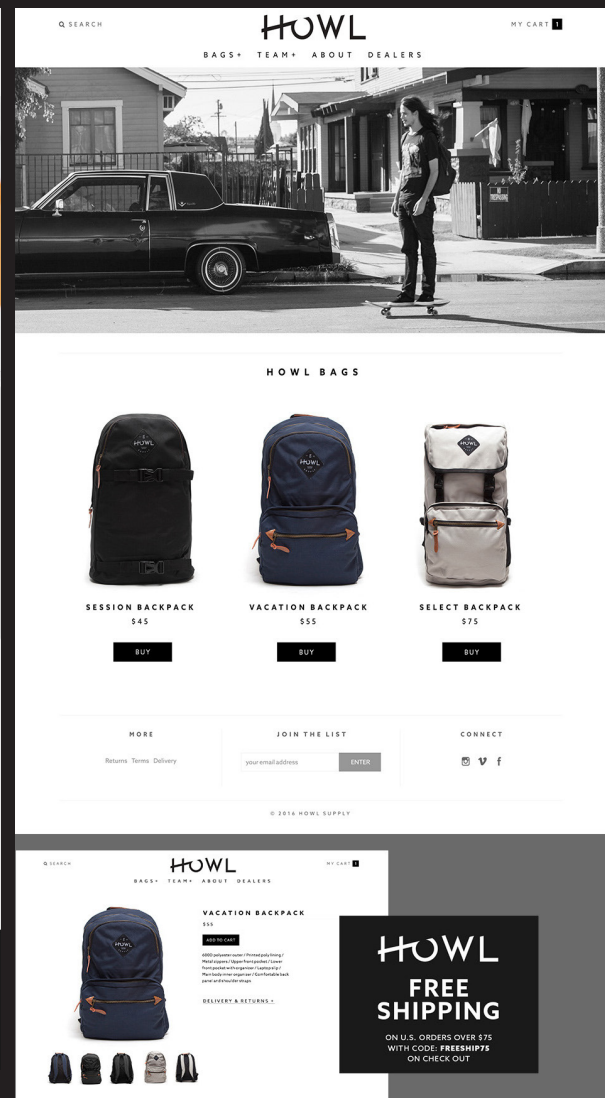
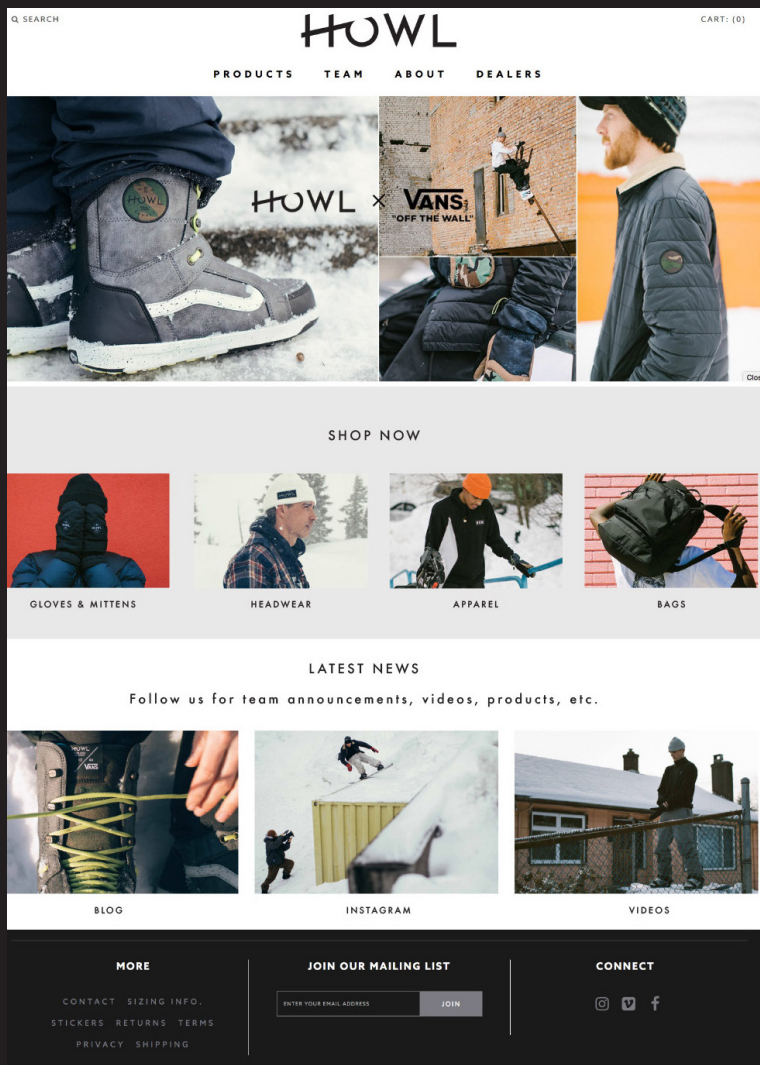


CASE STUDY



project: Howl Supply e-commerce site

client/company:
Howl Supply

project date:
2015-2018

my role:
UX Design, Branding, Dev/code

project summary:
An amazing brand needed to sell online.

the challenge:
The site needed to create a unique customer journey that catered specifically to both skateboarding and snowboarding enthusiasts. Additionally, it had to be built on Shopify's e-commerce platform, with specific JavaScript

requirements for product selections and color variations.

solution:
I developed a highly stylized user experience that matched the brand's clean aesthetics. I created a custom Shopify theme that met all technical requirements, enabling the site owner to manage product selections and color variations effortlessly.

results:
A successful e-commerce site that instantly grew HOWL's company and brand. The site also gave HOWL complete control of its own website without the need to be depended upon a web developer.