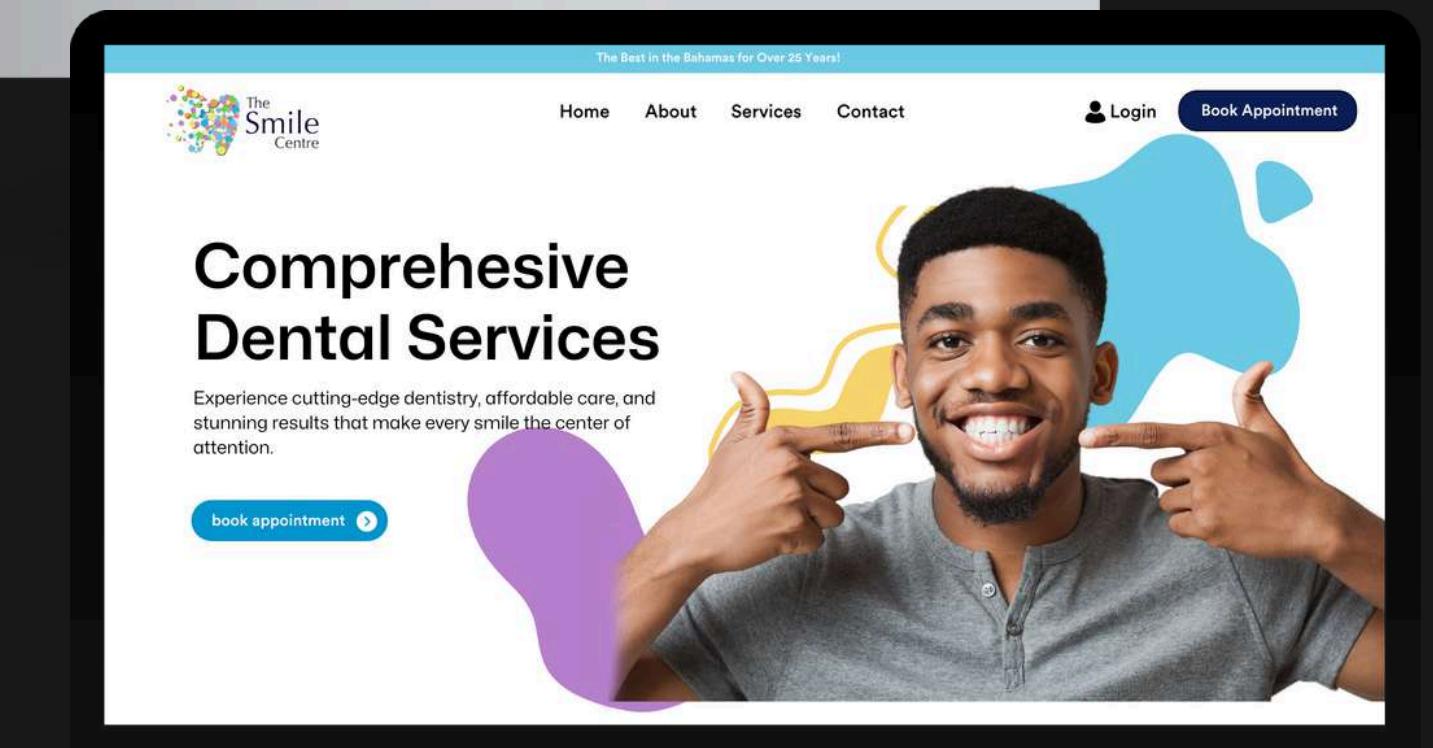
- Conducted heuristic evaluation
- Simplified navigation and service categorization
- Designed clean, friendly UI concepts
- Added stronger booking prompts

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

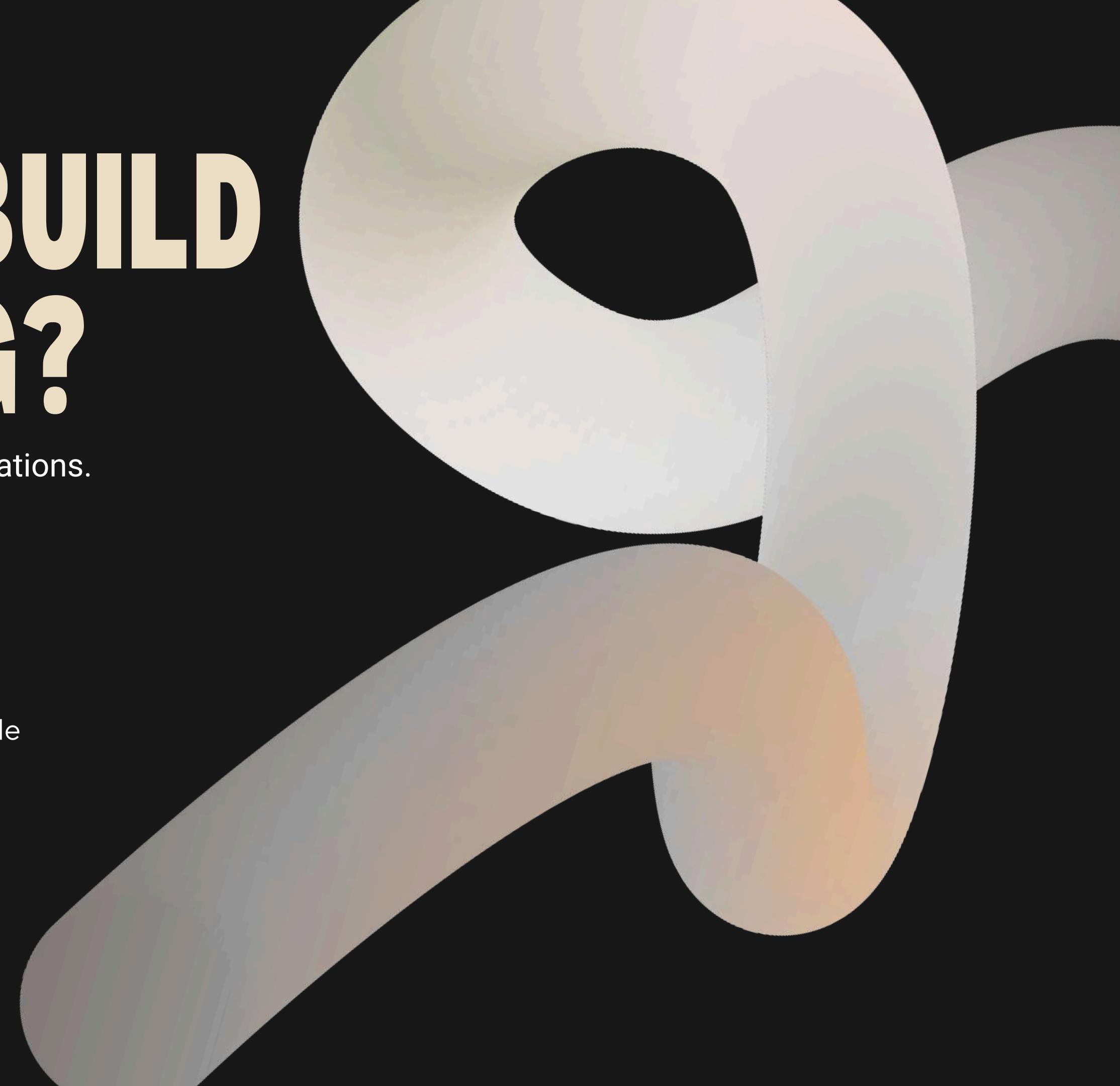


www.asharellmather.xyz



Based in The Bahamas – Available worldwide

Let's create solutions that work.



Creative Portfolio



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 across the center of the image in large, bold, white-outlined letters.

THANKYOU

A. Sharell Mather

Web Designer • Web
Developer • UX Designer