Creative Portfolio

PORTFOLIO

Pixocode Creative Agency

Web Designer • Web Developer • UX Designer

Creative Portfolio

View My Work →

INTRODUCTION

I design and build digital experiences that feel effortless, intuitive, and beautiful.
I specialize in modern websites, user-centered interfaces, and complete brand-aligned digital solutions.

I’m a multidisciplinary designer and developer with experience creating high-performing websites and user-centered digital products. My work spans full website builds, UX research, usability improvements, UI design, and branded digital experiences.

In this portfolio, you will find my featured work in web design, web development, and UX.

A. Sharell Mather

Web Designer • Web Developer • UX Designer

ABOUT ME

I’m a Web & UX Designer with over 10 years of experience designing and building digital experiences that are intuitive, strategic, and visually compelling. My work combines creative design, development capabilities, and in-depth user research to create websites and interfaces that solve real-world problems.

I hold a Specialization Bachelor’s Degree in Sociology, which provides a strong foundation in both quantitative and qualitative research methods. This background allows me to approach UX with a unique lens — understanding user behavior, motivations, and barriers on a deeper level, and translating those insights into meaningful design solutions.

Over the past decade, I’ve worked across multiple industries — education, retail, technology, and service-based brands — helping businesses enhance their digital identity, improve usability, and create experiences that feel effortless and engaging.
I specialize in:

- Web Design (UI/UX)
- Web Development
- UX Research & Strategy
- User Flow Mapping
- Interaction & Visual Design
- High-Fidelity Prototyping
- Conversion-Focused Site Architecture

My approach is both creative and analytical: I care about how things look, but even more about how they work. Every design decision is intentional, data-informed, and aligned with the user's goals.

Outside of my projects, I’m continuously exploring new ways to improve digital systems, streamline user experiences, and merge design with functionality in ways that make technology more human-centered.

SERVICES OFFERED

WEB DEVELOPMENT	Building scalable, responsive websites with seamless functionality and performance.
WEB DESIGN	Crafting modern, intuitive interfaces that elevate brand presence beautifully
REDESIGNS & REBUILDS	Transforming outdated websites into modern, user-centered digital experiences
UX DESIGN	Designing intuitive user flows and interfaces for effortless navigation.
UX RESEARCH	Using quantitative and qualitative insights to improve user experiences
WEB STRATEGY & MORE*	Creating data-driven website strategies that maximize clarity, engagement, conversions.

**Inquire about other services offered.*

PROJECT 1

stemlingo.com

Website Redesign & Subscription Flow Optimization

Overview

LINGO is an education subscription platform helping children learn STEM through fun, interactive tools. Their previous website lacked clarity, structure, and strategic UX, which resulted in:

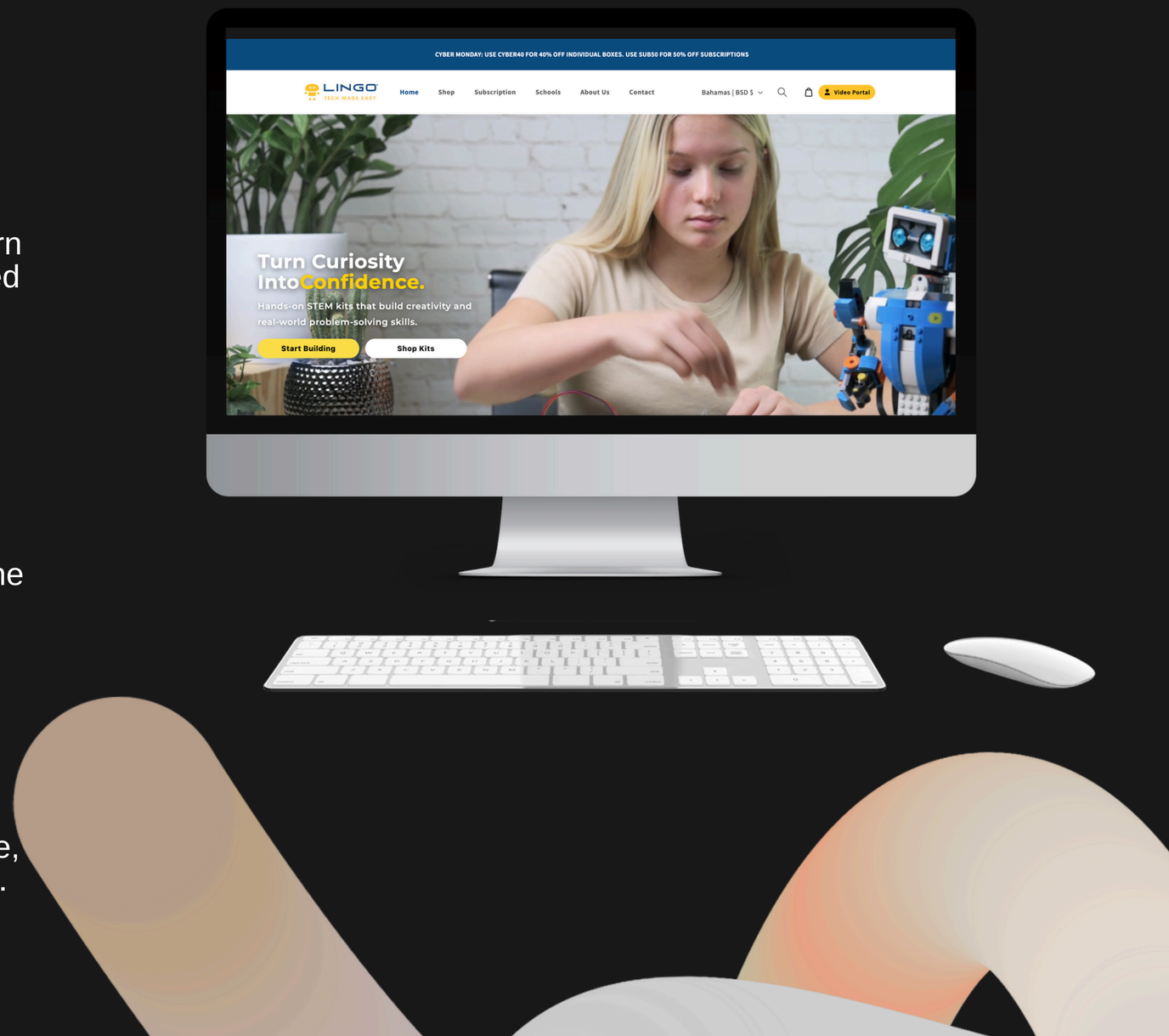
- Poorly organized content
- Confusing subscription flow
- Weak visual hierarchy
- Low perceived brand value
- Misaligned visual identity compared to their target audience

They needed a complete redesign and rebuild that modernized the brand online and improved conversions.

My Role

Lead Web Designer • Web Developer • UX Designer

I owned the full life cycle of this project: research, UX architecture, UI design, prototyping, Shopify development, testing, and launch.

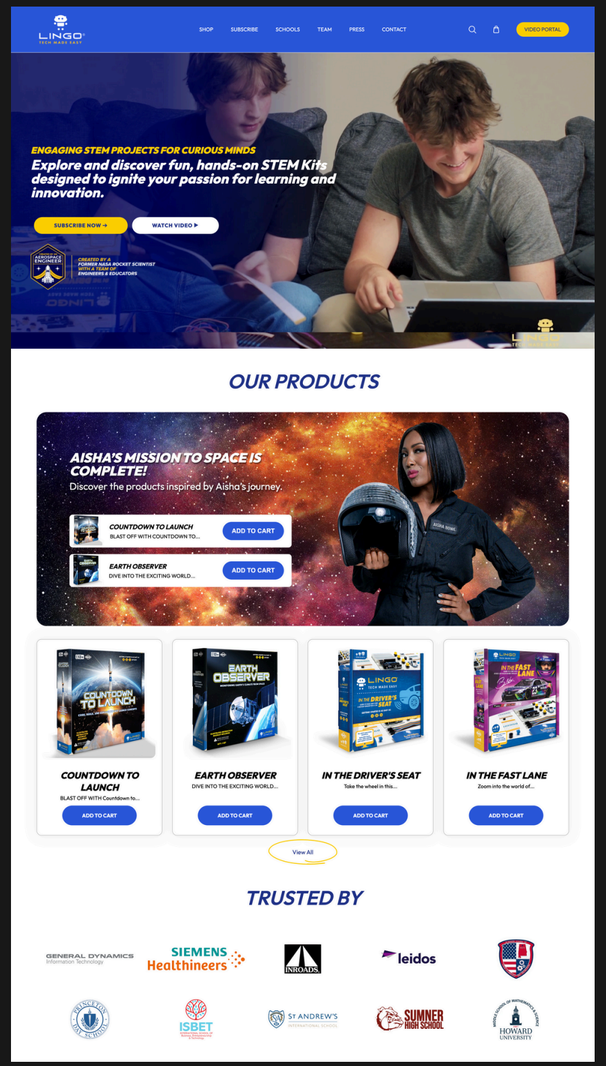


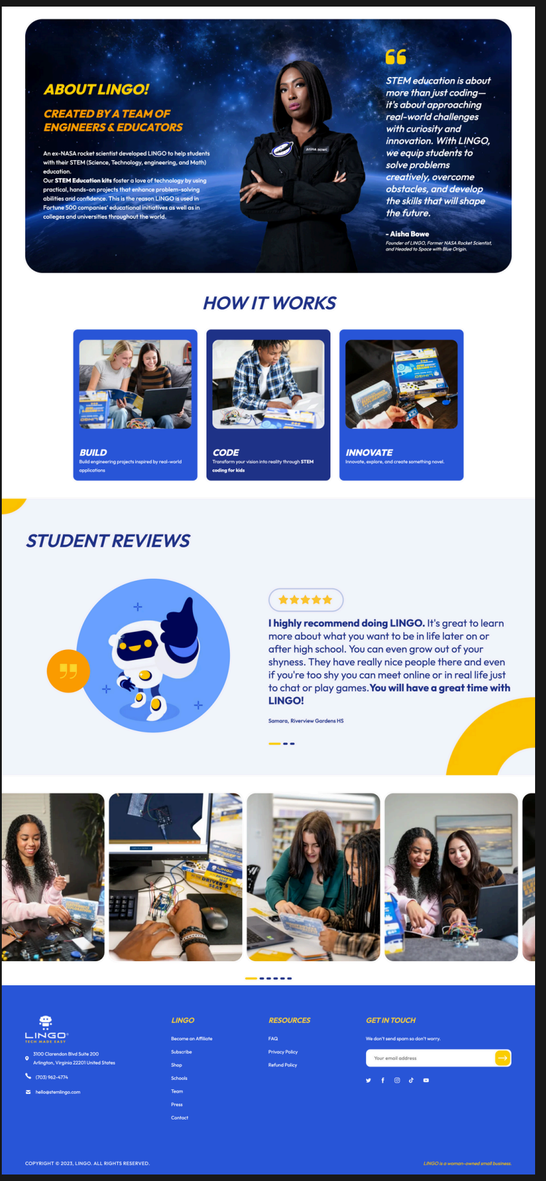
BEFORE

1. The original website lacked structure, clarity, and visual hierarchy, making it difficult for parents to understand LINGO's value.

2. The subscription flow was confusing and unintuitive, causing friction and unnecessary drop-offs in the purchase journey.

- Cluttered layout
- Ineffective content organization
- No consistent design system
- Difficult navigation
- Subscription flow was unclear
- Not optimized for mobile



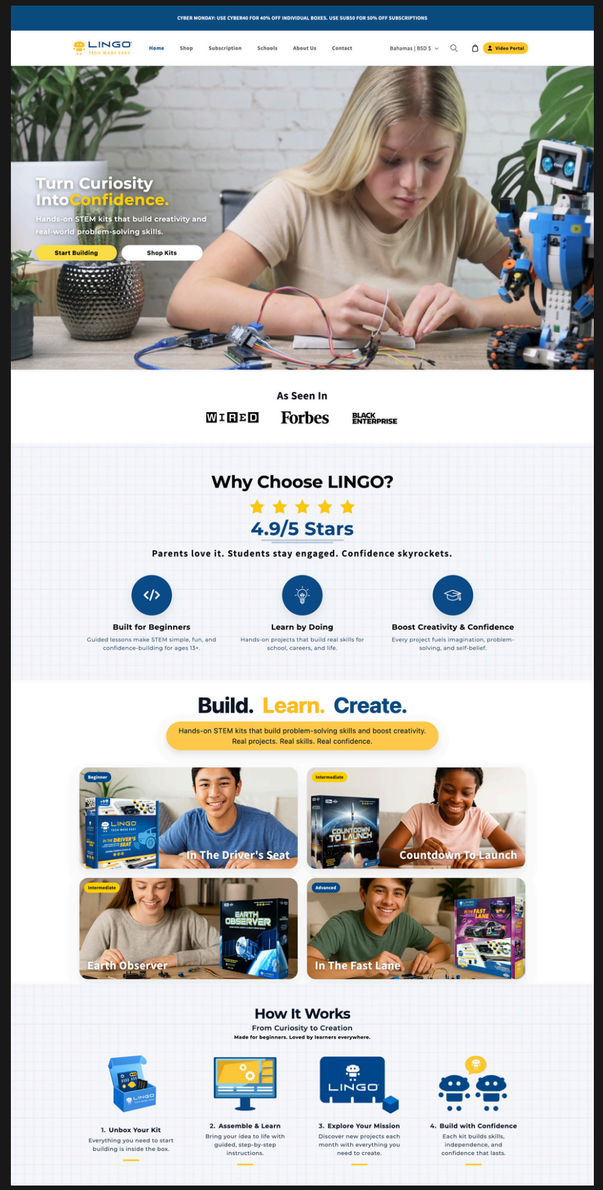


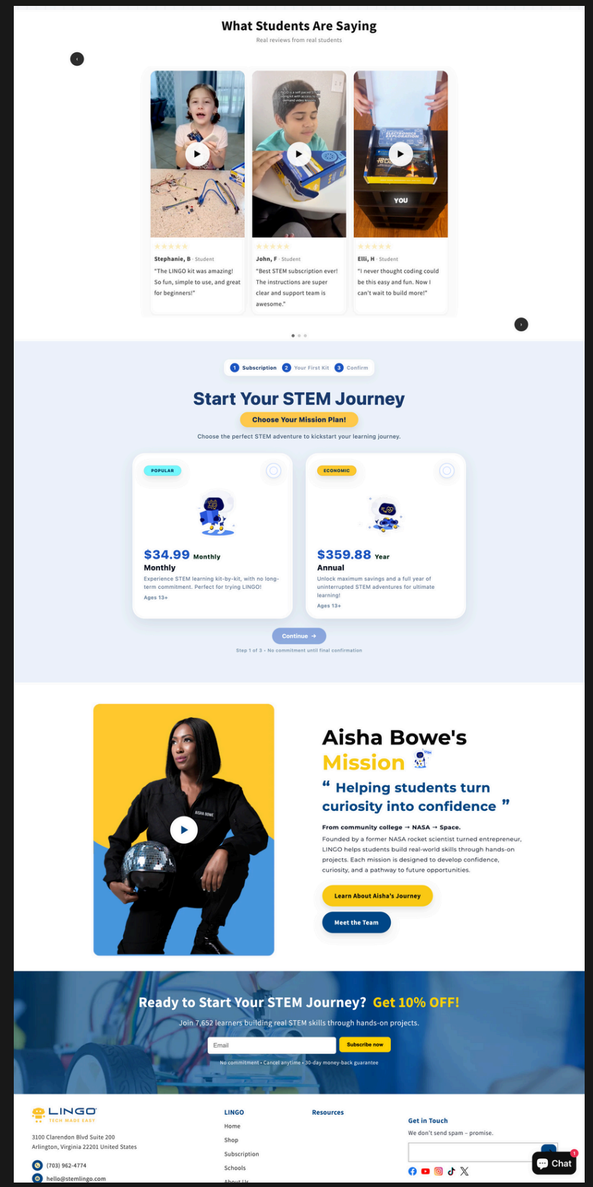
AFTER

1. A fully redesigned, modern platform with clear pathways, strong visuals, and intuitive content organization that communicates value instantly.

2. A streamlined, conversion-focused subscription experience that guides parents effortlessly from discovery to checkout.

- Fully redesigned website with modern visual system
- Clear educational value proposition
- Structured layouts with strong visual hierarchy
- High-performing subscription pages
- Unified brand identity
- Fully responsive redesign
- Custom development across templates





THE CHALLENGE

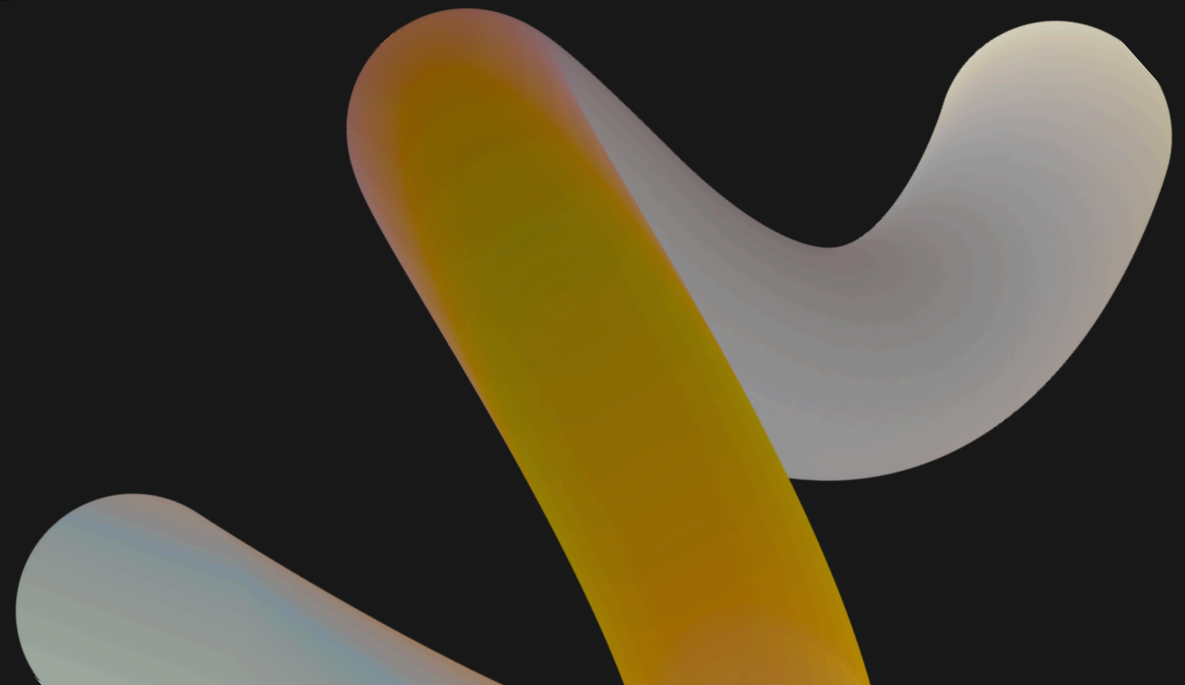
LINGO's old website didn't reflect the quality or mission of the company. Parents struggled to:

- Understand what LINGO offers
- Compare plans
- Complete checkout
- Navigate sections efficiently
- Trust the platform based on outdated visuals

To solve this, I redesigned not just the UI — **but the core experience**.

UX GOALS

- ✓ Communicate value in 3 seconds
- ✓ Make subscription plans easy to compare
- ✓ Build trust through clean design and structured content
- ✓ Reduce friction across the purchase journey
- ✓ Improve pathing and navigation
- ✓ Support both mobile-first families and desktop users



PROCESS & APPROACH

STEP 1 — UX AUDIT & RESEARCH

I reviewed user behavior, common browsing patterns for parents, subscription model best practices, and the limitations of the existing Shopify setup.

Key findings:

- Users were confused by mixed terminology
- Subscription steps felt hidden
- Relevant information required too many clicks
- Parents needed clear benefits + price clarity upfront

STEP 2 — IA & USER FLOW REDESIGN

I rebuilt the structure of the entire website:

- Simplified navigation
- Clear categories for learning tools
- Defined “pathways” for discovering products
- Redesigned subscription chooser logic
- Created a consistent content pattern for all pages

Created:

- New site map
- Updated user flows
- Wireframes for key pages

STEP 3 — UI DESIGN (MODERN, CLEAN, CHILD-FRIENDLY BUT PROFESSIONAL)

Focus areas:

- Soft, friendly color palette that still feels premium
- Strong typographic scale
- Clean open spacing
- Custom icons & visual structure
- Consistent grid system

Design goals: **Clarity, trust, and educational value.**

STEP 4 — FULL REBUILD (SHOPIFY + CUSTOM SECTIONS)

- Developed custom Liquid sections
- Redesigned subscription chooser
- Improved responsiveness
- Implemented structured content blocks
- Enhanced page load performance
- Added conversion-focused CTAs

STEP 5 — MOBILE OPTIMIZATION

- Families often browse on mobile → I rebuilt layouts specifically for small screens:
- Simplified buttons
- Larger tap targets
- Condensed comparison tables
- Stronger visual hierarchy
- Optimized spacing

RESULTS & IMPACT

Even without analytics data, I’ve highlighted qualitative improvements:

The redesign achieved:

- A clearer and more professional brand presence
- Stronger conversion-driven architecture
- A simplified and intuitive subscription flow
- Better visual communication of program benefits
- Higher clarity and trust for parents
- A cohesive design system that supports growth

The rebuilt platform is now:

- Scalable
- Easier to update
- Better organized
- Visually aligned with LINGO’s mission

PROJECT 2

iherbahamas.com

Web Design + Development

Overview

iHER is a nonprofit initiative created to empower girls and women through mentorship, personal growth, and career inspiration. Held annually, the event brings women together to share knowledge and build confidence. The goal of the website redesign was to create a modern, uplifting digital presence that reflects iHER's mission and supports its growing community.

My Role

Web Designer • Web Developer

Objectives

- Build a visually uplifting, modern website aligned with iHER's mission
- Create a clear, event-focused layout that highlights key information
- Improve navigation and structure for effortless browsing
- Ensure a mobile-friendly design that supports all users

Process

1. Information Architecture

- Reorganized product categories for clarity
- Designed intuitive navigation

2. UI Design

- Developed a clean, minimal interface
- Used strong product visuals

3. Development

- Built responsive layouts
- Integrated product galleries

PROJECT 3

divinetutoring242.com

Web Design + Development

Overview

A service-based business offering tutoring and counseling. The goal was to create a warm, trustworthy website with clear service explanations and easy contact options.

My Role

Web Designer • Web Developer

Objectives

- Build credibility through design
- Communicate services clearly
- Make booking and contact effortless

Progress

- Designed a friendly, welcoming interface
- Structured service information for clarity
- Integrated simple contact/booking options

Outcome

A calm, professional site that improves trust and increases inquiries.

PROJECT 4

luxurentals.com

UX Design

Overview

A UX case study to redesign the rental experience for a luxury vehicle rental platform. The goal was to streamline booking, improve visual hierarchy, and reduce drop-offs.

My Role

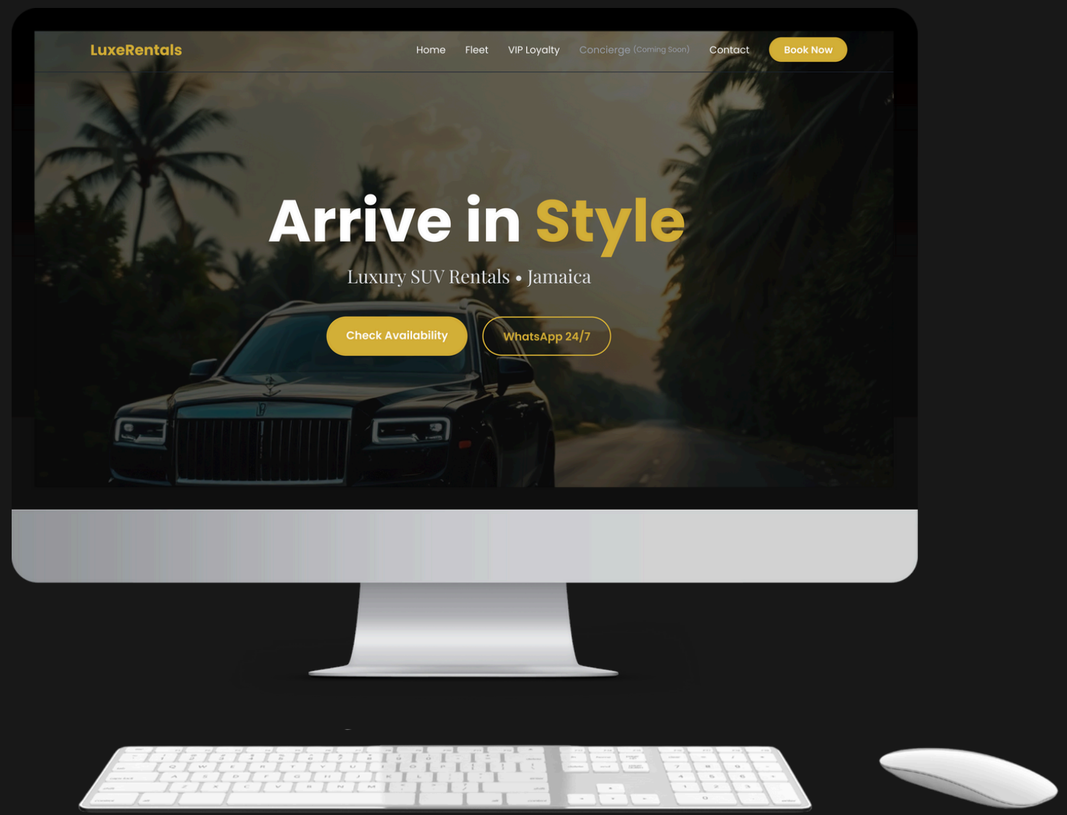
UX Researcher • UX Designer

Problem

Users found the booking process confusing and lacked trust signals for high-value rentals.

Progress

1. **User Research**
   - Interviewed potential users
   - Mapped frustrations and motivation patterns
2. **UX Auditing**
   - Identified unclear CTAs
   - Noted lack of transparency in fees
   - Observed low mobile optimization
3. **Wireframes & UX Flows**
   - Designed a minimal, luxurious layout
   - Simplified booking steps
   - Added premium visual design language



Outcome

A clean, luxury-focused UX that reduces cognitive load and increases booking confidence.

PROJECT 5

smilecentrebahamas.com

UX Designer • UI Designer

Overview

A UX redesign concept for a dental practice focused on improving appointment booking, services clarity, and overall accessibility.

My Role

UX Researcher • UX Designer

Problem

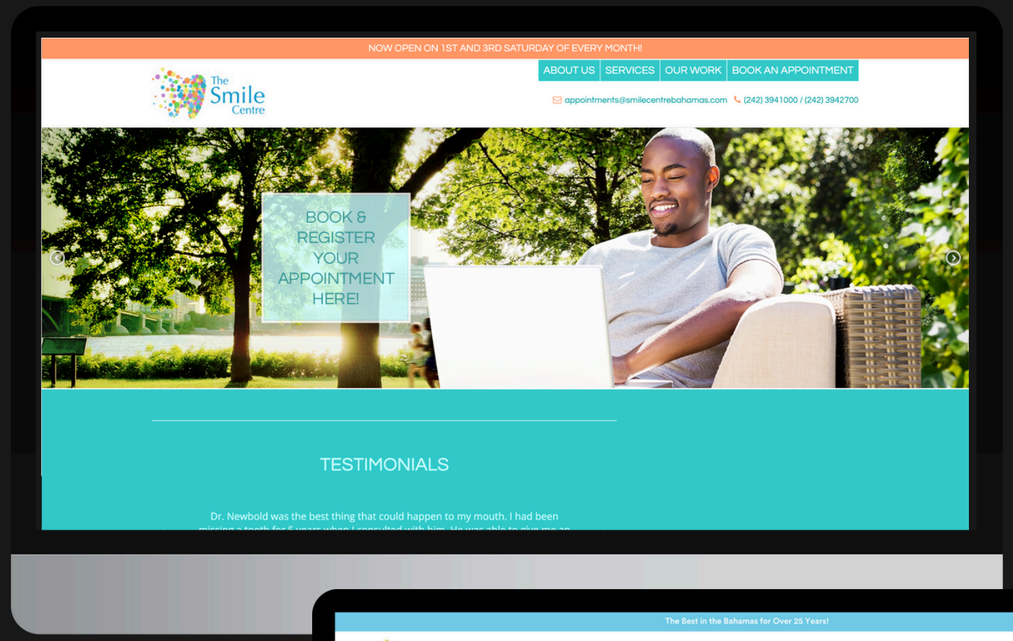
Patients struggled to find service information quickly, and the website lacked functioning and user-friendly booking options.

Progress

- Conducted heuristic evaluation
- Simplified navigation and service categorization
- Designed clean, friendly UI concepts
- Added stronger booking prompts

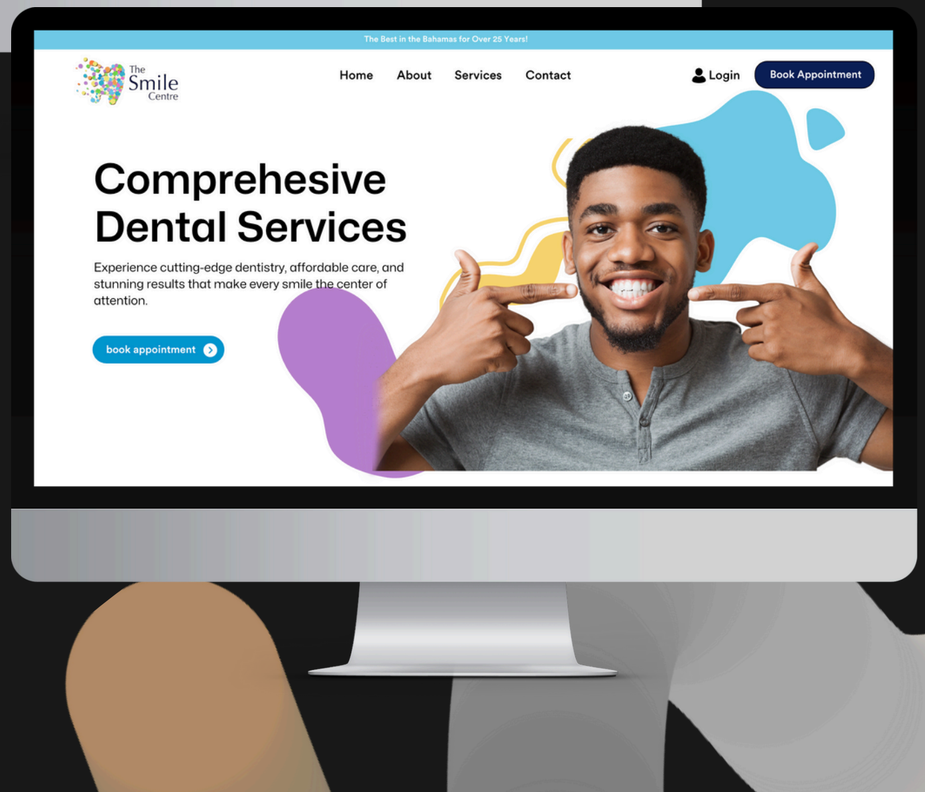
Outcome

A clean, luxury-focused UX that reduces cognitive load and increases booking confidence.



BEFORE

AFTER



READY TO BUILD SOMETHING?

I'm currently available for work and collaborations.

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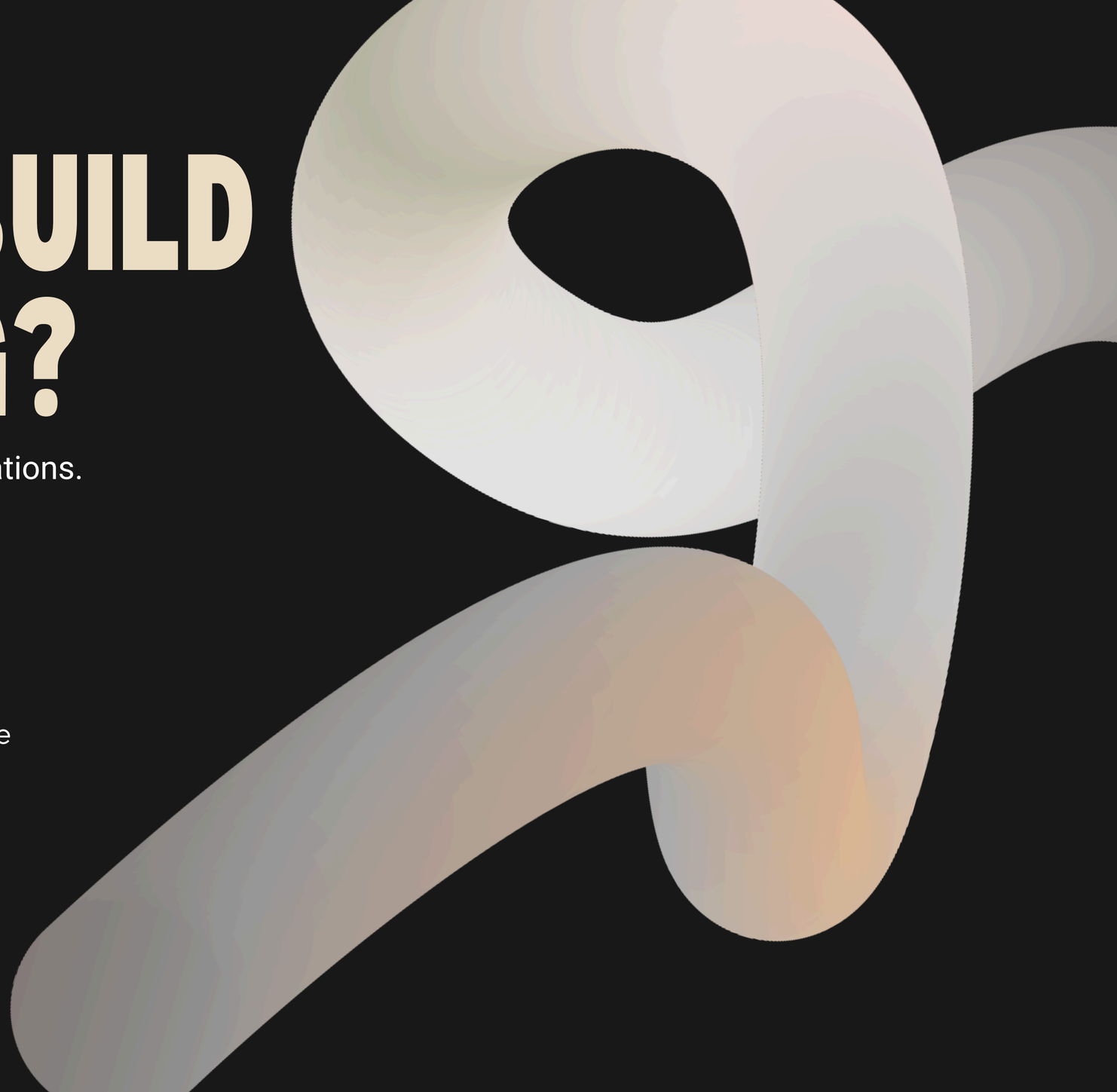
🪐 www.pixocodetech.com
📌 Based in The Bahamas – Available worldwide

Let's create solutions that work.



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THANK YOU

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