

Portland Oregon

45° 31' 12" N 122° 40' 55" W

# Digital MacGyver Portfolio



Name:



# Digital MacGyver Portfolio

## Bezos Academy - Employee Experience

### Problem Statement

Staff across campuses lacked a centralized, consistent place to access critical organizational information.

This led to:

- Wasted time searching for documents
- Redundant communication between departments
- Frustration navigating outdated or scattered resources
- Barriers to onboarding new employees smoothly

The result? Delayed work, knowledge silos, and avoidable inefficiencies across the system.

### Design Goals

- Build a single source of truth for internal communications and resources
- Empower teams to self-serve, collaborate, and stay informed
- Design a visually engaging, accessible user experience aligned with the Bezos Academy brand
- Support scalability as the organization grows

### Building a Better Intranet Experience

The SharePoint Intranet Project became more than just a redesign—it evolved into an operational backbone for the organization.

Using a modular design system, smart tagging, and UX-tested navigation, we created an intuitive portal experience that works across departments and devices.

We focused on:

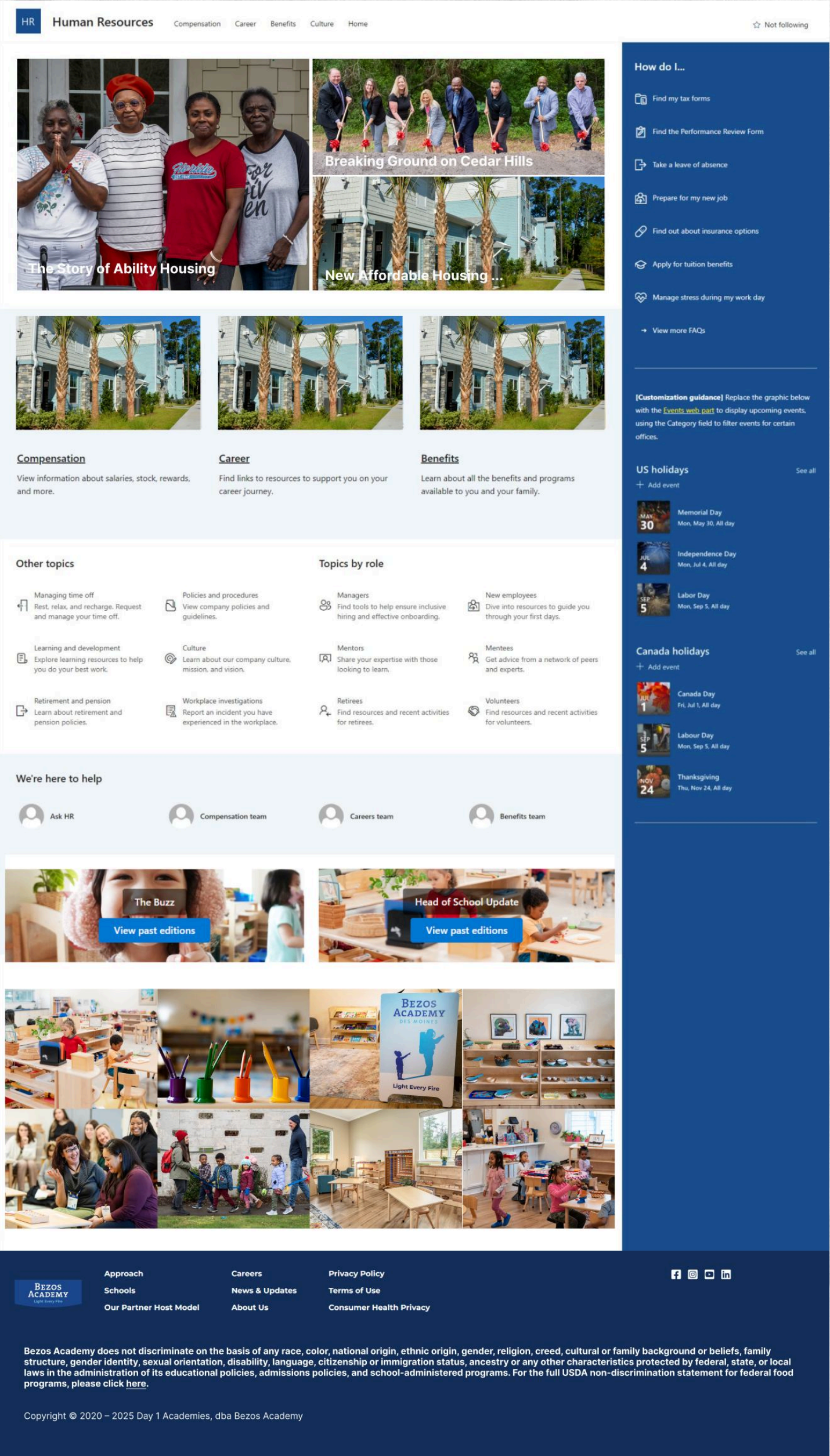
- Metadata-driven architecture: Content is grouped by need, not by department.
- Custom site templates: Every department gets what they need—without reinventing the wheel.
- Search-first mindset: Users can now find what they need in 1–2 clicks.

### Operational Impact - System Usability

- 79% reduction in internal IT tickets related to "Where do I find...?"
- 62% increase in SharePoint usage across non-technical staff
- 48% drop in email requests for files that now live on the intranet

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Metropolitan Business Association

- Brand System

Problem Statement

MBA’s legacy site no longer served the evolving needs of the organization:

- Dated visual design and layout
- Difficult navigation, especially on mobile
- Poor visibility into open membership categories and events
- No clear user journey for prospective members
- Missed opportunities to showcase the strength of the network

Design Goals

- Reflect MBA’s professionalism and trust through modern design
- Highlight member success stories and event engagement
- Make membership opportunities clear and accessible
- Increase referrals, app downloads, and newsletter signups
- Create a mobile-first experience that works across devices

Tech & Design Stack

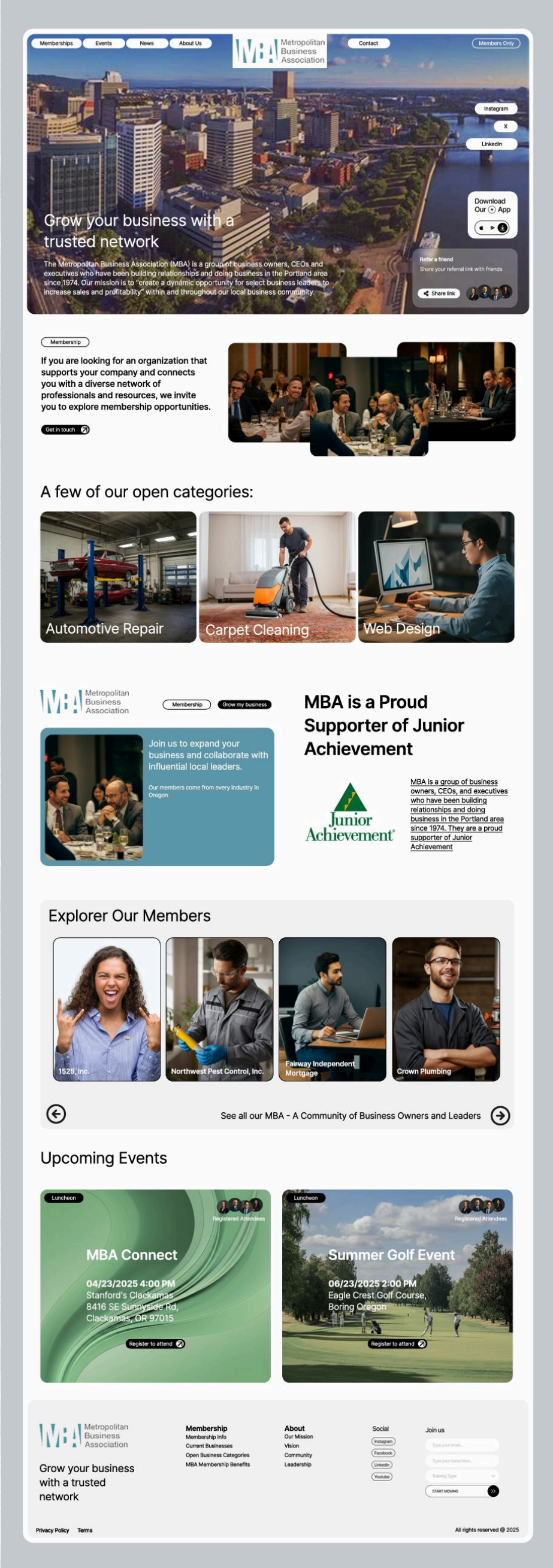
- Platform: WordPress with Elementor
- Design Tool: Figma
- Fonts: Heebo (matches brand tone: modern, human, readable)
- Layout: 12-column grid with responsive breakpoints
- Accessibility: WCAG AA compliance focus

Design System Notes

- Created reusable components for cards, CTA blocks, and navigation elements
- Developed consistent iconography and button treatments
- Applied color hierarchy for clarity and usability:
  - Primary CTA (black/white),
  - Secondary CTA (outline),
  - Highlight (green for events, blue for membership, red for alerts if needed)

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## Digital MacGyver Portfolio

# HomeFinder

### Problem Statement

Users faced real obstacles:

- Listings buried under too many filters
- Slow load times, especially on mobile
- Outdated design that hurt trust and credibility
- Agents struggled to highlight their listings
- No clear path for users to save, share, or request a tour

This was costing conversions. People bounced. Agents left. Everyone lost.

### Design Goals

- Modernize the look and feel for 2025 and beyond
- Drastically improve mobile usability
- Make it dead simple to find, save, and share listings
- Help agents stand out with premium profiles and featured listings
- Increase lead generation for both users and agents

### Tech & Design Stack

- Platform: React with Next.js
- Backend: Node.js + MongoDB
- Design: Figma, Heebo font family
- Image Handling: Cloudinary for speed
- Hosting: Vercel for global CDN
- SEO: Structured data, lightning-fast load, accessible markup

### Potential Value

- 54% decrease in bounce rate (first 60 days)
- 2.1x increase in mobile traffic
- Listings viewed per session up 73%
- “Tour Request” leads up 47%
- Agents reporting 38% more listing inquiries

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