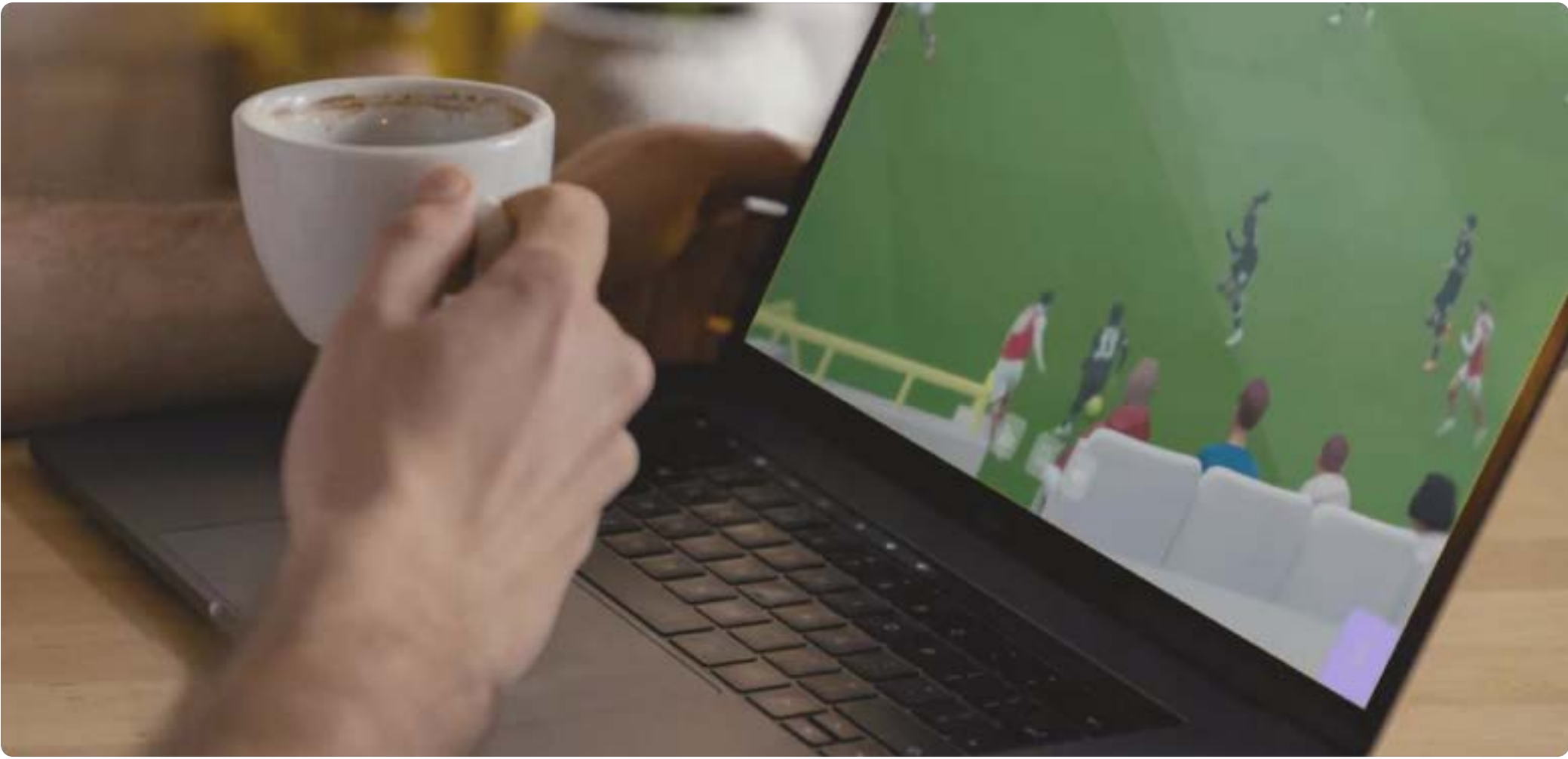




the work!

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



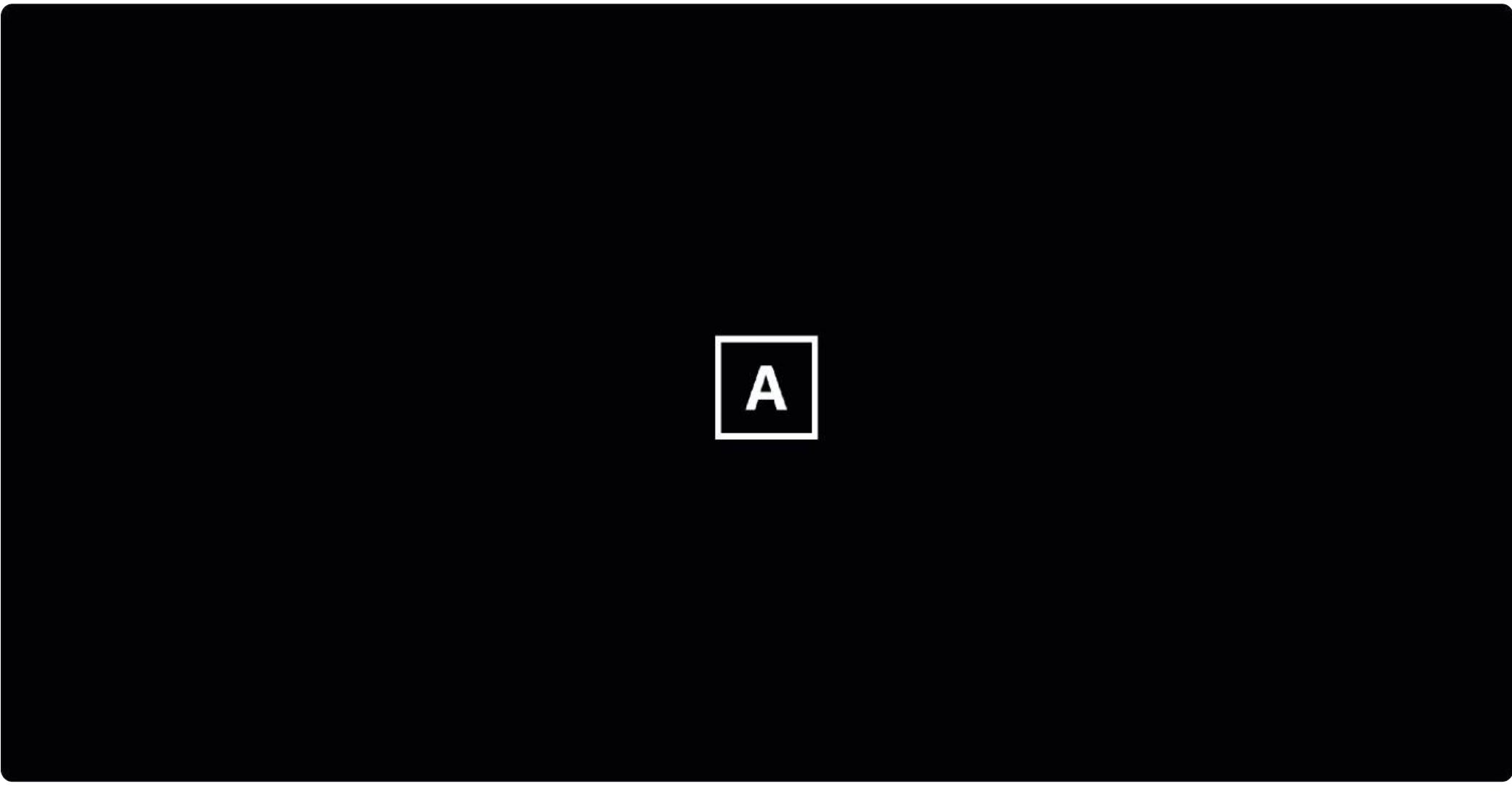
Kickoff

Framer

Cinema 4D

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

ONLINE PLATFORM



Aurora Roofing

Framer

Figma

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

RESPONSIVE WEB DESIGN



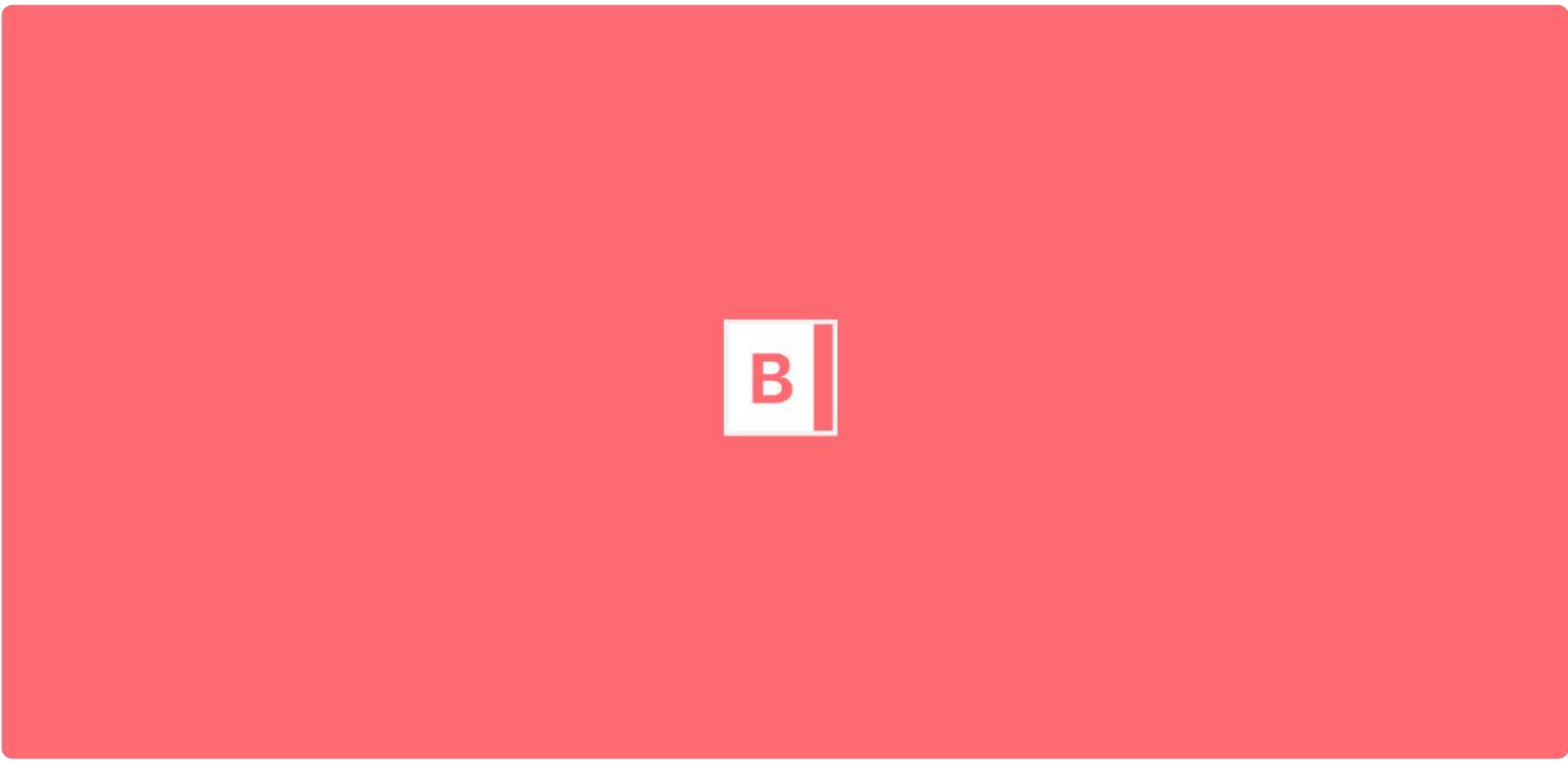
GUCCI

Adobe XD

Cinema 4D

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

INTERACTIVE UI & APP DESIGN



Bookshelf

Adobe XD

Photoshop

A climate conscious app to promote upcycling, providing a platform for those who want to make or share their latest upcycled creations.

APP DESIGN



McDonalds

Adobe XD

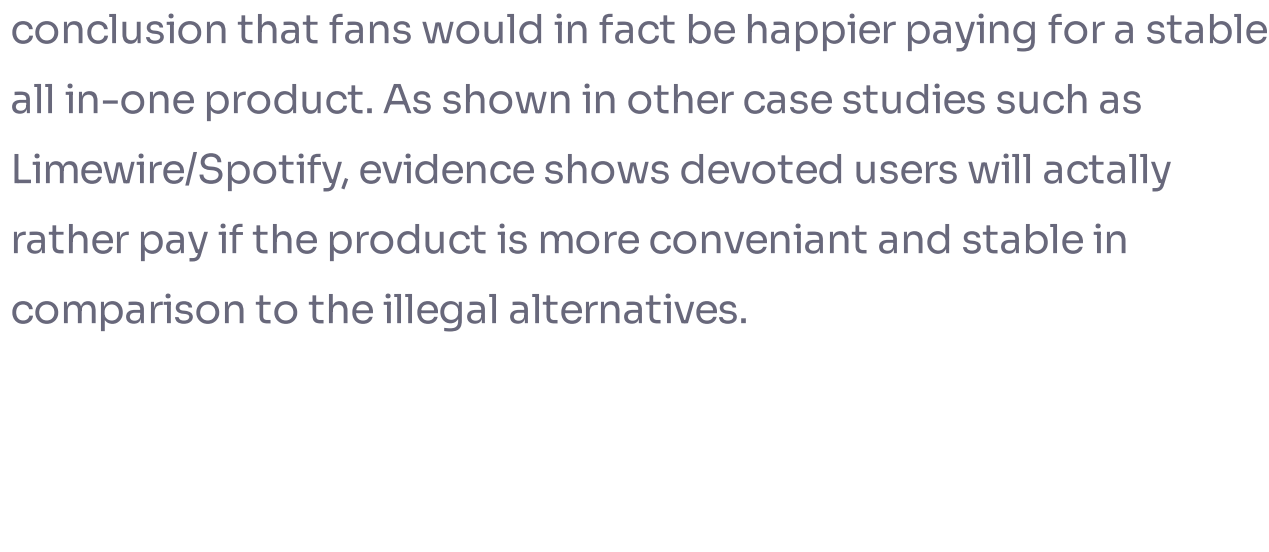
Photoshop

Modern website concept for the UK McDonalds branch.

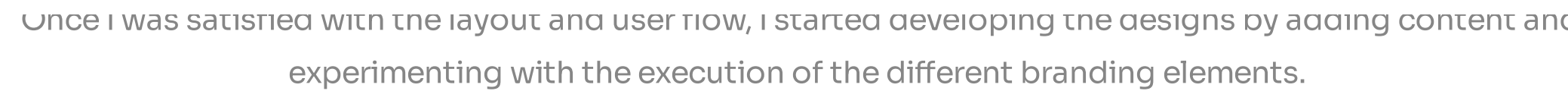
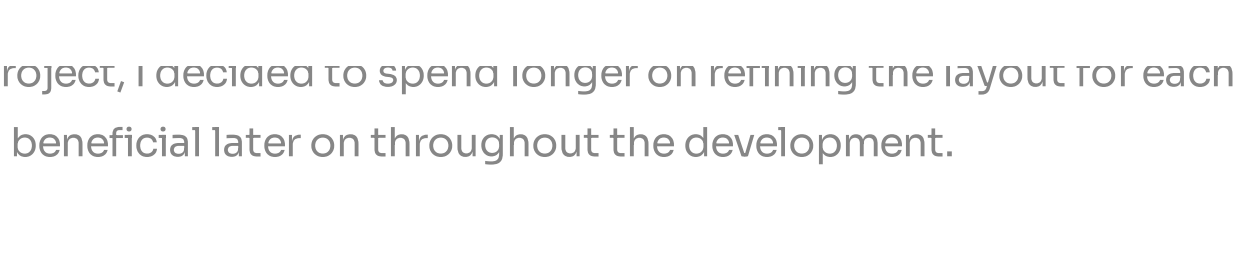
WEB RE-DESIGN

shanetechnology.email@gmail.com

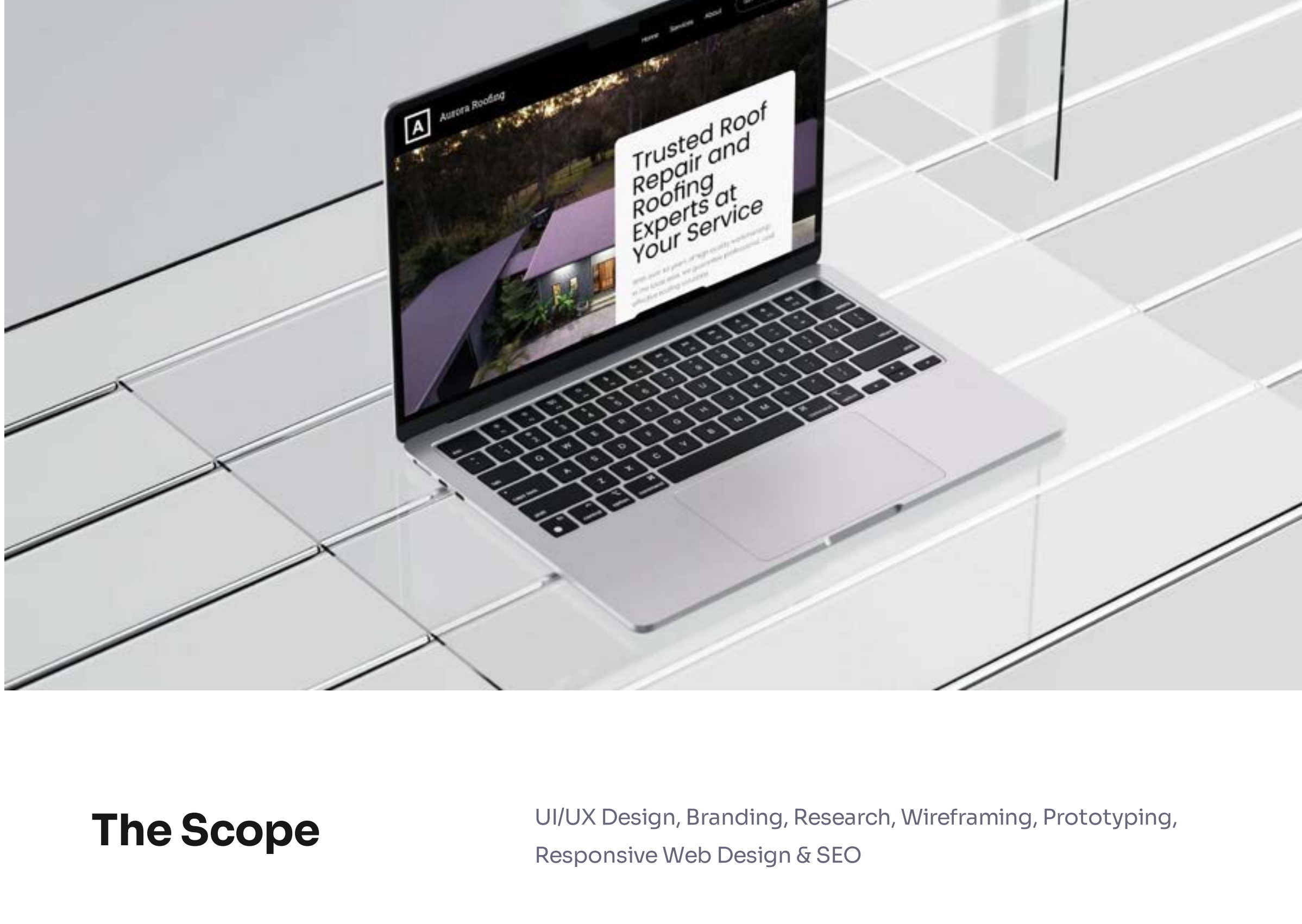
↑ Scroll up



outlines the different functions and features of the service.



Aurora Roofing

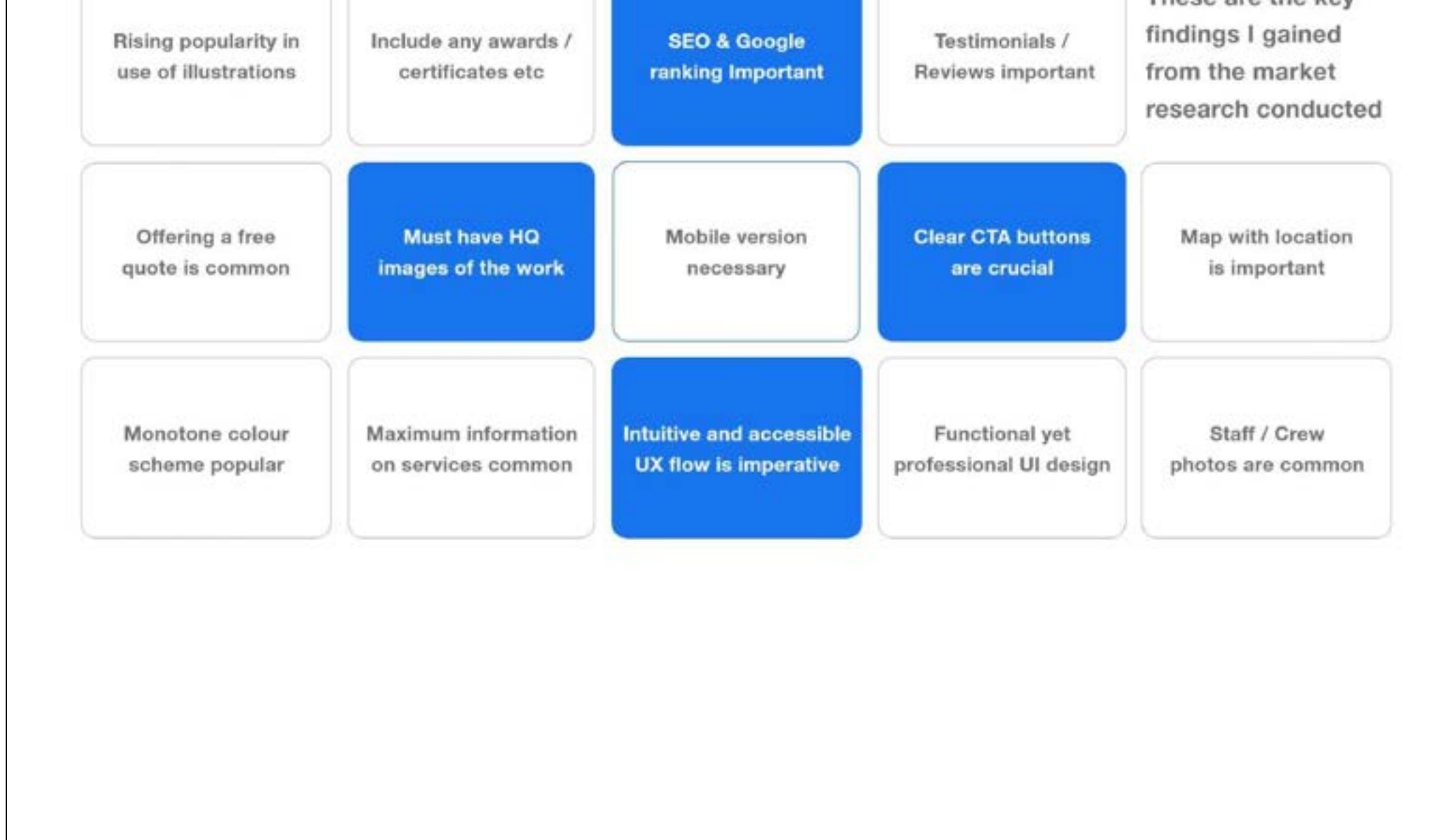


The Scope

UI/UX Design, Branding, Research, Wireframing, Prototyping, Responsive Web Design & SEO

The Problem

In the roofing industry, outdated websites cost revenue and visibility.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.

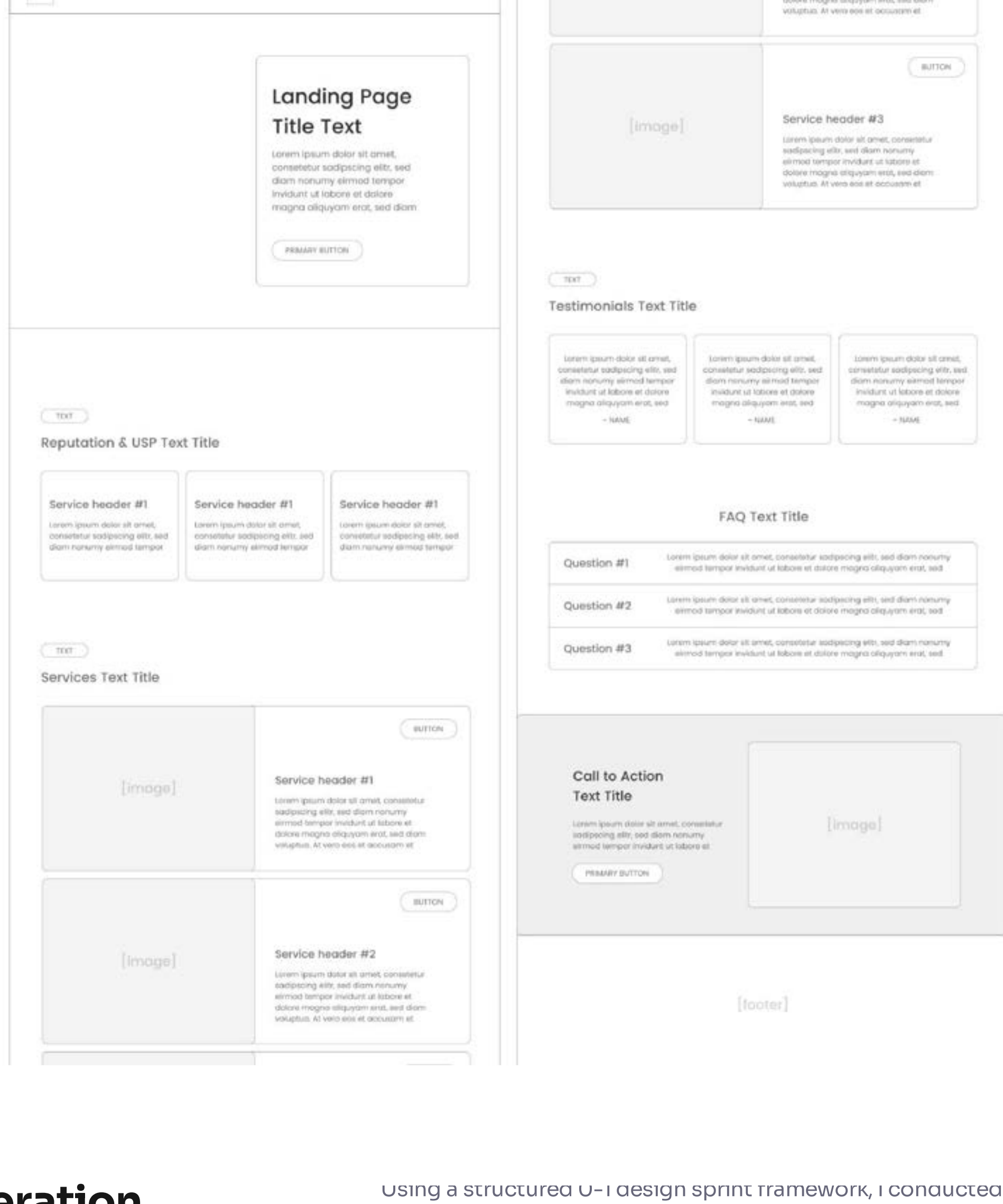


Research

Through stakeholder interviews and competitor analysis, I identified key UX patterns and conversion barriers across ~10 roofing websites. These actionable insights directly informed high-fidelity wireframes that met client expectations for usability and conversion optimization.

Concept

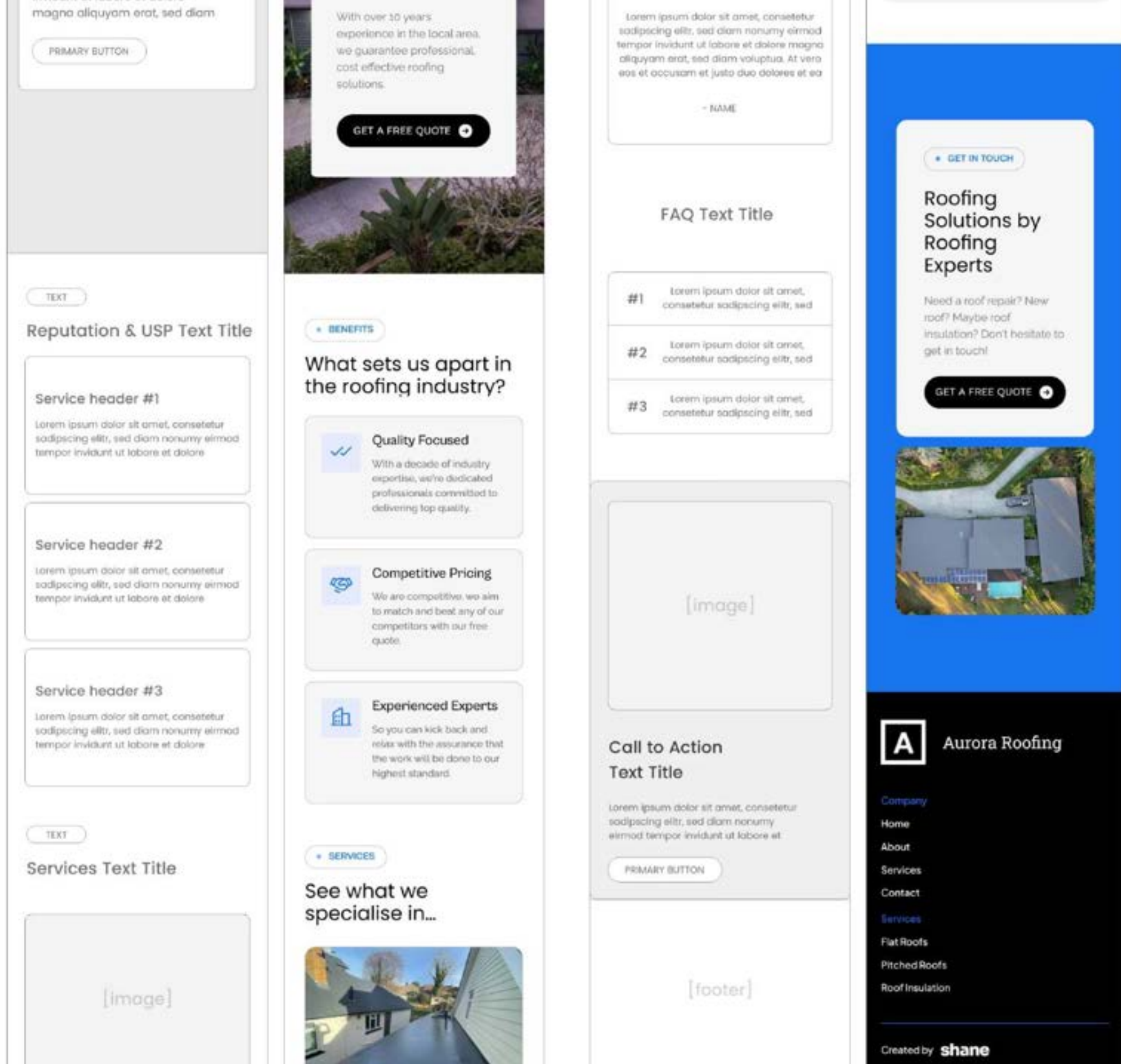
A functional and professional modern 5-page website for a roofing agency, increasing customer retention, conversion and brand awareness.



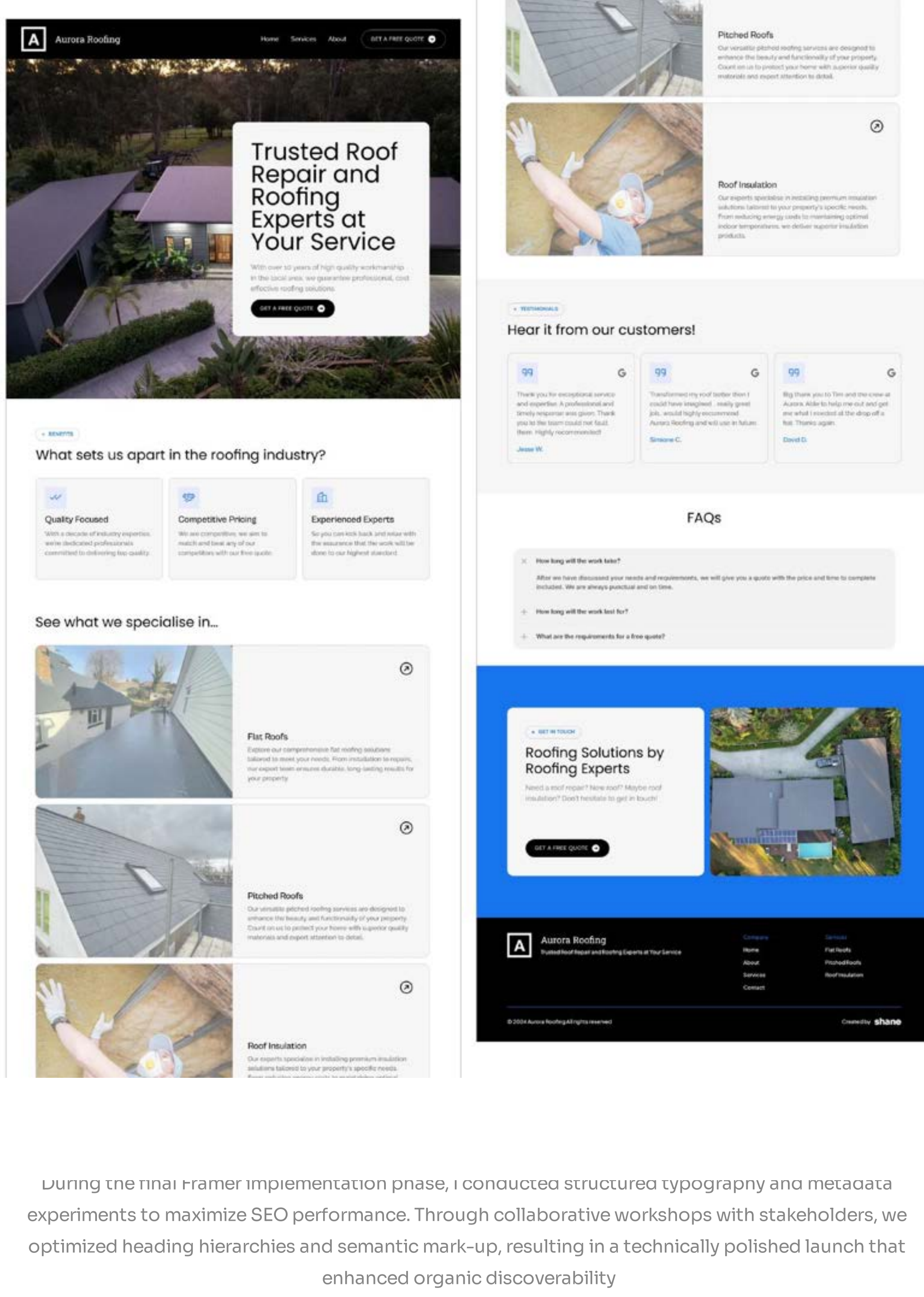
Iteration

Using a structured U+1 design sprint framework, I conducted 3 prioritised feedback sessions with stakeholders to refine wireframes. This iterative process resolved usability conflicts early, ensuring the final UI aligned with both user needs and business goals through rapid prototyping, iteration and validation.

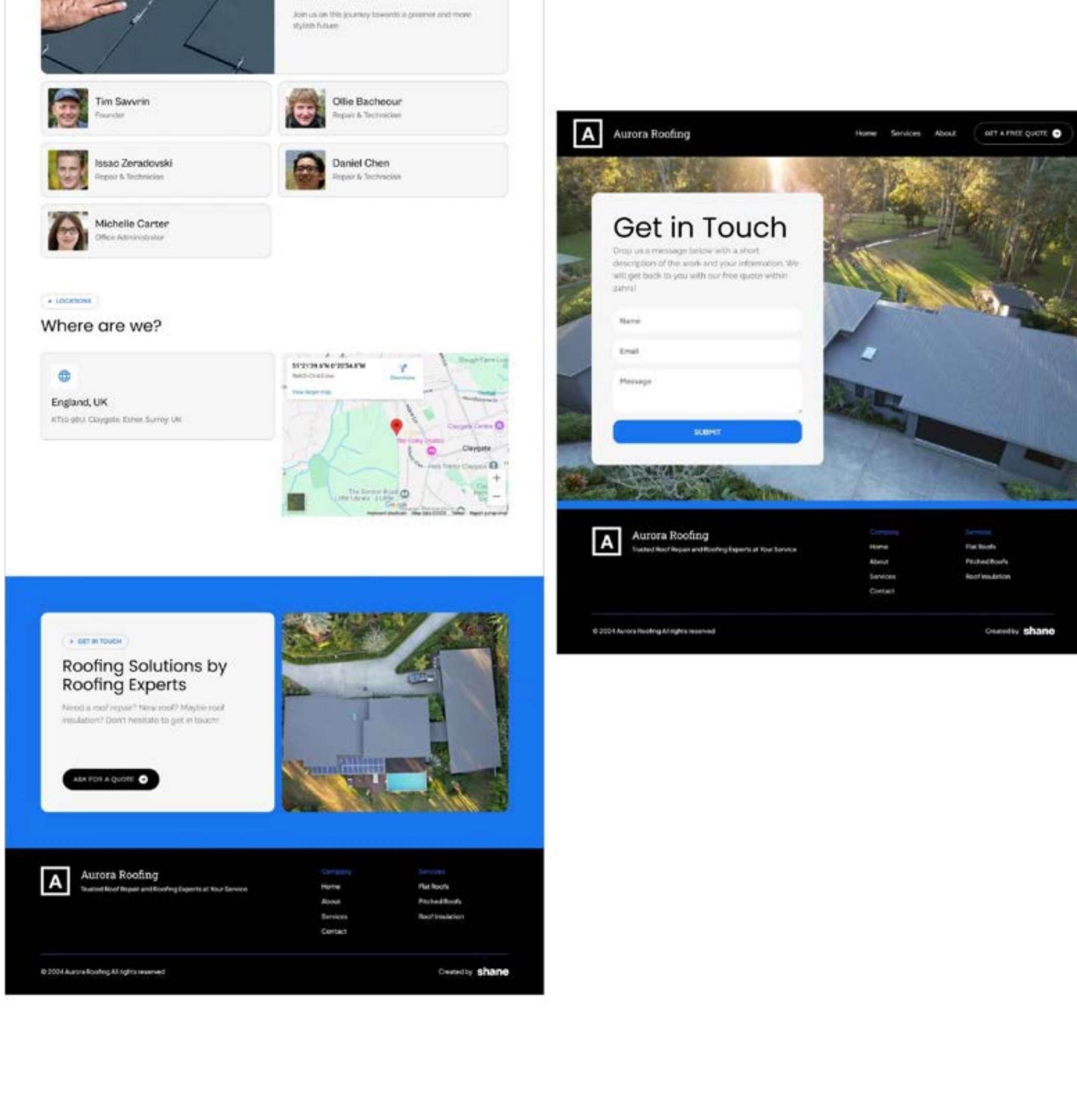
From here I was able to replicate this process with the initial wireframe drafts for the mobile versions, upon which I iterated and developed based on the feedback I received at the testing intervals of the project.



After finalizing brand guidelines, I utilized Figma's component system to implement the approved design language across all 5 website pages. This maintained consistent system execution throughout every interface element, ready for development.



During the final Framer implementation phase, I conducted structured typography and metadata experiments to maximize SEO performance. Through collaborative workshops with stakeholders, we optimized heading hierarchies and semantic mark-up, resulting in a technically polished launch that enhanced organic discoverability.



Final Product



Timeline

4 WEEK DESIGN PROCESS / 5010 PROJECT / 2024.

GUCCI

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

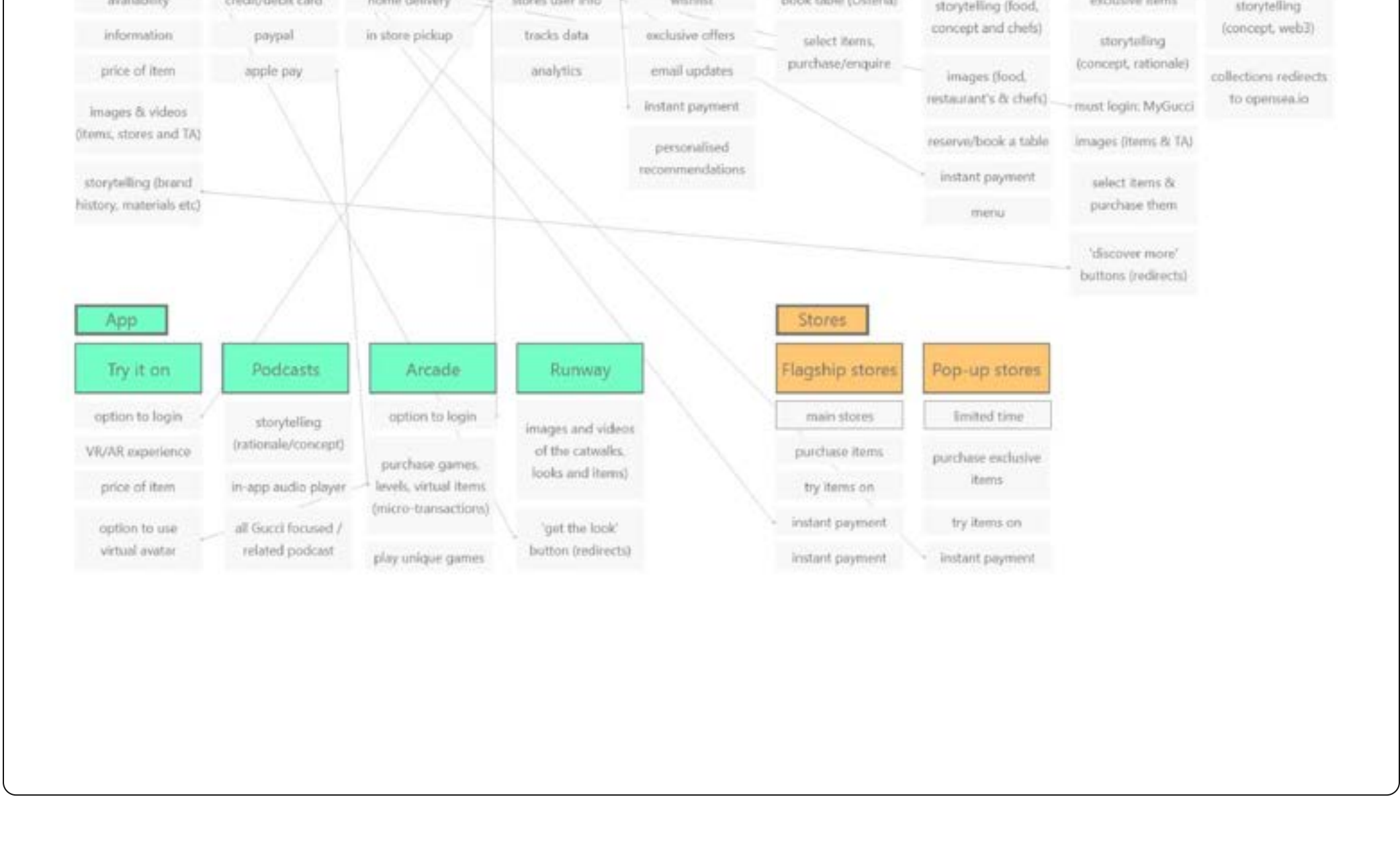


The Scope

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

The Problem

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 locations.



Research

I conducted both primary and secondary research into the Gucci brand design and from this I decided I would keep with the traditional Gucci aesthetic and brand material. I also undertook surveys and interviews with the Gucci customer base to realize their pain points with the company and their current experience. 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.

Concept

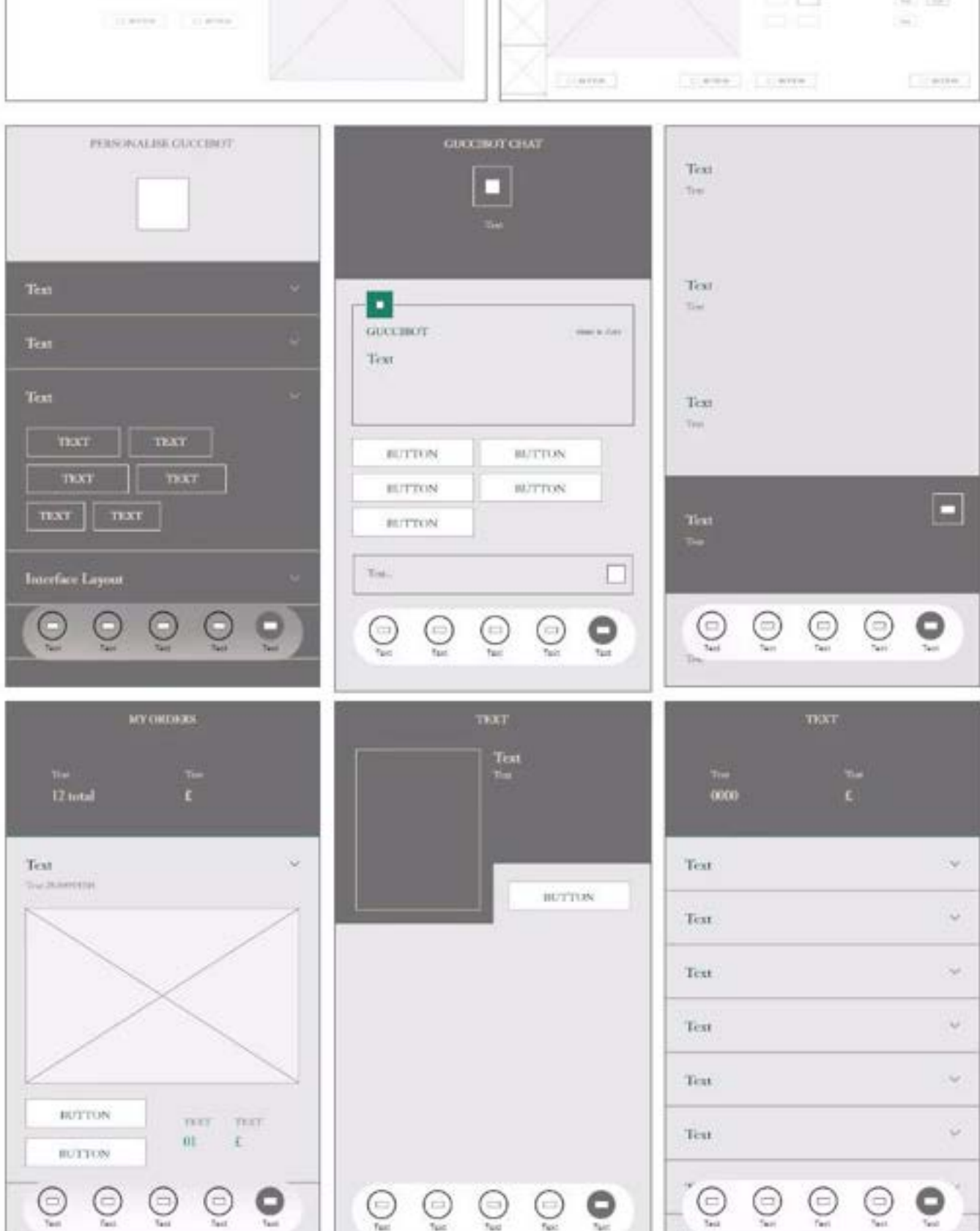
Give people a reason to visit in store and create a talking point within the community, in aim of converting more sales. To achieve this, my idea was to implement a physical in-store assistant in the form of the Guccibot.



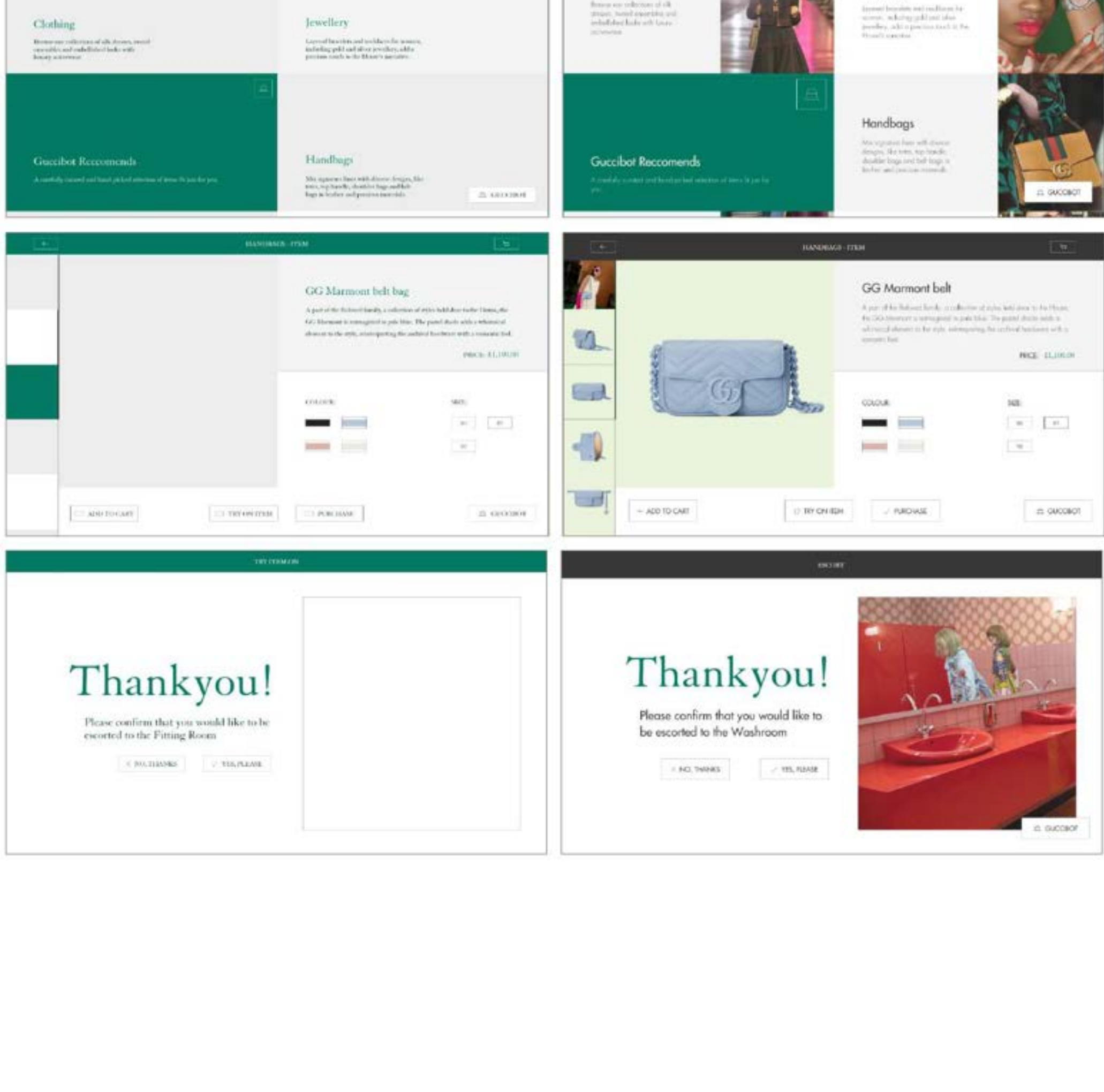
Iteration

As with all projects, I started by creating wireframes, for both the physical interface and the app interface. Below are a selection of these initial wireframe drafts.

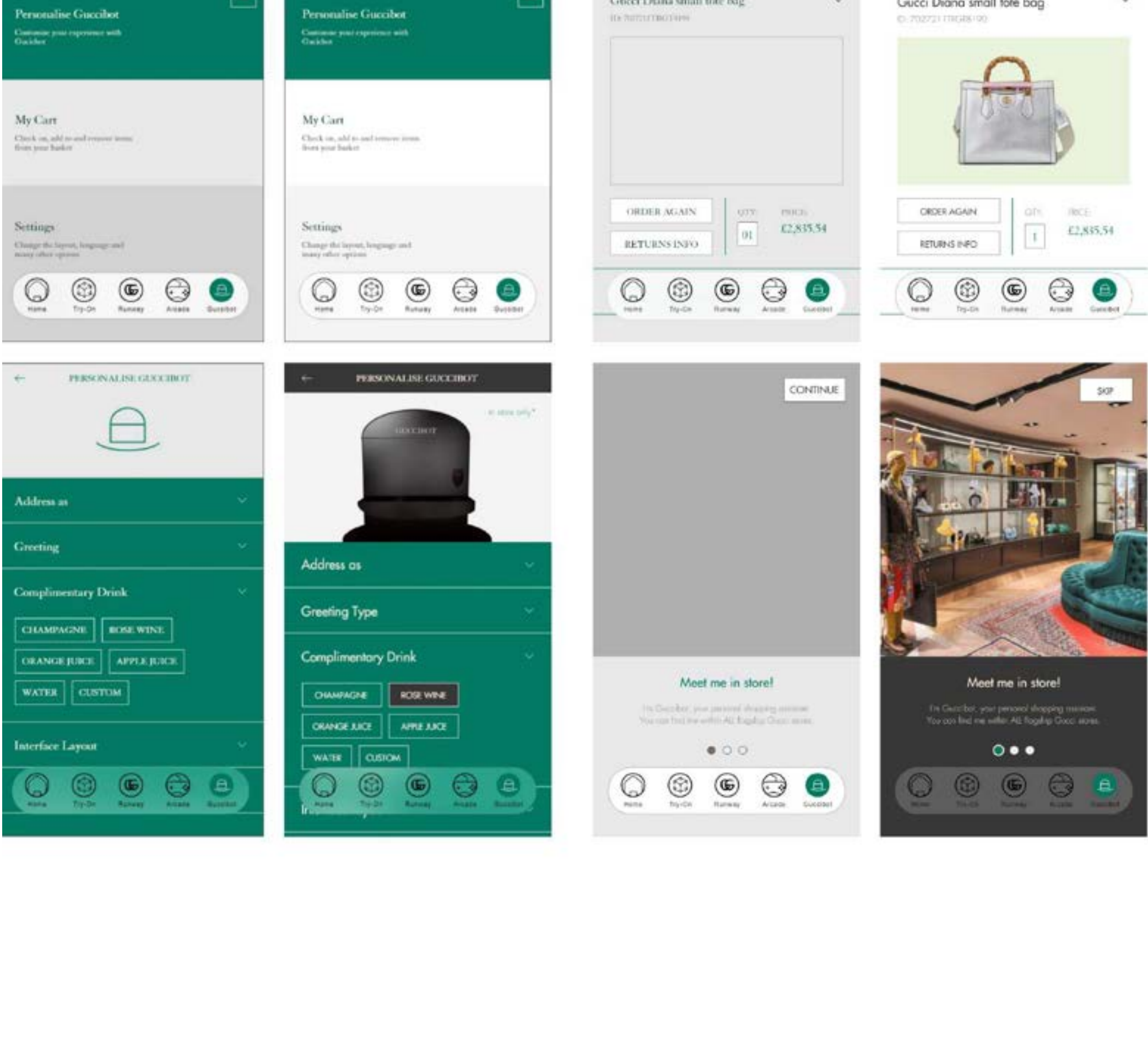
It was important to maintain a consistent aesthetic across both the mobile and physical interfaces so in this early stage I decided on using a box layout with matching typography and colour.



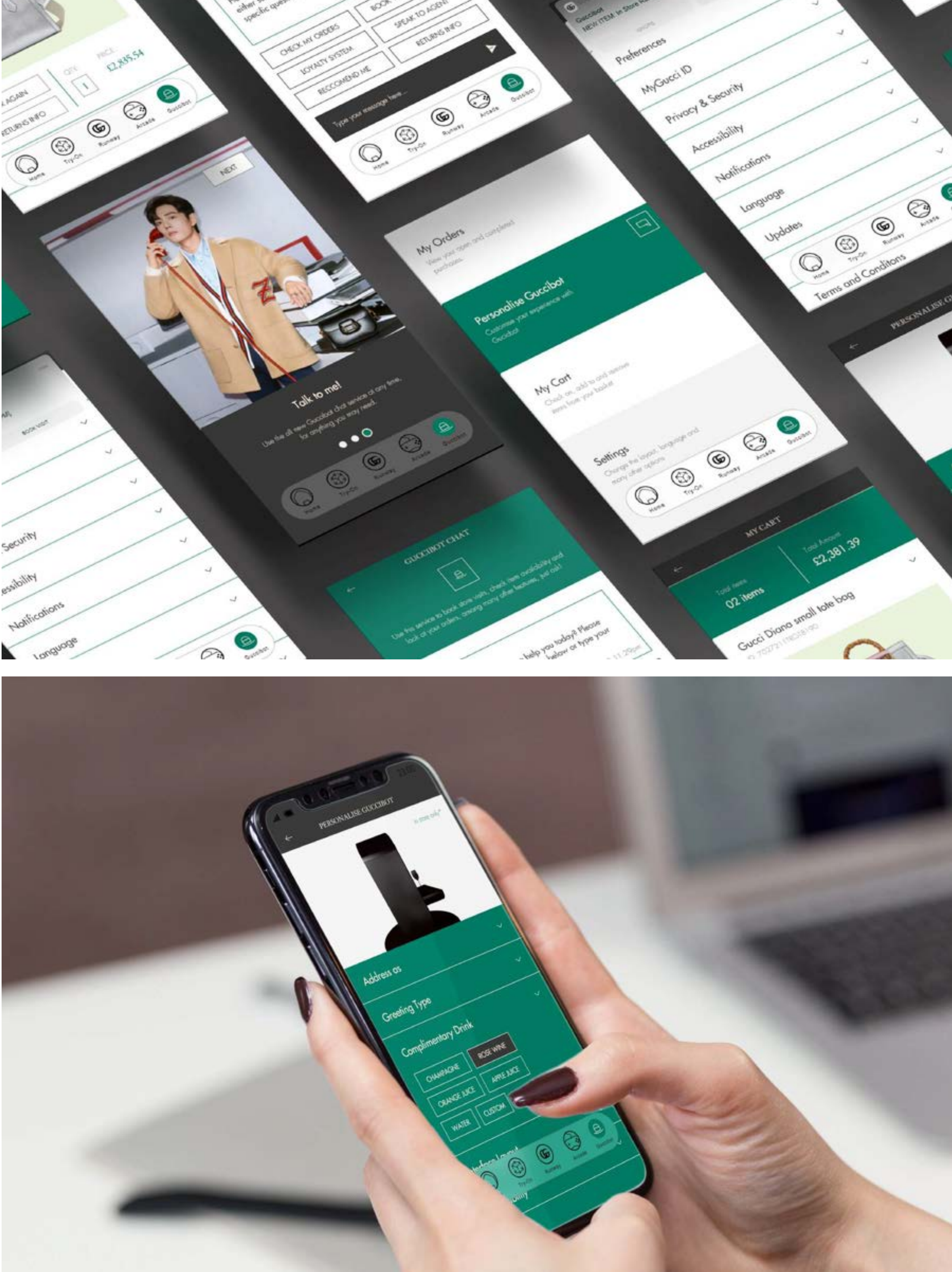
From here I was able to keep developing and refining each screen, experimenting with different variations of content and typography.



I followed a similar process for the app design, using user feedback from testing sessions as a metric for gradual improvement with each iteration.



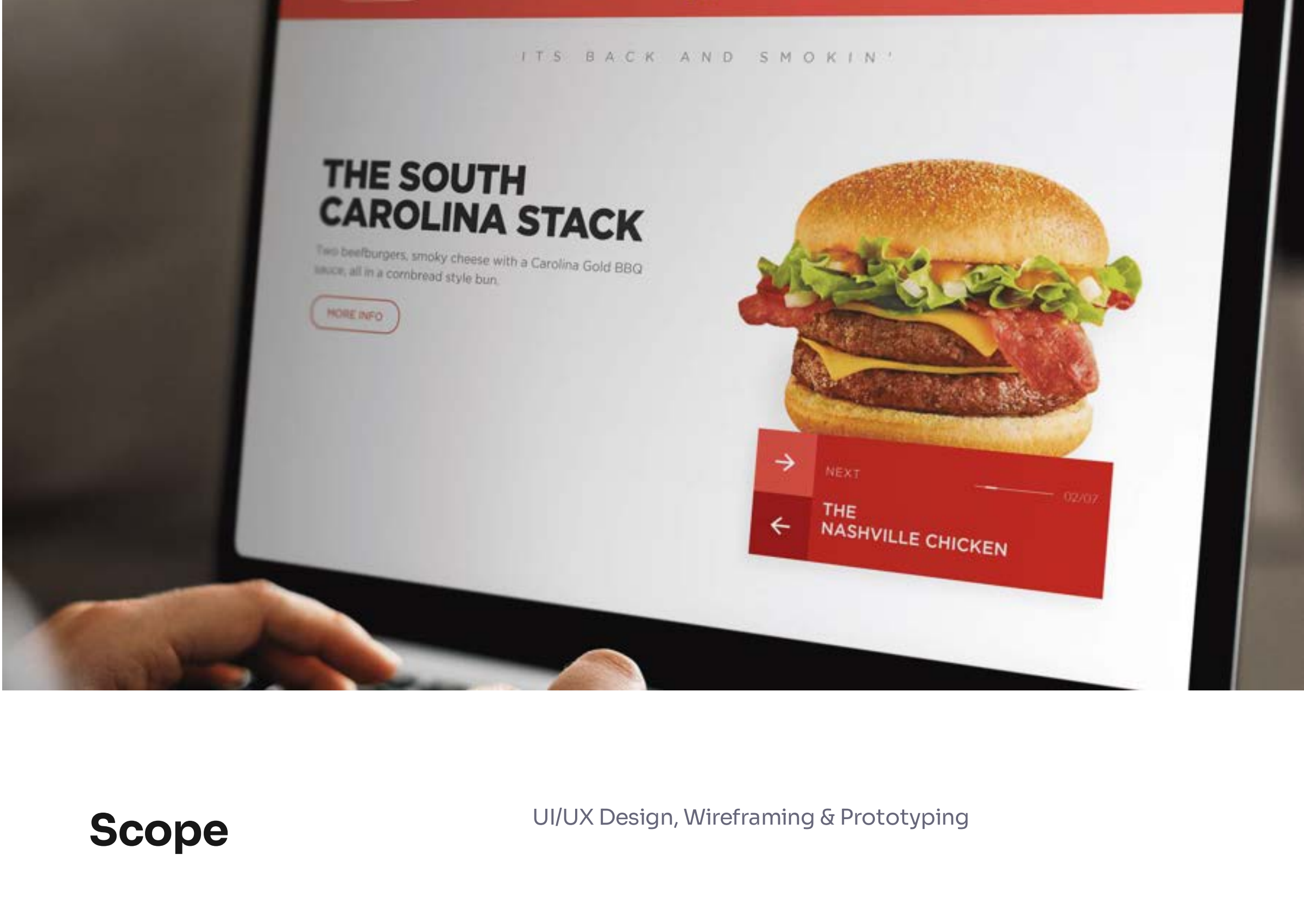
Final Product



Teamline

12 week Design Process / Solo Project / 2023.

McDonalds. I wasn't lovin' it.

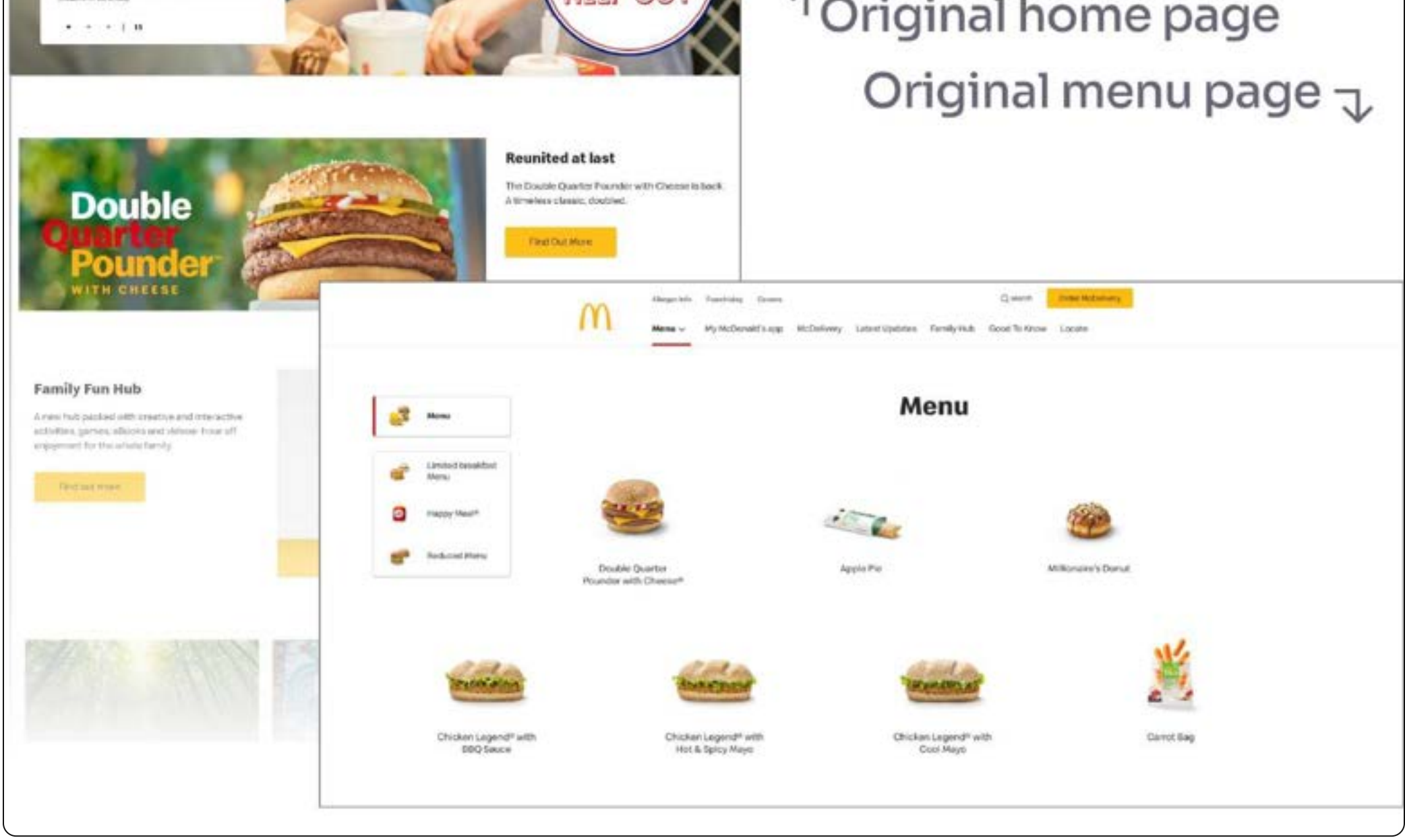


Scope

UI/UX Design, Wireframing & Prototyping

The Problem

Original design lacked modernity. The website structure was outdated and contained incorrect information. Overall, I felt the site lacked the cohesion and professionalism aligned with their brand image and other product offerings.



Research

Research consisted of looking through the different web pages, highlighting any potential weaknesses with the design. I also looked online to find any pain points other customers had.

Concept

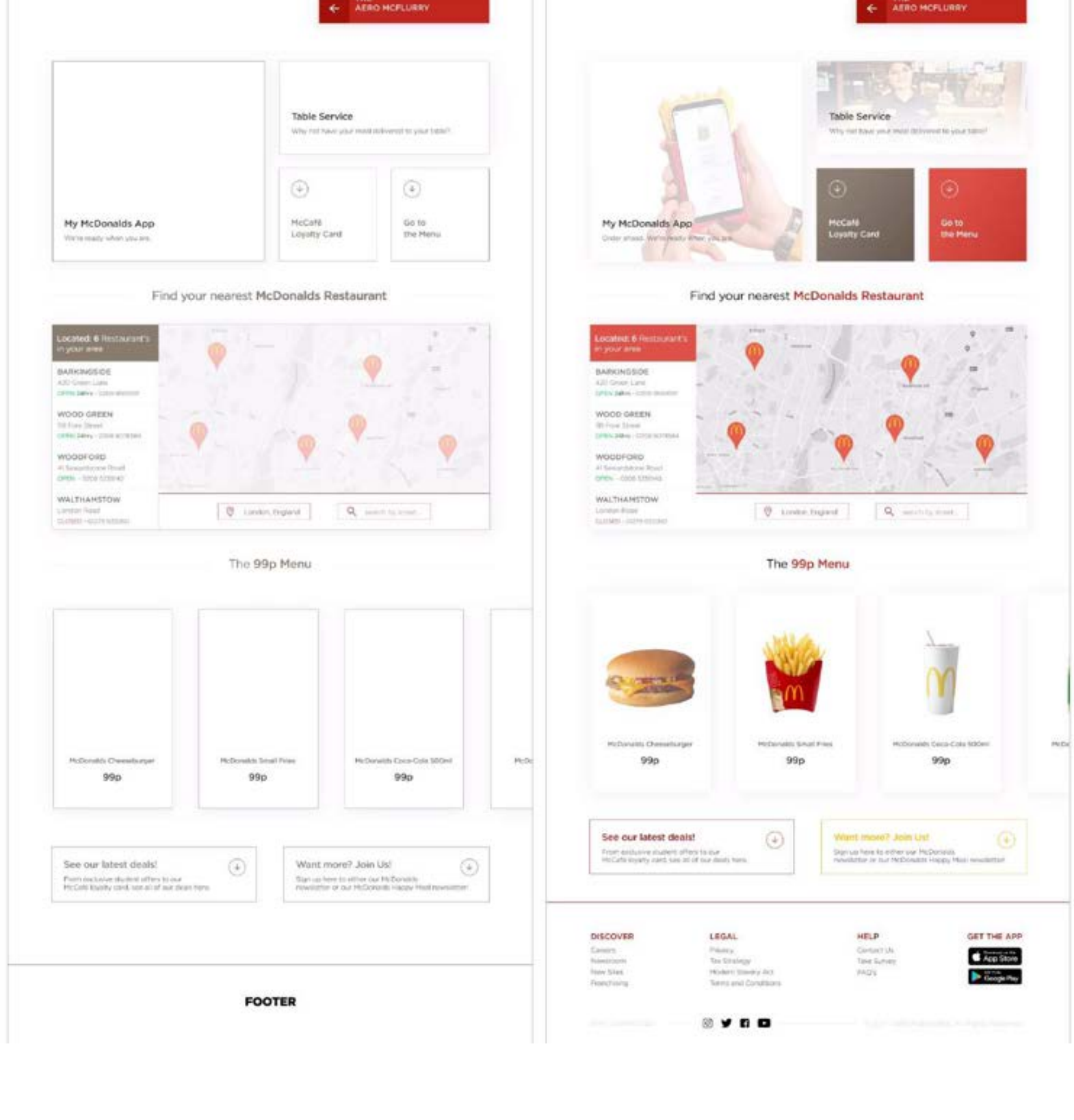
The concept was simple, improve the original ui by modernizing the content flow, whilst providing users with more information in a new seamless design which better suits the McDonalds brand. I started the process by creating some wireframes.



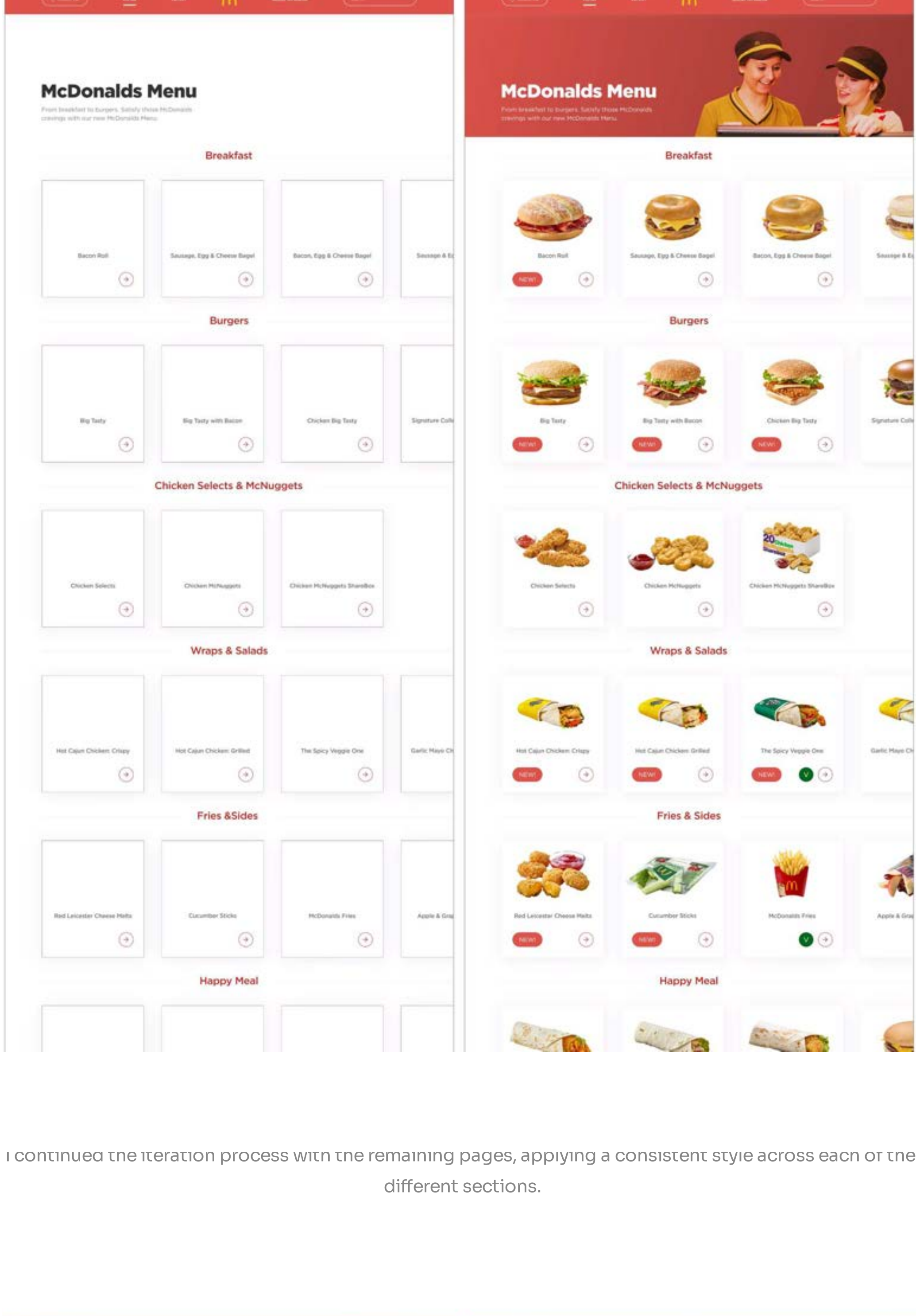
Iteration

After several rounds of iteration, I was able to use the initial sketches to produce a higher fidelity mockups, as you can see with the 'before and after' examples below.

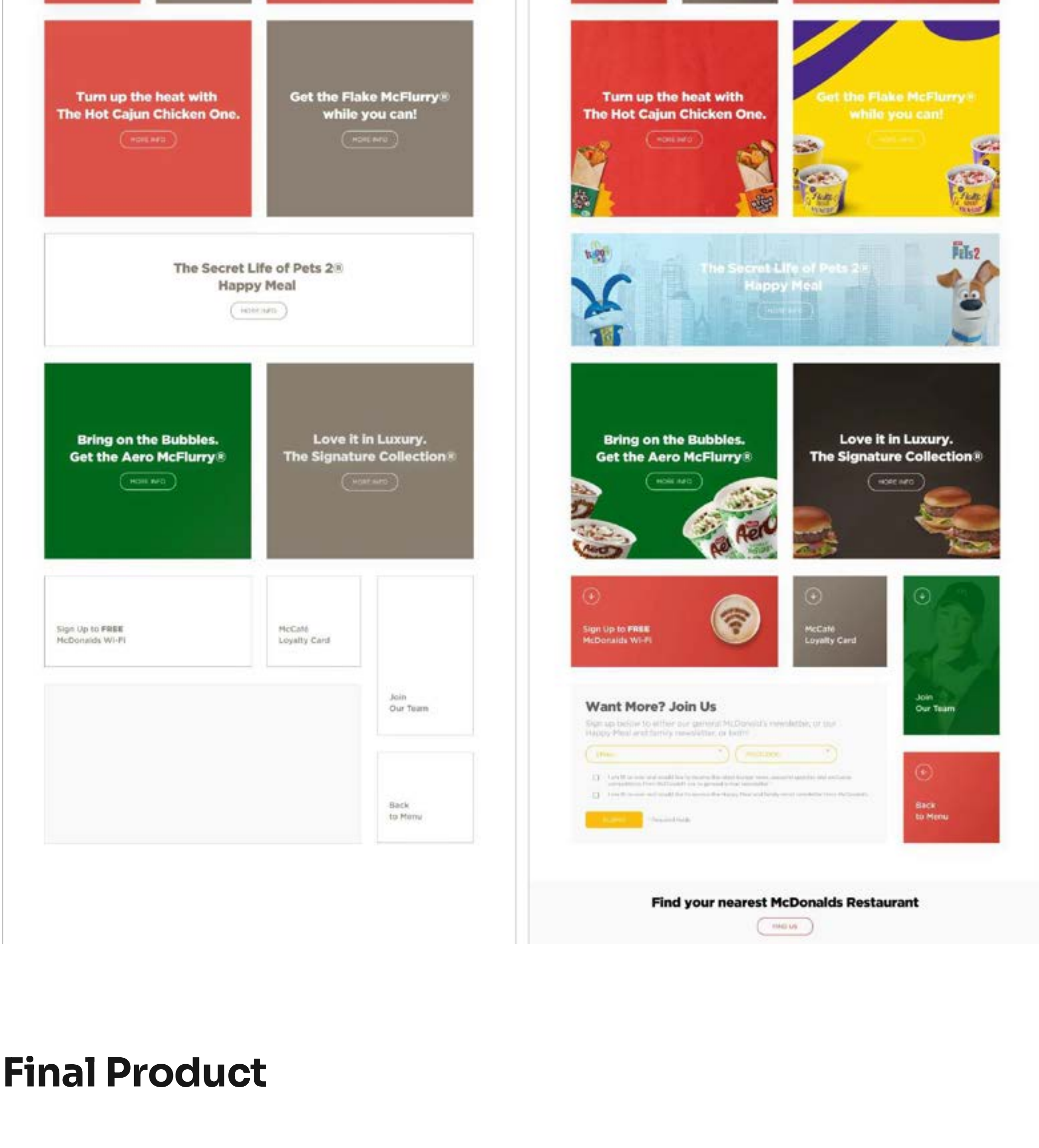
In order to make the landing page a slider showcasing the newest local offerings, I felt this type of marketing was minimal in the original design and also lacked the striking aesthetic compared to the style I decided on.



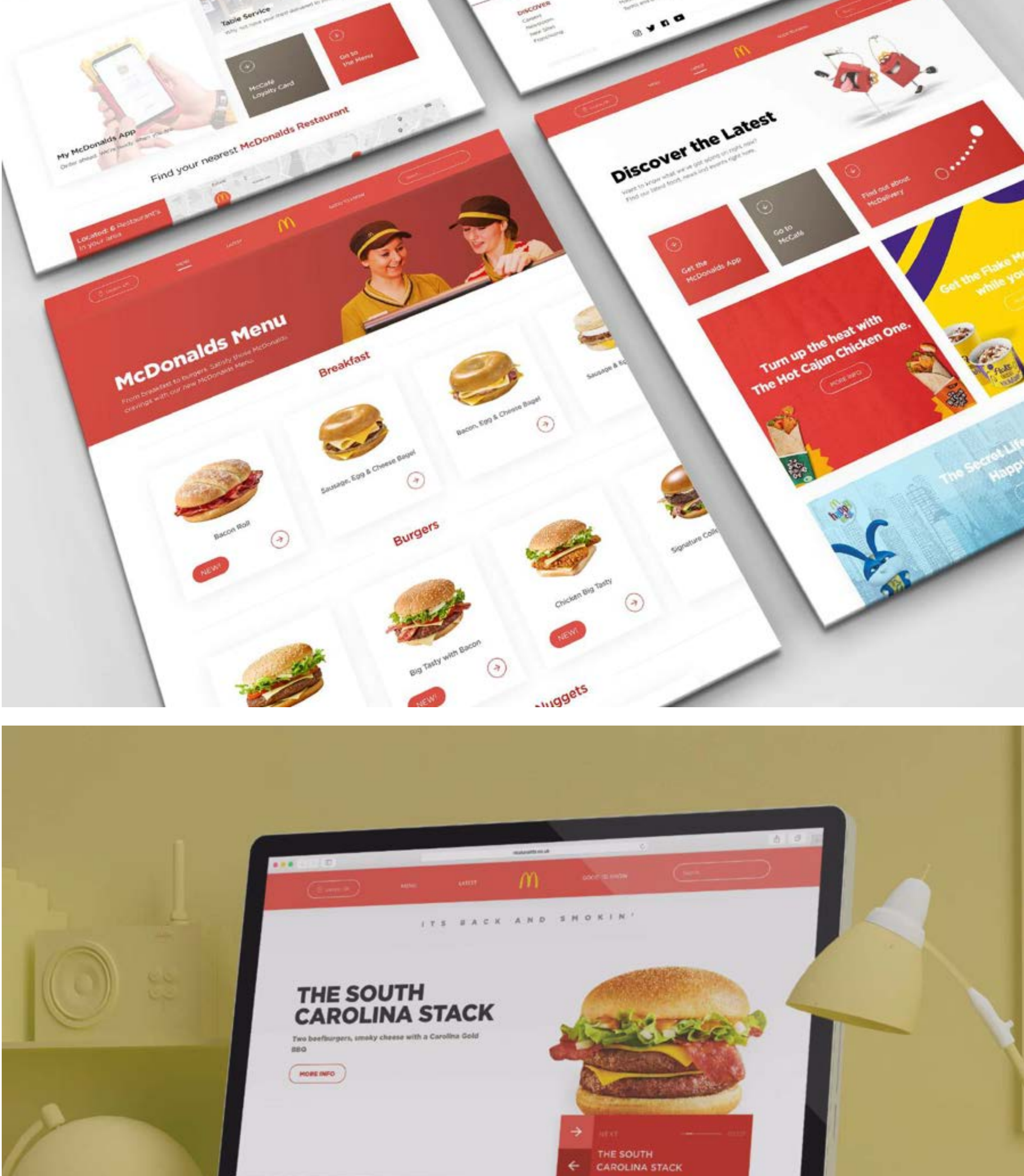
For the menu page, I felt the initial design lacked any additional user information. I rectified this by implementing small indicators which could be placed on the item cards, for new or vegetarian products etc.



I continued the iteration process with the remaining pages, applying a consistent style across each of the different sections.



Final Product



Timeline

6 week design process / solo project / zuzi.

↑ ScrollUp