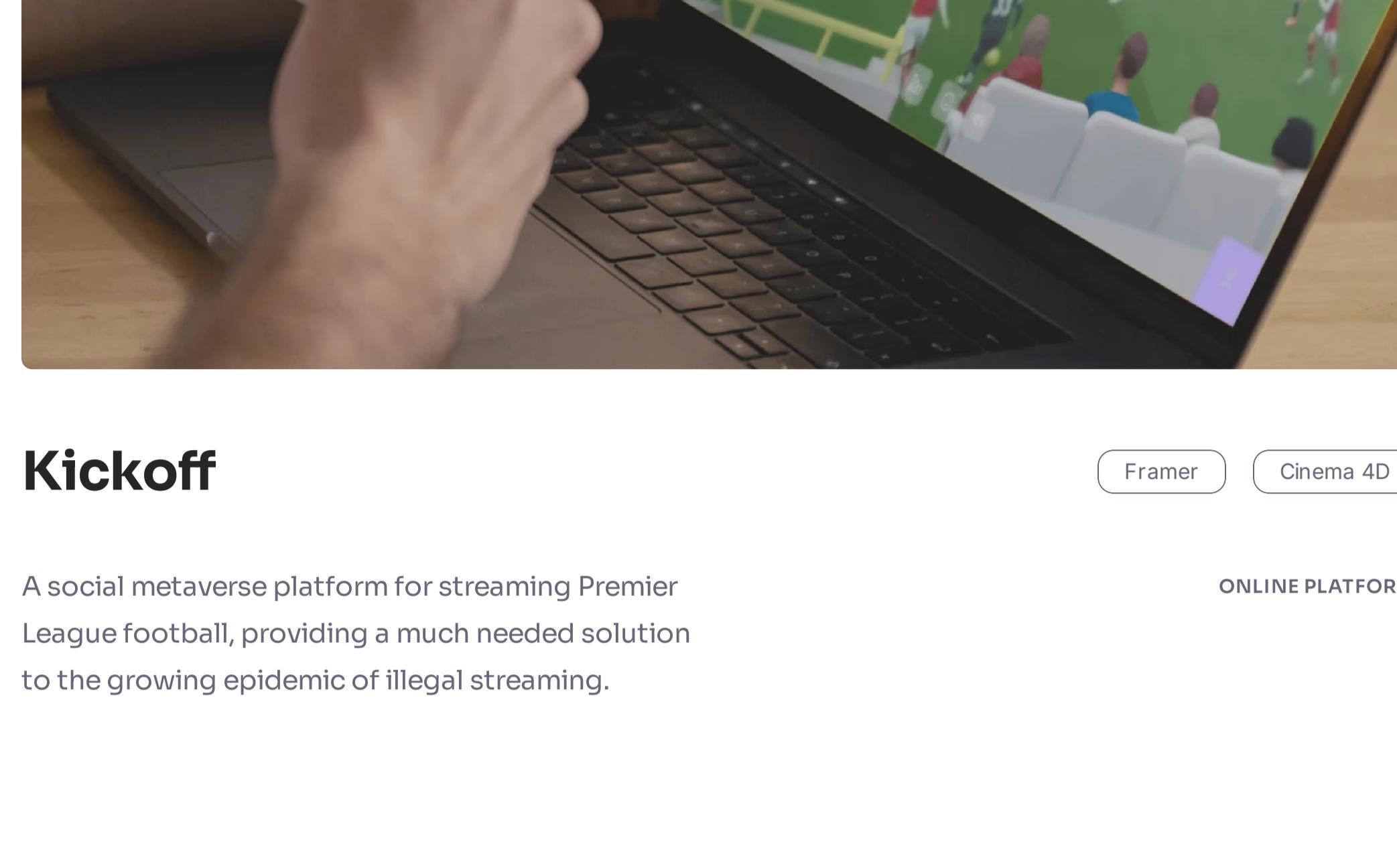




the work!

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

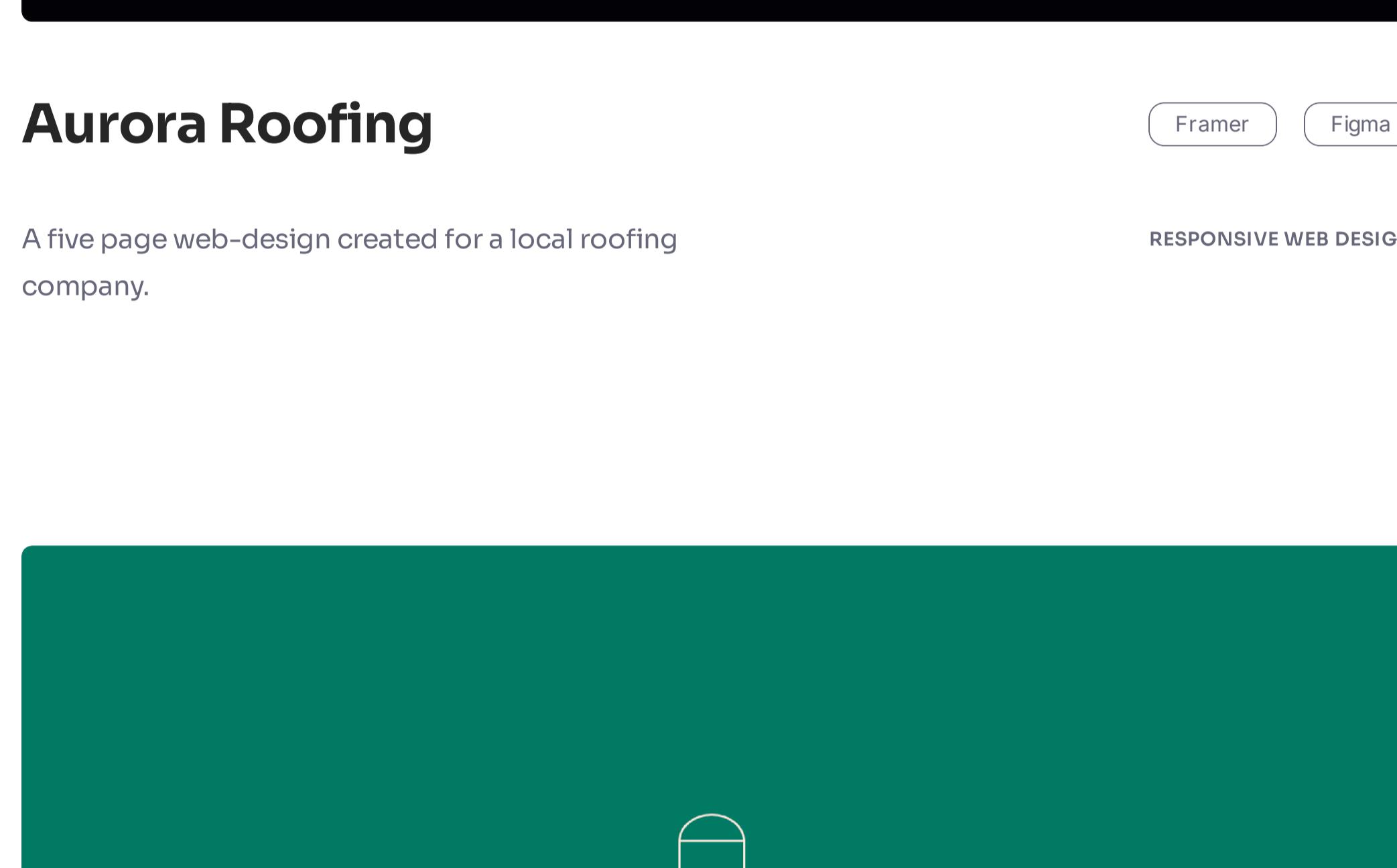


Kickoff

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

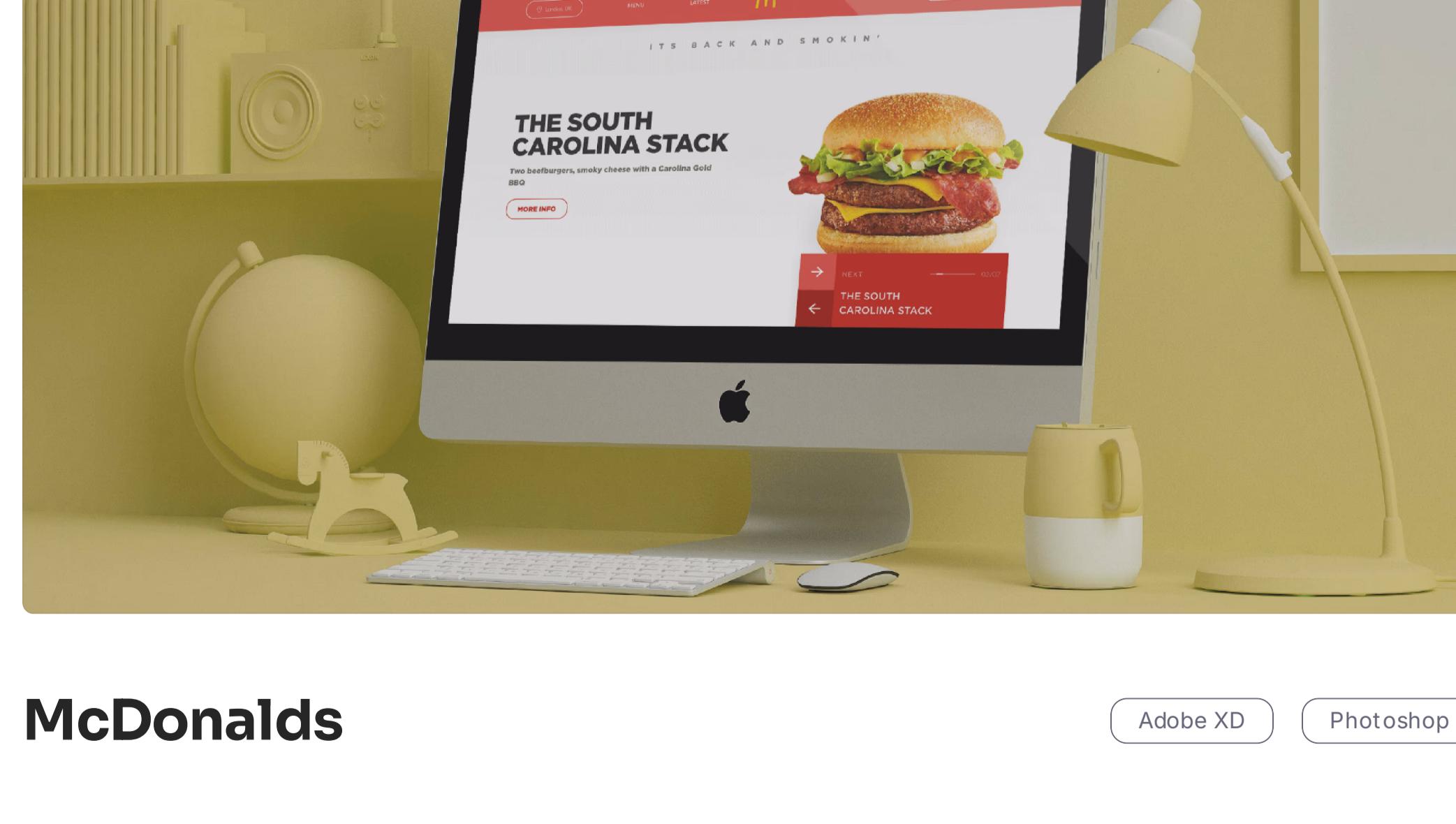


GUCCI

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

shaneltechnology.email@gmail.com

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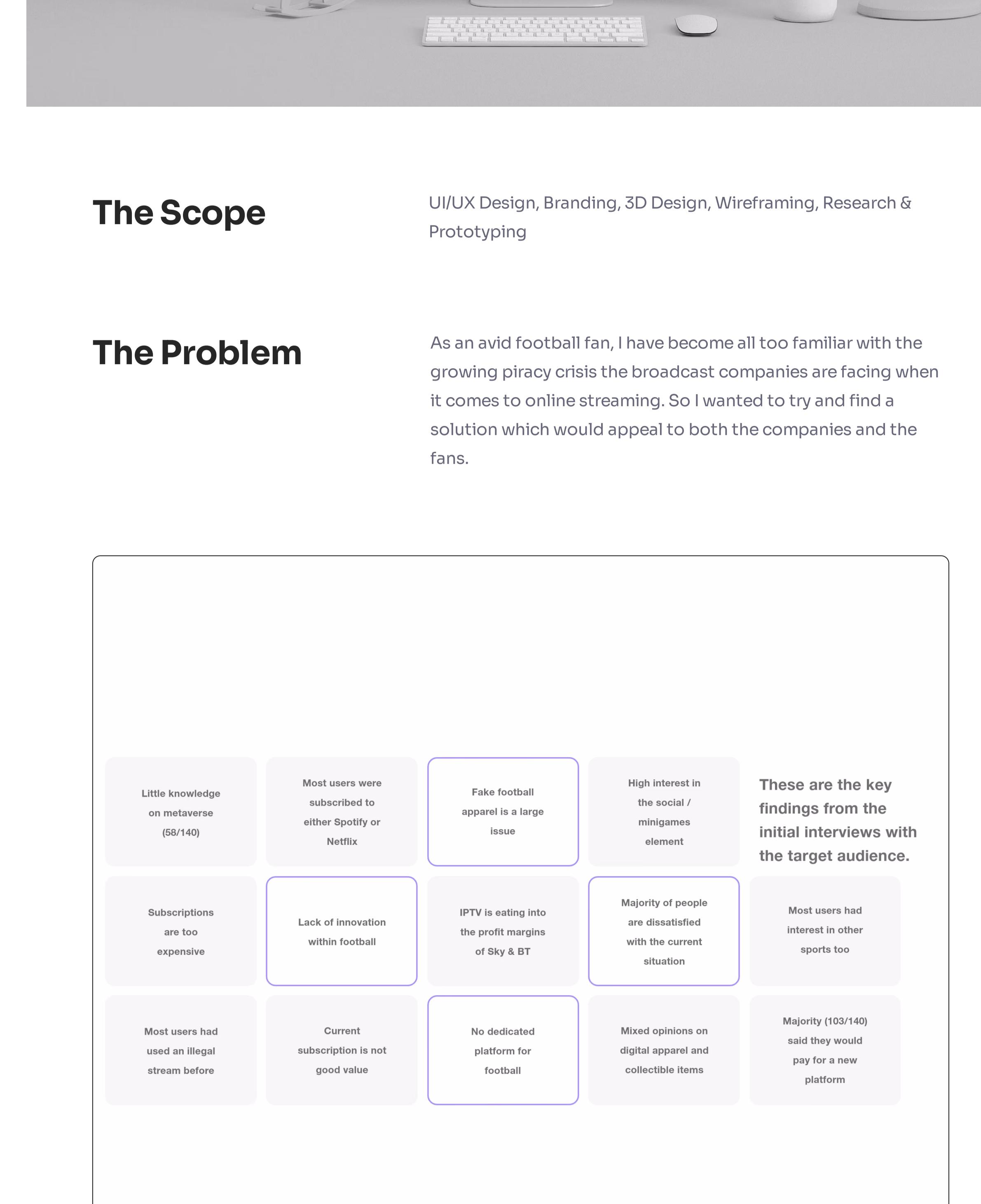
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ONLINE PLATFORM

and its live!

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

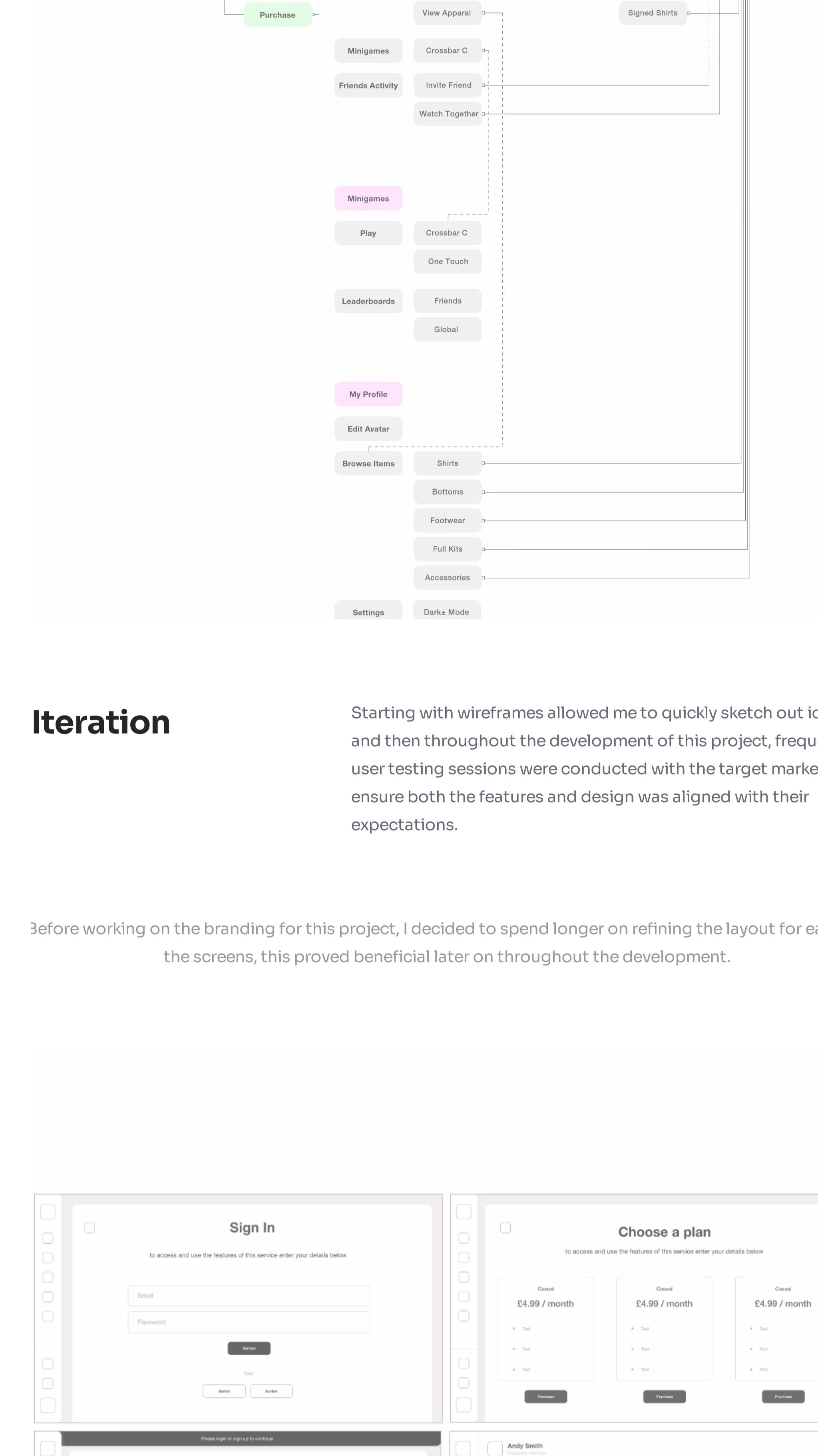


The Scope

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

The Problem

As an avid football fan, I have become all too familiar with the growing piracy crisis the broadcast companies are facing when it comes to online streaming. So I wanted to try and find a solution which would appeal to both the companies and the fans.

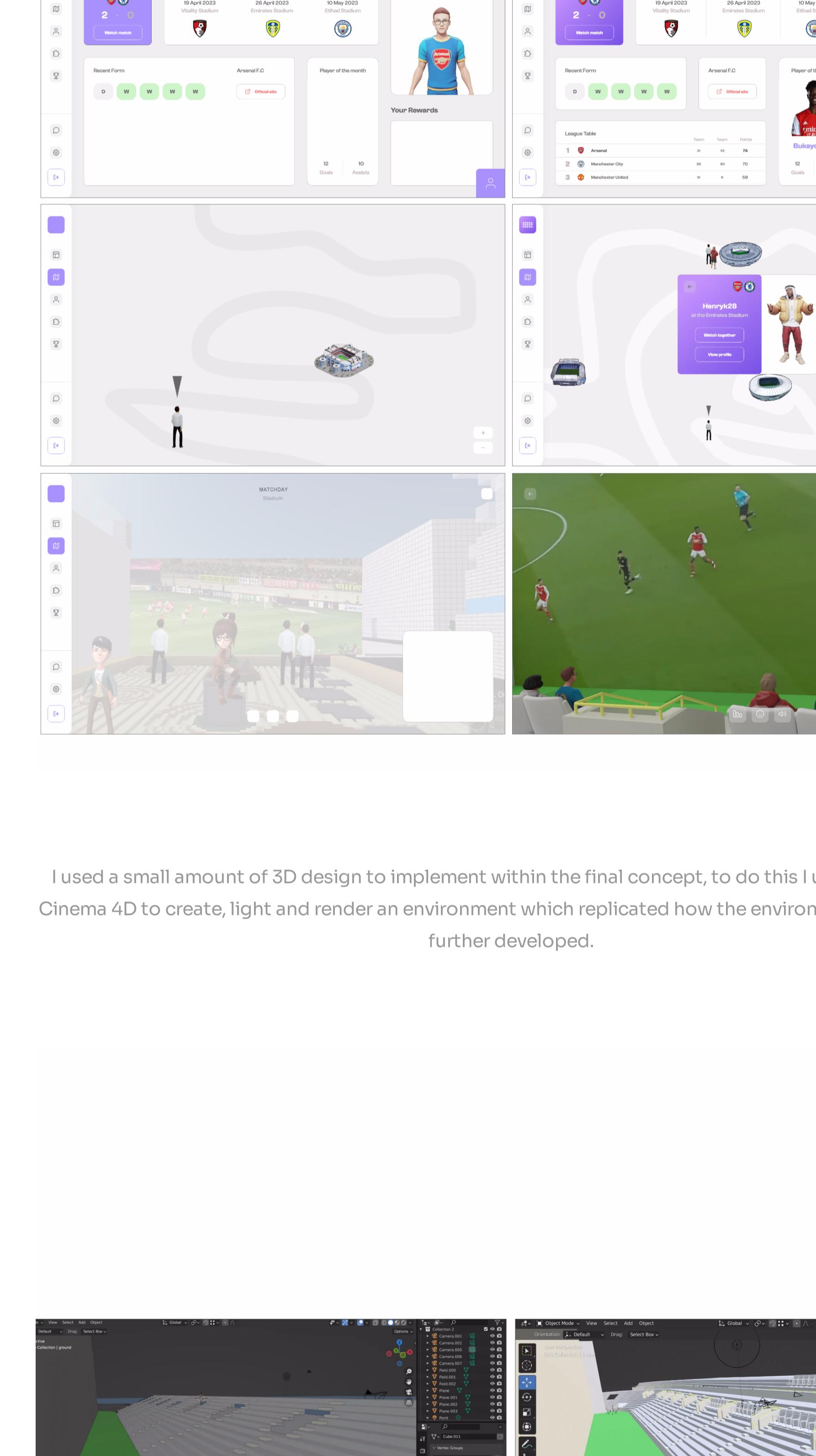


Research

After undertaking many research studies, I came to the conclusion that fans would in fact be happier paying for a stable all-in-one product. As shown in other case studies such as Limewire/Spotify, evidence shows devoted users will actually rather pay if the product is more convenient and stable in comparison to the illegal alternatives.

Concept

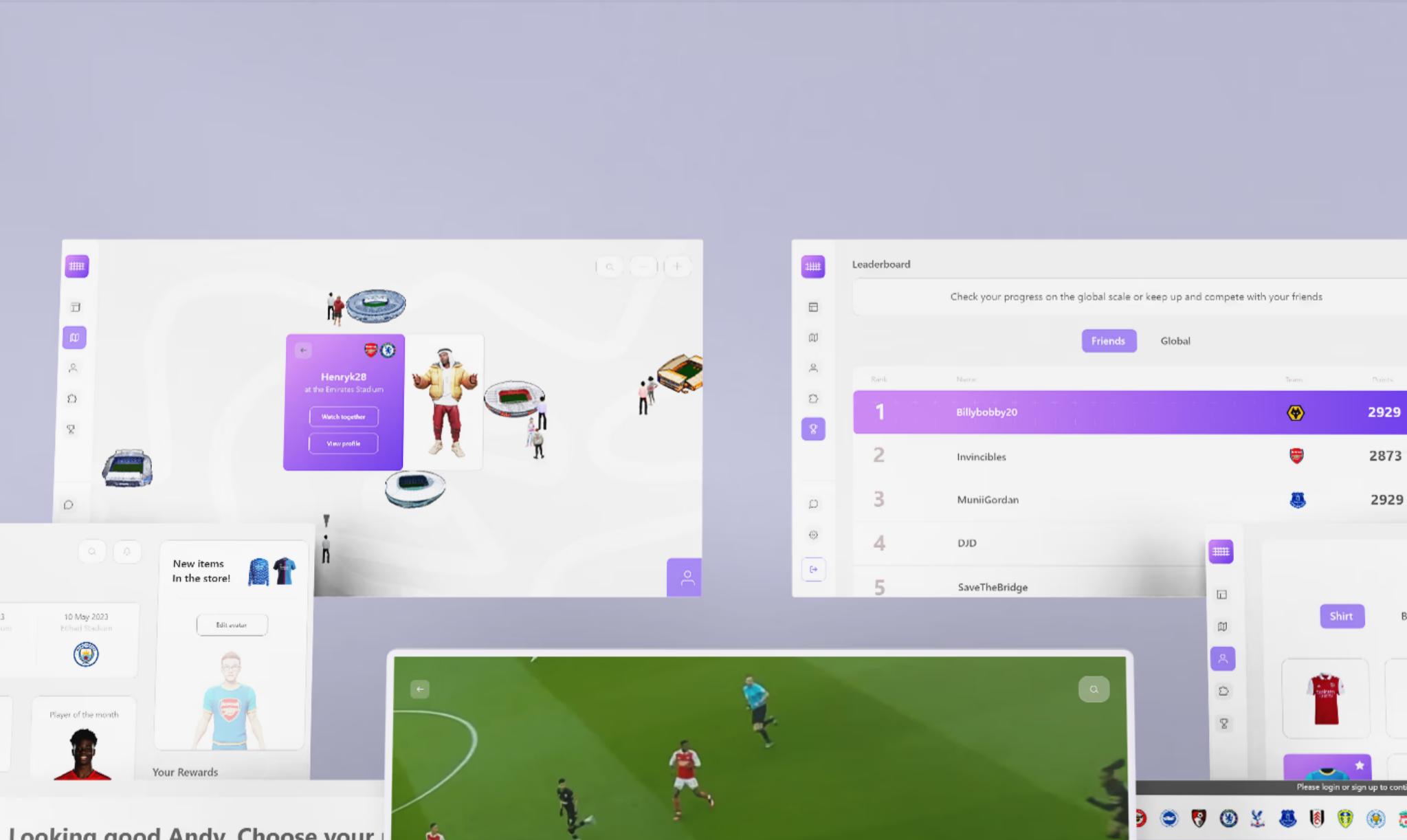
I wanted to create a platform where fans could not only watch their team every week, but could also interact and network with other fans. So, I created a blueprint (shown below), which outlines the different functions and features of the service.



Iteration

Starting with wireframes allowed me to quickly sketch out ideas and then throughout the development of this project, frequent user testing sessions were conducted with the target market to ensure both the features and design was aligned with their expectations.

Before working on the branding for this project, I decided to spend longer on refining the layout for each of the screens, this proved beneficial later on throughout the development.



Once I was satisfied with the layout and user flow, I started developing the designs by adding content and experimenting with the execution of the different branding elements.



I used a small amount of 3D design to implement within the final concept; to do this I used Blender and Cinema 4D to create, light and render an environment which replicated how the environment could look if further developed.

Final Product

12 Week Design Process / Solo Project / 2023.

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RESPONSIVE WEB DESIGN

Aurora Roofing

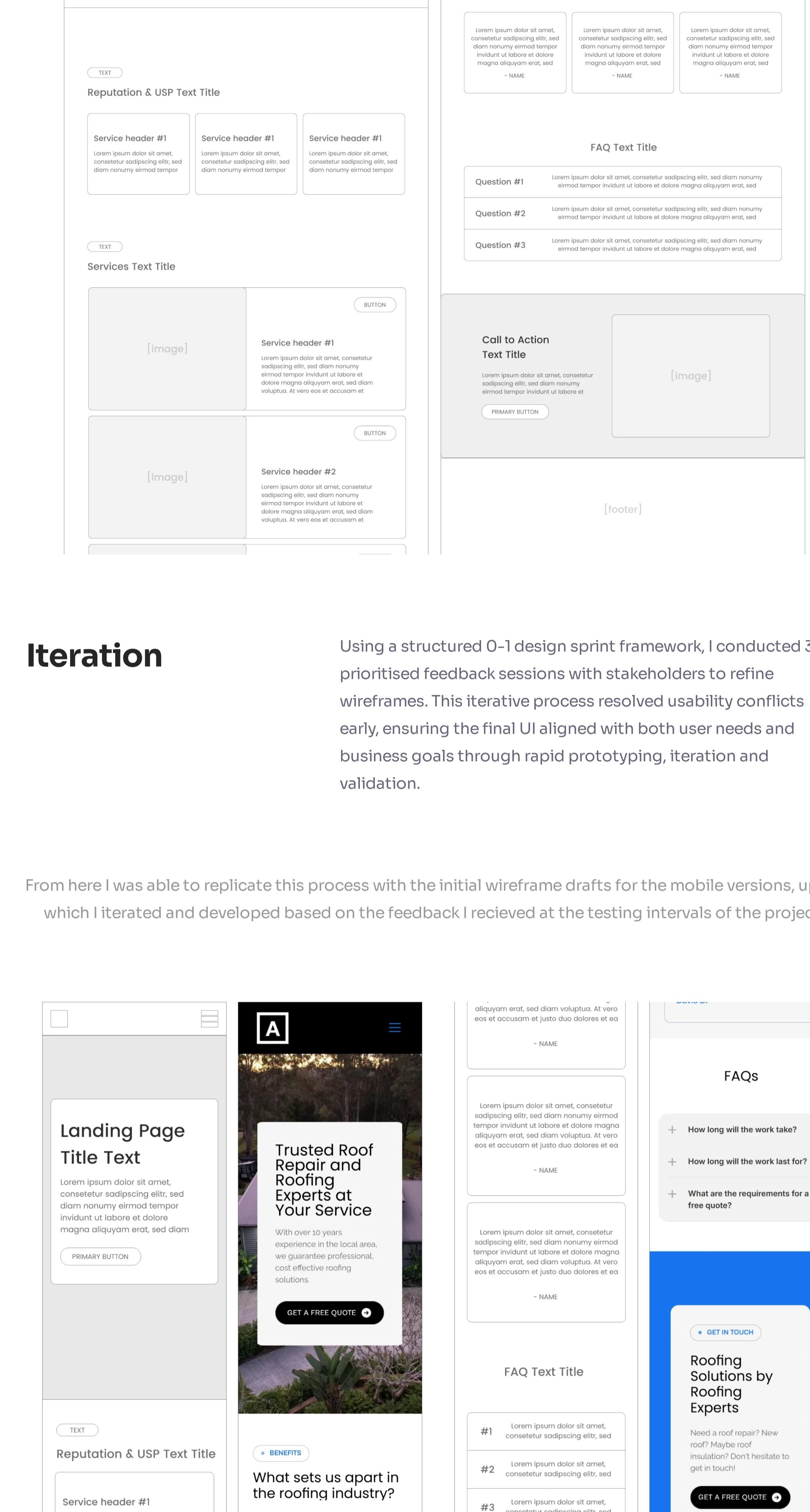


The Scope

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.

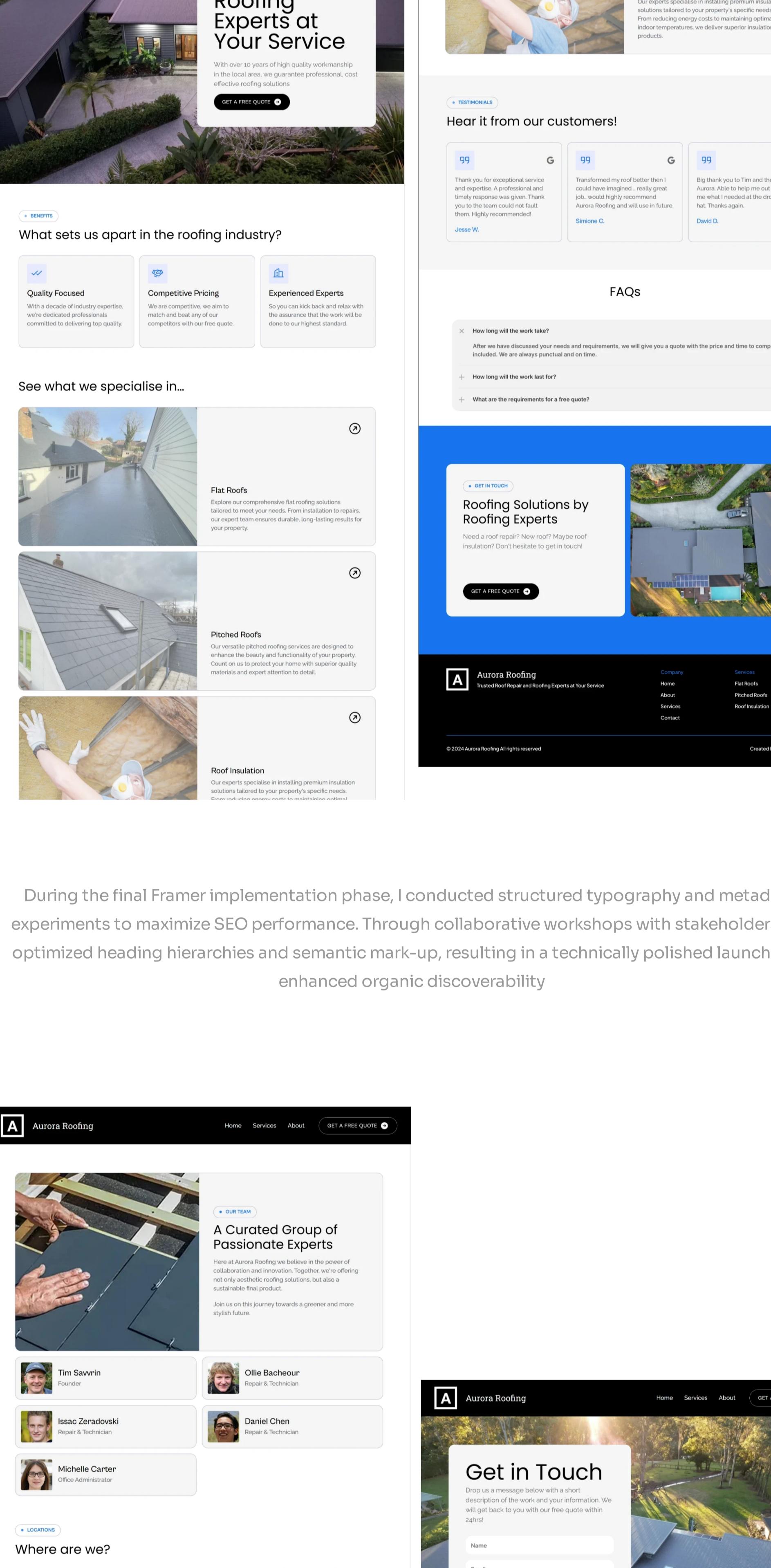


Research

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

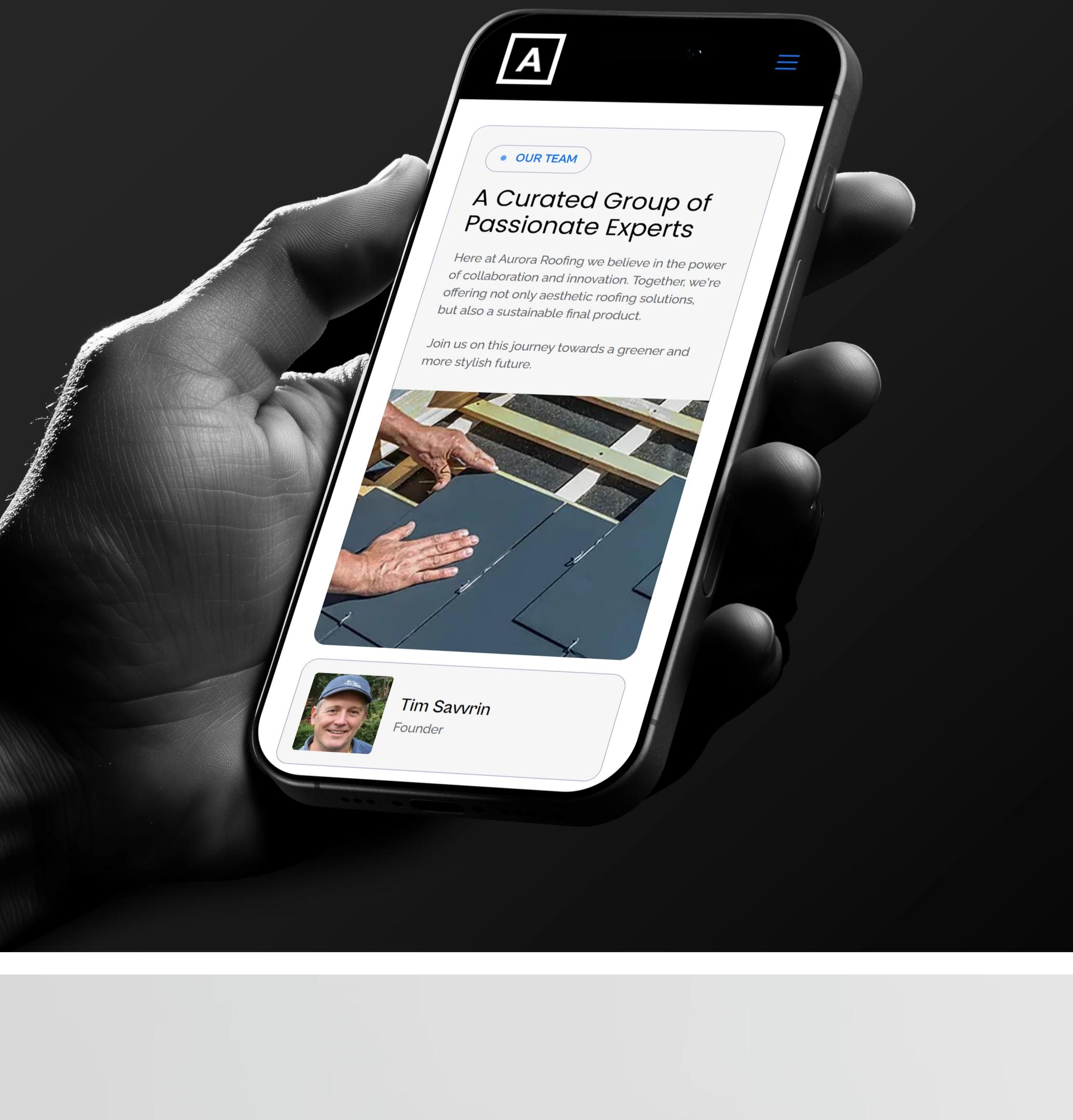
A functional and professional modern 5-page website for a roofing agency, increasing customer retention, conversion and brand awareness.



Iteration

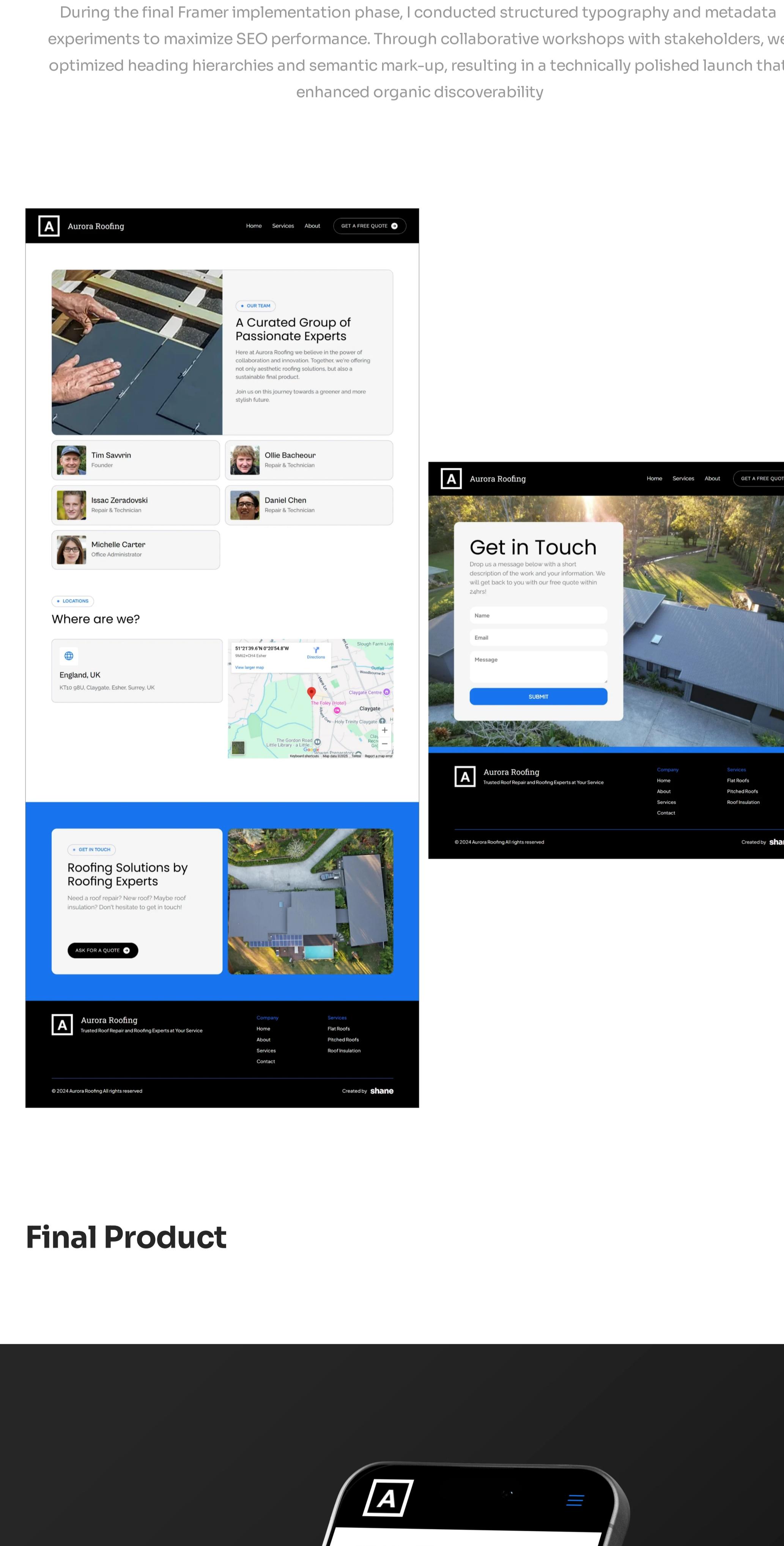
Using a structured 0-1 design sprint framework, I conducted 3 prioritised feedback sessions with stakeholders to refine wireframes. This iterative process resolved usability conflicts early, ensuring the final UI aligned with both user needs and business goals through rapid prototyping, iteration and 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.



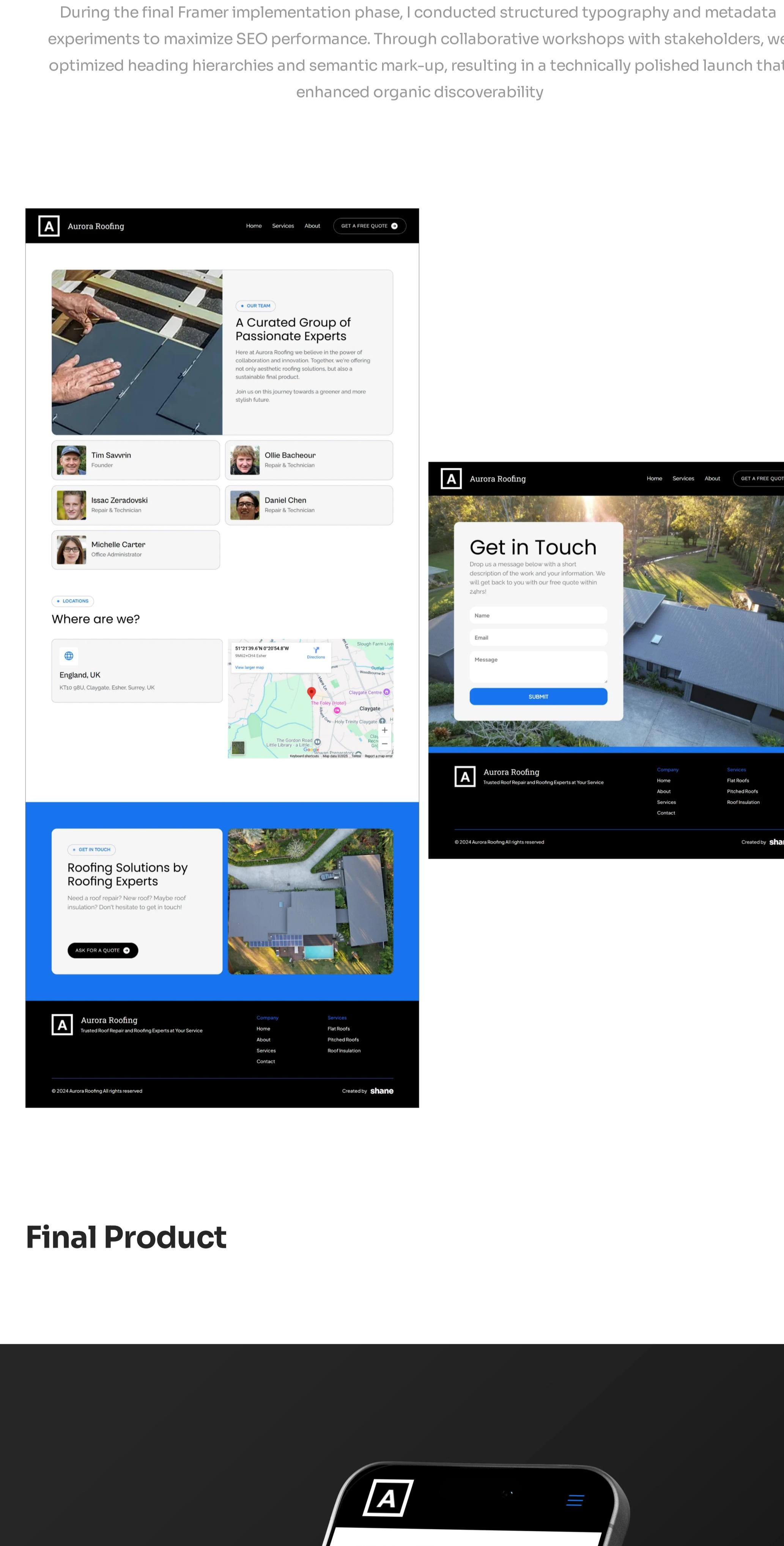
Final Product

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



Timeline

4 Week Design Process / Solo Project / 2024.



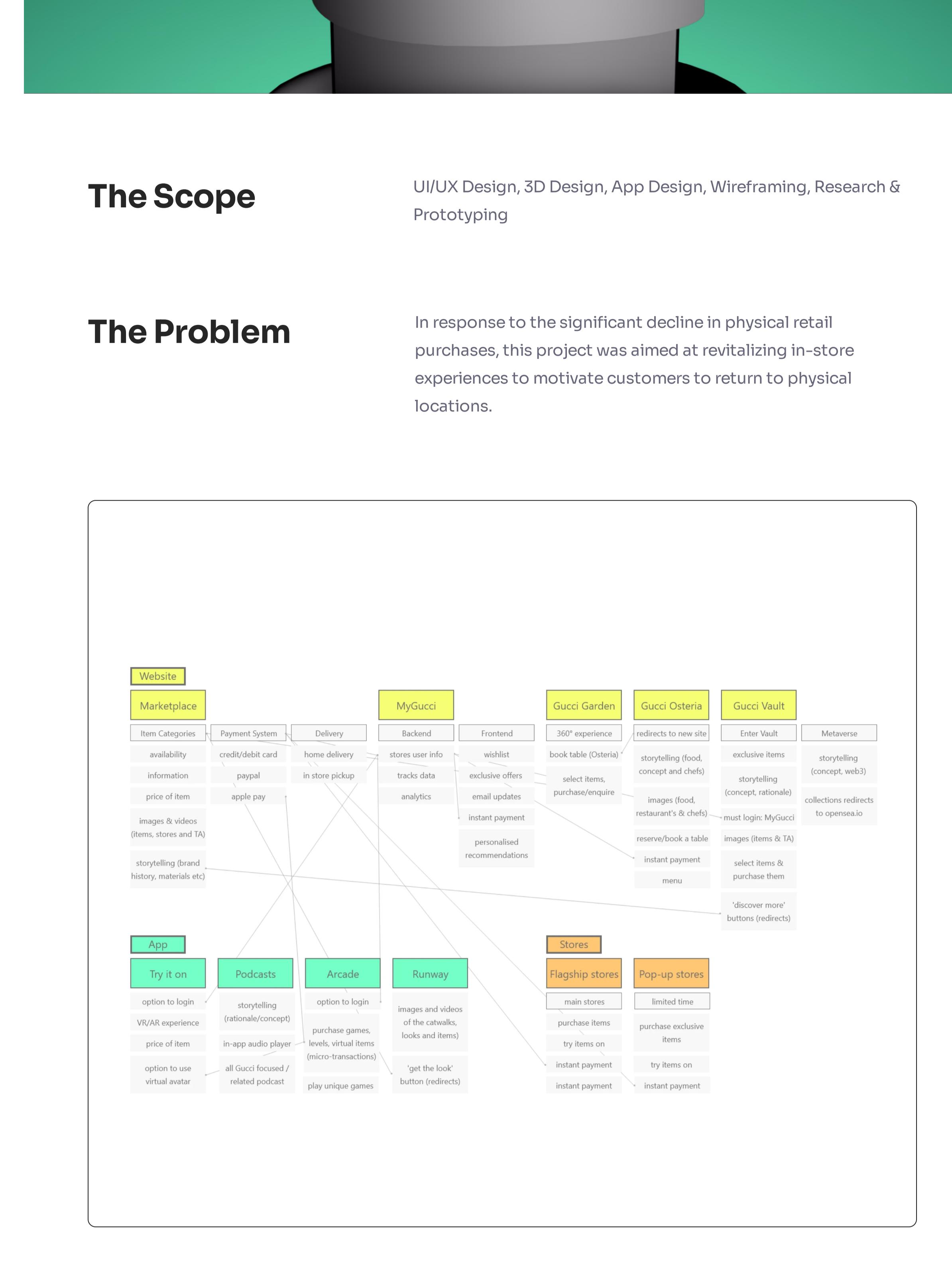
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GUCCI

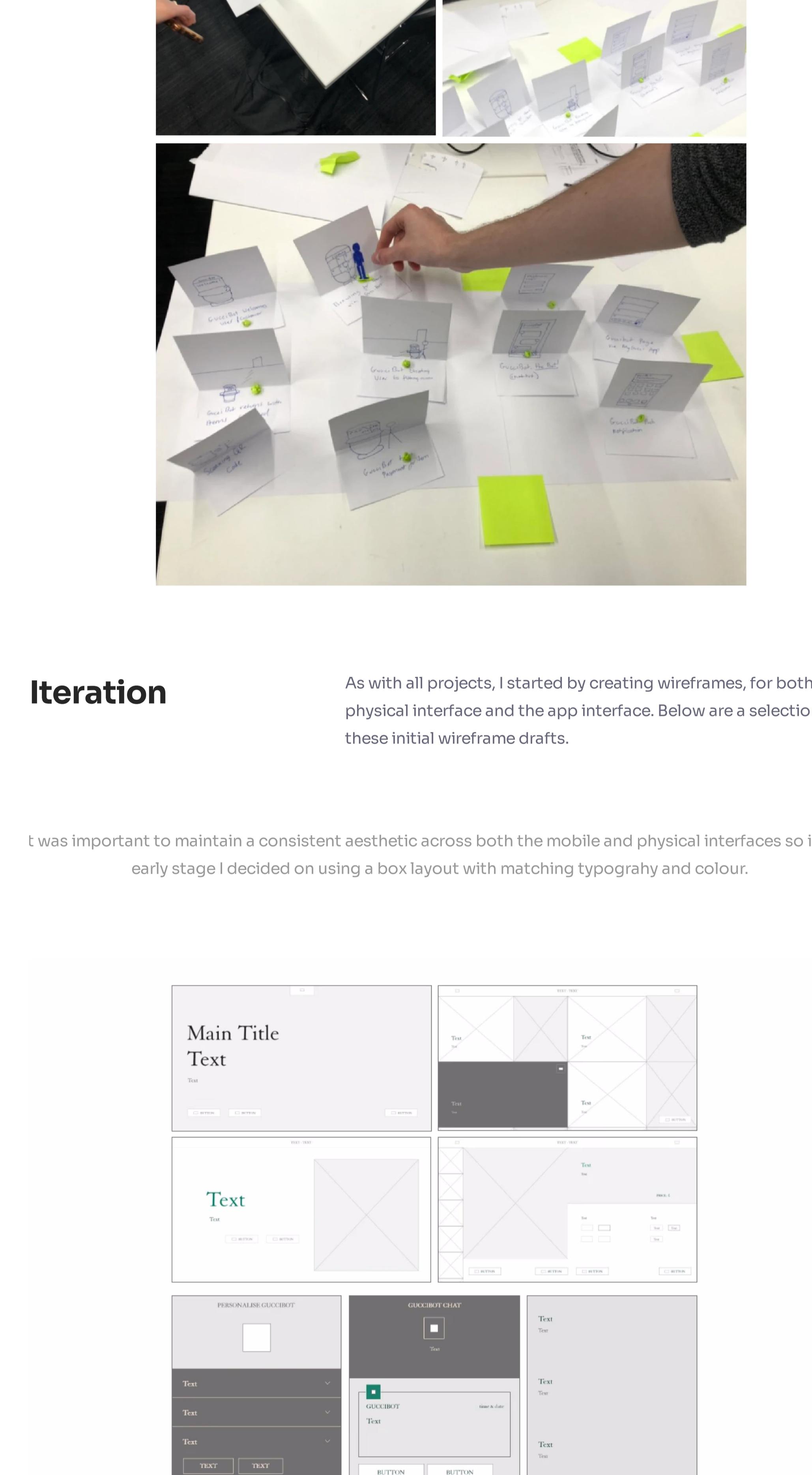
An in-store conceptual experience, made to get users back into physical stores after the COVID-19 lockdowns.

**The Scope**

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

The Problem

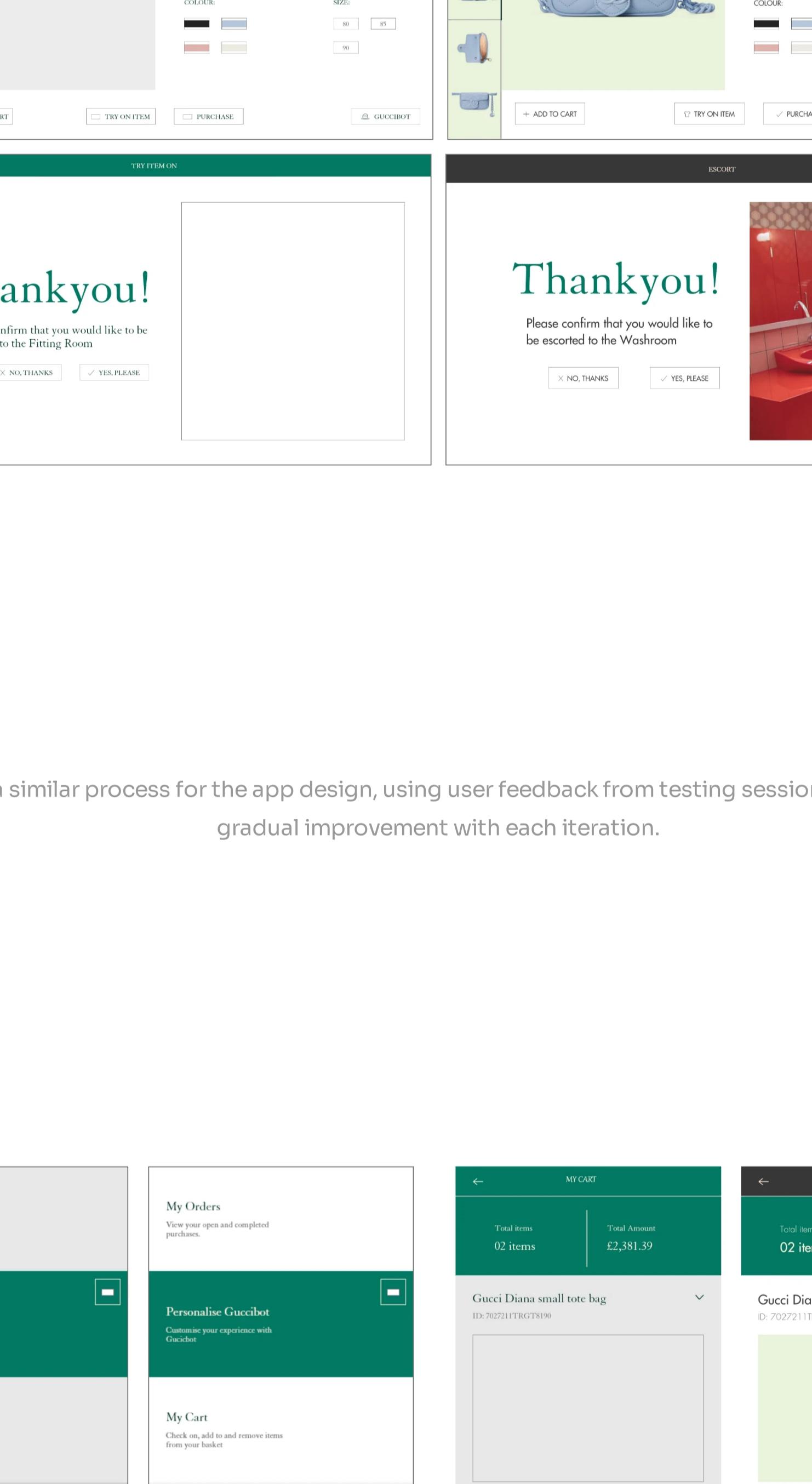
In response to the significant decline in physical retail purchases, this project was aimed at revitalizing in-store experiences to motivate customers to return to physical locations.

**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.

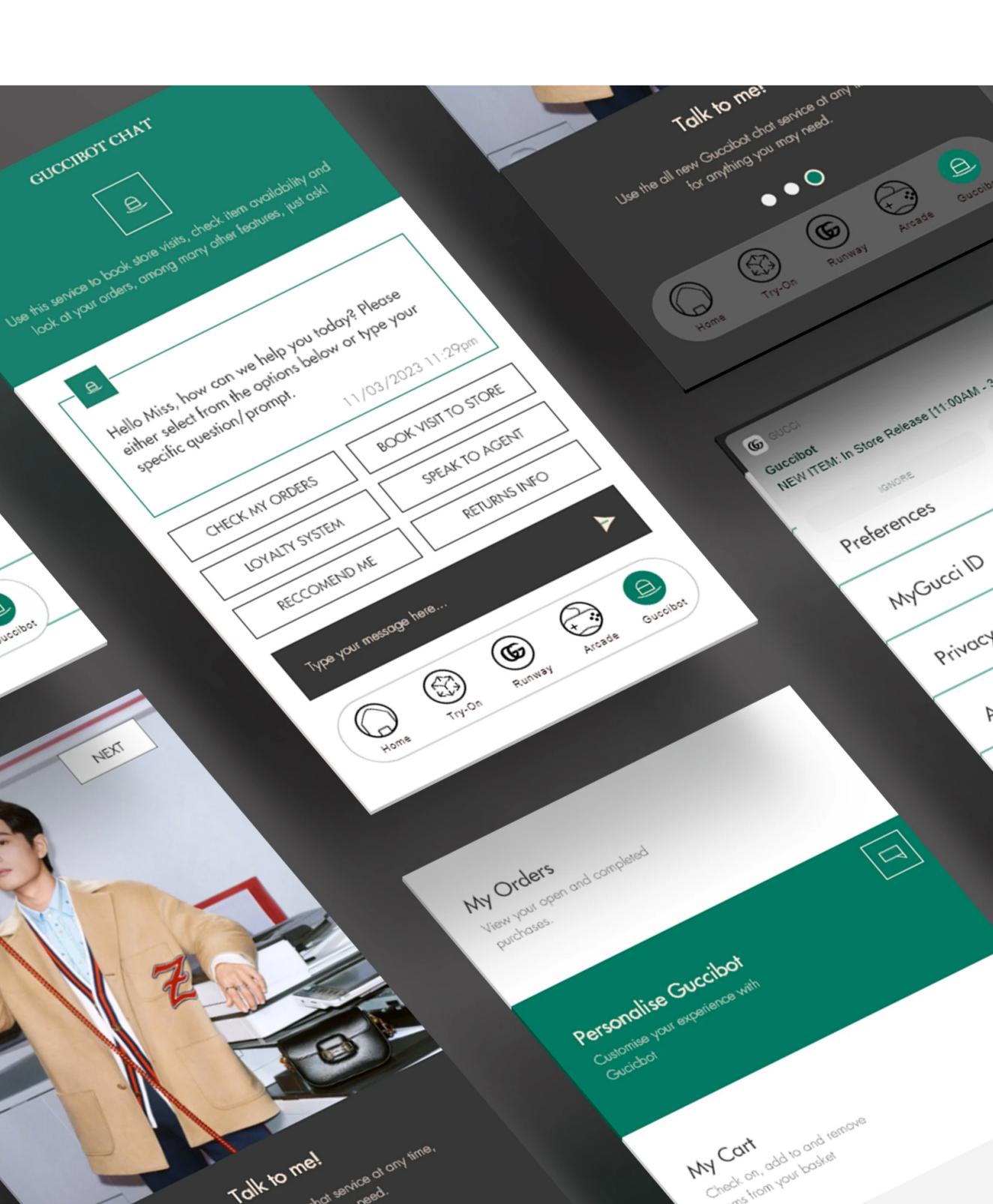
Concept

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.

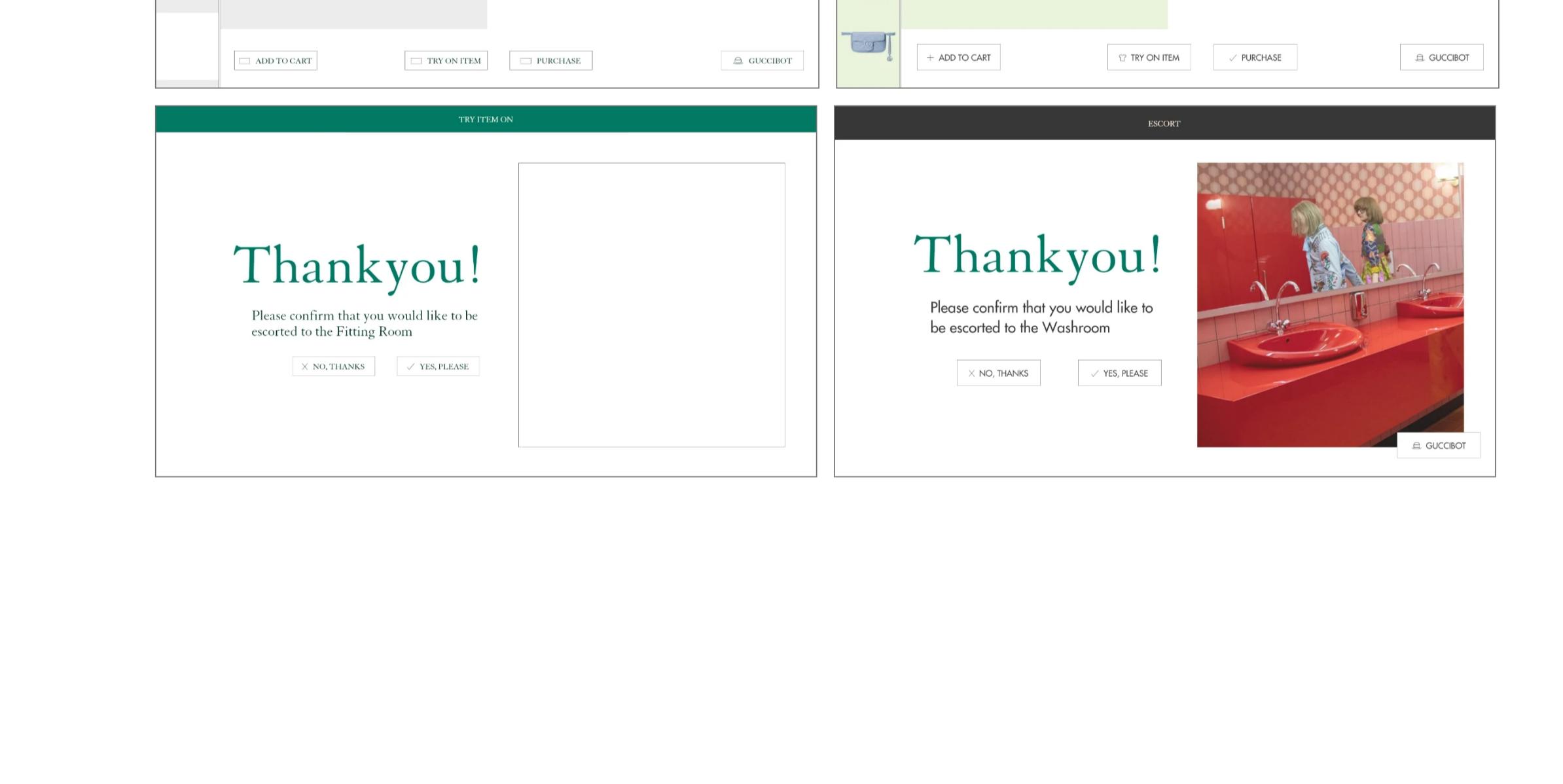
**Iteration**

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.

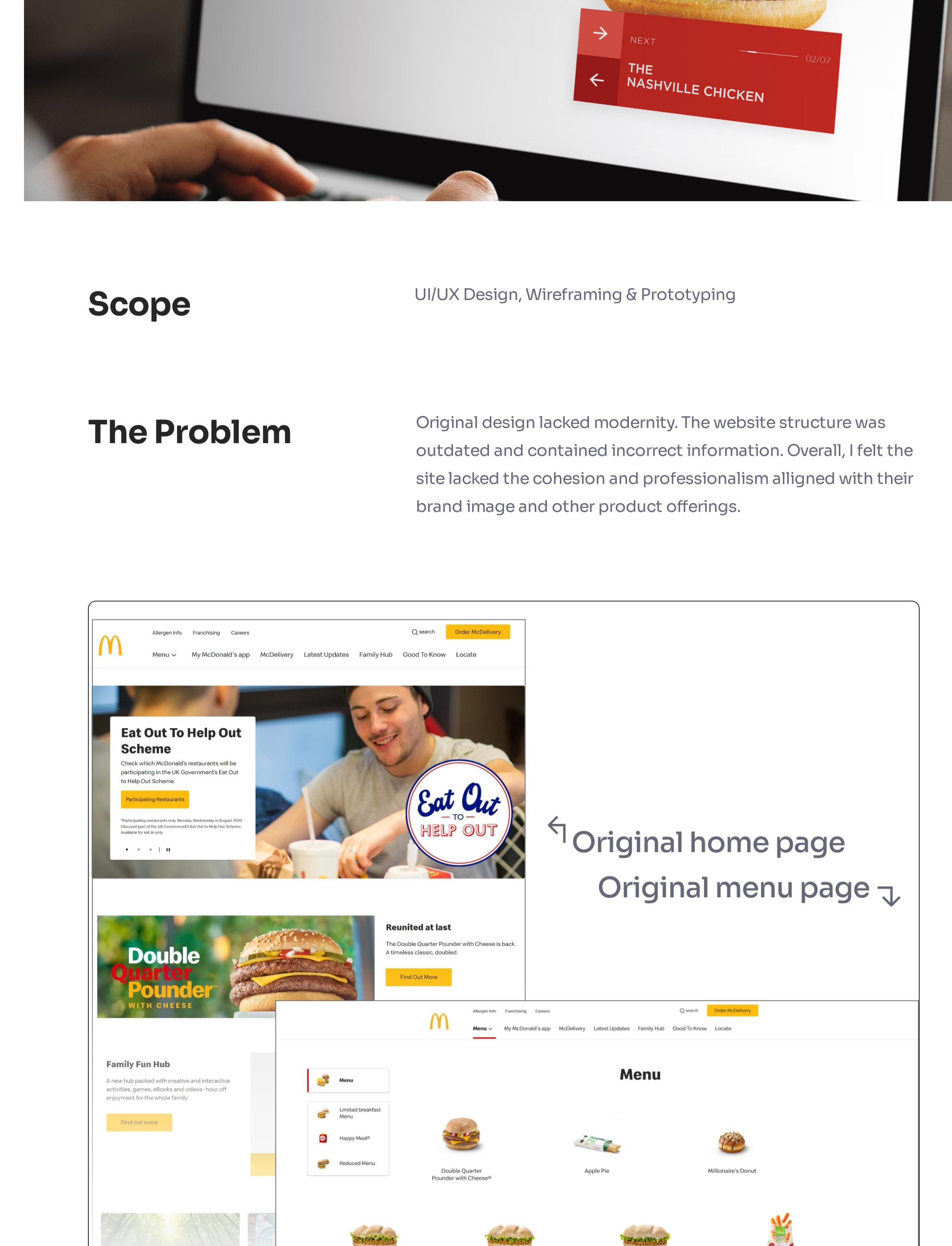


From here I was able to develop and refine each screen, experimenting with different variations of content and typography.

**Final Product****Timeline**

12 Week Design Process / Solo Project / 2023.

McDonalds. I wasn't lovin' it.

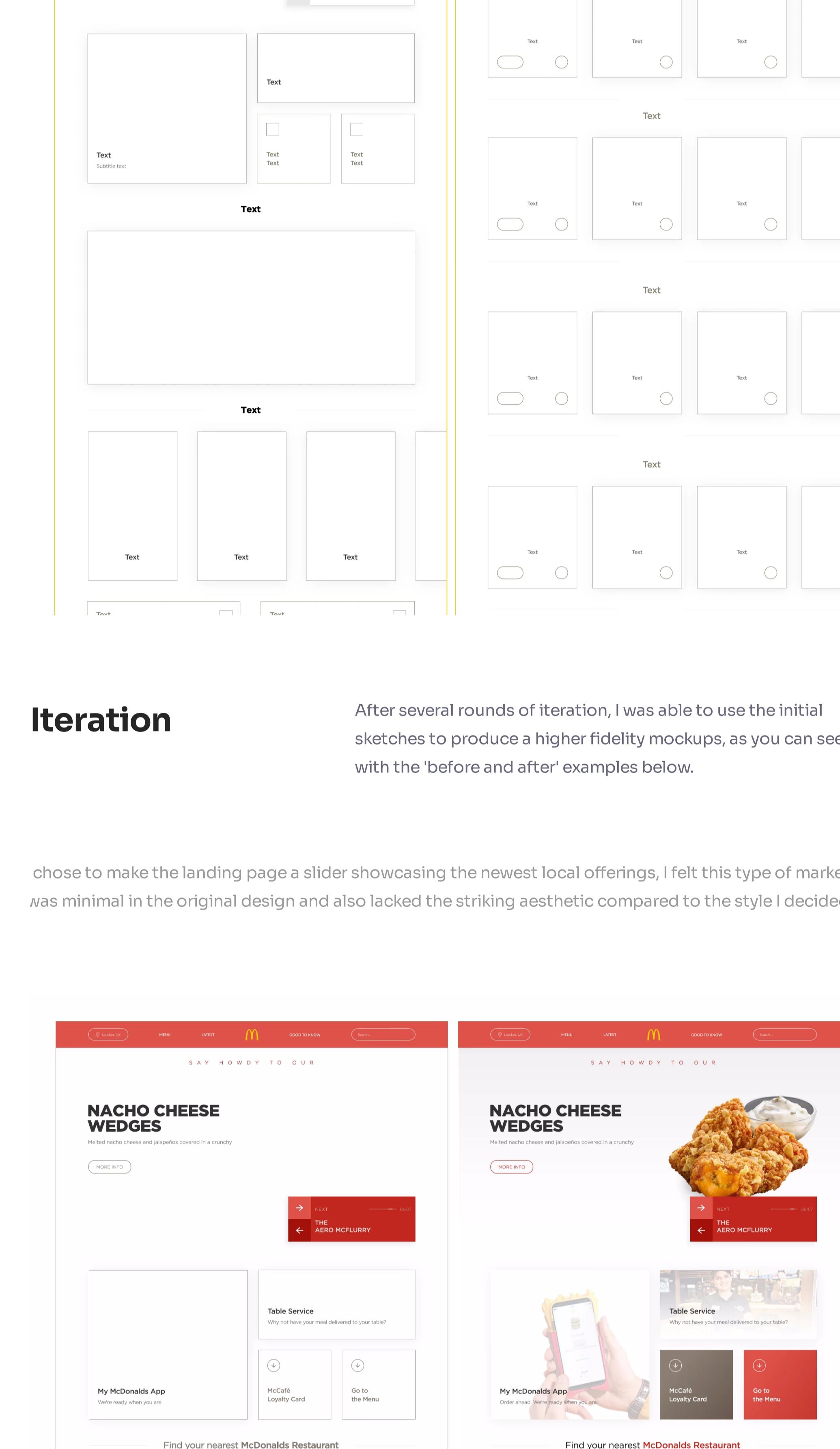


Scope

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.

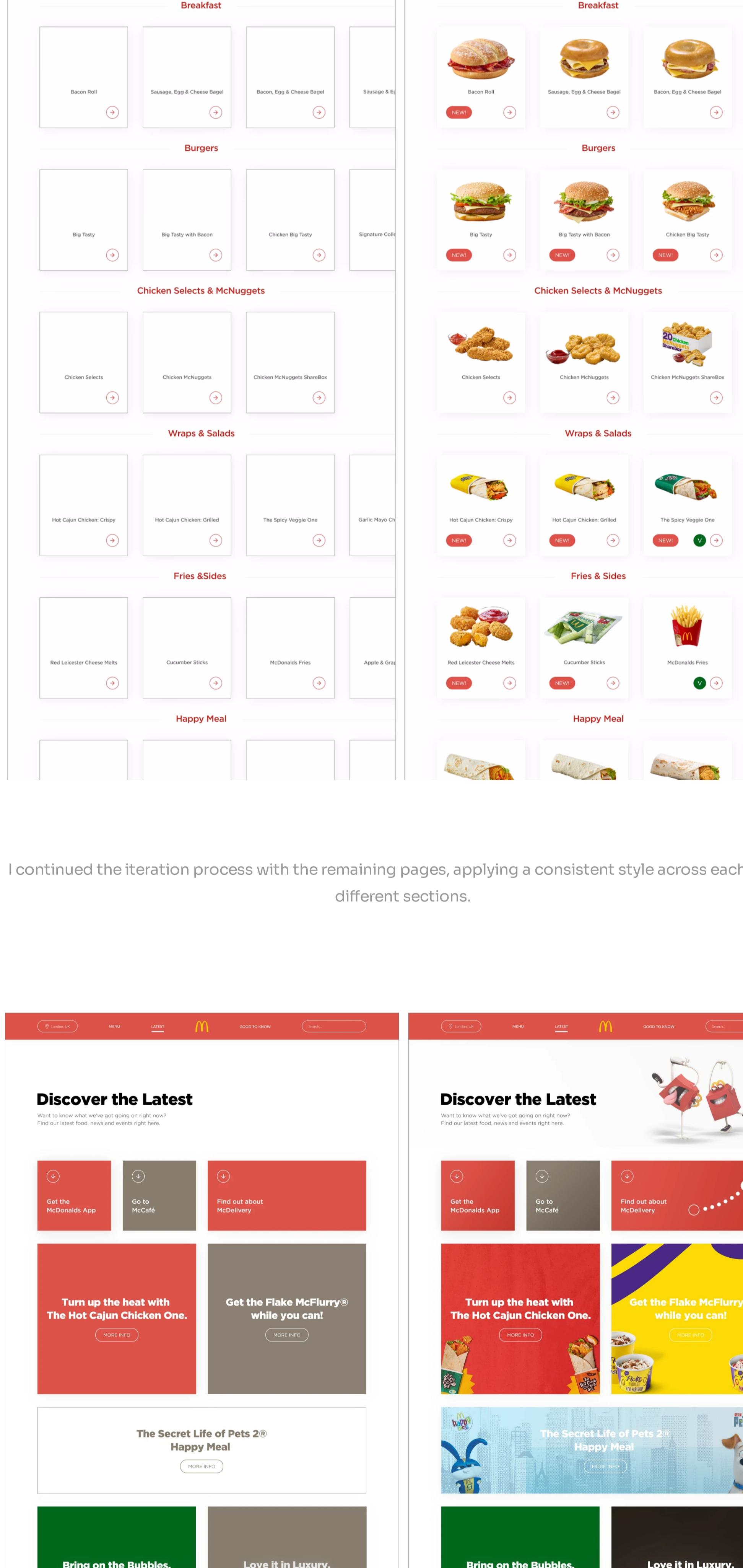


Research

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 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.



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.

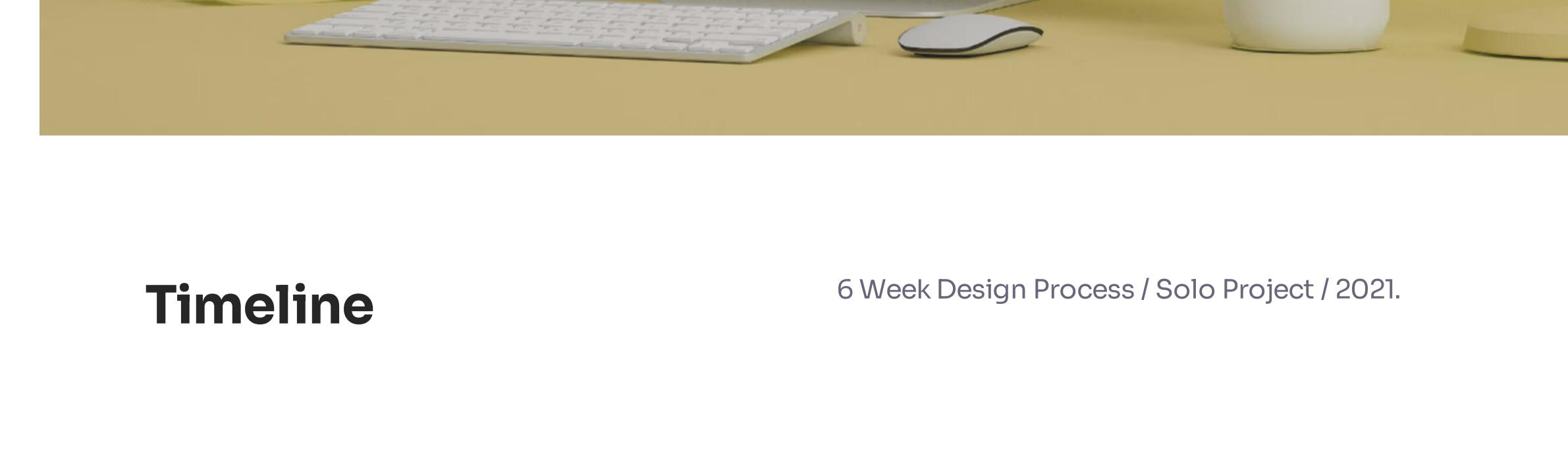
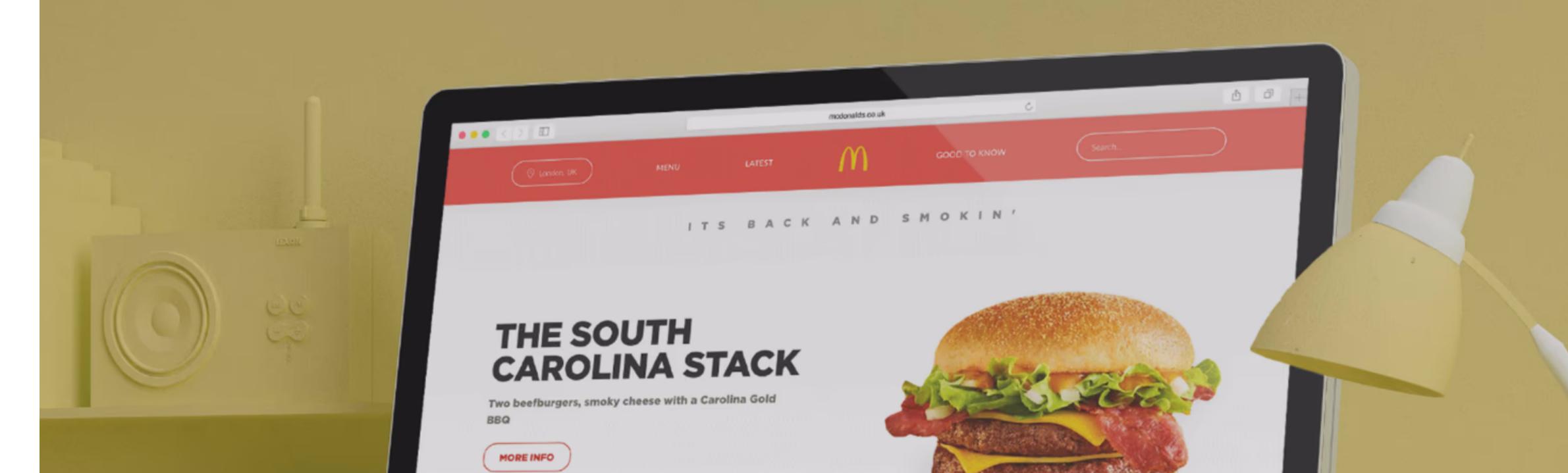
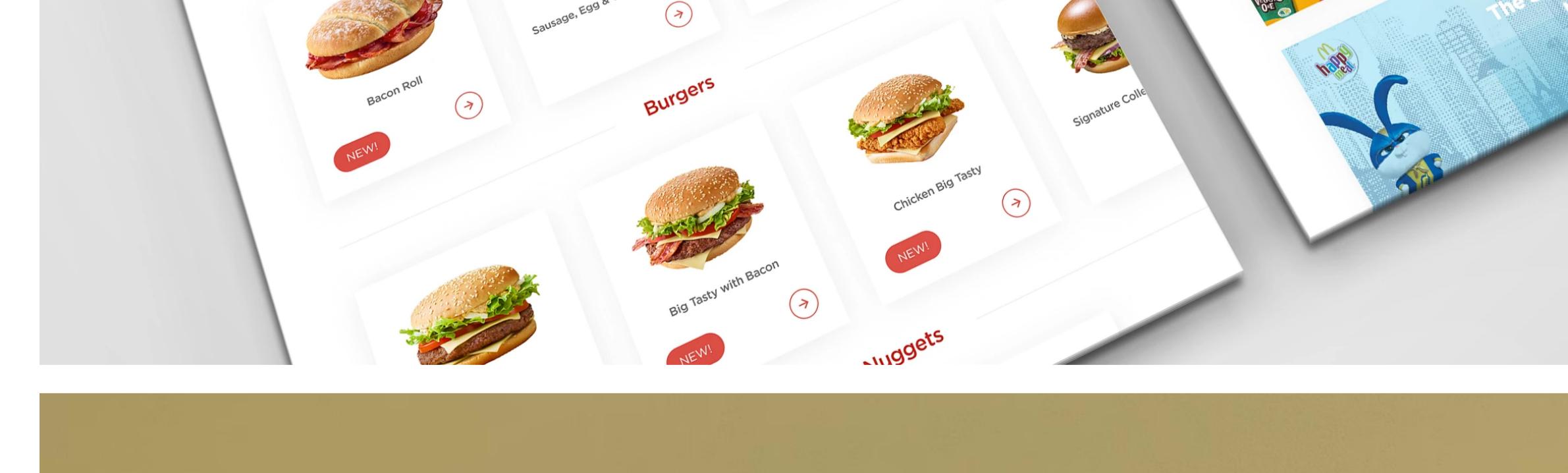
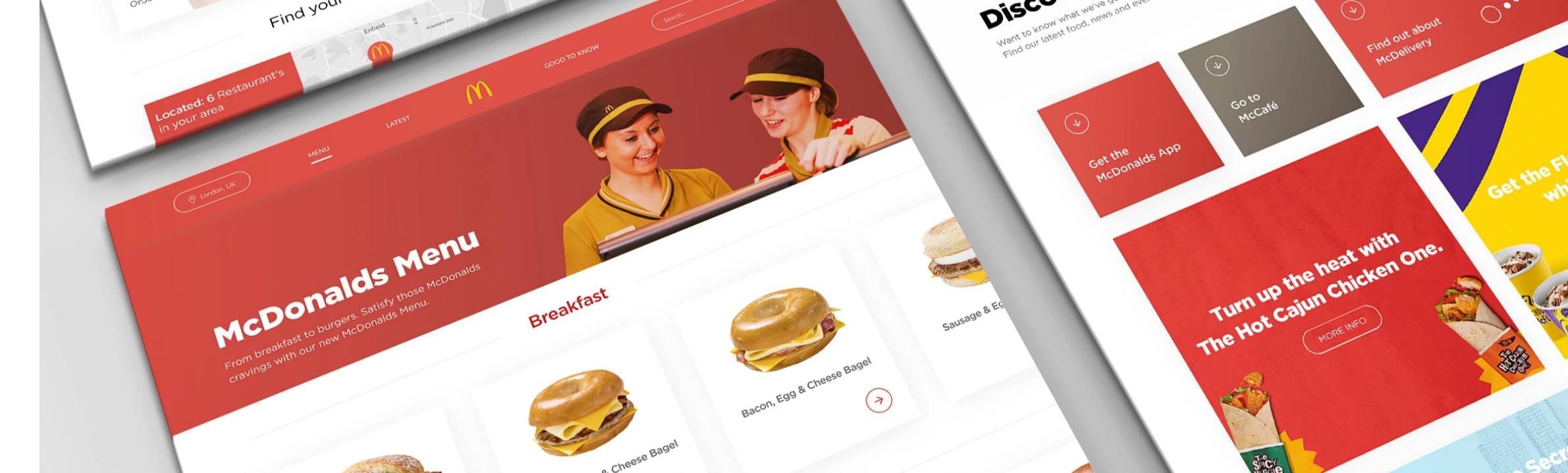
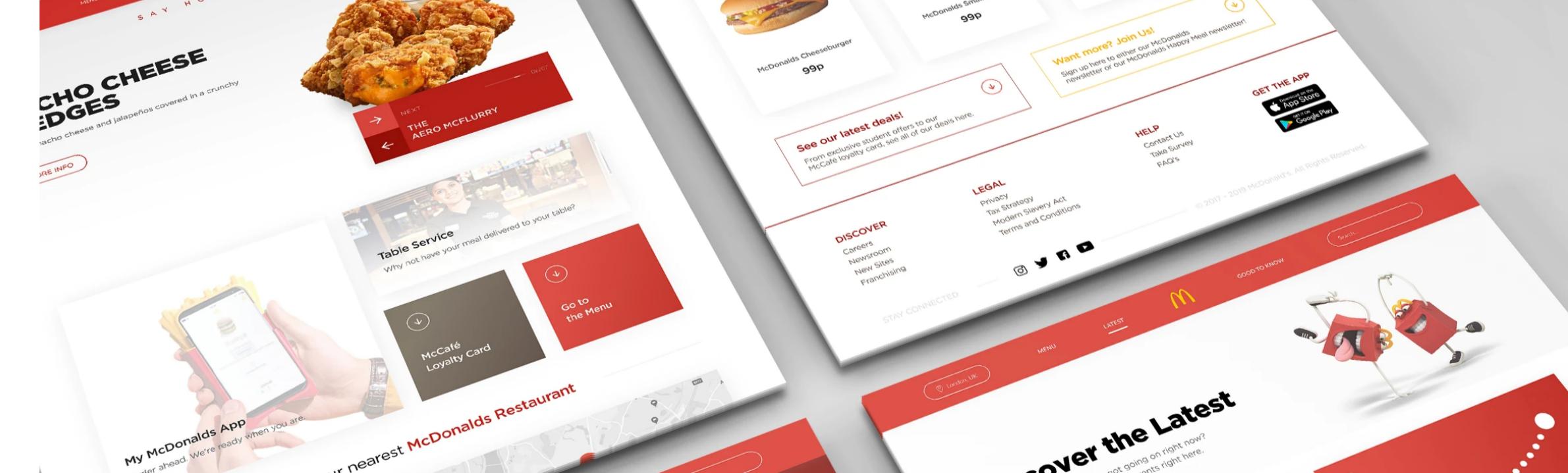
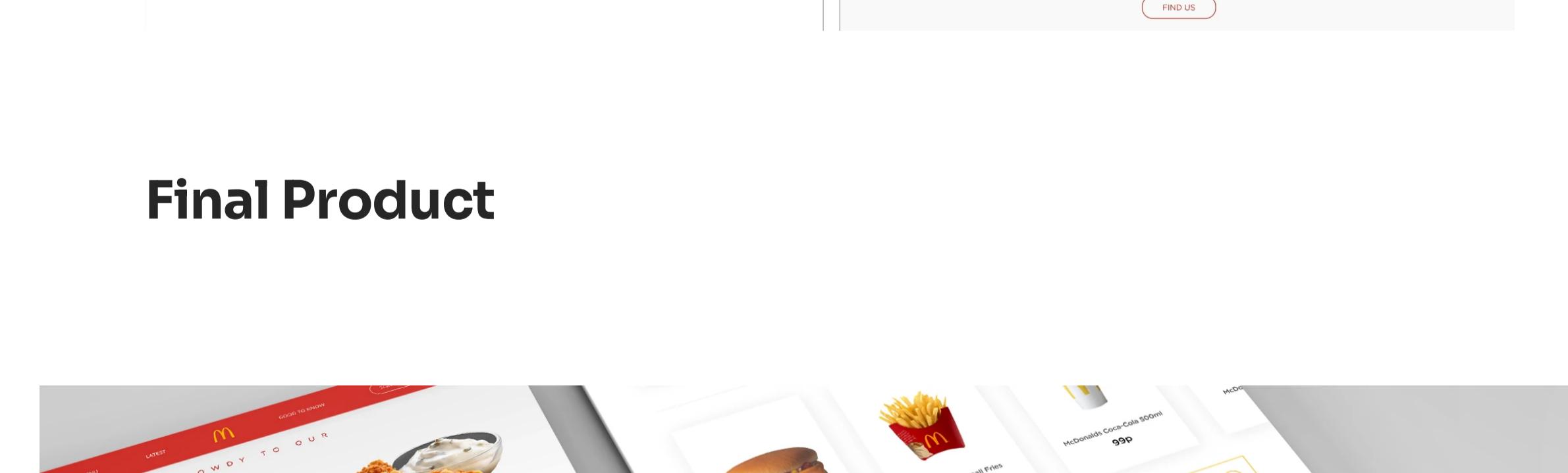
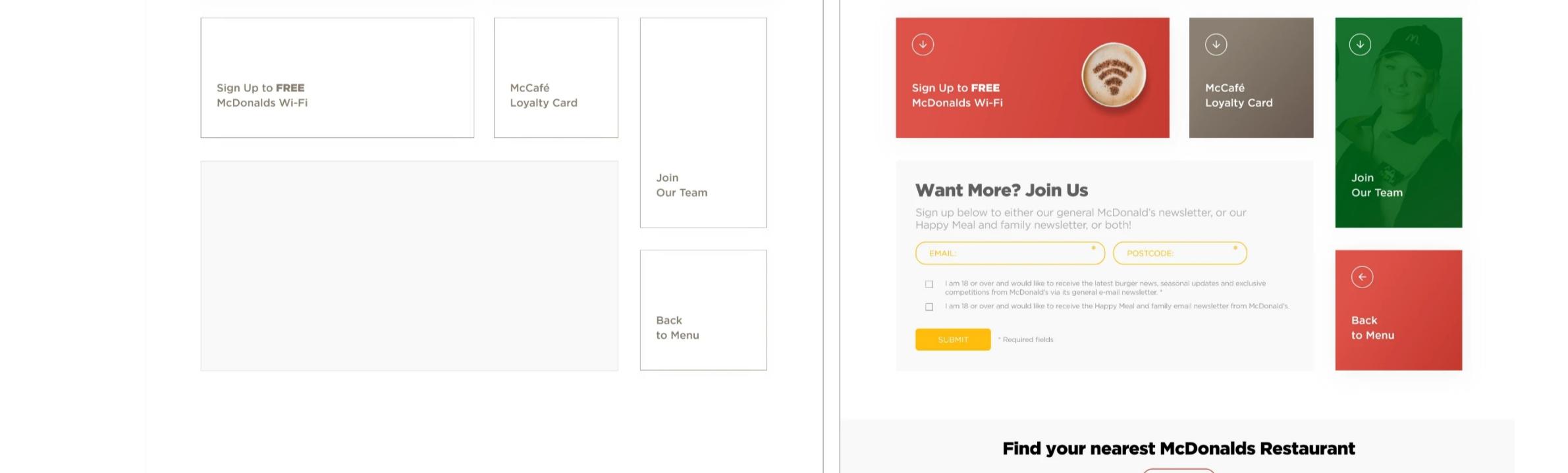
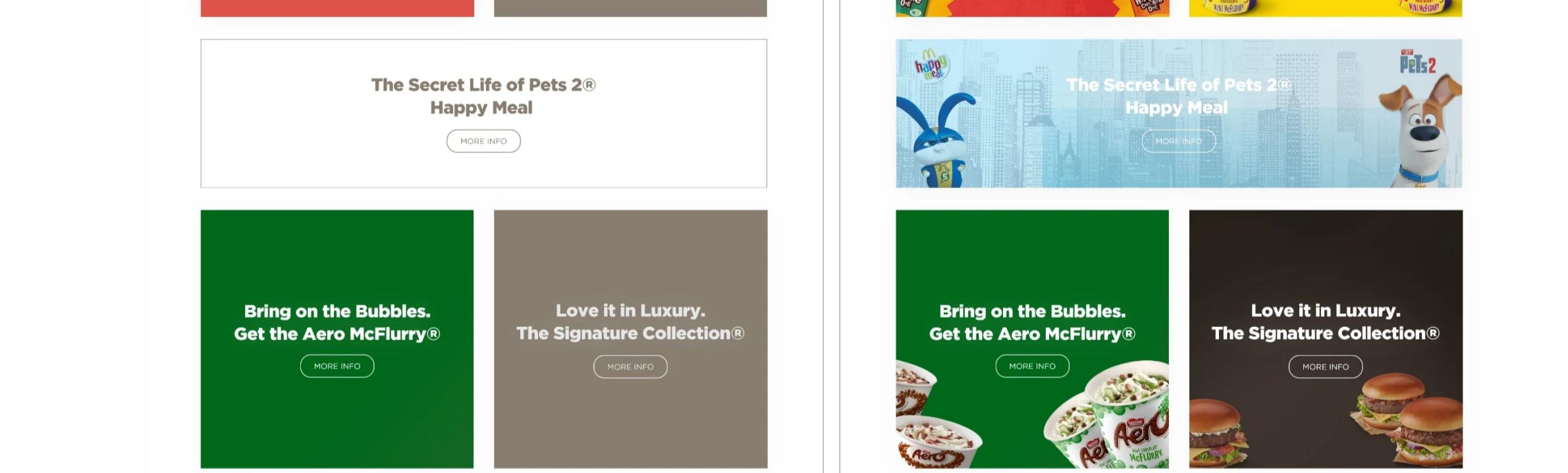
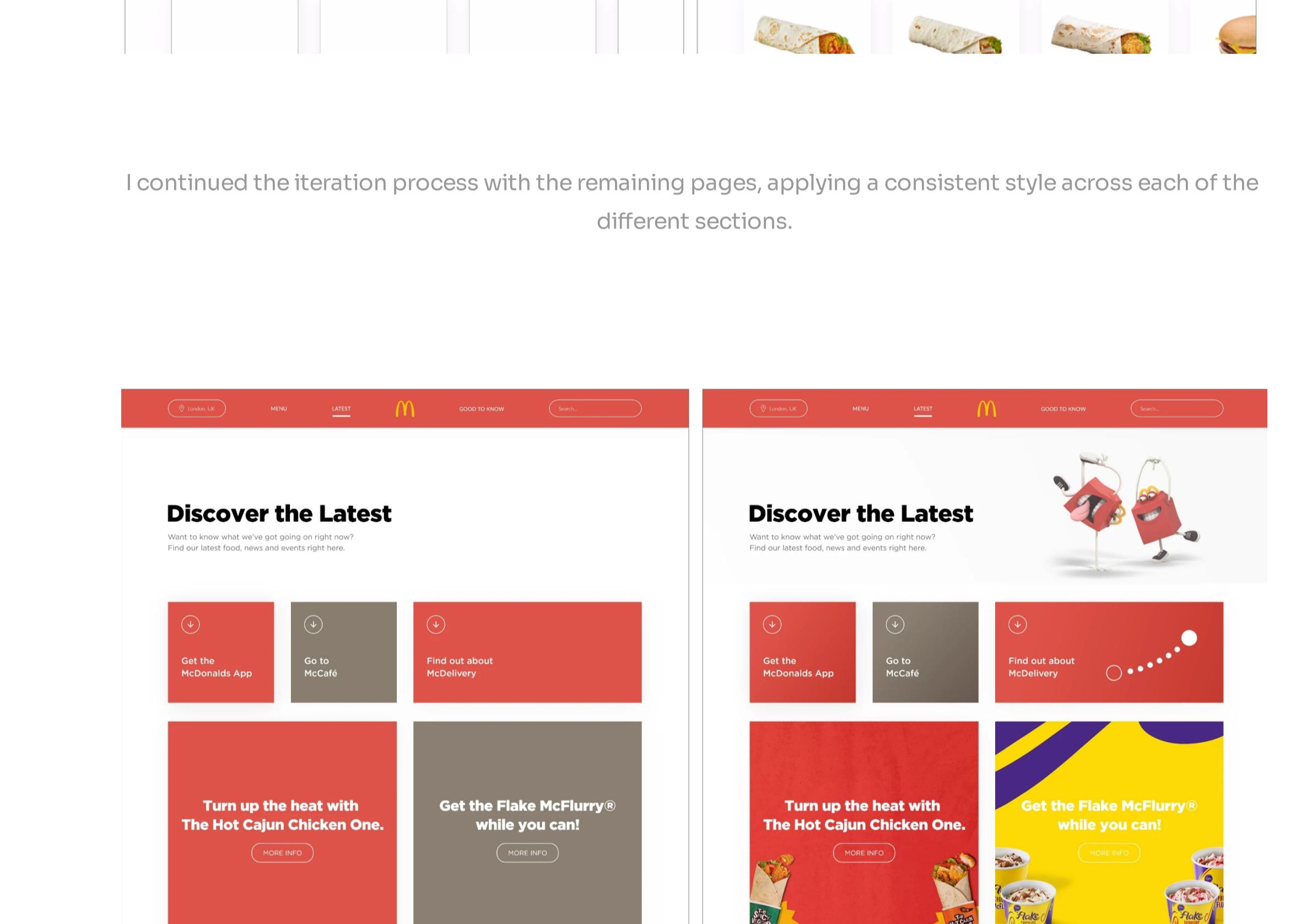
chose to make the landing page a slider showcasing the newest local offerings. I felt this type of marketing was minimal in the original design and also lacked the striking aesthetic compared to the style I decided on



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



Final Product



Timeline

6 Week Design Process / Solo Project / 2021.

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