

Plaudit

UX Case Study

Mitchell Kostelecky

UX Engineer, Plaudit Design (2013 - 2014)



Overview

Plaudit is a full-service digital marketing firm based designed around engagement and action.

Based in St.Paul, MN, Plaudit has provided digital media solutions to help Minneapolis and NYC based business reach their audience through SEO, e-commerce, and content strategy.

The Problem

With the emergence of content management systems, clients wanted more control over the content on their website.

In addition to SEO and design services, clients expected advanced features such as user administration and real-time content management.

The Goal

Plaudit aims to provide streamlined content management solutions, giving clients ownership over their digital presence and content strategy.

By leveraging open source systems such as WordPress and Drupal, Plaudit's objective is to provide affordable and scalable CMS integrations.

My Role

Frontend Engineer

My Responsibilities

Develop themes and plugins for content management systems such as Drupal and WordPress.

My Tools

HTML

CSS

PHP

JavaScript

Drupal

WordPress

Photoshop

Outcomes & Results

Historically, Plaudit's portfolio had consisted of marketing websites for small businesses in the Minneapolis-St.Paul market, making it difficult to scale the business.

After expanding to open source content management solutions, Plaudit was able to secure contracts with larger companies. In 2014, our team expanded from 8 to 14 employees and hit \$1M in annual revenue for the first time.

My Work

24 HOUR SERVICE **651-646-2911** | NEWSROOM | CAREERS | COMPANY APPAREL |

CAPABILITIES PORTFOLIO ABOUT CONTACT **PAY MY BILL**

Design Build Maintain

Your Go-To Design Build Electrical Contractor

Hunt Electric is a national electrical design, build, and maintenance firm based in Bloomington, MN. Our mission? Power exceptional projects. It was true when we opened our doors in 1965 and it's just as true today. You'll find us at corporate.

Hunt Electric

Developed Wordpress website for Minnesota based electric company

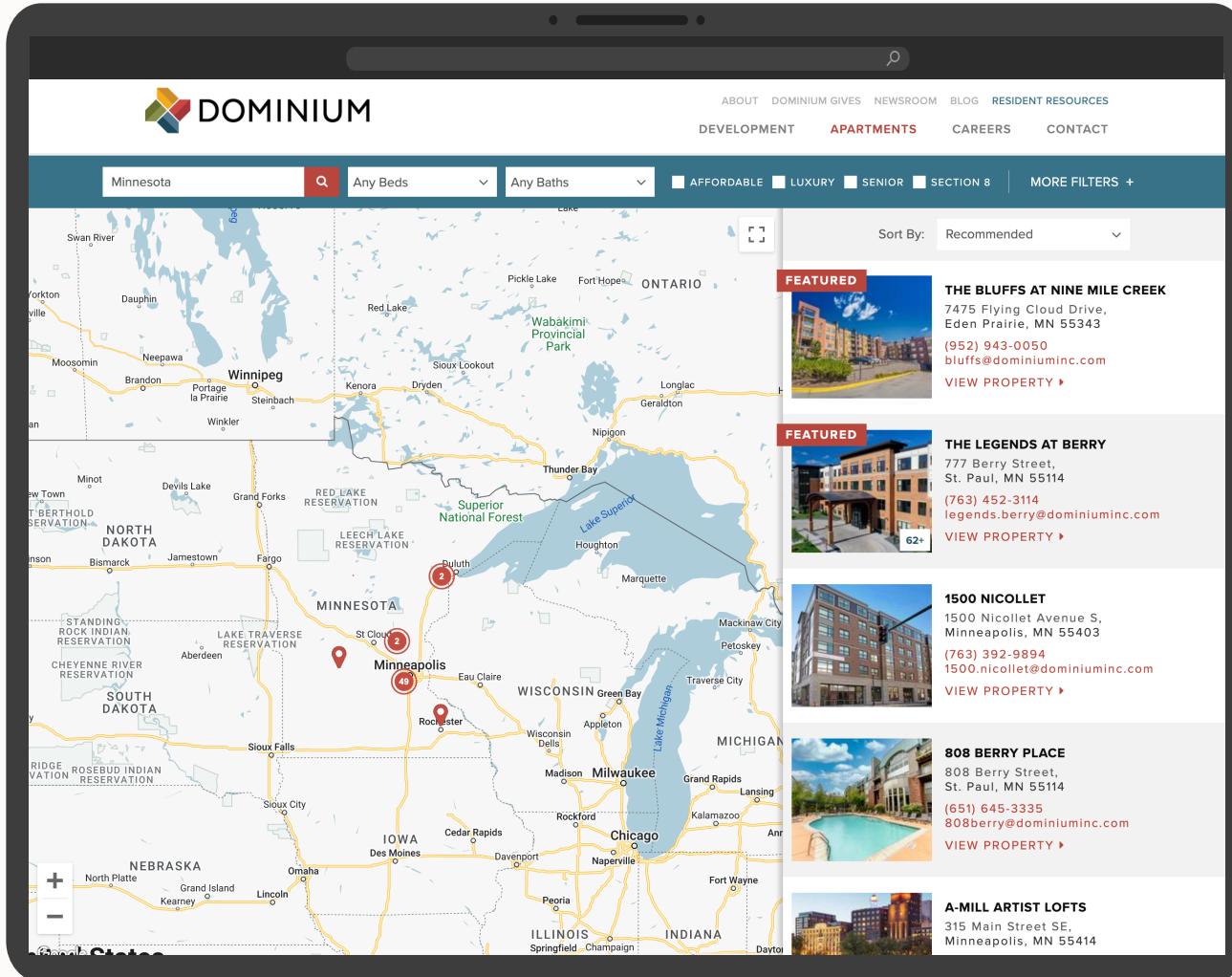
 WordPress CMS

 Google Maps

 Billing/Invoicing

 Responsive Design

My Work



Dominium Properties

Developed website for property management company

WordPress CMS

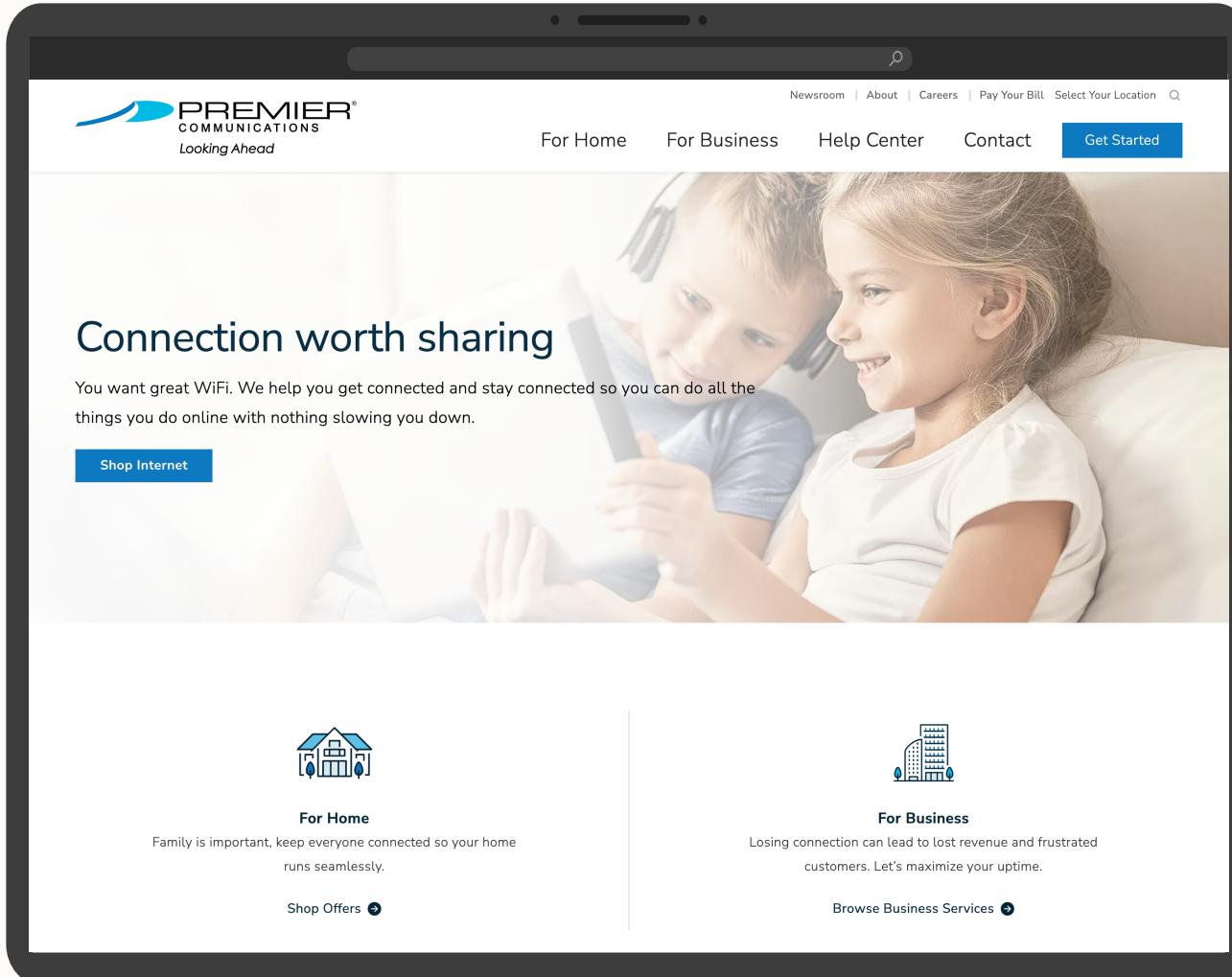
Google Maps

Rent Payments

Responsive Design

Bootstrap CSS

My Work



The screenshot shows the homepage of Premier Communications. At the top, the logo "PREMIER COMMUNICATIONS" with the tagline "Looking Ahead" is visible. The navigation bar includes links for "Newsroom", "About", "Careers", "Pay Your Bill", "Select Your Location", and a search icon. Below the navigation, there are four main categories: "For Home", "For Business", "Help Center", and "Contact". A prominent blue button labeled "Get Started" is located on the right side of the navigation bar. The main content area features a large image of two children smiling while using a tablet, with the text "Connection worth sharing" overlaid. Below this, a subtext reads: "You want great WiFi. We help you get connected and stay connected so you can do all the things you do online with nothing slowing you down." A blue "Shop Internet" button is positioned below the subtext. The page is divided into two sections: "For Home" on the left and "For Business" on the right. Each section contains an icon (house for home, building for business), a title, a brief description, and a "Shop Offers" or "Browse Business Services" button.

Premier Communications

Developed website for Iowa based cable and internet provider

WordPress CMS

Angular UI

Billing/Invoicing

Responsive Design