

# Theme Boutique

## UX Case Study

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Founder/CEO, Theme Boutique (2007 - 2011)



## Overview

As an undergraduate student, I founded Theme Boutique and began designing and developing themes for open source content management systems such as Drupal, Wordpress, and Shopify.

These products were available for sale on Envato Market, a popular digital marketplace.

## The Problem

Hiring a team of developers to build a simple marketing or portfolio website was not feasible for many small business and individuals.

At the time, open source CMS themes lacked the features needed to create an engaging user experience, making it difficult to design and develop websites at a low cost.

## The Goal

Theme Boutique's mission was to build lightweight web applications focused on simplicity, affordability, and ease of use and help content creators find their voice.

By streamlining the installation and setup of complex systems, Theme Boutique aimed to lower the cost of software production for Drupal, WordPress, and Shopify users.

## My Role

Founder / CEO

## My Responsibilities

As the sole proprietor of Theme Boutique, I managed all aspects of the business - including product design, engineering, marketing, and customer support

## My Tools

HTML

CSS

PHP

JavaScript

Drupal

Shopify

WordPress

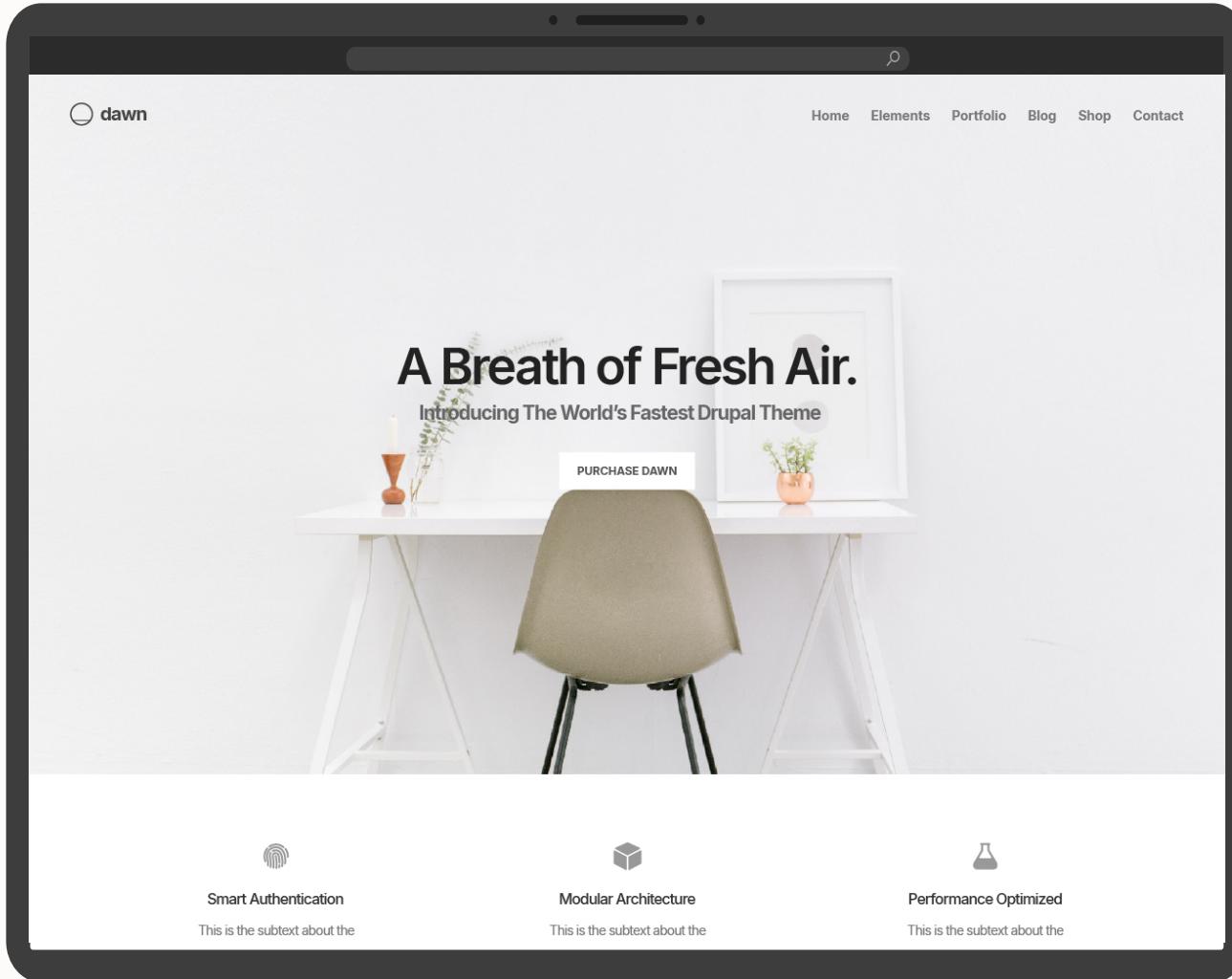
Sketch

# Outcomes & Results

In 2007, Theme Boutique listed the Dawn theme for sale on Envato Market, which was the first of many product offerings. Since then, over 2,000 websites have adopted Theme Boutique's solutions.

The company has achieved a 4.7/5 star rating out of 145 reviews, generating \$200,000+ in sales revenue.

# My Work



## Dawn

Designed / developed  
top selling portfolio and  
marketing theme

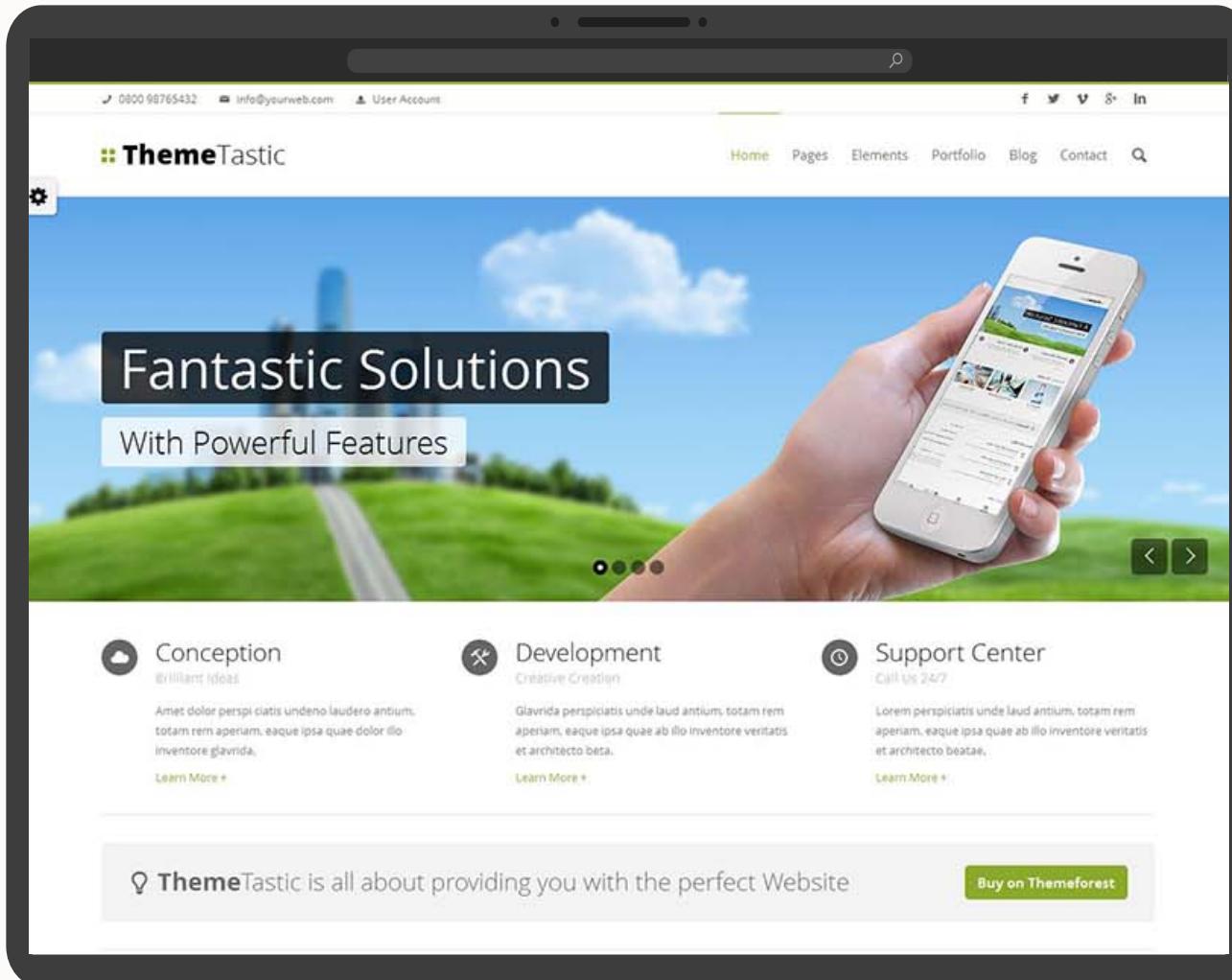
 Drupal CMS

 Page Builder

 Bootstrap CSS

 Responsive Design

# My Work



## ThemeTastic

WordPress / Drupal  
theme sold at Envato  
Market

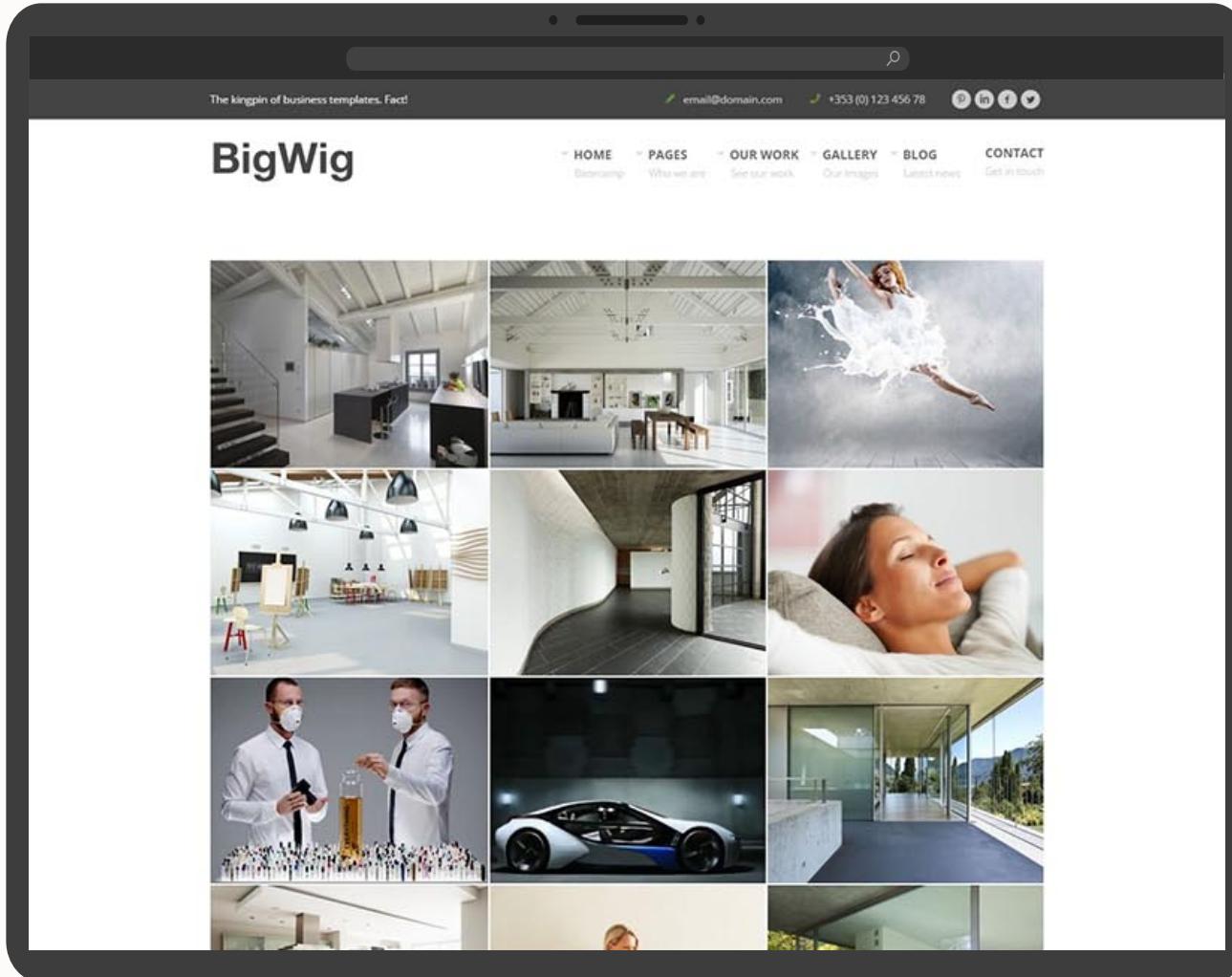
 Drupal CMS

 WordPress CMS

 Bootstrap CSS

 Responsive Design

# My Work



## BigWig

WordPress / Drupal  
theme sold at Envato  
Market

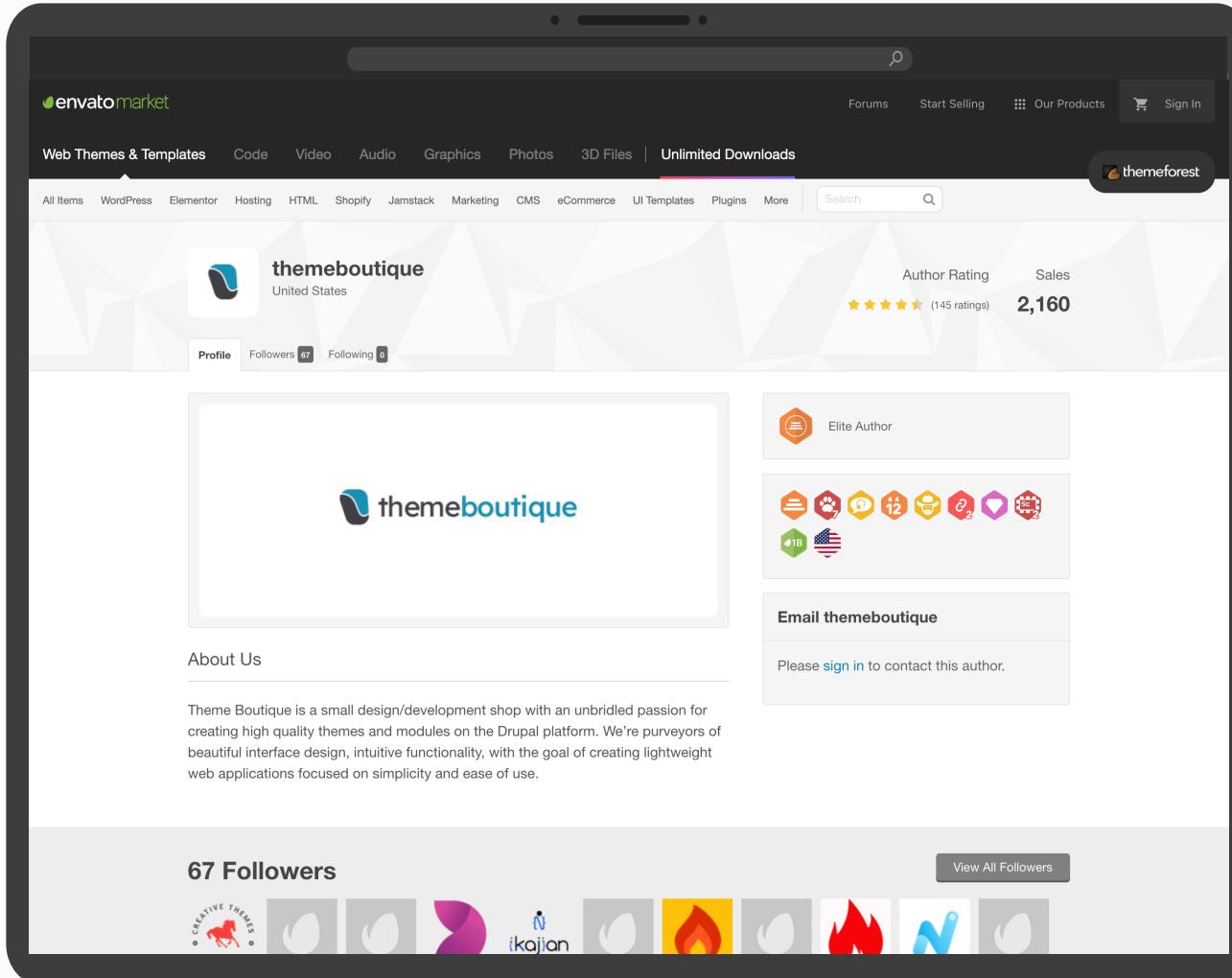
 Drupal CMS

 WordPress CMS

 Bootstrap CSS

 Responsive Design

# My Store



## Envato Market

Achieved “Elite” author status on prominent online marketplace

2,000+ sales

4.7/5 star rating

\$200,000+ revenue

Elite author