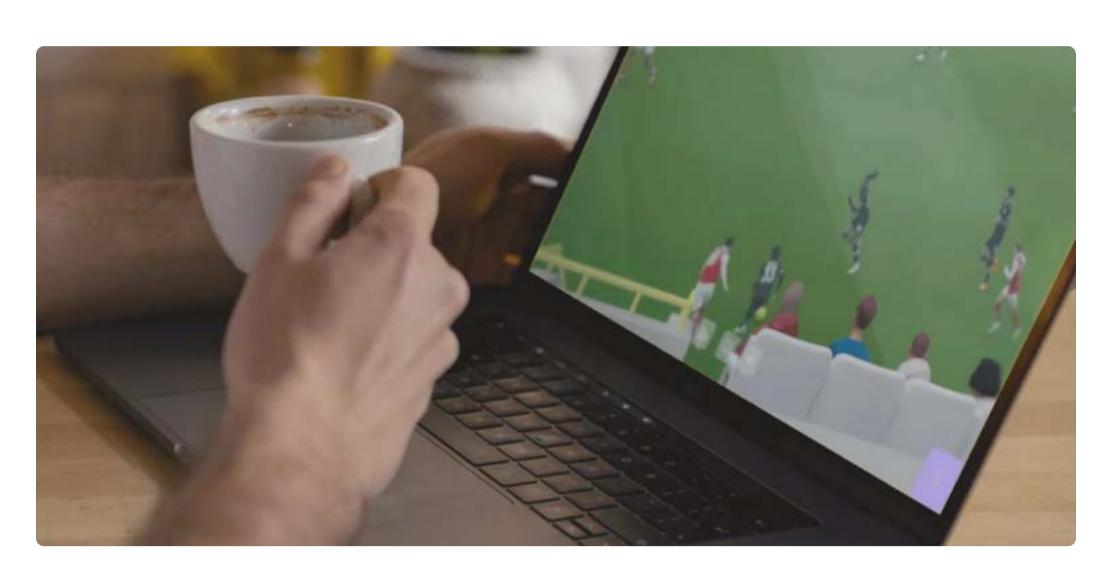
the work!

i'm a multidisciplinary designer, now focused on building websites

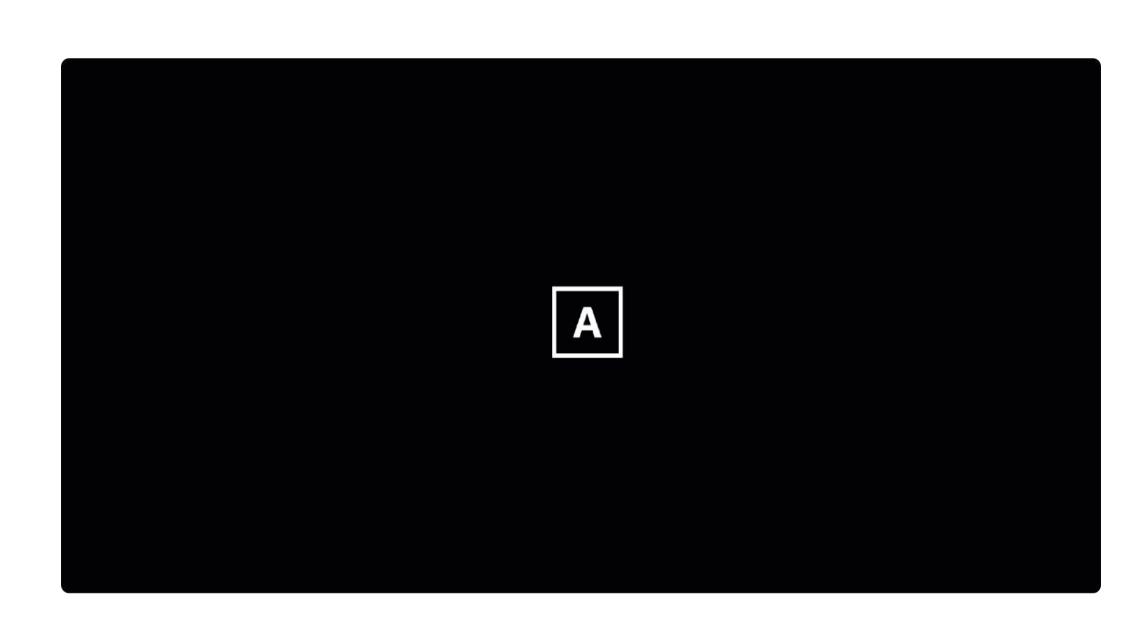


Kickoff

Framer Cinema 4D

ONLINE PLATFORM

A social metaverse platform for streaming Premier League football, providing a much needed solution to the growing epidemic of illegal streaming.



Aurora Roofing

Framer Figma

A five page web-design created for a local roofing company.

RESPONSIVE WEB DESIGN



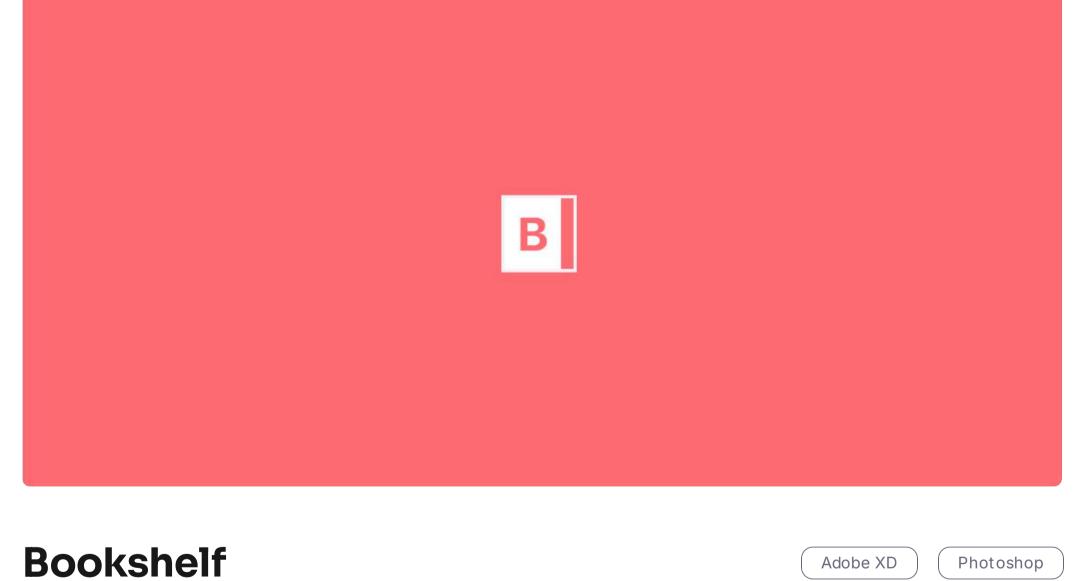
GUCCI

Adobe XD Cinema 4D

INTERACTIVE UI & APP DESIGN

users back into physical stores after the COVID-19 lockdowns.

An in-store conceptual experience, made to get

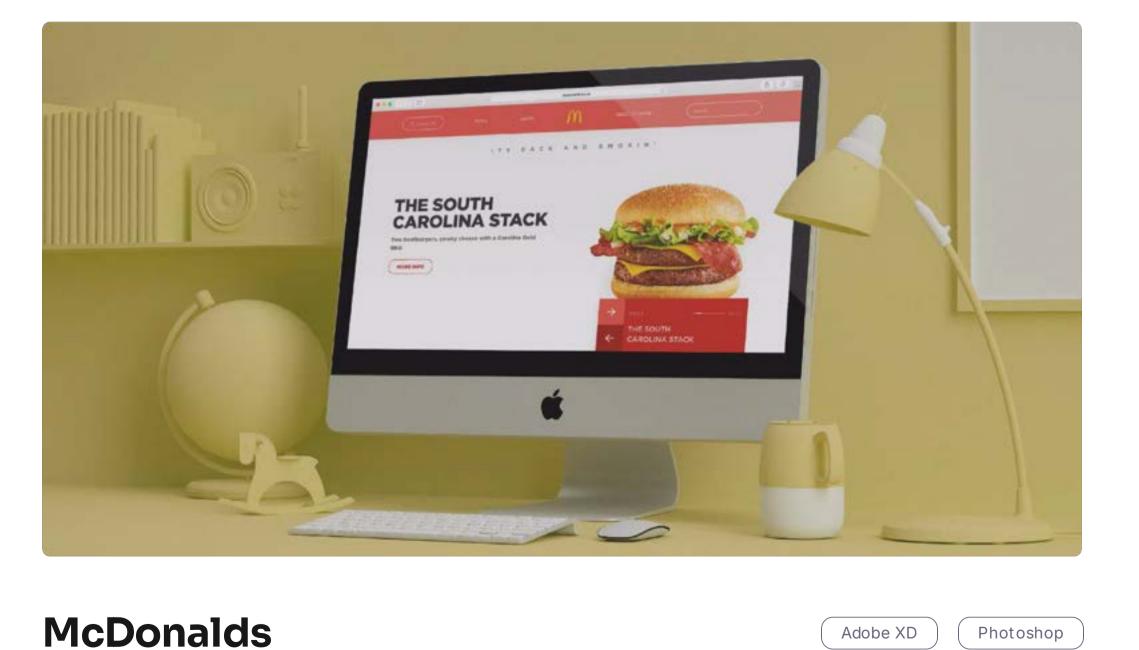


Doortonon

APP DESIGN

providing a platform for those who want to make or share their latest upcycled creations.

A climate conscious app to promote upcycling,



Modern website concept for the UK McDonalds

branch.

Est 2025

LinkedIn

Behance

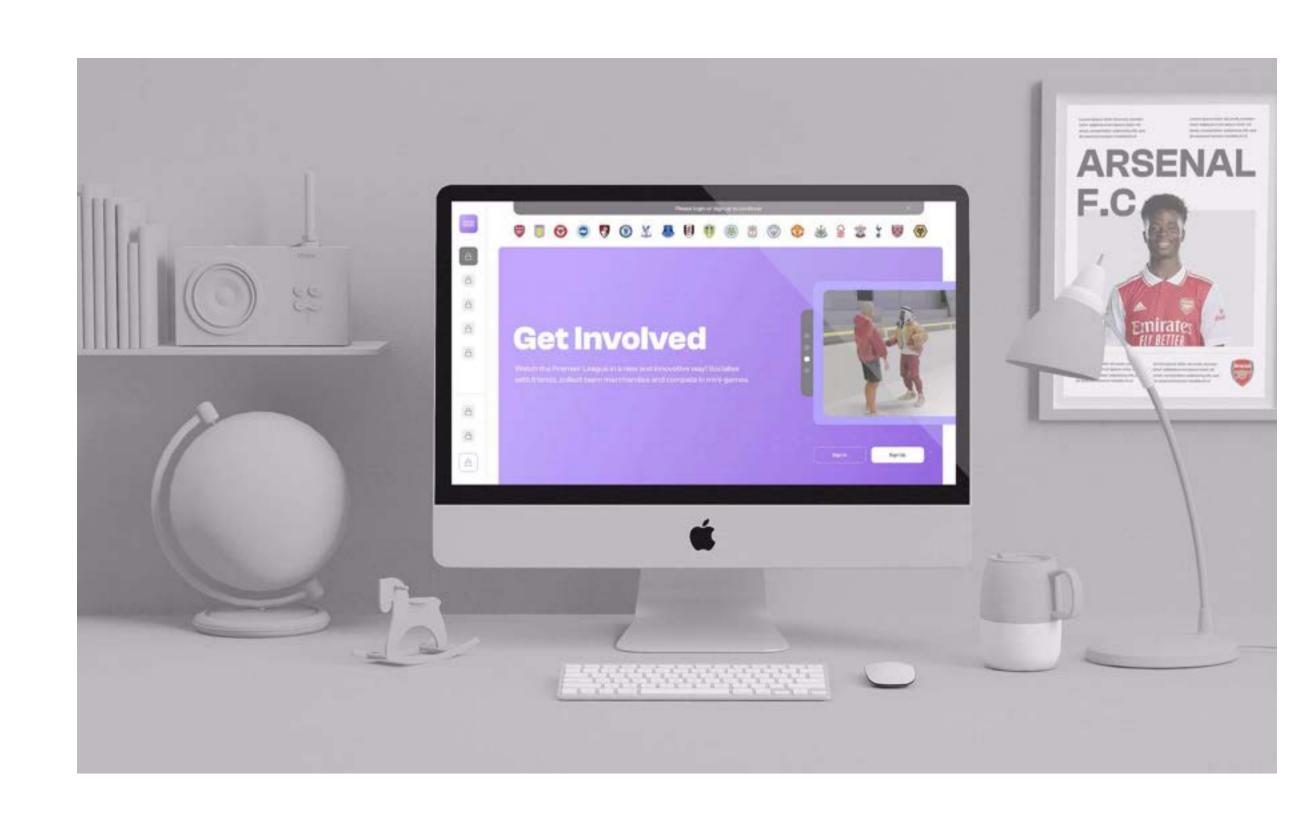
WEB RE-DESIGN

↑ Scroll up

ONLINE PLATFORM

and its live!

Kickoff is a social platform enabling users to meet up virtually and watch live football matches.



Prototyping

The Scope

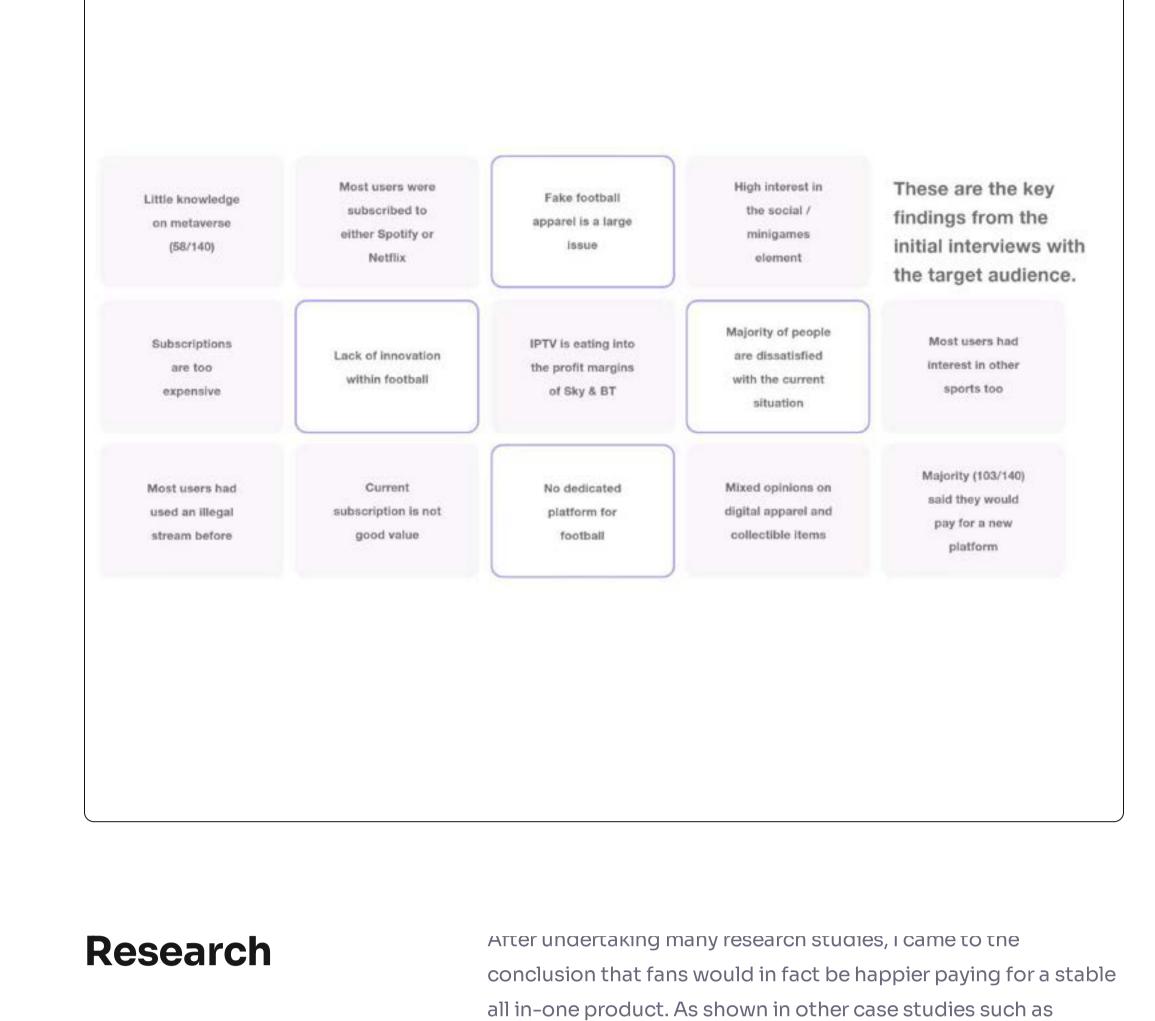
As an avid football fan, I have become all too familiar with the

UI/UX Design, Branding, 3D Design, Wireframing, Research &

The Problem

it comes to online streaming. So I wanted to try and find a solution which would appeal to both the companies and the fans.

growing piracy crisis the broadcast companies are facing when

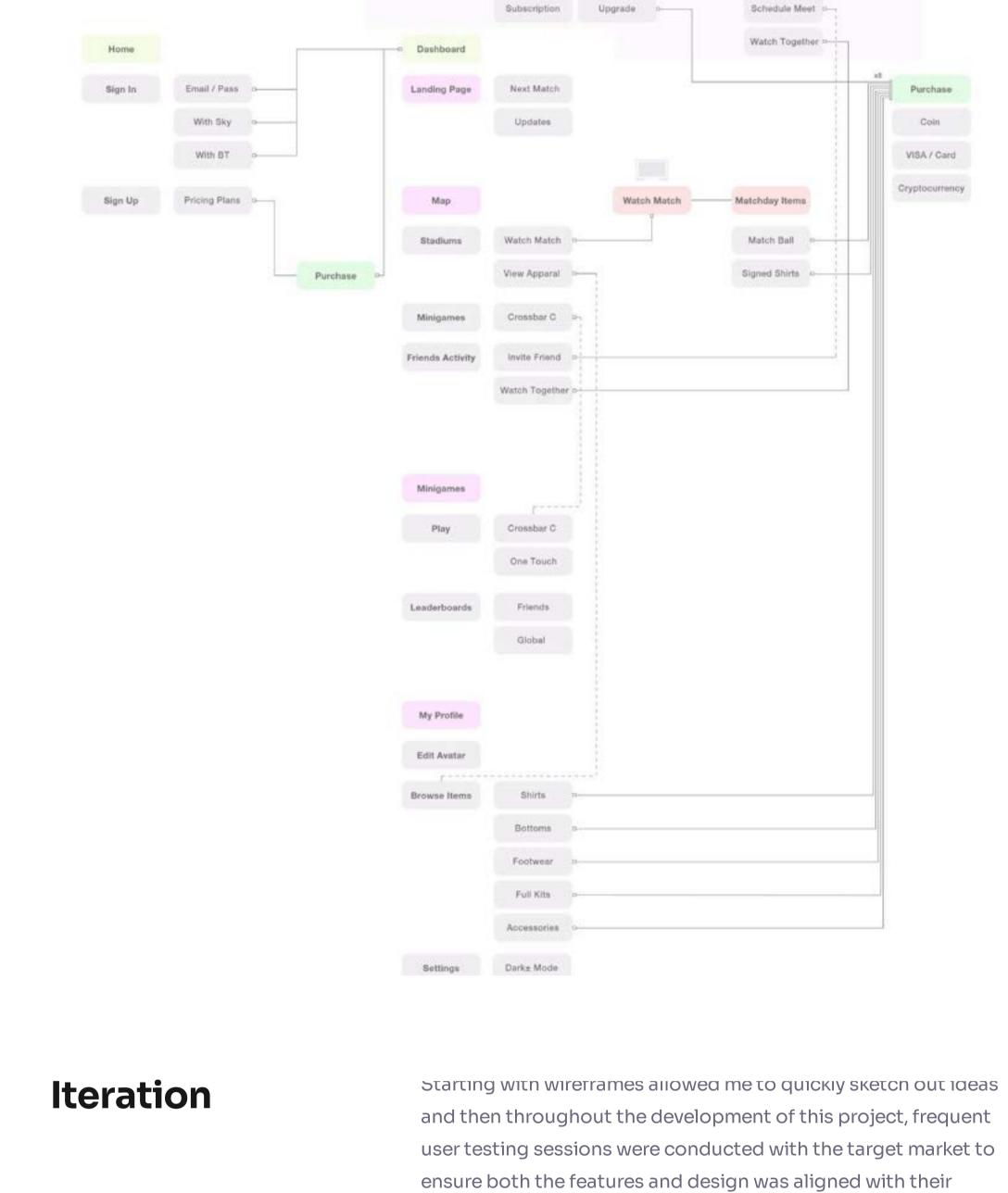


Concept

rather pay if the product is more conveniant and stable in comparison to the illegal alternatives. ı wantea to create a pıatrorm wnere rans coula not only watch their team every week, but could also interact and network with other fans. So, I created a blueprint (shown below), which

outlines the different functions and features of the service.

Limewire/Spotify, evidence shows devoted users will actally



the screens, this proved beneficial later on throughout the development.

Sign In Choose a plan to access and use the features of this service enter your cirtain below to access and use the features of this service enter your details below £4.99 / month £4.99 / month £4.99 / month

Andy Smith

See See

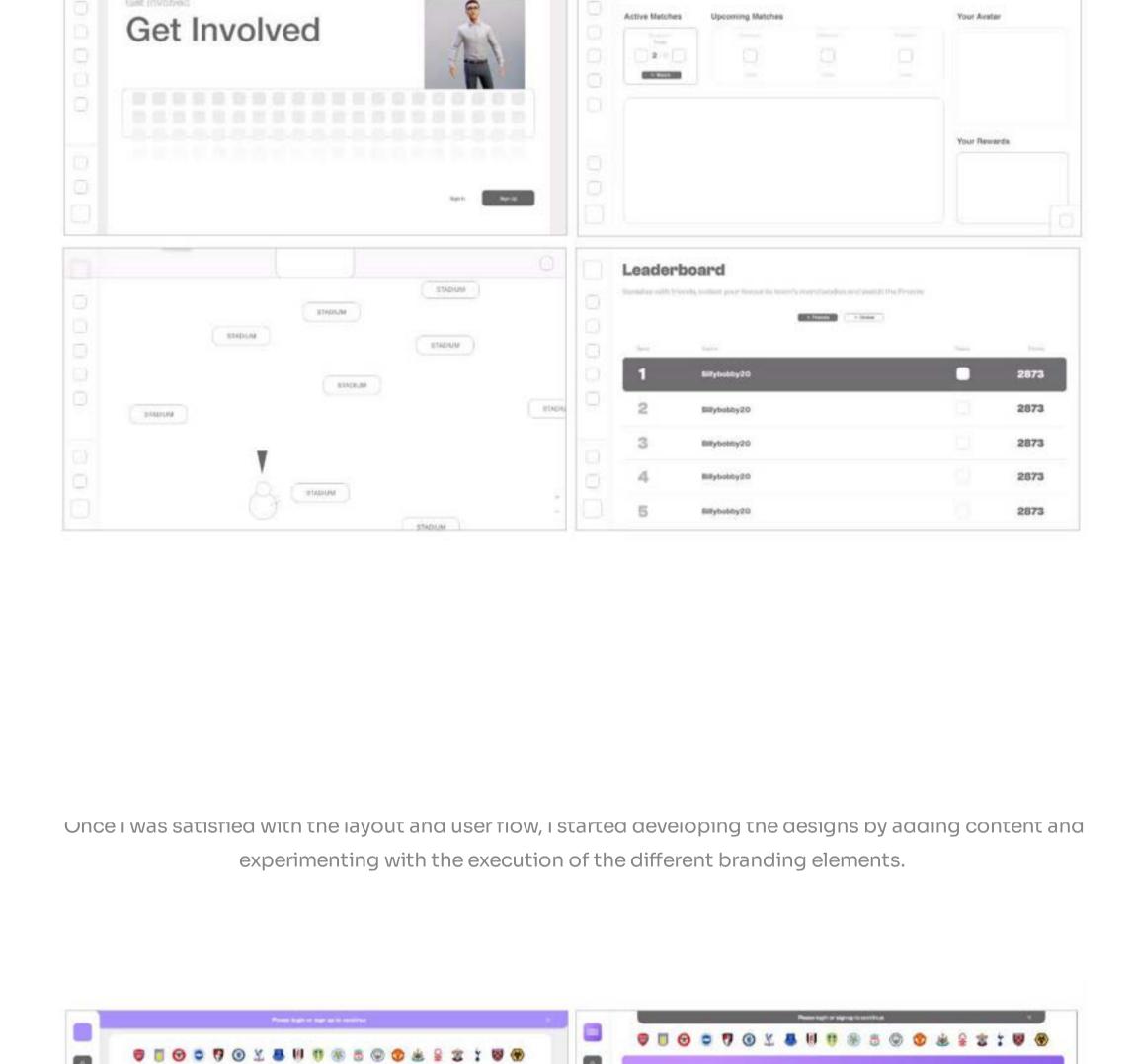
Get Involved

7

60

expectations.

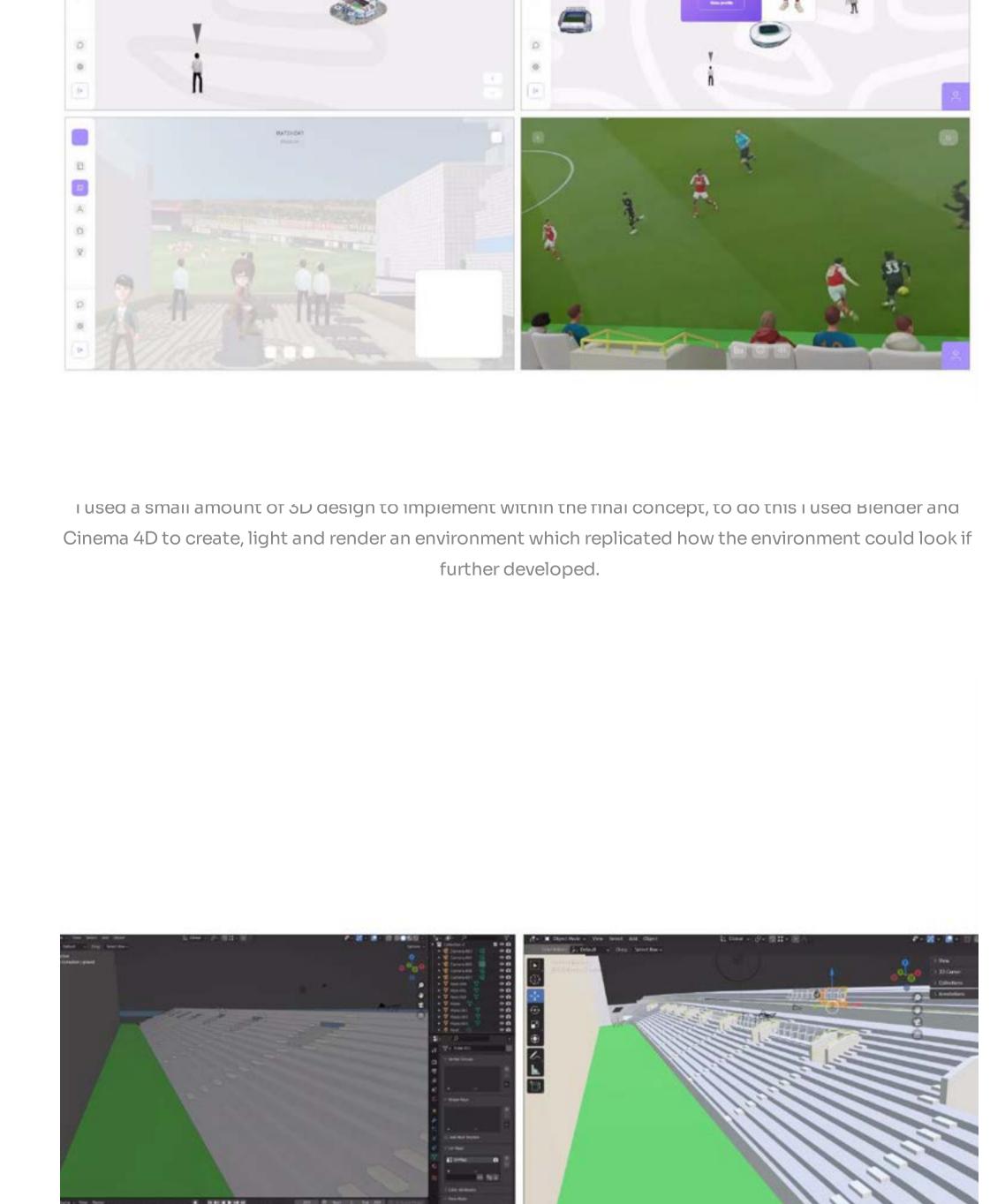
зетоге working on the pranaing for this project, i decided to spend longer on retining the layout for each of



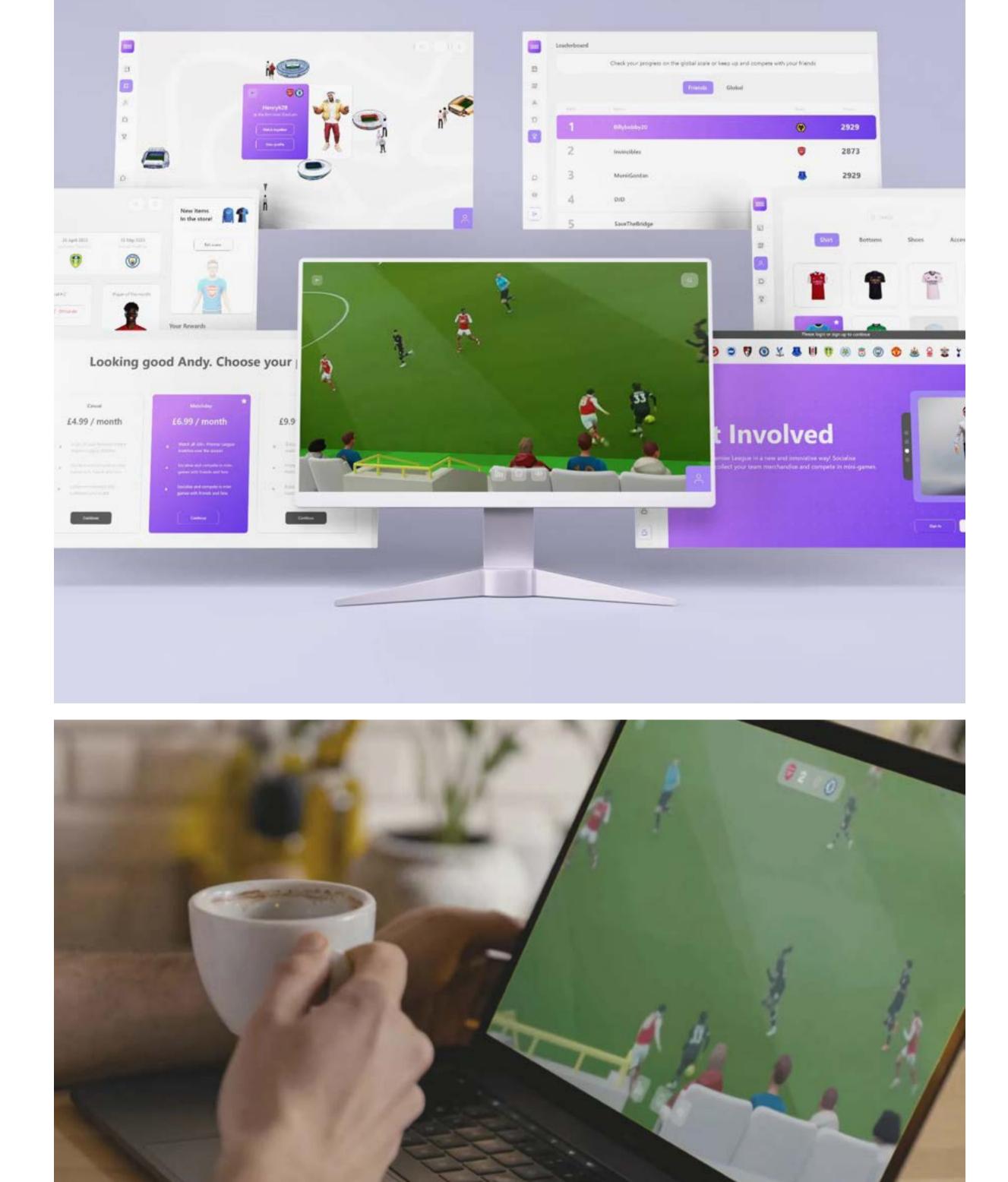
O street Tries 3 · Bruttera Labor

Get Involved

() more



Final Product



Timeline

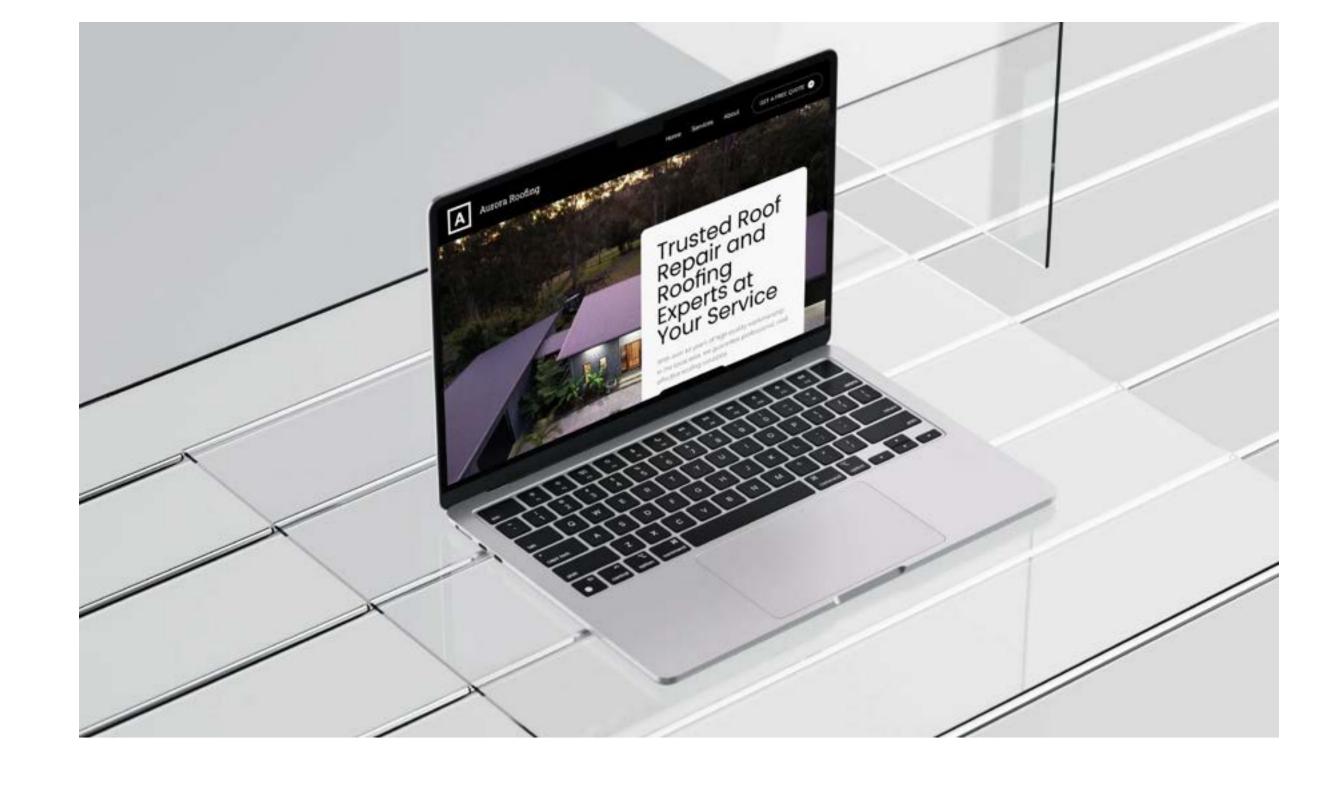
Est 2025

12 week Design Process / Solo Project / 2025.

LinkedIn Behance

RESPONSIVE WEB DESIGN

Aurora Roofing



The Scope

Responsive Web Design & SEO

UI/UX Design, Branding, Research, Wireframing, Prototyping,

The Problem

visibility. I designed a mobile-responsive site that streamlined user journeys, amplified CTAs, and showcased services boosting conversions by 30% through enhanced SEO and UX.

In the roofing industry, outdated websites cost revenue and



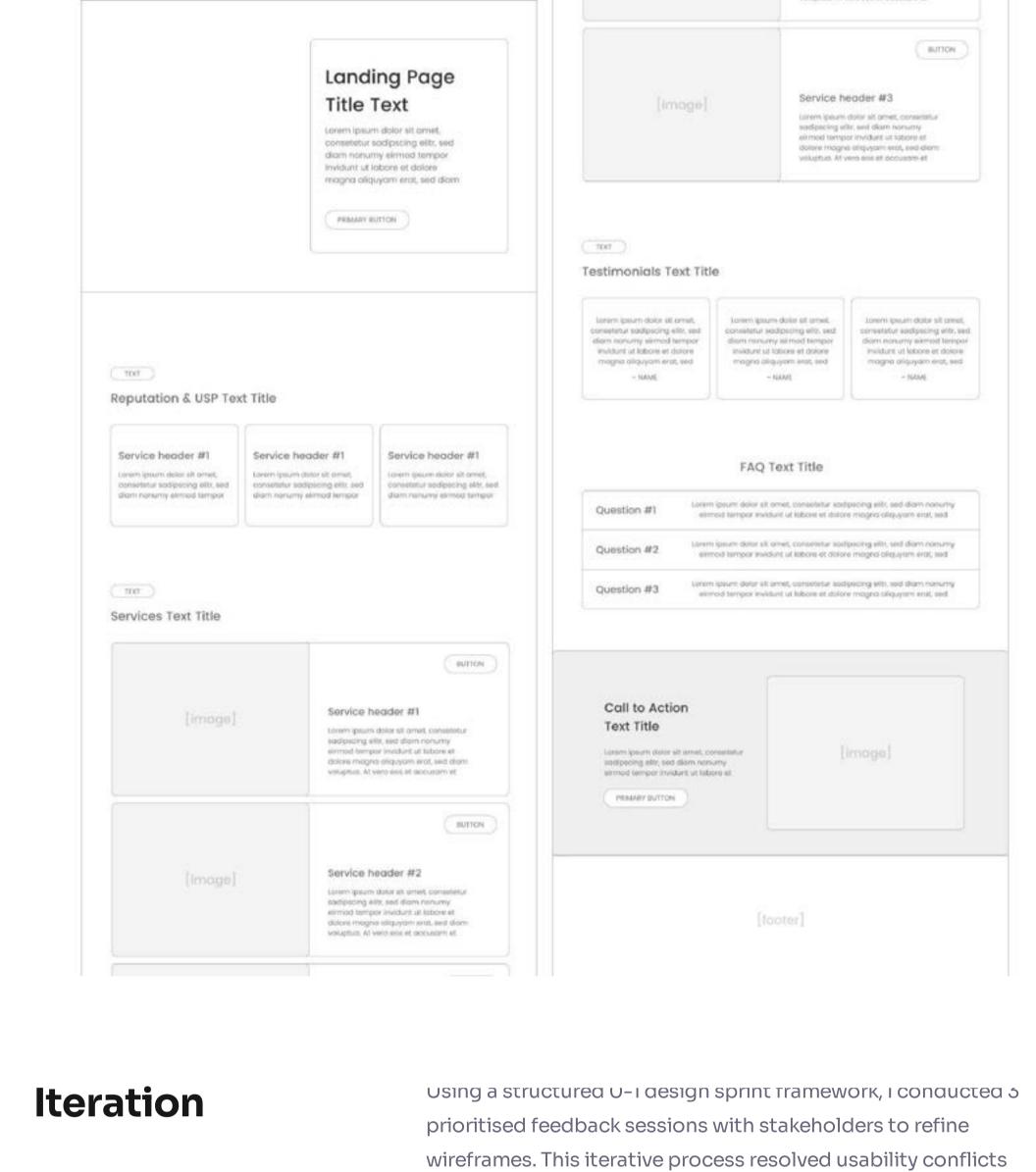
Concept

high-fidelity wireframes that met client expectations for usability and conversion optimization. A runctional and professional modern 5-page website for a

roofing agency, increasing customer retention, conversion and

roofing websites. These actionable insights directly informed

Lorem gasum plotor sit samet, conseitetur. eirmod tempor invidunt ut lebore et dolore magne oliquyam erat, sed diam Home Services About



brand awareness.

rrom nere I was able to replicate this process with the initial wireframe drafts for the mobile versions, upon which I iterated and developed based on the feedback I recieved at the testing intervals of the project. aliquyarn erat, sed diarn volupturs. At viero

eos et accusam et justa dua dalores et ea

- NAME

FAQs

0

Roof Insulation

Transformed my roof teater than I could have inagined . neally great job. would highly occurrenced Aurora Roofing and will use in fallant

solutions balance to your property's specific resols. From enducing energy code to maintaining optimed

Aurora, Able to help me out and get

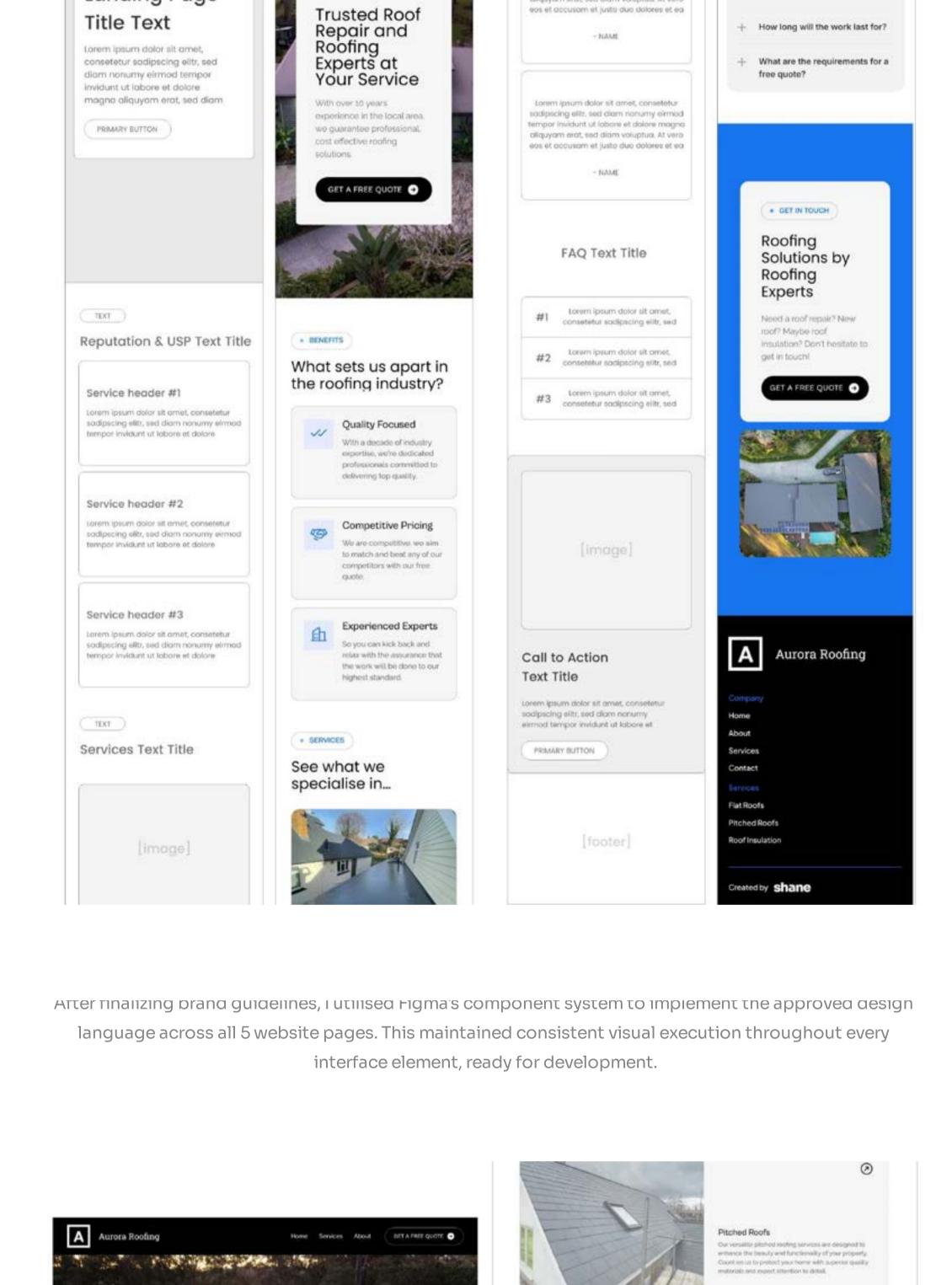
my what i reveled at the drop off a

early, ensuring the final UI aligned with both user needs and

business goals through rapid prototyping, iteration and

Lorem ipsum dolor sit amet, consetetur. sadipscing elitr, sed diam nanumy eirmod Landing Page tempor invidunt ut labore et dolore magna + How long will the work take? aliquyam erat, sed diam voluptua. At vero eos et accusam et justa duo dalores et ea

validation.



Hear it from our customers!

There you for exceptional service and expertise. A professional and

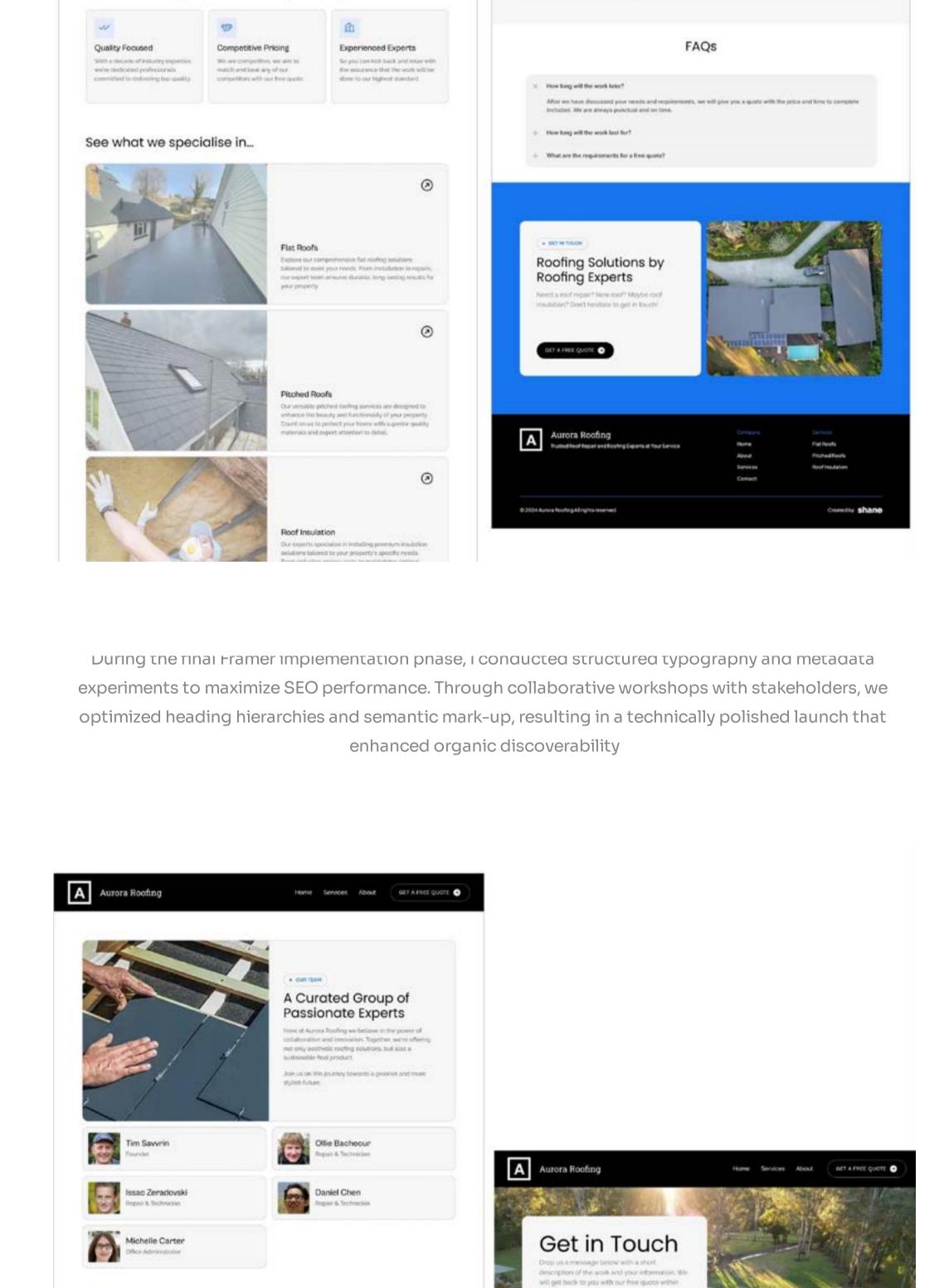
Smely response area given. Thank you let the team could not fault.

them. Highly recommended

Trusted Roof

Repair and Roofing Experts at Your Service

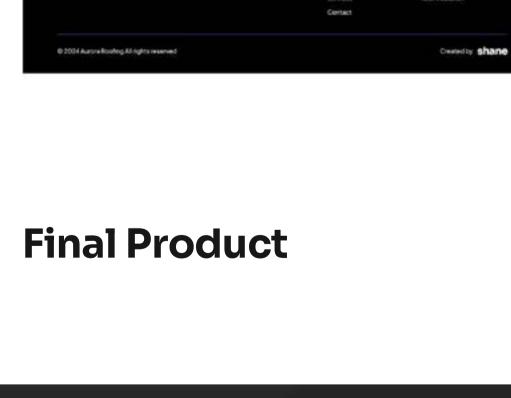
What sets us apart in the roofing industry?



A Aurora Roofing

© 2004 Aurora Rooting All rights reserved

Countily shane



+ LOCKSONE

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England, UK

Where are we?

KTiS 98U Claygota Esher Surrey UK

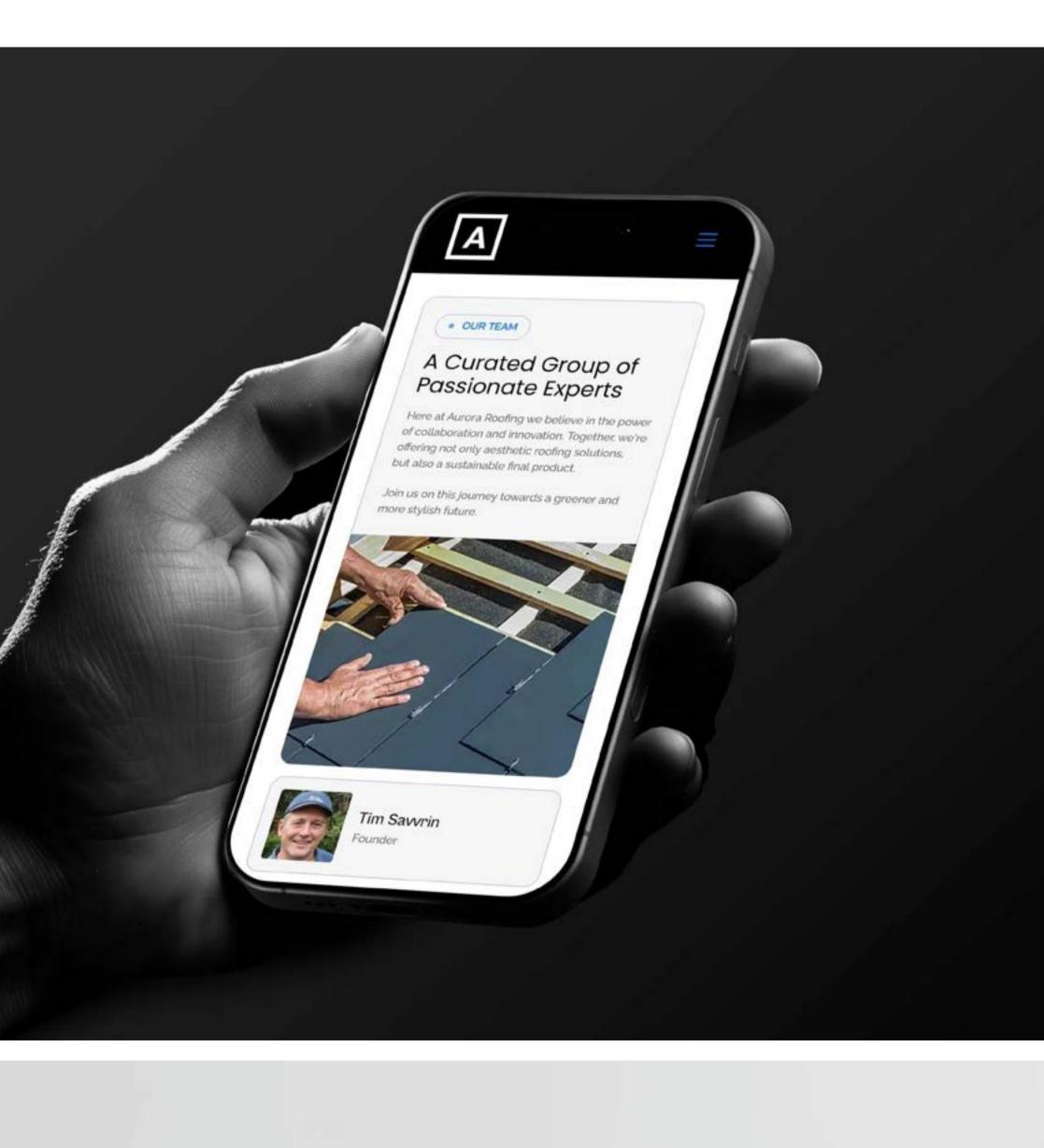
Roofing Solutions by **Roofing Experts**

insulation? Down hesitate to get in touch

Aurora Roofing

512128 6'N 6'2654.8'W

Flat Roofs





Timeline

Est 2025

4 week Design Process / Solo Project / 2024.

LinkedIn Behance

INTERACTIVE UI & APP DESIGN

An in-store conceptual experience, made to get users back into physical stores after the COVID-19 lockdowns.



Prototyping

The Scope

In response to the significant decline in physical retail

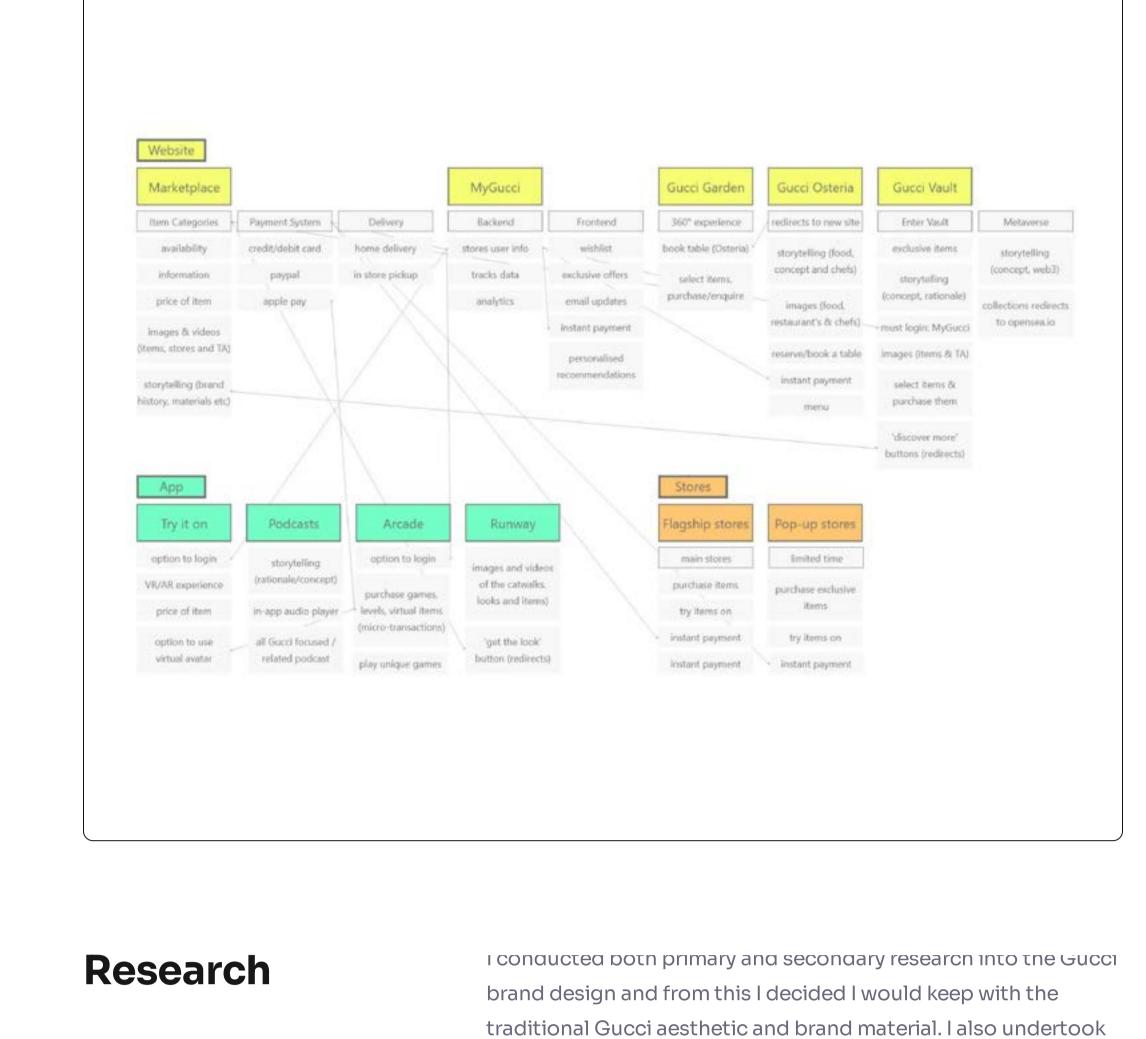
purchases, this project was aimed at revitalizing in-store

experiences to motivate customers to return to physical

UI/UX Design, 3D Design, App Design, Wireframing, Research &

The Problem

locations.



Alongside this, I performed an in-person analysis of the store and its different components, where I created a service blueprint map (above) to help me find where the room for improvement and opportunity was. Give people a reason to visit in store and create a talking point within the community, in aim of converting more sales. To achieve this, my idea was to implement a physical in-store assistant in the form of the Guccibot.

surveys and interviews with the Gucci customer base to realize

their pain points with the company and their current experience.

Concept



Clothing

Broken our relicities of alls from a month operation and radialistical ladar with locaty activities

COLADO TO CARS

Thankyou!

Main Title

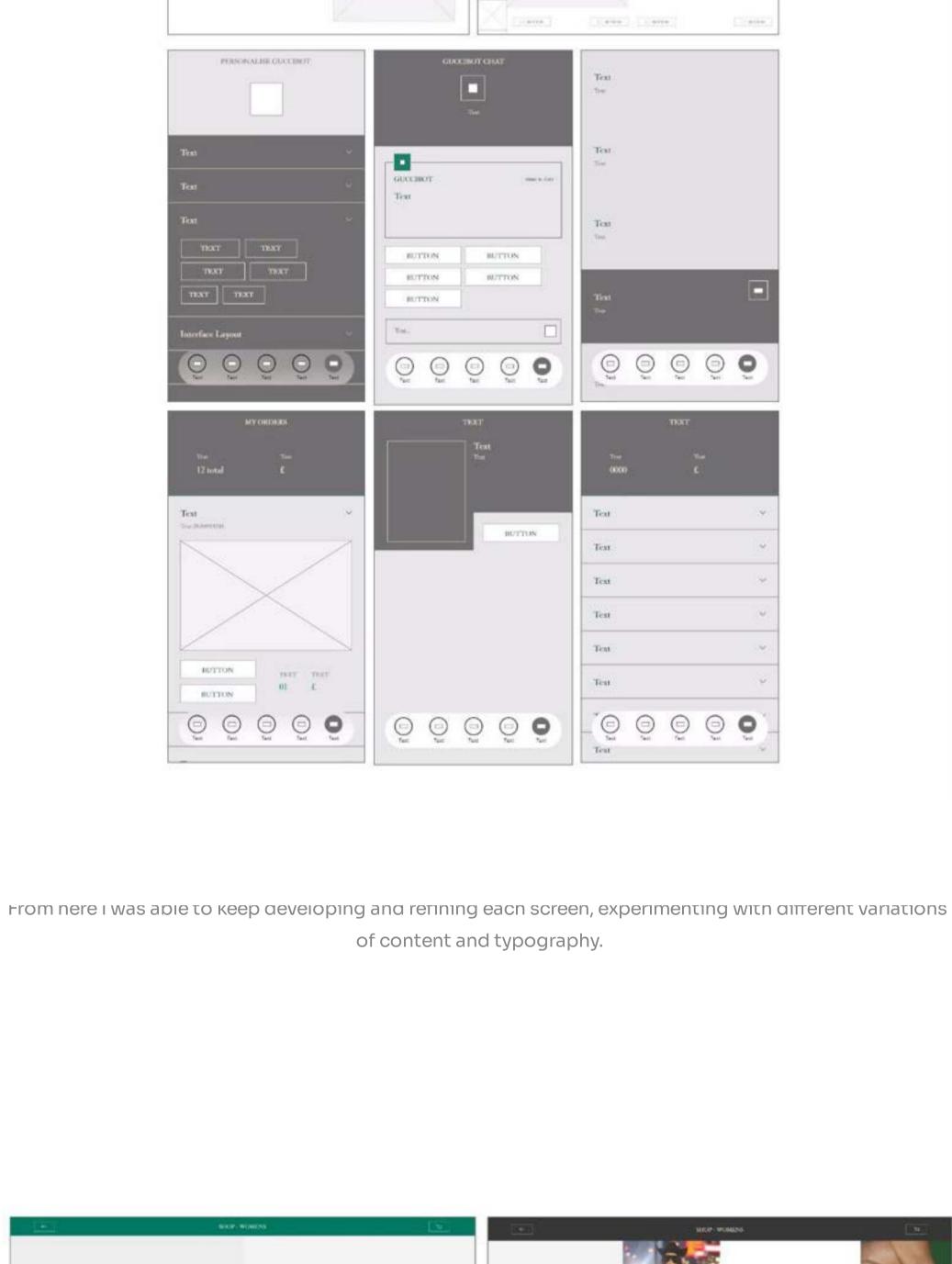
Text

Text

M. DE

t was important to maintain a consistent aestnetic across both the mobile and physical interfaces so in this

early stage I decided on using a box layout with matching typograhy and colour.



GG Marmont belt GG Marmont belt bag A per of his holoses hands, a collection of a per hand does to the Heave the Section core is compared in part than the period death with a substanced absence to the explication puring the actived hands on with a support fact. GG . The most is consequent to pain little. The panel shade with a behand of whereas to the utility intercepting the authoral backware with a consister tied. PRICE KLINUS MICE ELEGEDI countries 143

2000000

P 6

Jewellery

Handbags

III TRYCKYTOM III POROMAE

Clothing

Guccibot Reccomends

Thankyou!

CONTINUE

Meet me in store!

...

Meet me in store!

The Country year present disables according to You can be joy with All Engalsy Countries.

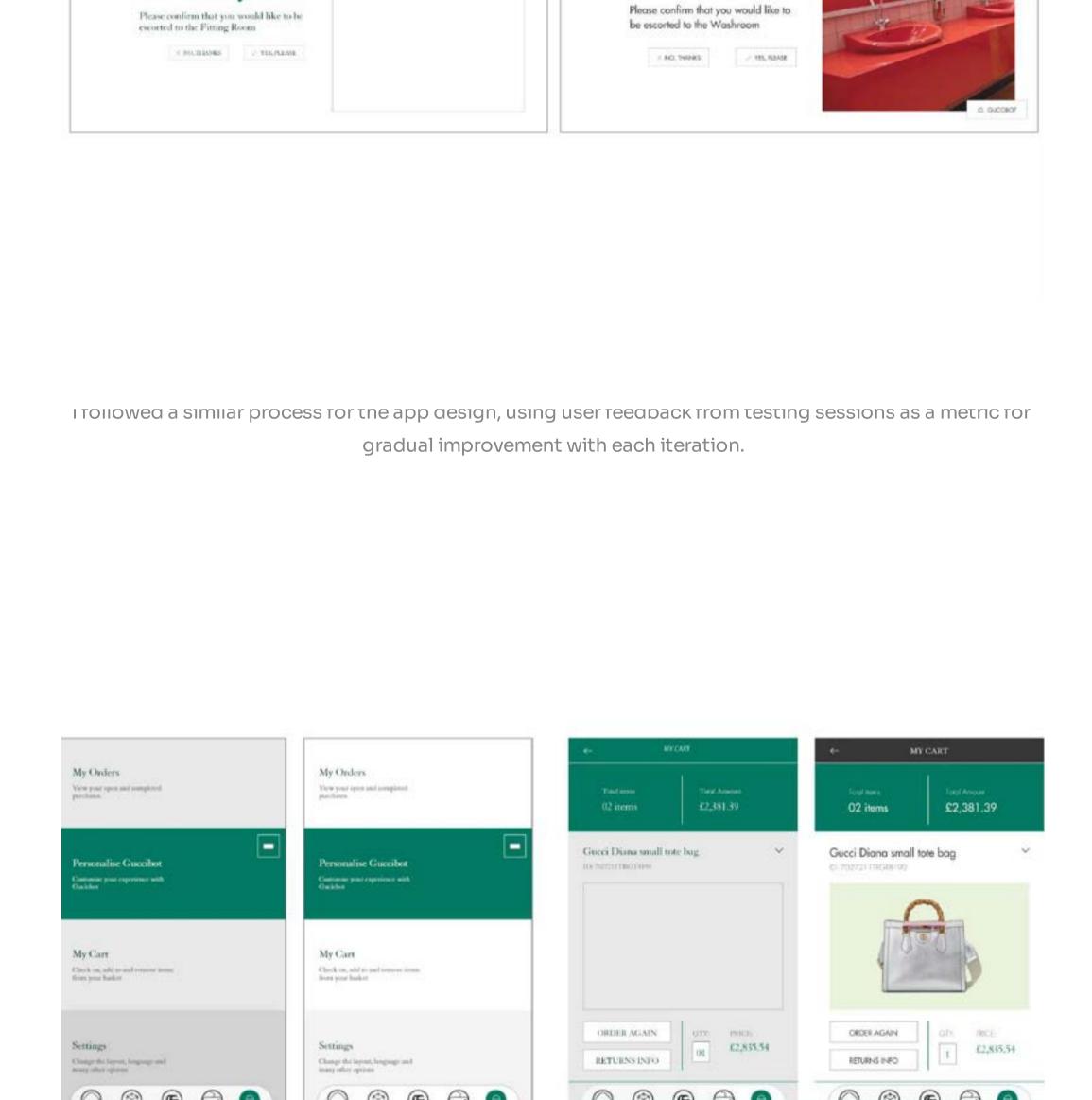
.00

Jewellery

Handbags

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± 0400901



Final Product

PERSONALISE GLOCIBOT

Address as

Greeting

Complimentary Drink

WATER CUSTOM

Interface Layout

CHAMPAGNE BOSEWINE

ORANGEJURCE APPLEJUICE

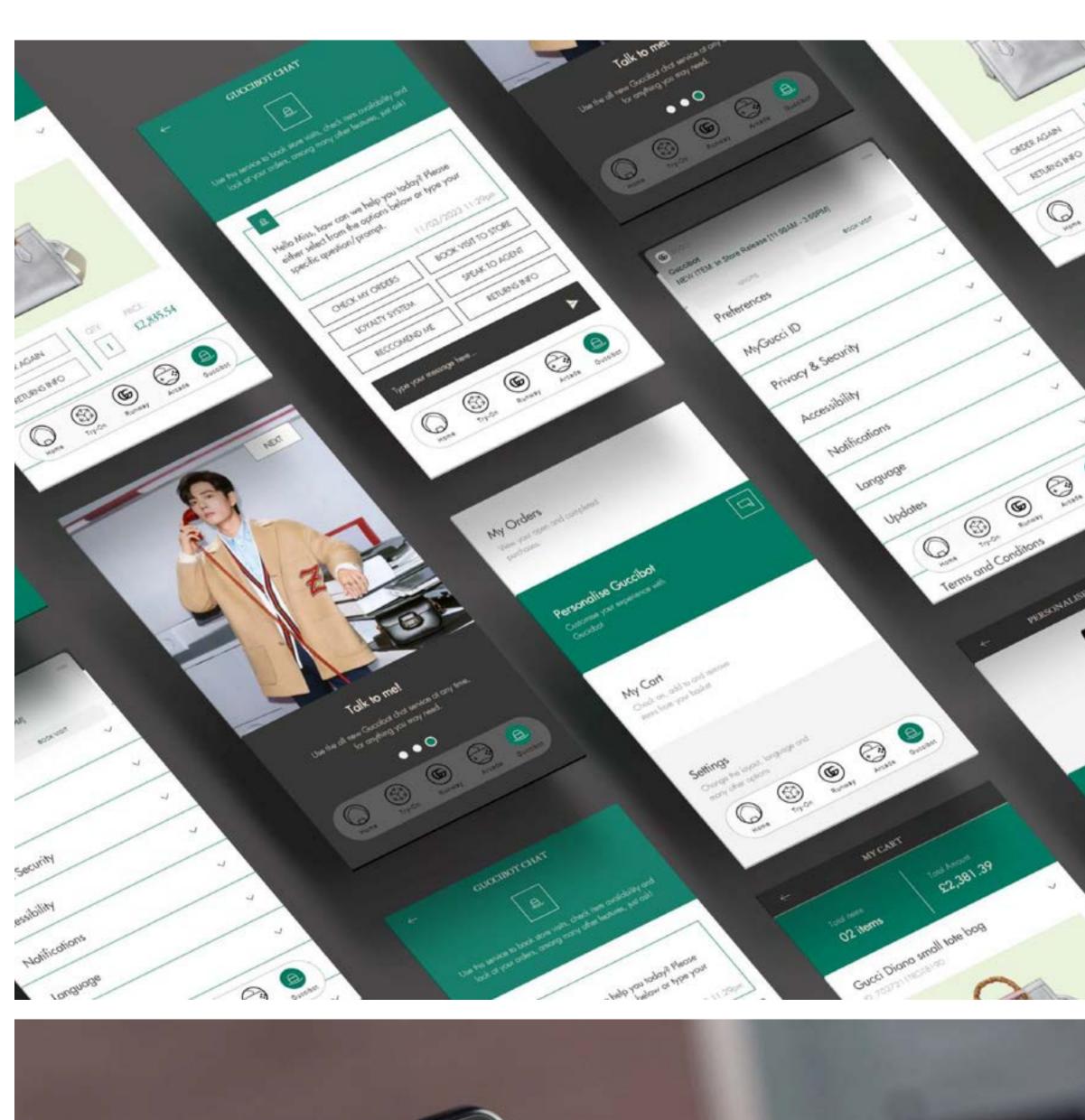
PERSONALISE GUCCIBOT

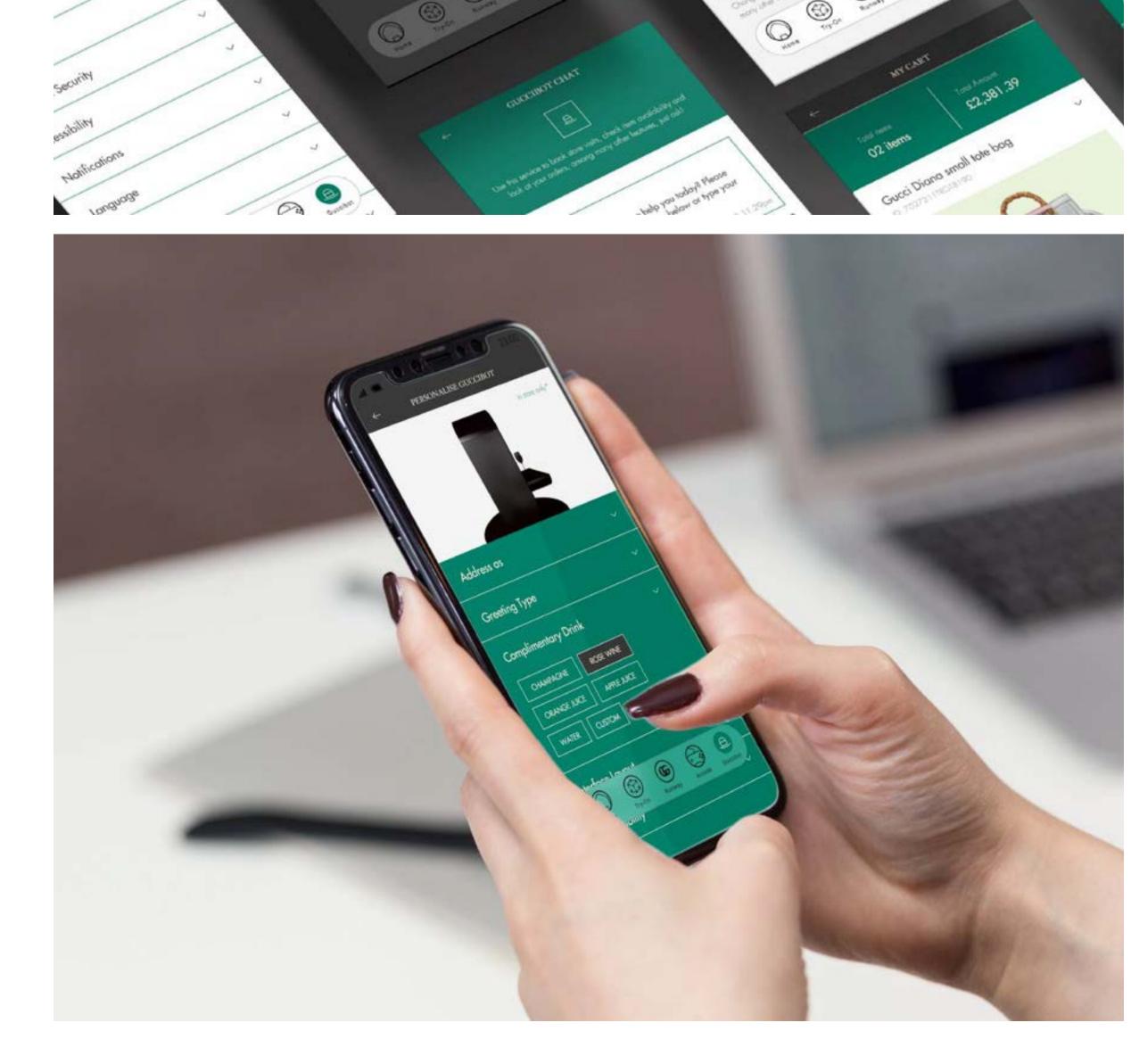
Address as

Greeting Type

Complimentary Drink

CHAMPAGNE ROSE WINE





Teamline

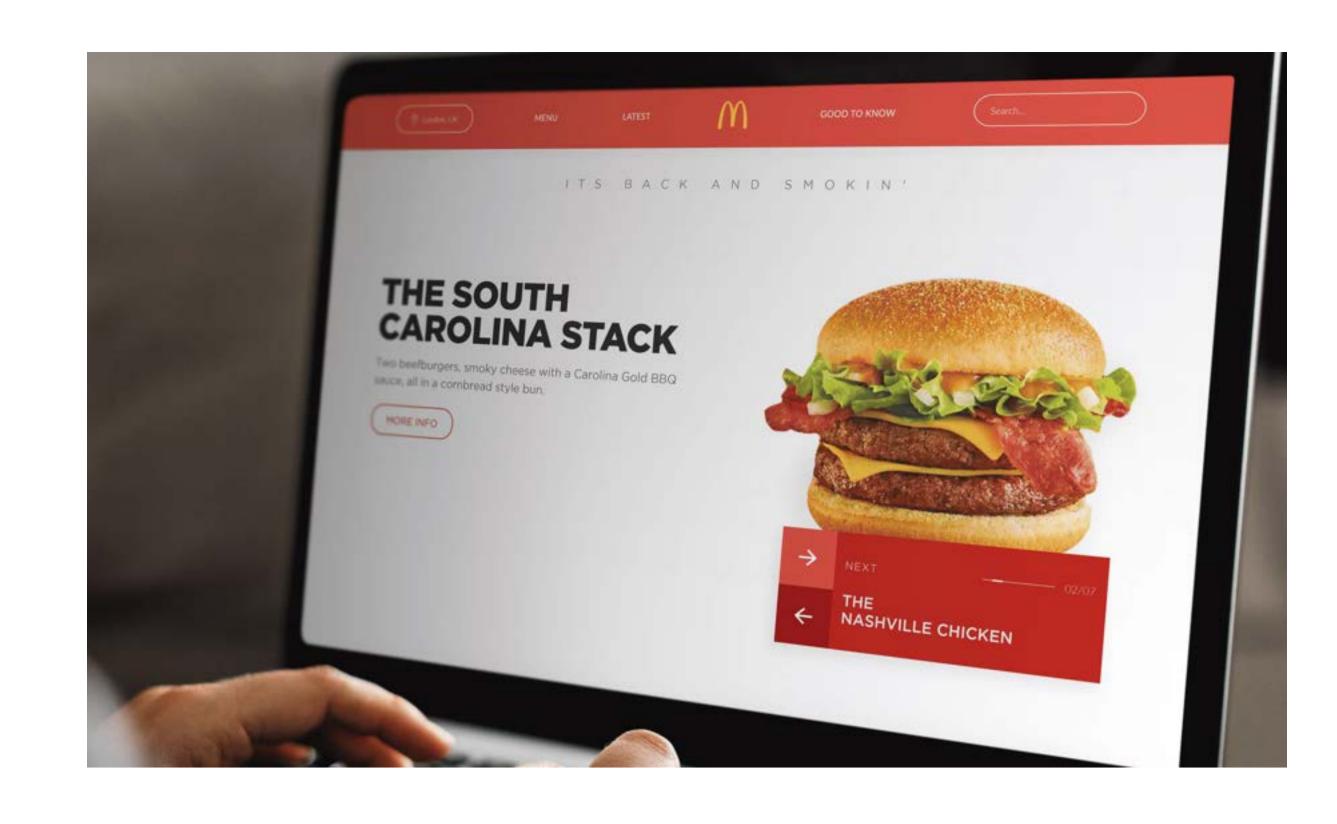
Est 2025

12 week Design Process / Solo Project / 2025.

LinkedIn Behance

WEB RE-DESIGN

McDonalds. I wasn't lovin' it.



Scope

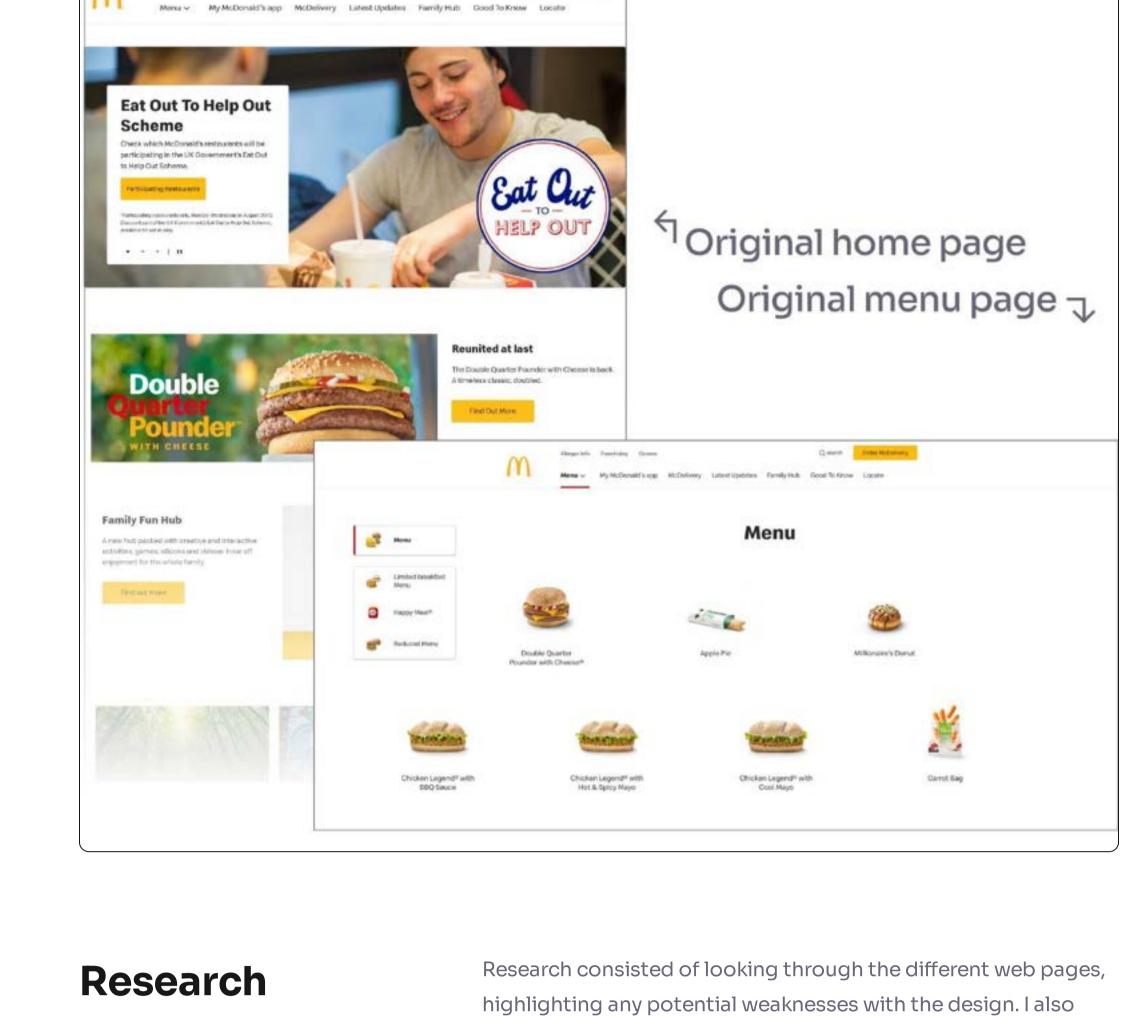
UI/UX Design, Wireframing & Prototyping

The Problem

site lacked the cohesion and professionalism alligned with their brand image and other product offerings.

Original design lacked modernity. The website structure was

outdated and contained incorrect information. Overall, I felt the



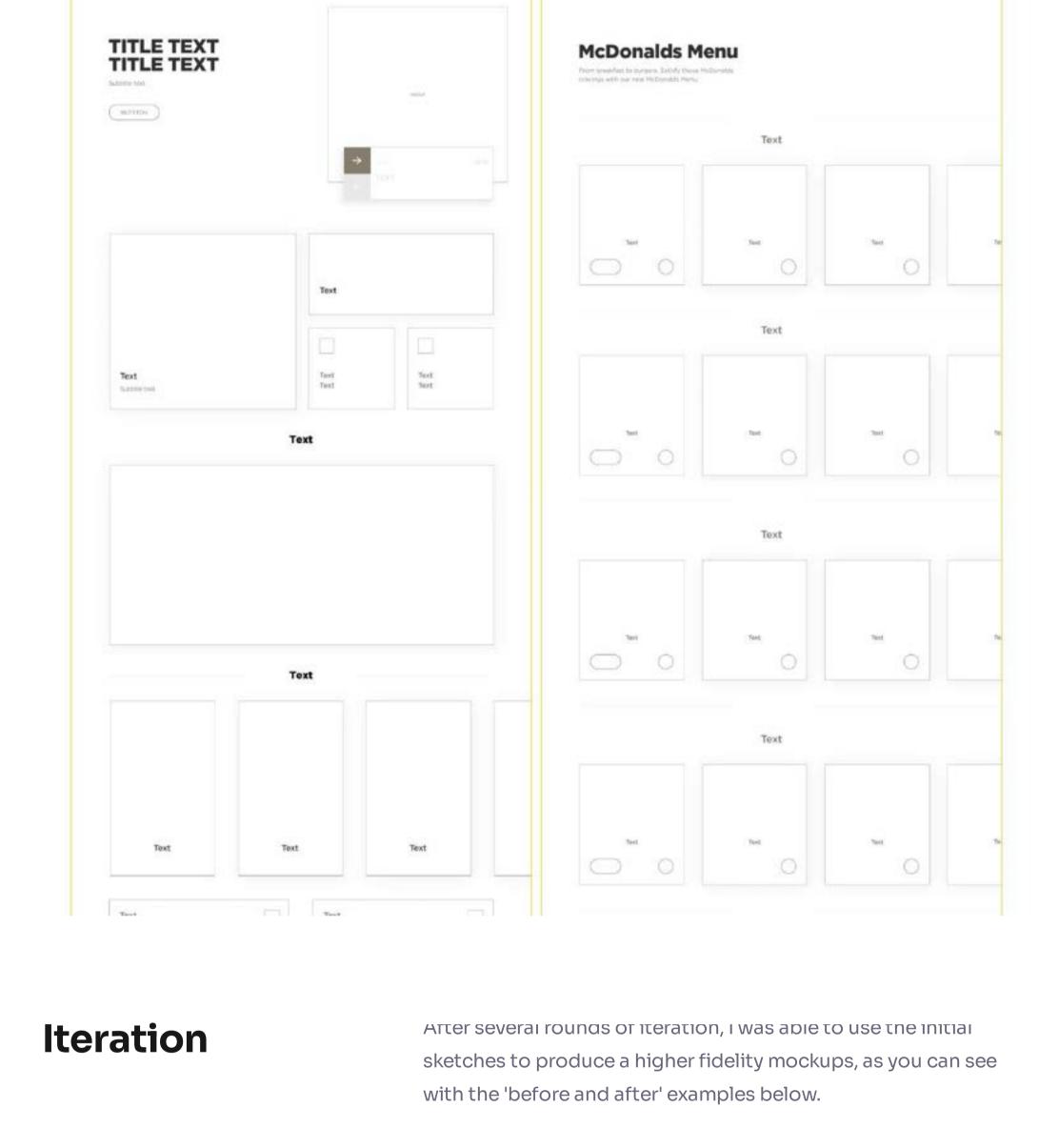
Concept

Ine concept was simple. Improve the original UI by modifying the content flow, whilst providing users with more information in a new seamless design which better suits the McDonalds brand. I

started the process by creating some wireframes.

looked online to find any pain points other customers had.

TEAT



cnose to make the landing page a slider showcasing the newest local oπerings, I telt this type of marketing

was minimal in the original design and also lacked the striking aesthetic compared to the style I decided on

NACHO CHEESE

WEDGES

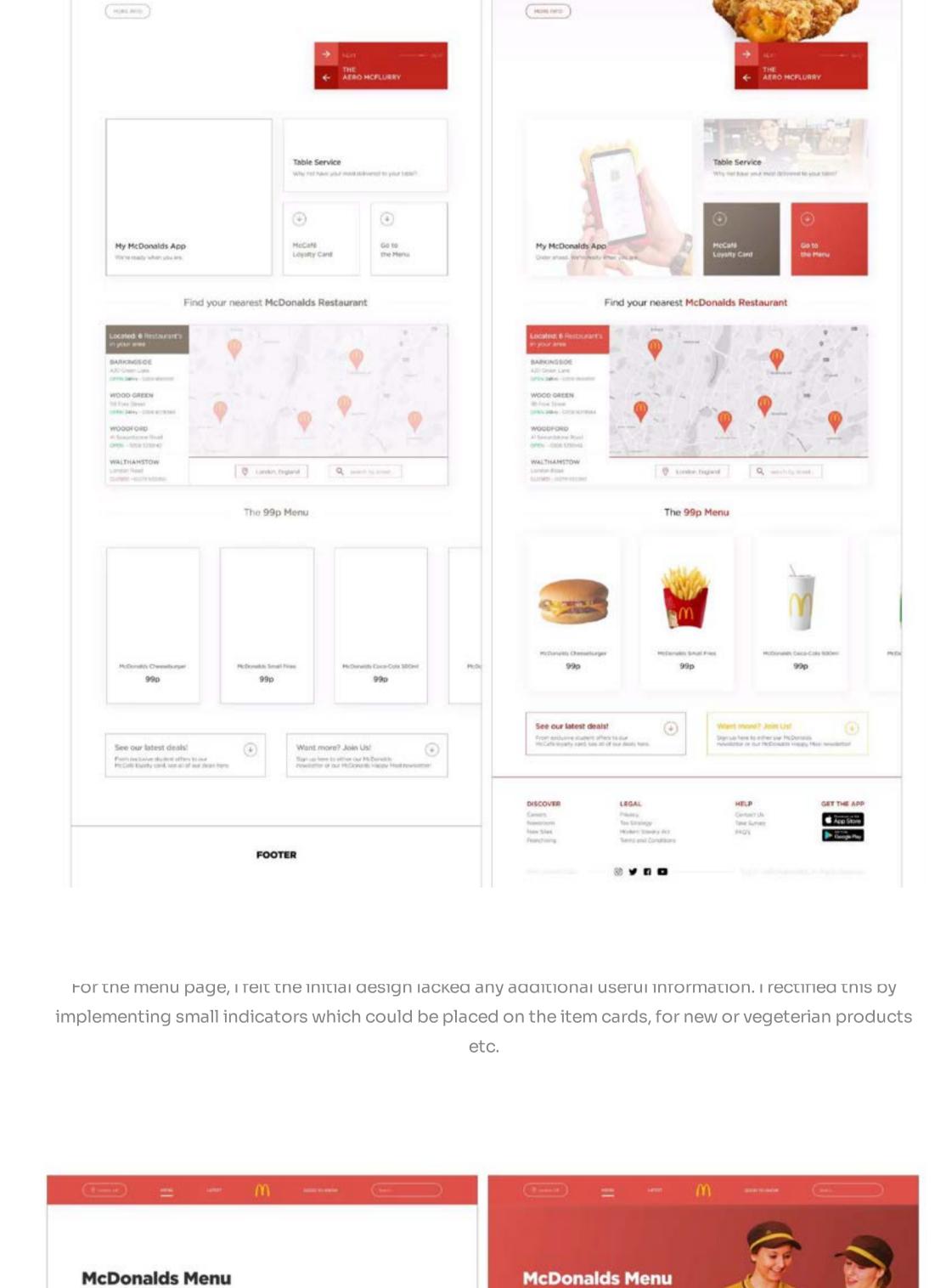
SAY HOWDY TO DUR

(Cont.) was love (M. annual Cont.)

NACHO CHEESE

WEDGES

SAY HOWDY TO OUR



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Big Testy with Basse Chicken Big Testy

A Description of the Chicken B

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Breakfast

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Chicken Selects & McNuggets

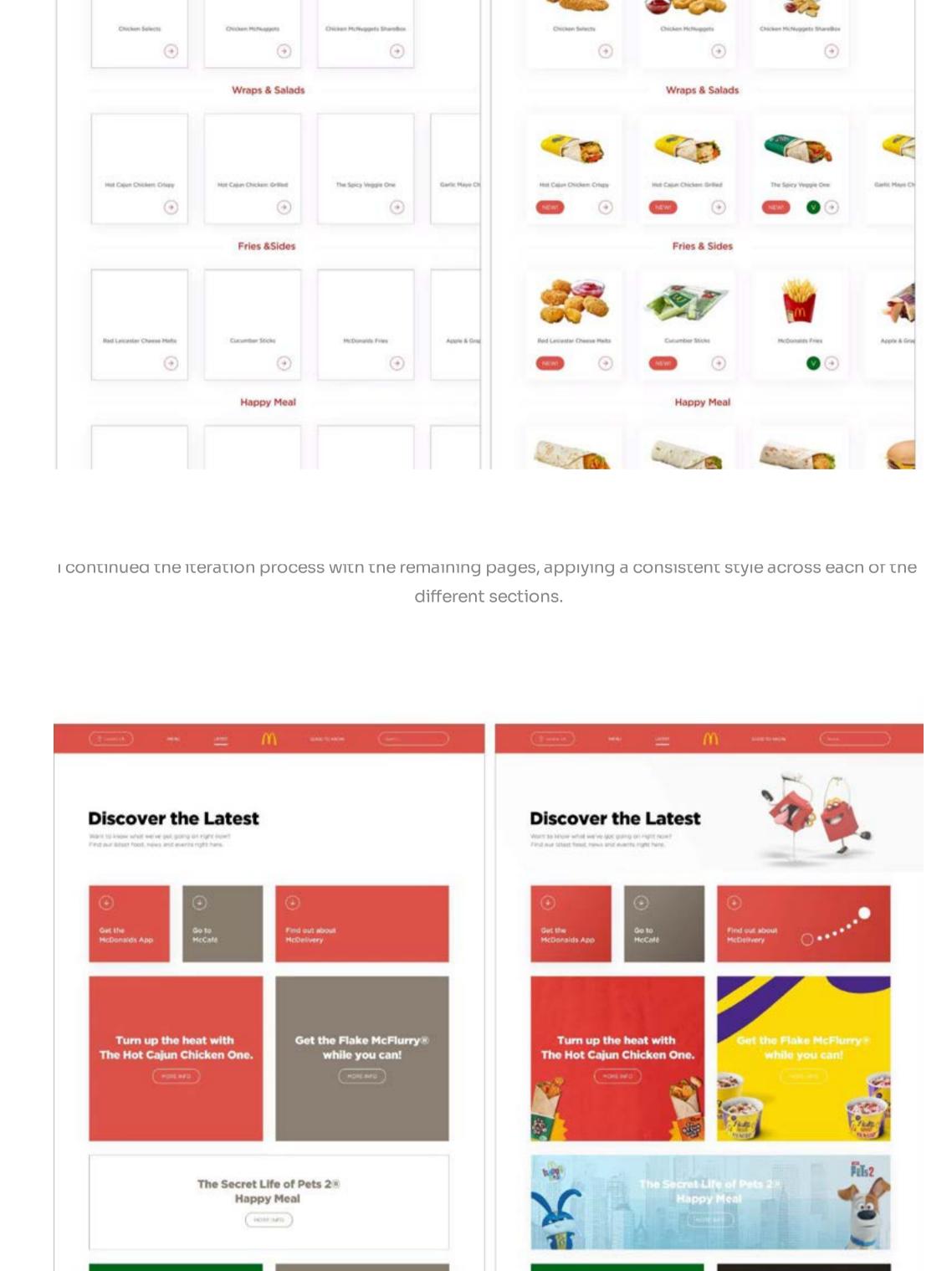
(1)

Breakfast

Burgers

Chicken Selects & McNuggets

0



Sign Up to PitEE
McDonalids WI-PI

McCarlé
Loyalty Card

Join
Our Team

Want More? Join Us

Our Team

Bring on the Bubbles.

Get the Aero McFlurry®

Love it in Luxury.

The Signature Collection®

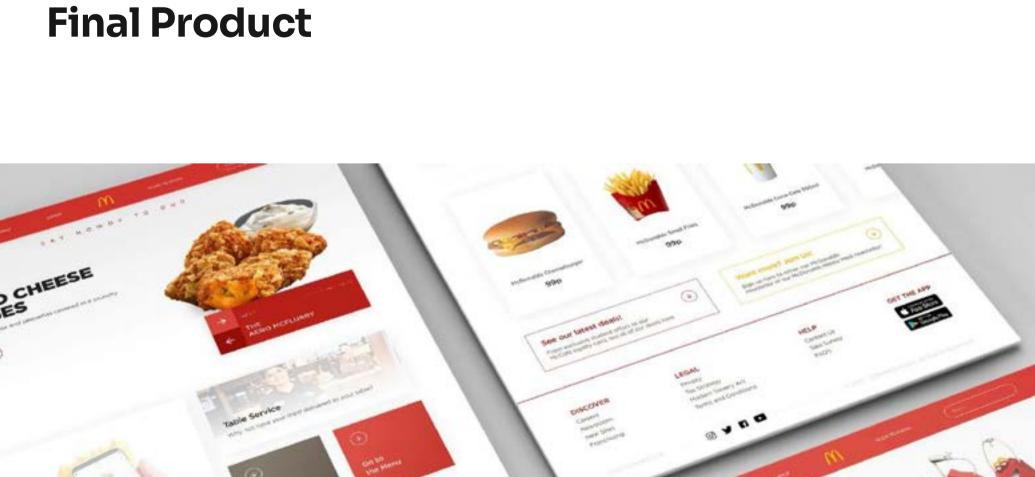
Find your nearest McDonalds Restaurant

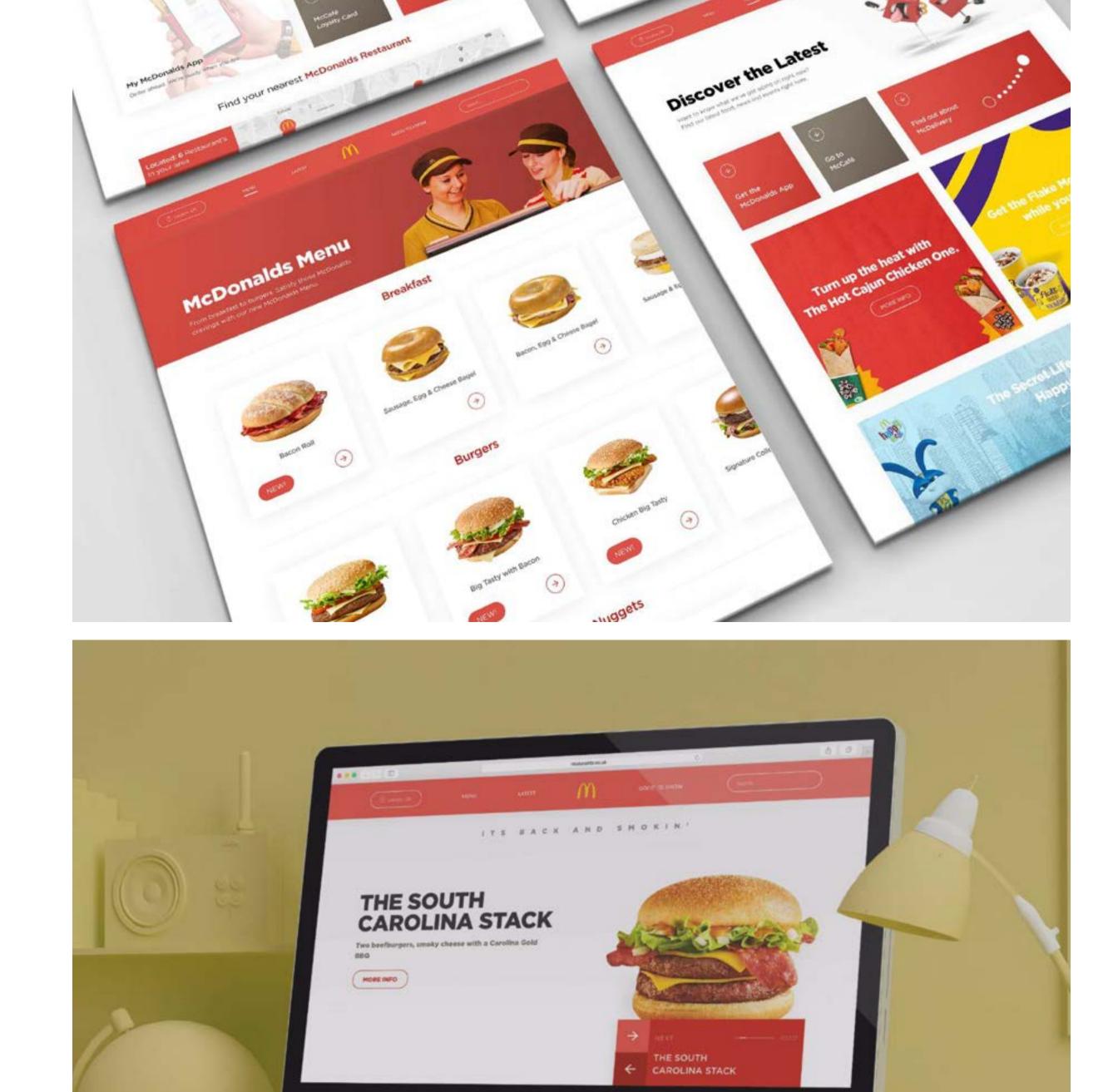
Love it in Luxury. The Signature Collection®

> Back to Menu

Bring on the Bubbles.

Get the Aero McFlurry®





Timeline

Est 2025

ь week Design Process / Solo Project / 2021.

LinkedIn Behance

↑ Scroll up