



PORTFOLIO

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AR Dental Care

Website Redesign & Digital Evolution

01

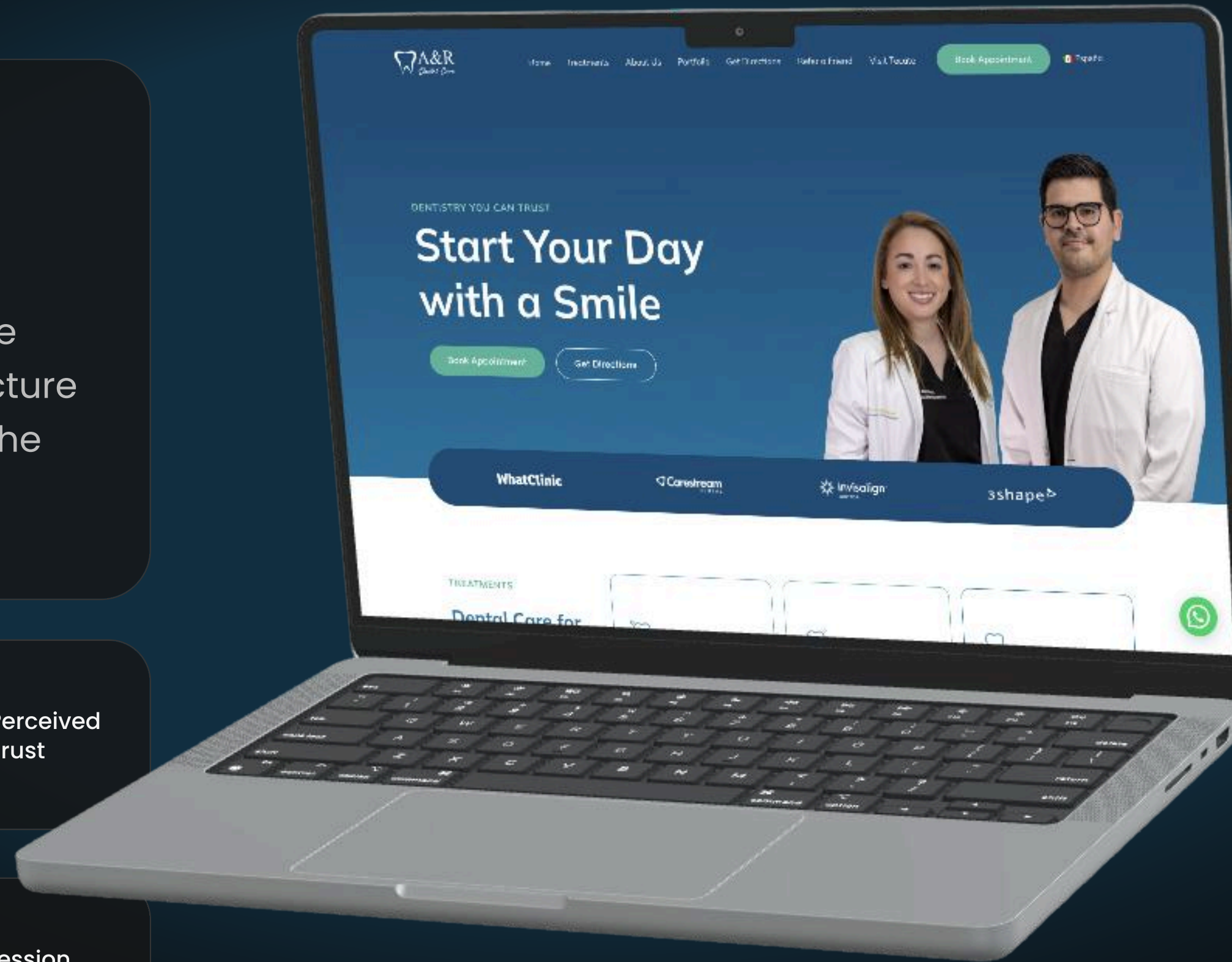
Challenge


The clinic needed to build trust and improve its online booking rate.


02

Strategy


I restructured the website architecture and enhanced the visual narrative.

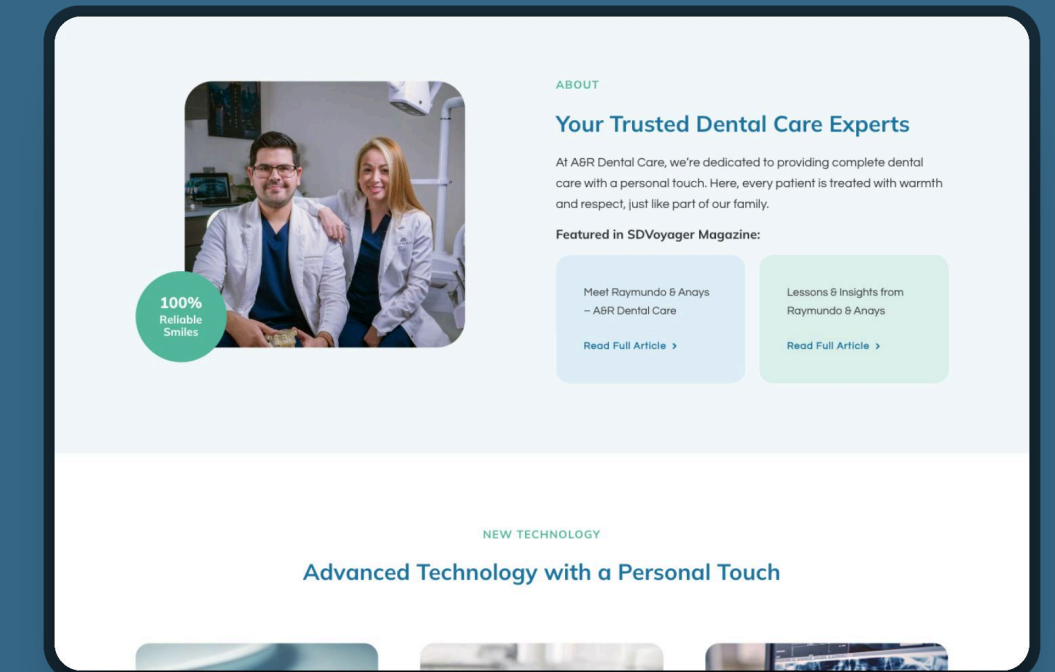
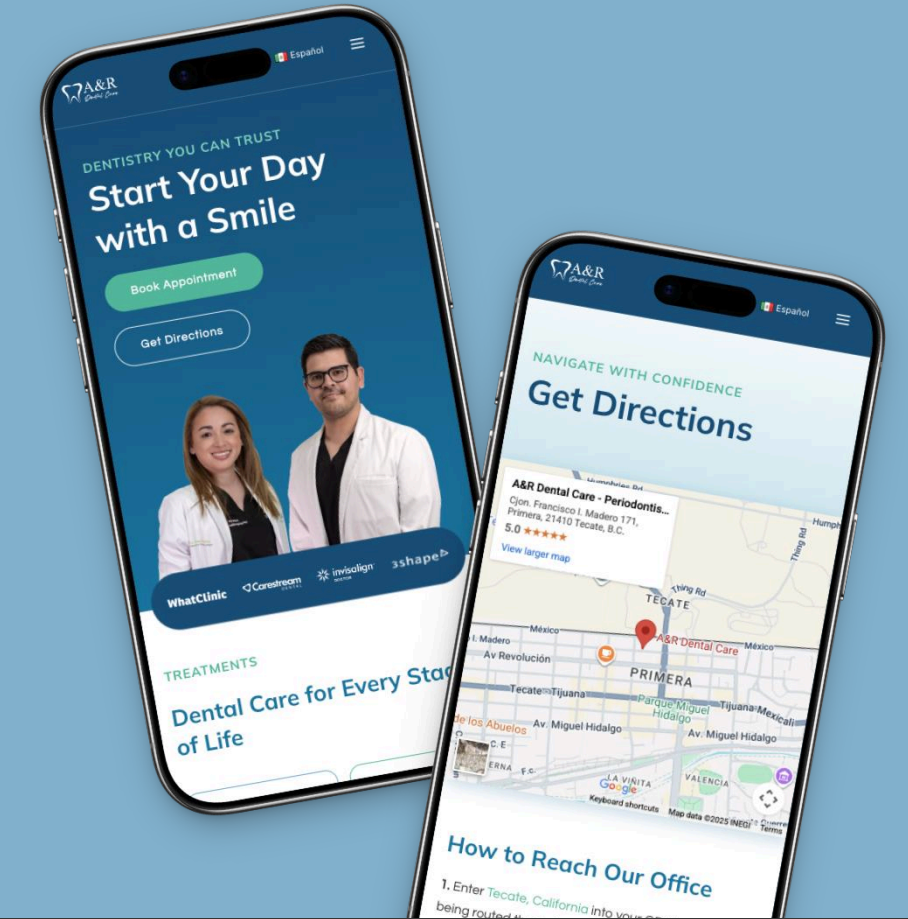


 **+48%** Online Appointments

 **+30%** Perceived Trust

 **+40%** Mobile Visits

 **+25%** Session Duration



FIGMA

UX DESIGN

WORDPRESS

STRATEGY

AU Fitness Studio

Website Redesign & Online Platform

01

Challenge

The brand needed a website and a functional platform to offer online training.

02

Strategy

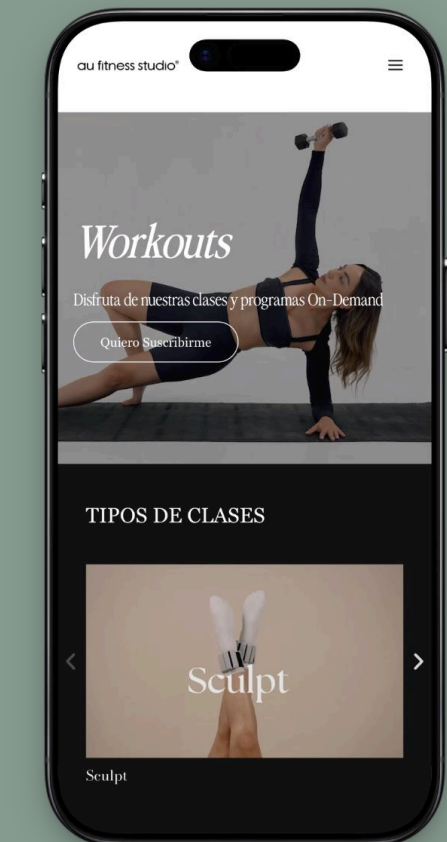
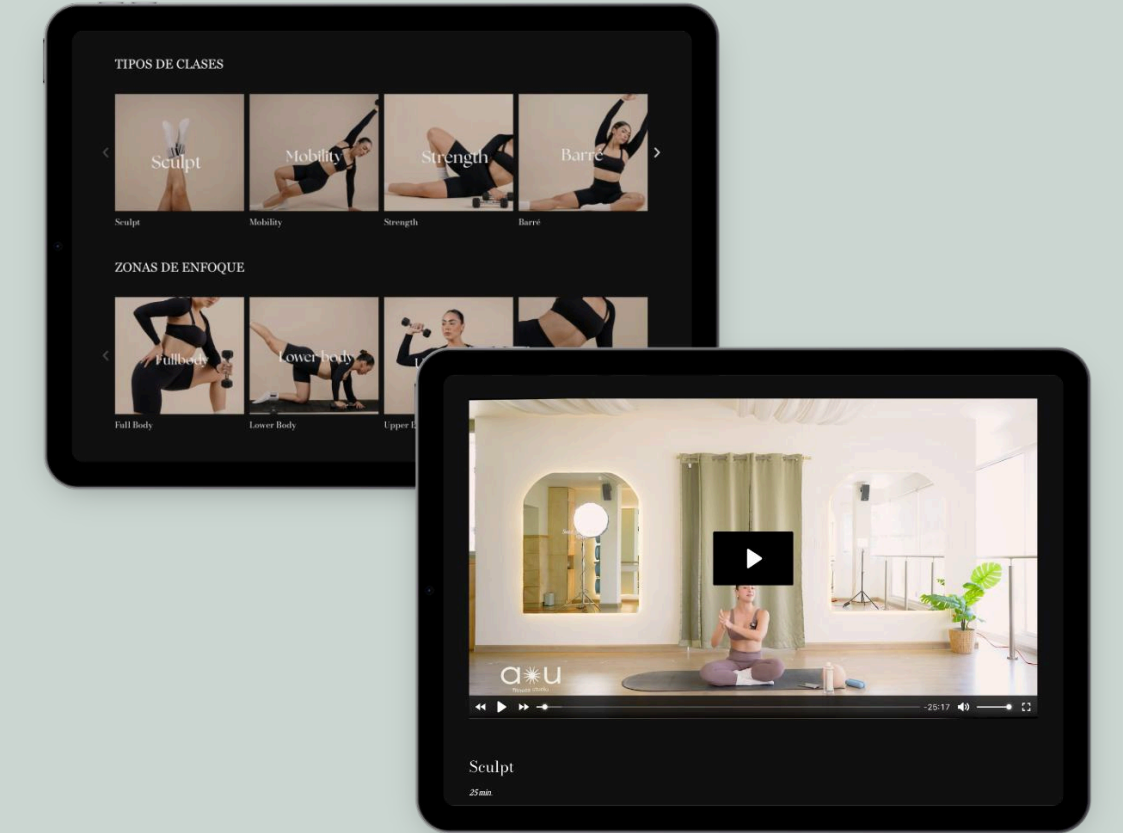
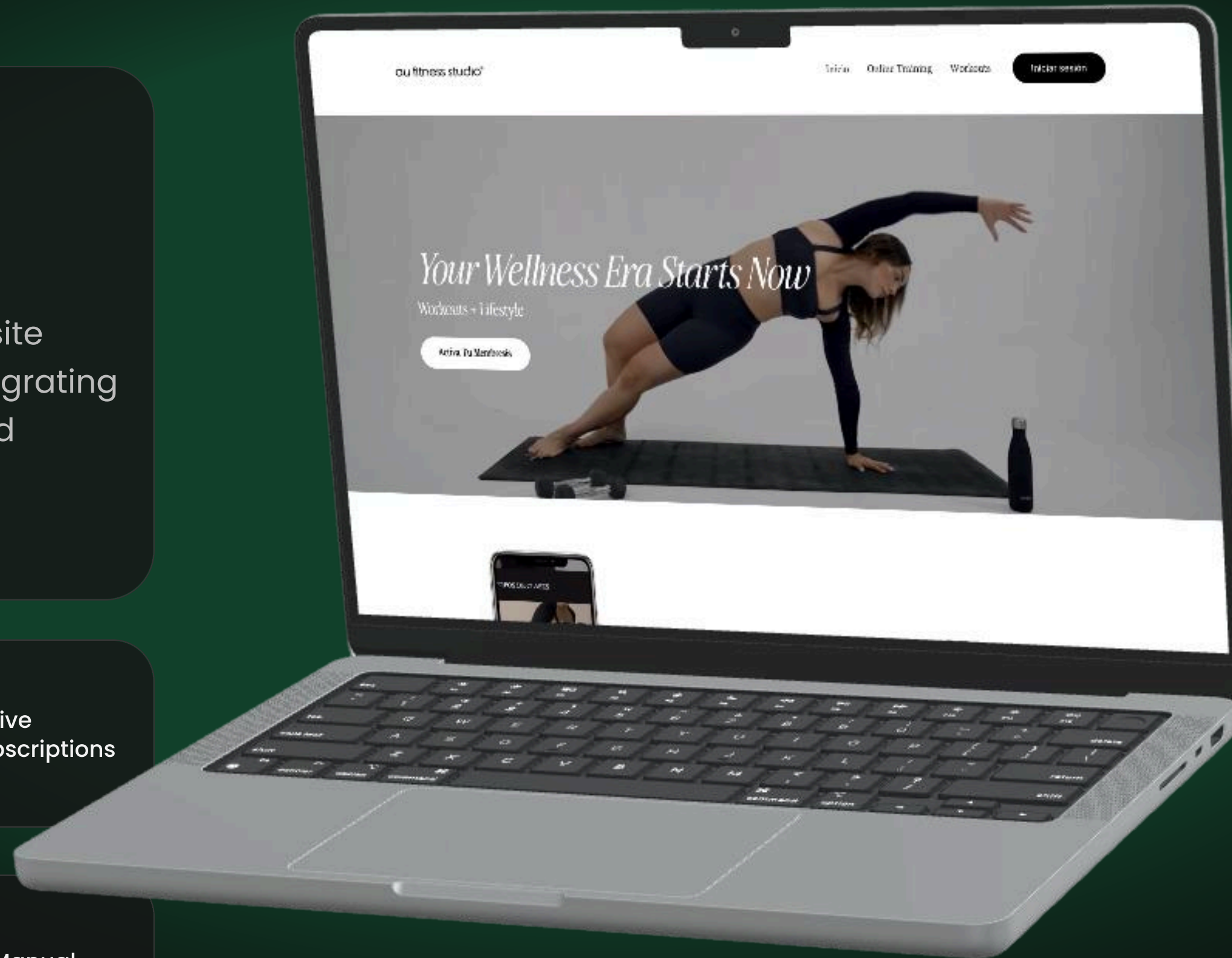
I redesigned the site from scratch, integrating memberships and automations.

✓ 75% Engagement

✉ +40 Active Subscriptions

♥ +65% Interaction

⚙ -80% Manual Tasks



UX DESIGN

AUTOMATION

WORDPRESS

SURECART

NY My Way

E-commerce Development

01

Challenge

The brand needed an automated online store to sell its digital tourist guides.

02


Strategy

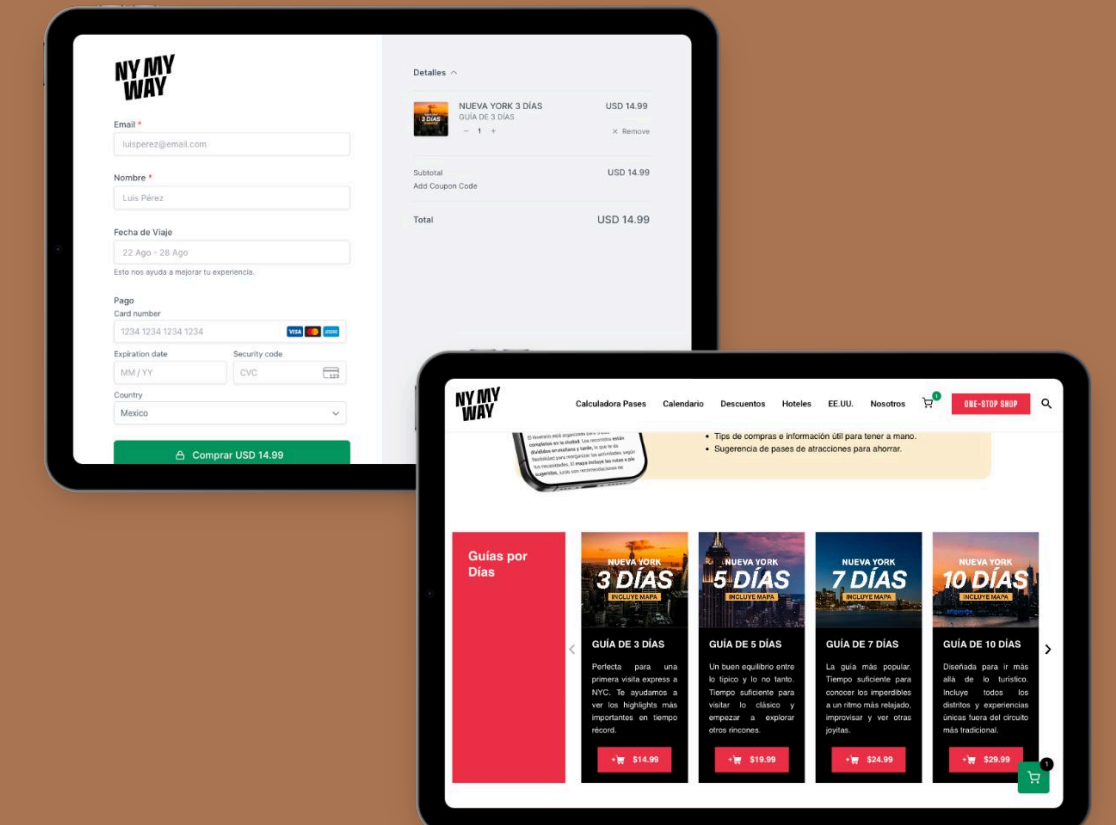
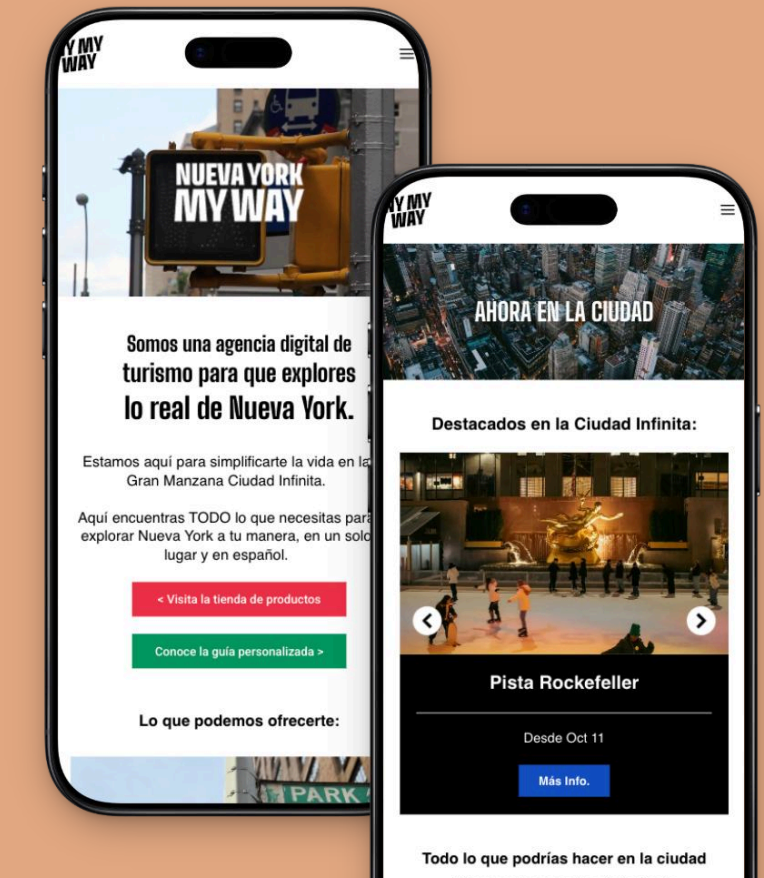
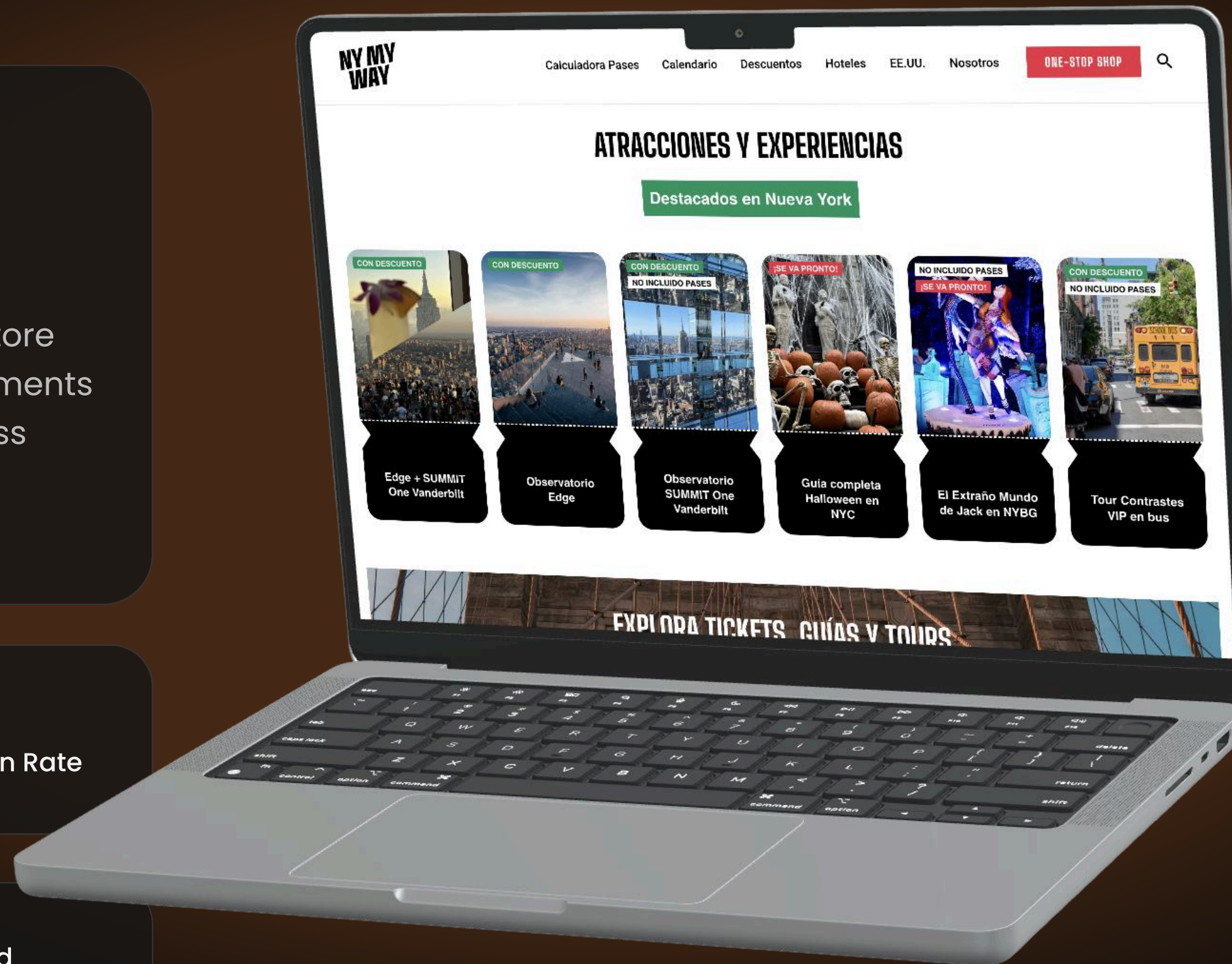
I developed the store with dynamic elements and a custom pass calculator.

 **+2K** Monthly Visitors

 Higher Conversion Rate

 **+40%** Time on Page

 Automated Workflow



WORDPRESS

E-COMMERCE

AUTOMATION

DYNAMICS

Scharkey Fitness

Web Design & RSVP System

01


Challenge


The brand needed a solid platform to manage events and stand out locally.

02


Strategy

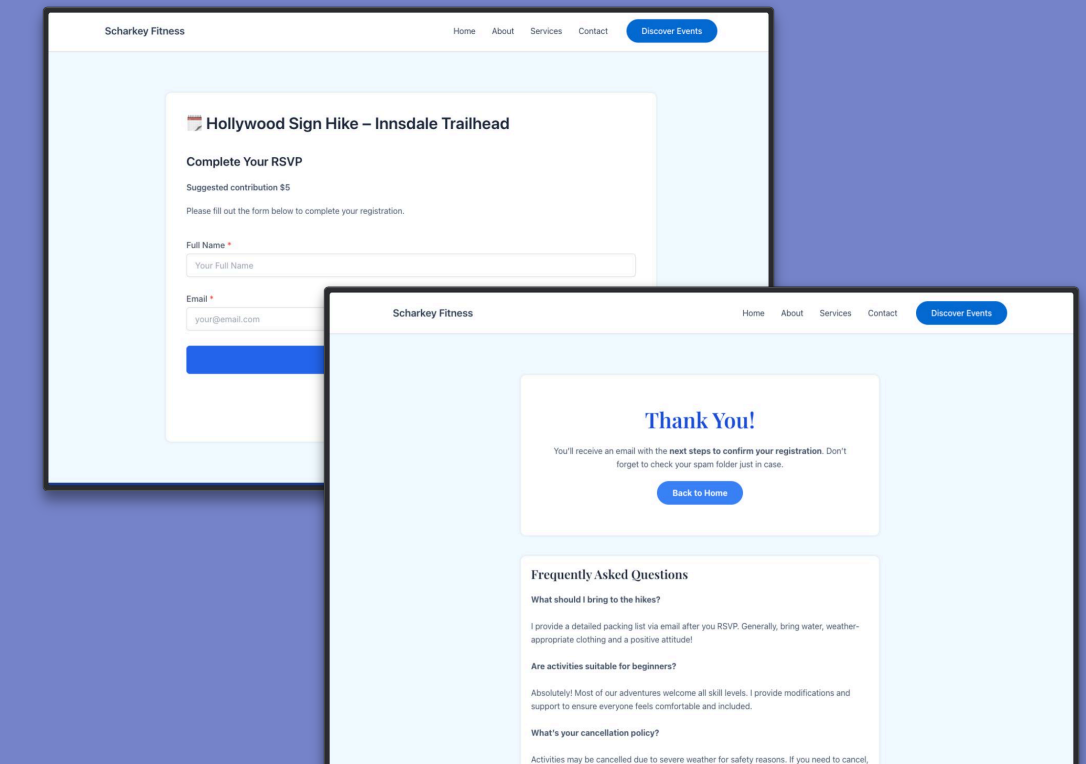
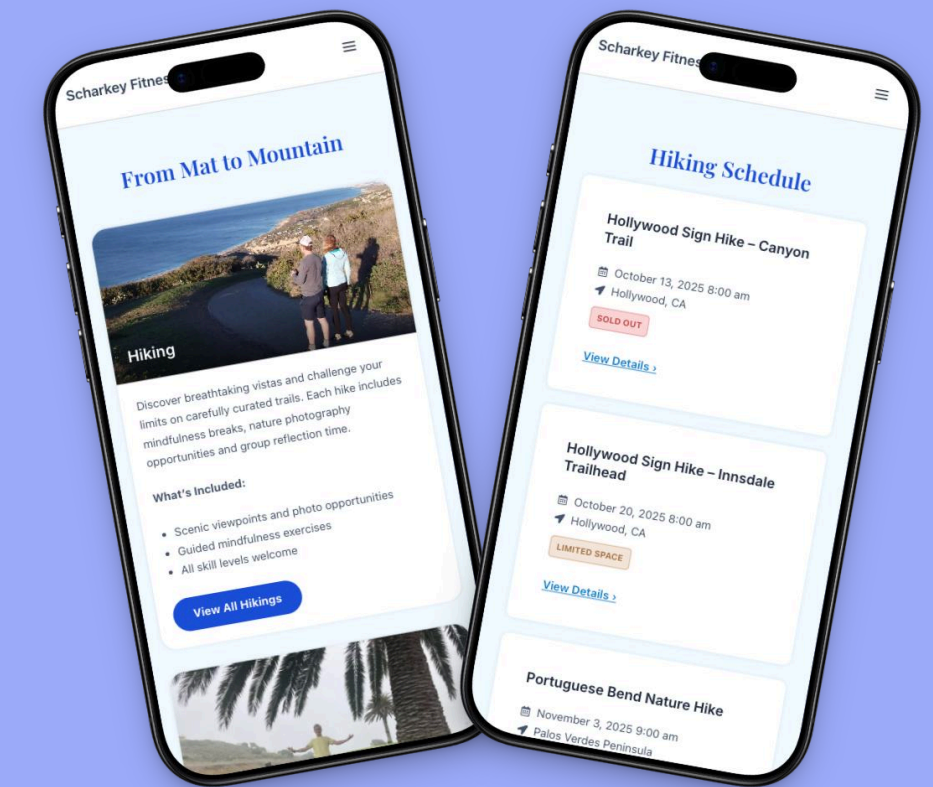
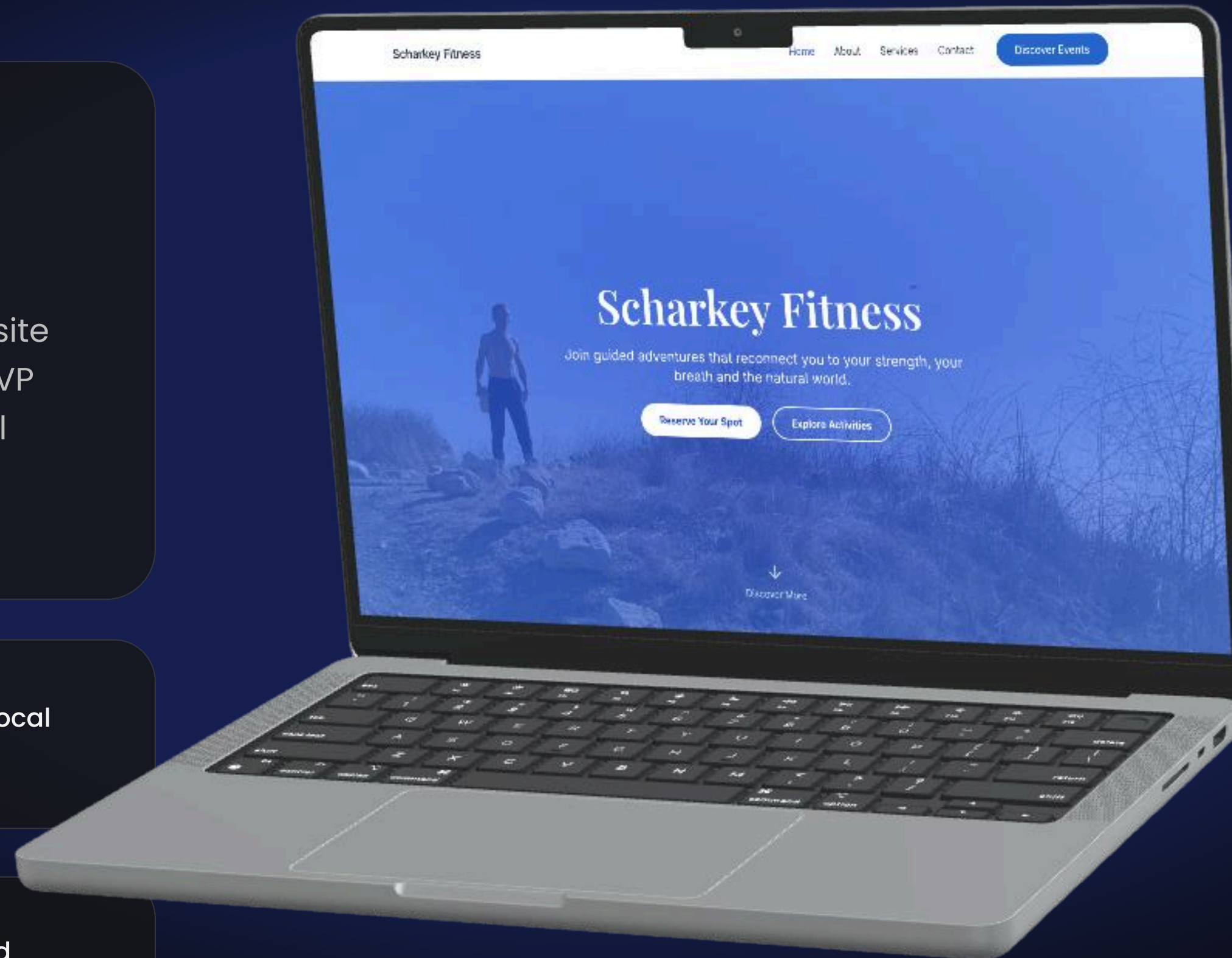
I designed a website with a custom RSVP system and email automation.

 **85%** Attendance Confirmation

 Stronger Local Presence

 **+25** Attendees per Event

 Automated System



WEB DESIGN

RSVP SYSTEM

EMAIL FLOW

FIGMA



ELI ESTRADA

Let's Create What's Next

Design is just the start. Every project is built to grow and stand out.

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