

Theme Boutique

UX Case Study

Mitchell Kostelecky

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

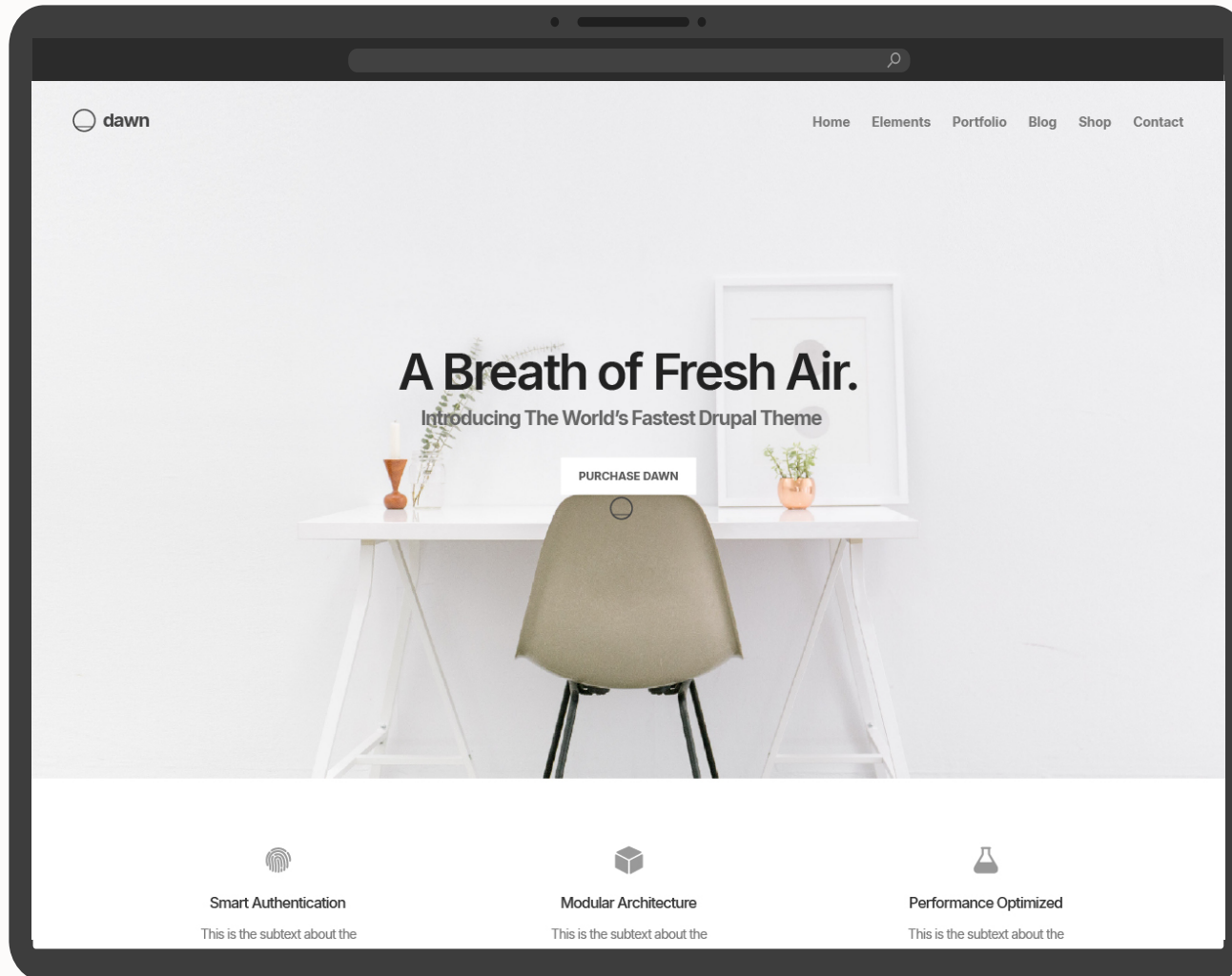
Sketch

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

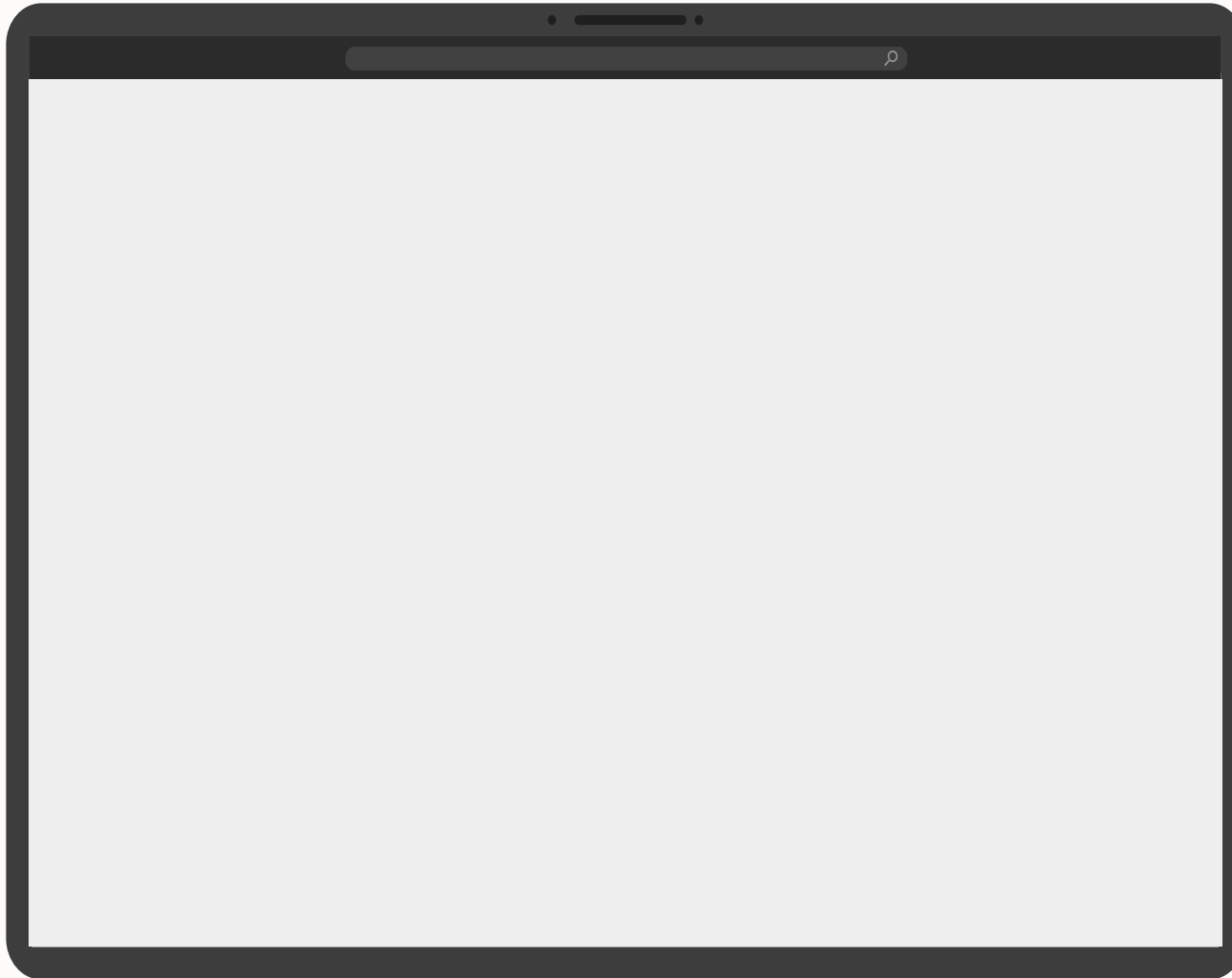


Dawn

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

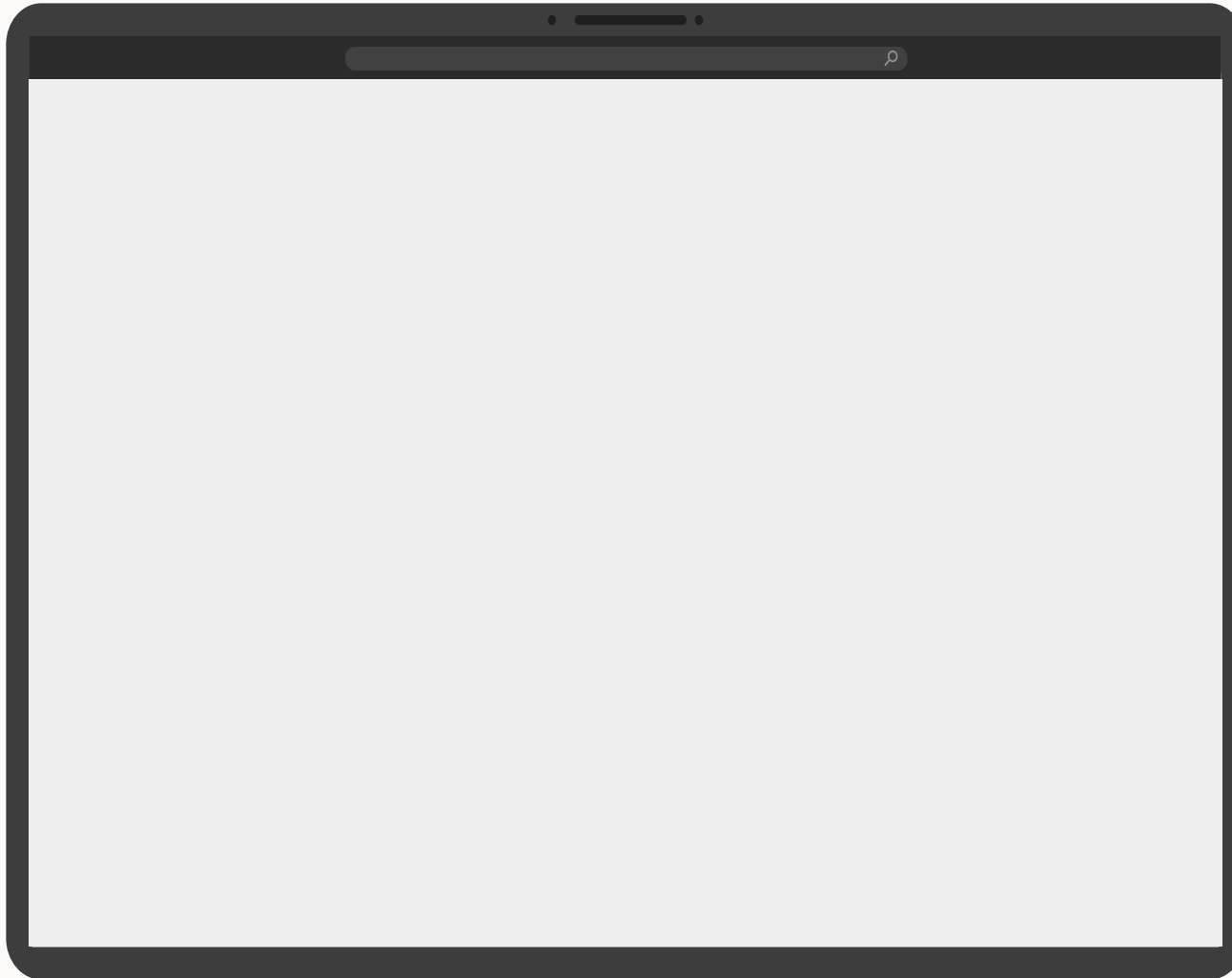
 Drupal CMS

 WordPress CMS

 Bootstrap CSS

 Responsive Design

My Work



BigWig

WordPress / Drupal
theme sold at Envato
Market

 Drupal CMS

 WordPress CMS

 Bootstrap CSS

 Responsive Design