

Case studies

Web design | UX & UI

Kristina Shcherba

WEB DESIGNER



Seamless shopping, exquisite style: website concept design

As a creative professional, I'm constantly seeking opportunities to showcase my capabilities and expertise in web design. The Grapes Interiors project was one such concept work that allowed me to flex my creative muscles and create a visually stunning and engaging website design.

Challenge

Create a website that would reflect modern and minimalist aesthetic while offering an exceptional shopping experience for customers.

Outcome

I designed an engaging website that has strong selling-points to attract a wider audience, increase conversion rates, and ultimately increase revenue.

Deliverables

Strategy
Wireframes
Design & UX





NEW COLLECTION

Elevate Your Home with Exquisite Objects

SHOP NOW

The client

Grapes Interiors is a premium home decor store with a focus on modern and minimalist aesthetics. As a fictional brand, their customers are imagined to be style-conscious individuals who are passionate about creating a beautiful and comfortable home environment.



... sizes and
... stoneware and finished
... a unique textured design



Grapes Interiors offers a curated selection of furniture and accessories, from iconic pieces to new modern designs. We specialize in providing the finest quality from the world's leading designers.



GRAPES INTERIORS

Our New Furniture Collection. [Discover](#)

PROFESSIONALS ABOUT CONTACT

Table Lamps

Iconic Pieces

Product Name

\$1800

GRAPES INTERIORS

Our New Furniture Collection. [Discover](#)

FURNITURE LIGHTING ACCESSORIES BRANDS

PROFESSIONALS ABOUT CONTACT

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FURNITURE LIGHTING ACCESSORIES BRANDS

PROFESSIONALS ABOUT CONTACT

This set of two unique pieces or pair in neutral color.

A Timeless Chair

GRAPES INTERIORS

Our New Furniture Collection. [Discover](#)

FURNITURE LIGHTING ACCESSORIES BRANDS

PROFESSIONALS ABOUT CONTACT

Lighting

FILTERS Spaces Categories Brand

Sort by



This armchair is a statement piece that brings a touch of style to any living space. Its design with natural materials, crafted from sustainable materials, it features an angular copper and a plush upholstered seat and backrest in a vibrant green hue.

Its design will bring a touch of style to any living space. The ergonomic shape provides superior comfort and support. The armchair is perfect for creating a cozy retreat in your home.



Impact

Although Grapes Interiors was a concept work, the impact of the project was significant. It allowed me to showcase my design capabilities and expertise. The design focused on improving the user experience and encouraging customers to browse and shop, resulting in increased traffic and sales for a client.



ACCESSORIES

Ru Vases

Lighting

FILTERS ▾

Sort by ▾



MNML Table Lamp
€945



Air Pendant Lamp
€1.950



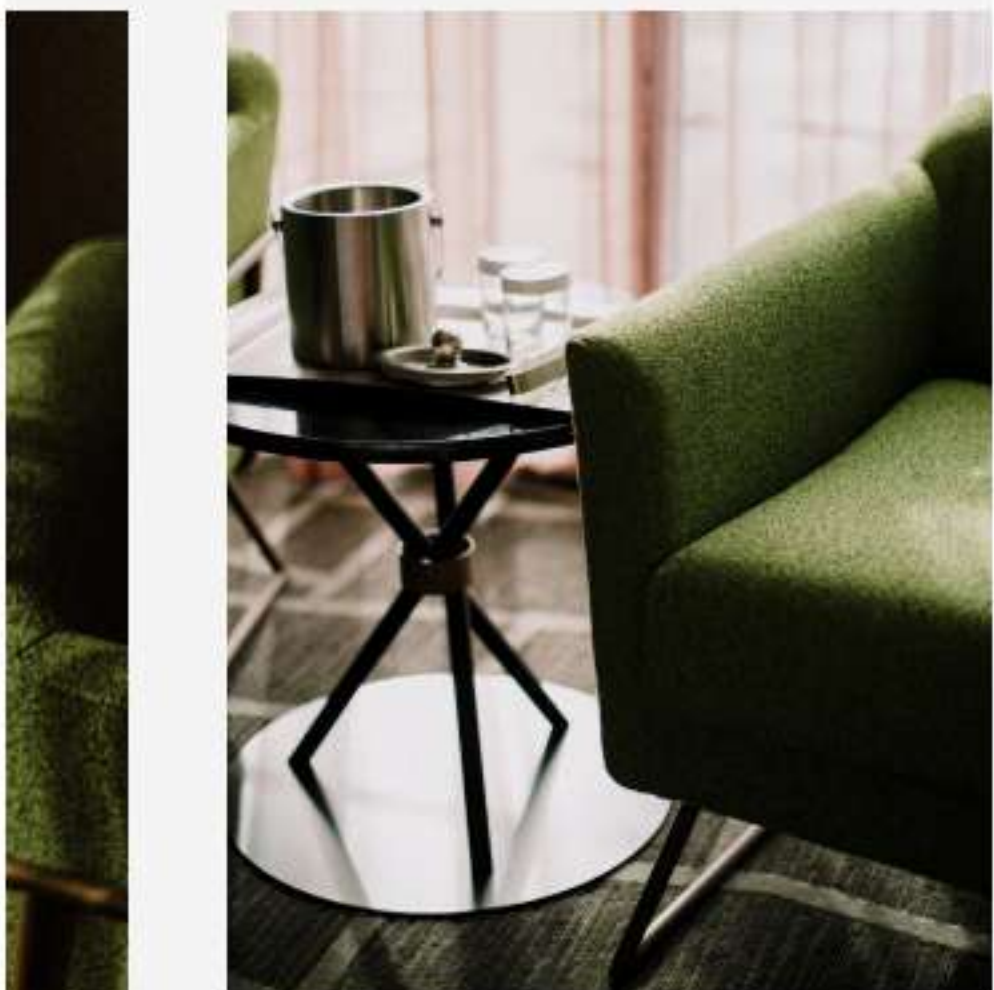
Stories



The Perfect Ambience



The two vases, in complementary sizes and shapes, can be used together or separately. Crafted from durable stoneware and finished with a unique textured design



Leon Lounge Chair

€2.350

MORE DETAILS

Lounge

Dining

Bedroom



GRAPES INTERIORS



NEW COLLECTION

Elevate Your Home with Exquisite Objects

SHOP NOW



Yui Table Lamp
€410



Flow Wall Lamp
€1.545



Numero 12 Floor Lamp

€2.450

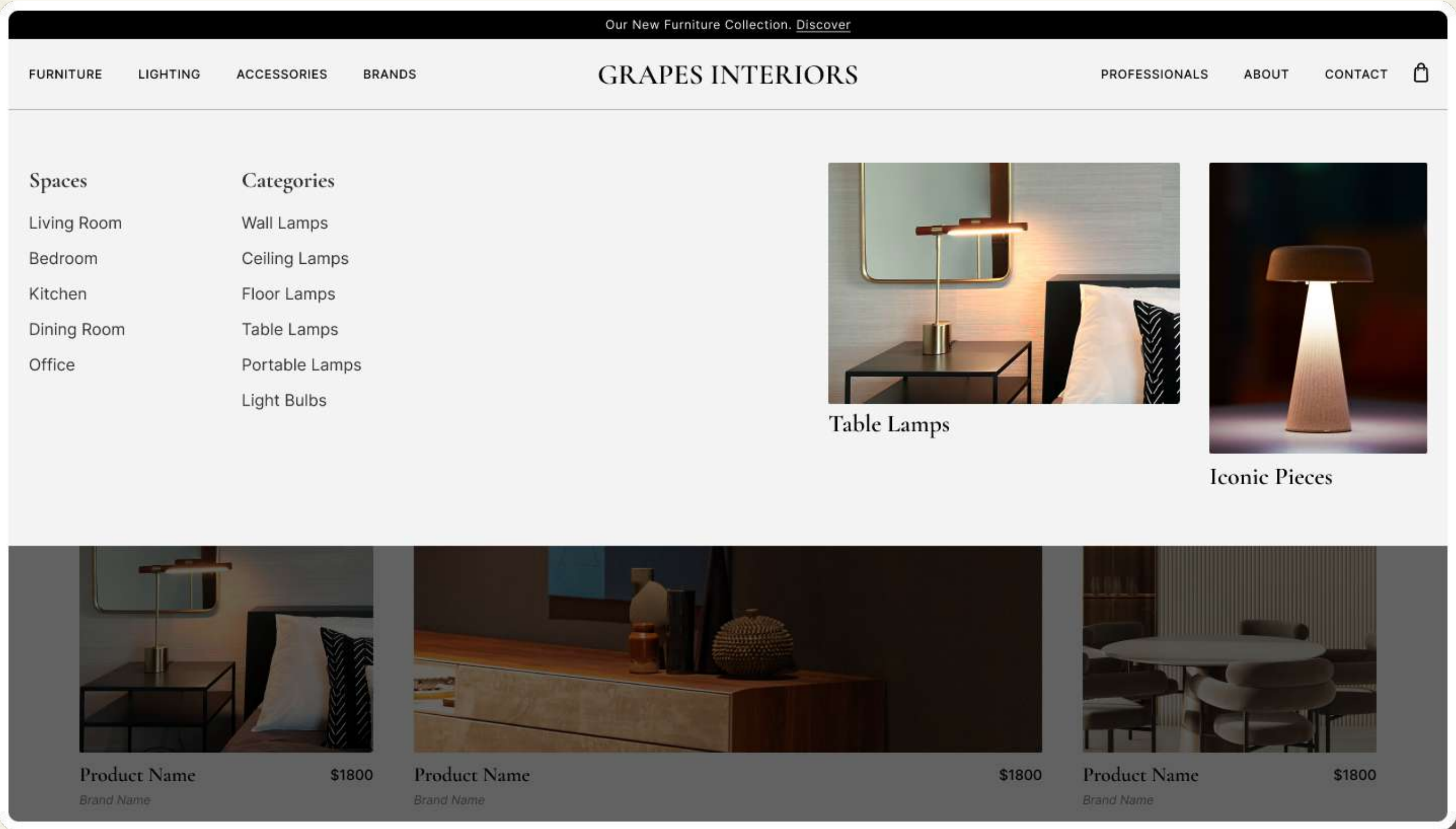
The meaning behind



Grapes Interiors offers a curated selection of furniture and accessories, from iconic pieces to new modern designs. We specialize in providing the finest quality from the world's leading designers.

Categories grid

A visually captivating and organized display of the various product categories offered by the brand. Each category is represented by an appealing image that showcases the essence of the respective collection. The grid layout ensures a balanced and structured presentation, allowing visitors to easily navigate and explore the different categories.

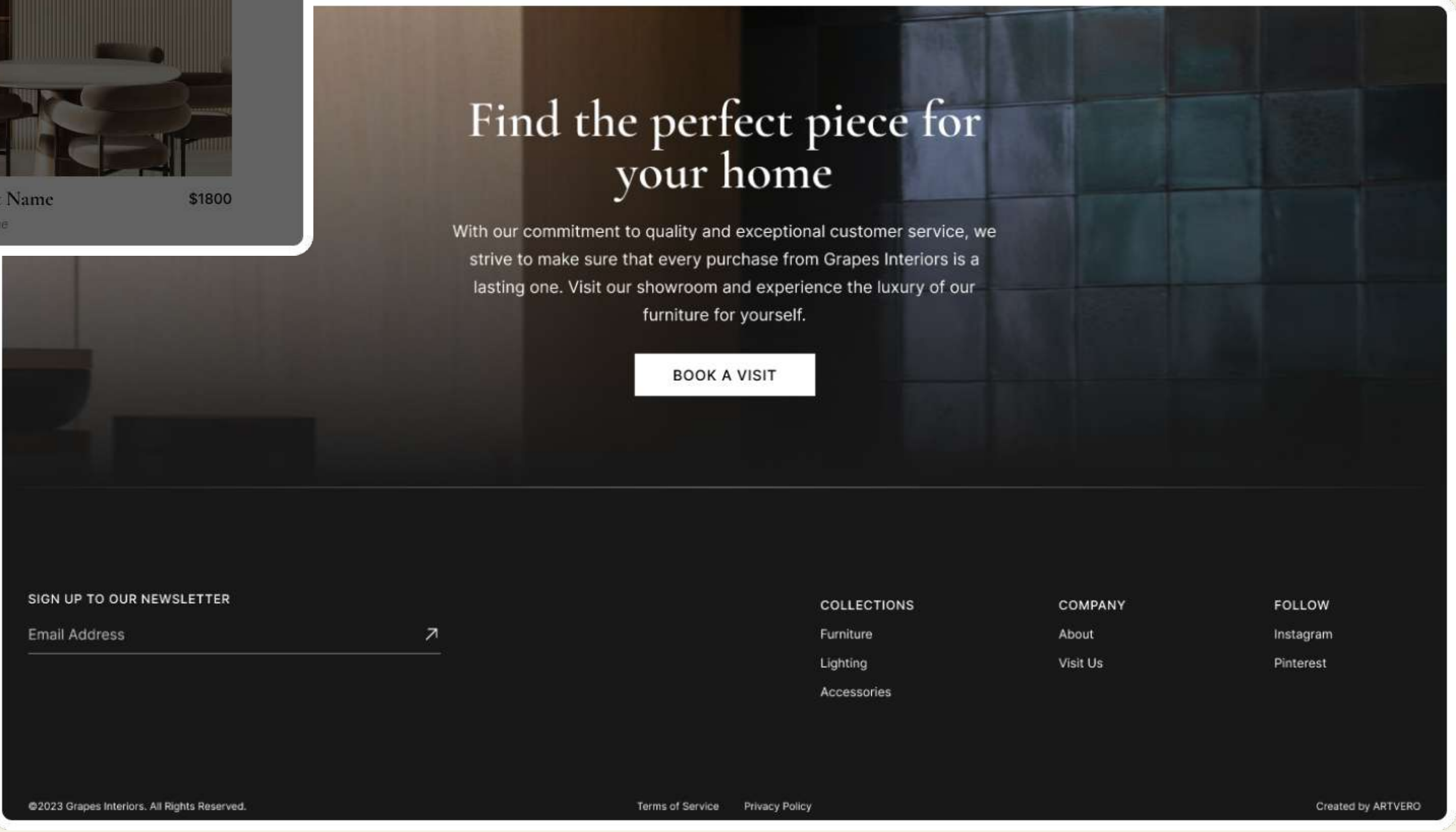


Mega-menu & navigation

The mega-menu and navigation system offers a comprehensive and user-friendly browsing experience. The mega-menu is designed to present an organized and structured hierarchy of content, enabling users to quickly locate and access specific products or categories, and reducing the time required for users to find what they are looking for.

Call-to-action (CTA) banners

The CTAs are strategically placed throughout the website to encourage visitors to move further along the conversion funnel. These CTAs are designed to be visually prominent, using contrasting colors and clear, concise text to grab users' attention and guide them towards desired actions.



Lighting

FILTERS Spaces Categories Brand Sort by



MNML Table Lamp €945



Arch Table Lamp €850



Air Pendant Lamp €1.950



Blog section

The "Stories" section on the Grapes Interiors website serves as a dynamic and engaging platform for sharing captivating narratives, design inspirations, and industry insights. This carefully curated blog section offers a diverse range of content that resonates with the brand's values and target audience. This section also serves the purpose of enhancing search engine optimization (SEO) efforts, ensuring greater visibility and discoverability across search engines.

Category page

Designed to showcase the brand's extensive collection, the category page presents a seamless blend of aesthetics and functionality. Upon accessing a category page, users are greeted with a captivating layout that features a grid view of products. To facilitate intuitive navigation, the category page includes filter and sorting options.

Stories



The Perfect Ambience

Lighting in the bedroom should be both practical and aesthetically pleasing. The type of lighting used will depend on the size and design of the space.



Creating a Modern Space

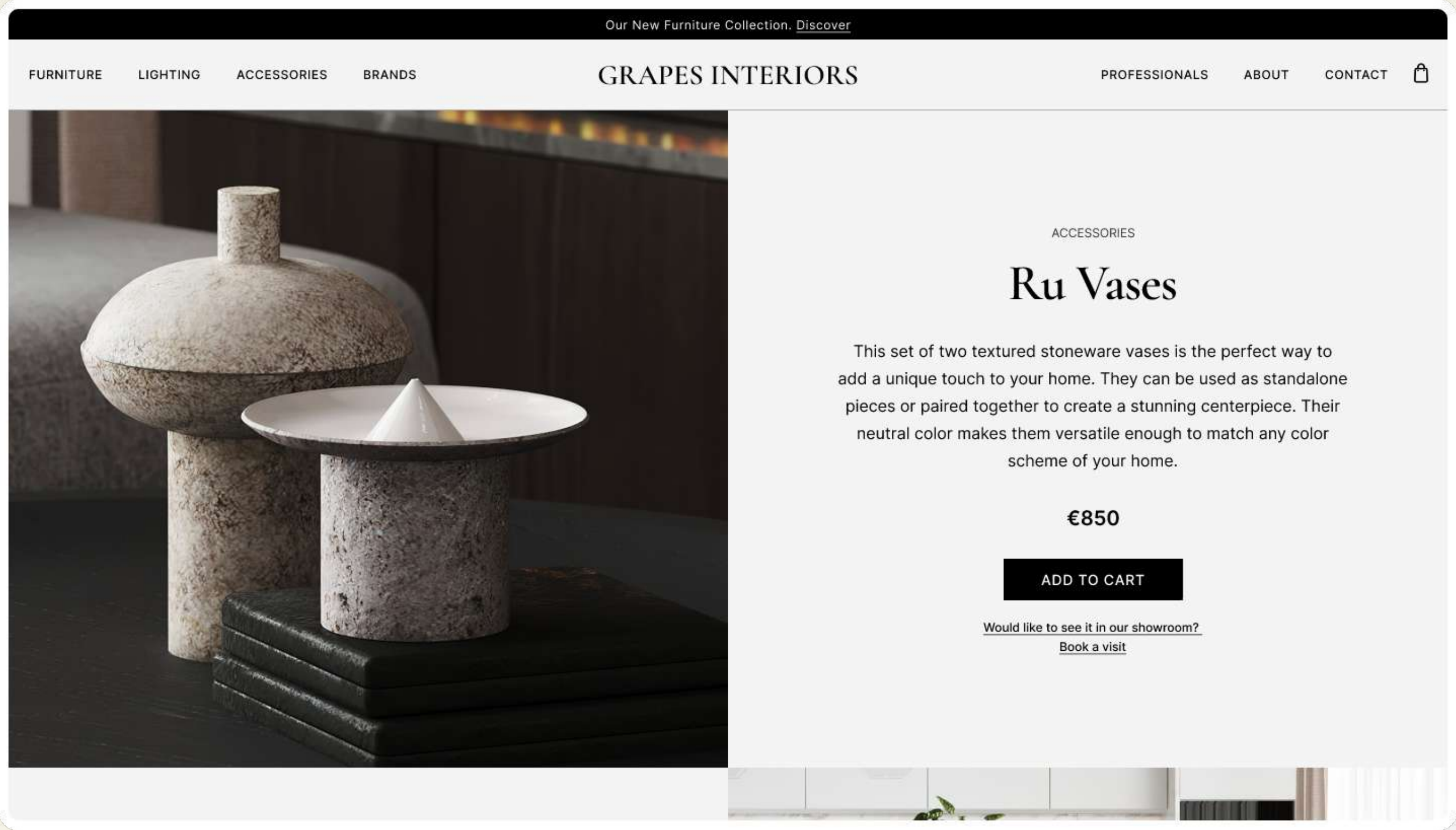
Modern interior is characterized by clean lines, minimalist aesthetics, a focus on functionality. It features a neutral color palette with pops of bold, bright color to add visual interest.



A Timeless Classic

The Eames Lounge Chair is the perfect addition to any modern interior. Whatever space you choose to place it in, it will make a stylish statement.

READ ALL STORIES



Product page

This dedicated page is designed to provide users with detailed information, high-quality visuals, and a seamless path to make a purchase or further explore related products.

complementary sizes and
ed together or separately.
ole stoneware and finished
ue textured design



Upon accessing a product page, users are greeted with large, eye-catching images that showcase the product from various angles and in different settings. These visuals are accompanied by a detailed product description that highlights key features, materials used, dimensions, and any other relevant information to assist users in making an informed decision.



Dimensions Materials Care

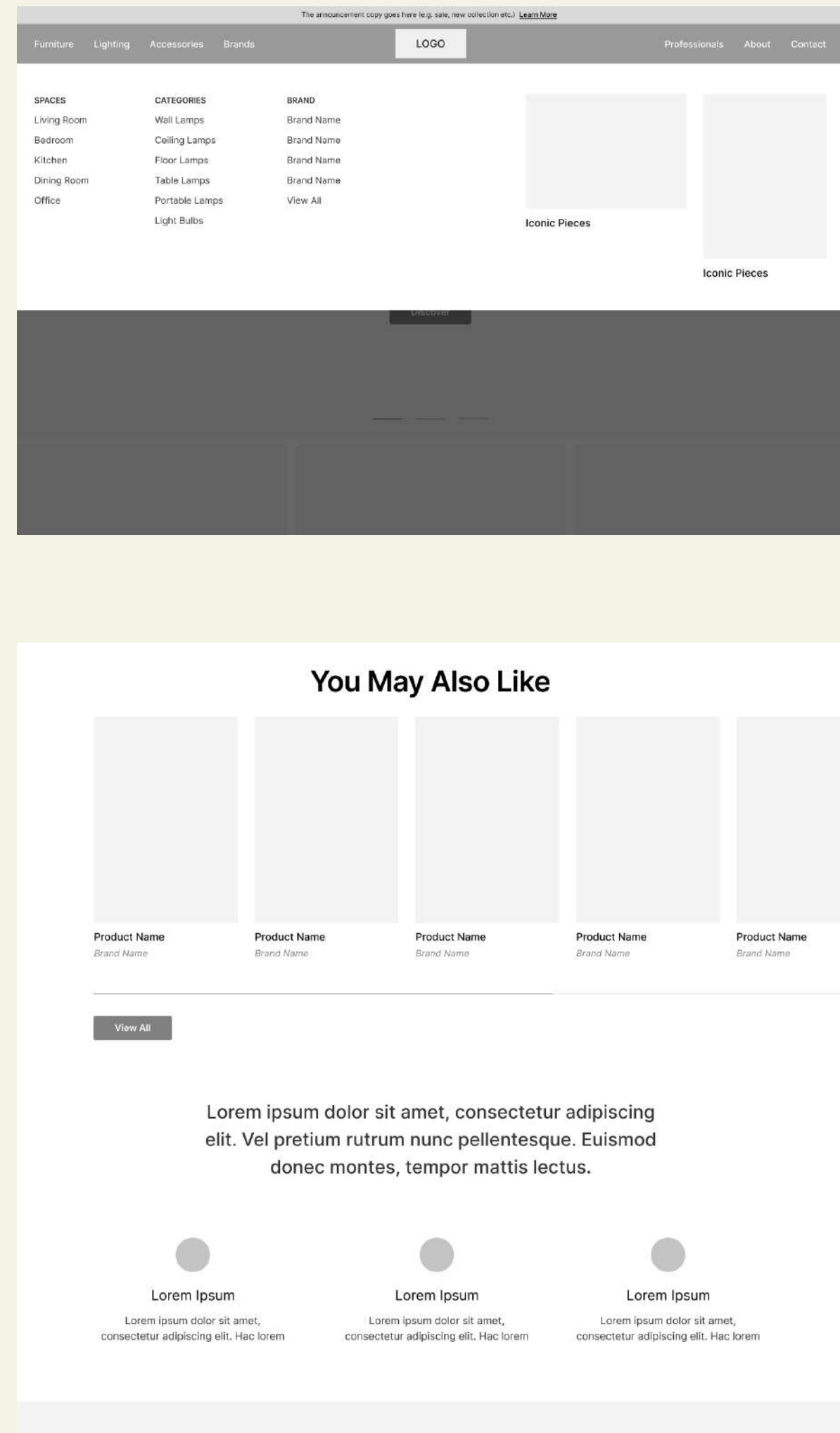
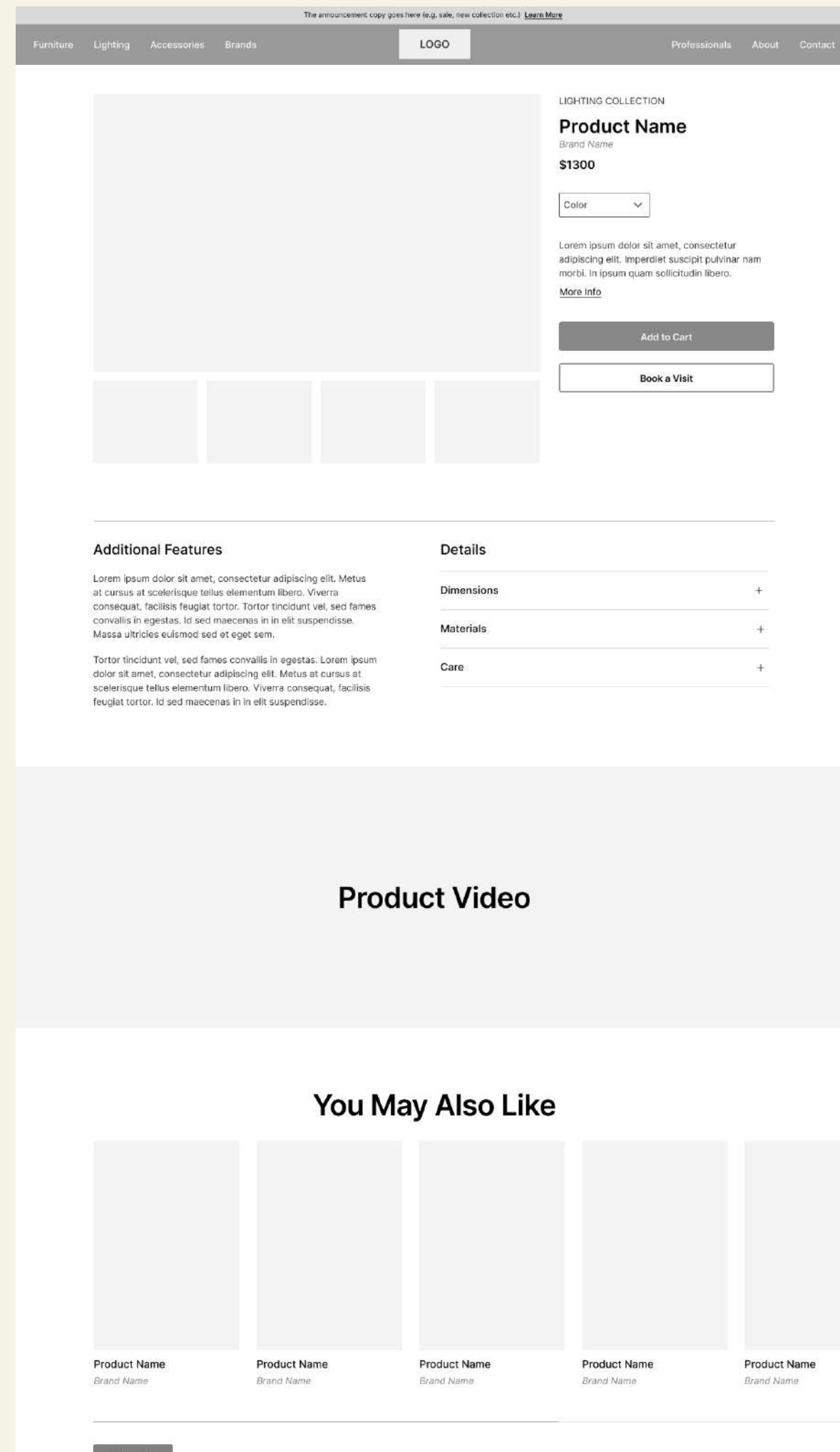
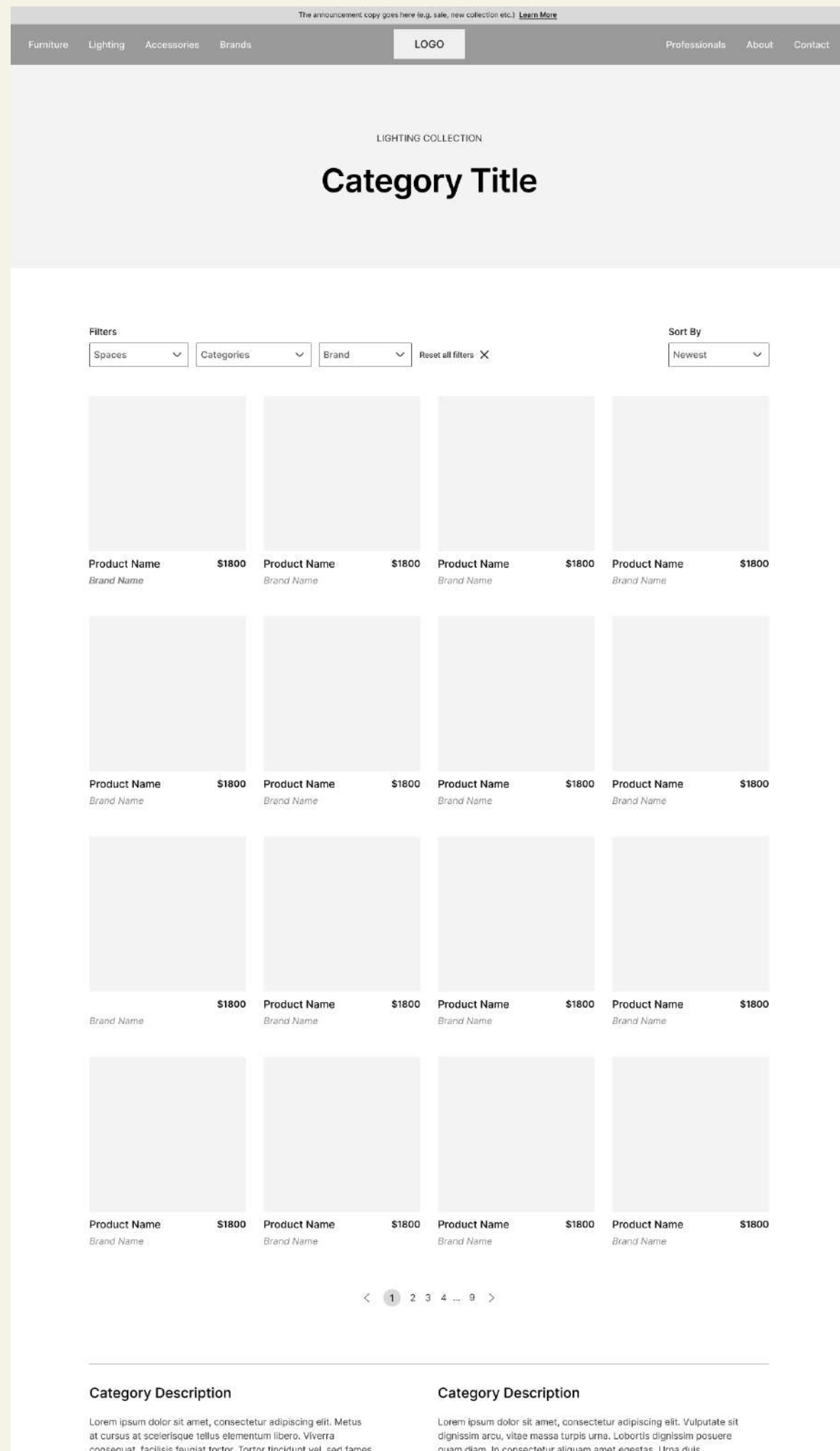
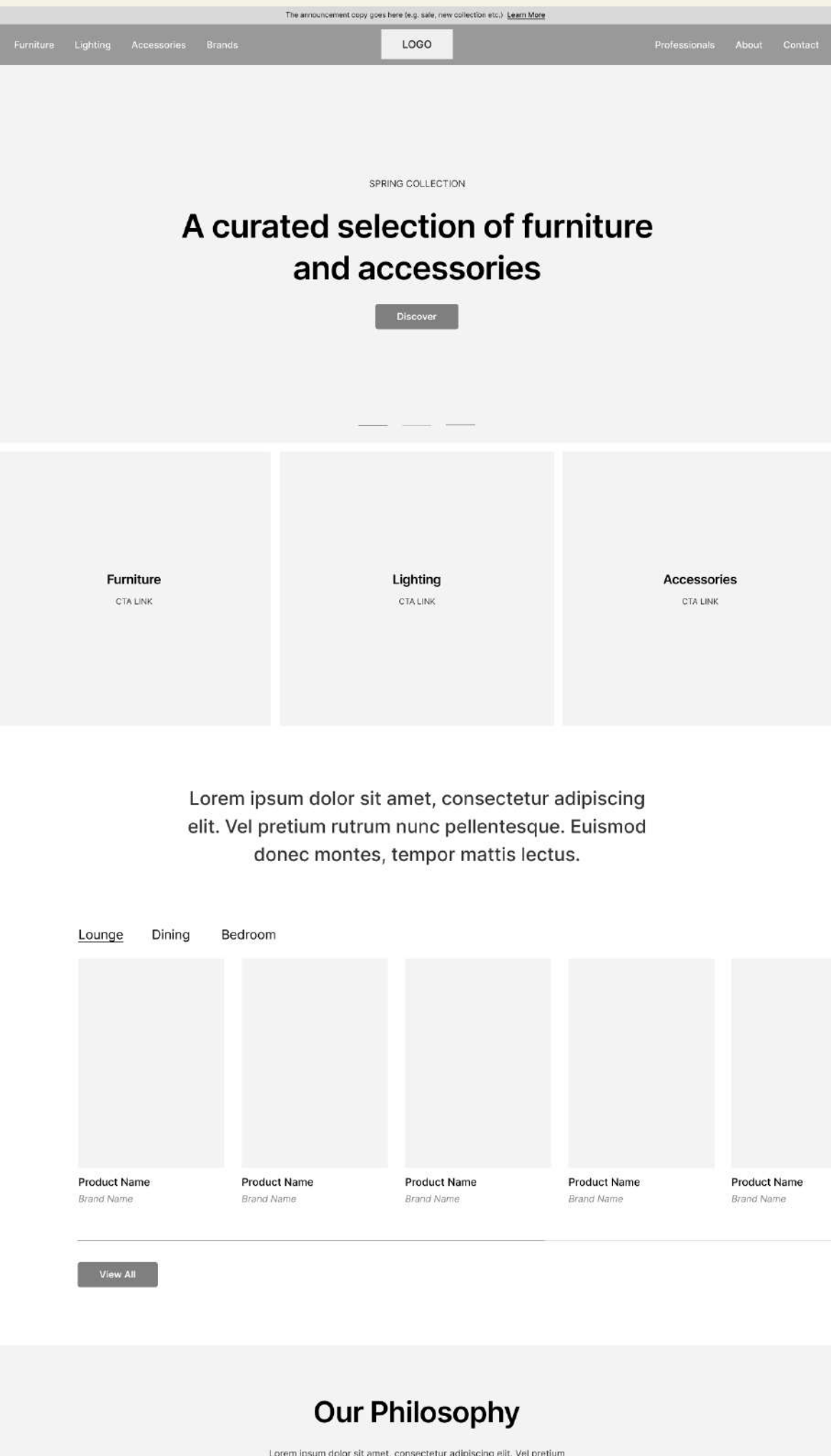
1. Handle the vase with care. It is made of stoneware and can easily be broken.
2. Clean the vase with a soft, damp cloth. Do not use any abrasive materials or chemicals, as they can damage the stoneware.

Process

Step 1. Strategy & wireframes

I approached the Grapes Interiors project with a user-centric design process, focused on creating a website that would offer an intuitive and engaging shopping experience for customers.

Once I had a clear understanding of needs and goals, I moved on to the wireframing phase, where I created low-fidelity sketches of the website's layout and functionality.

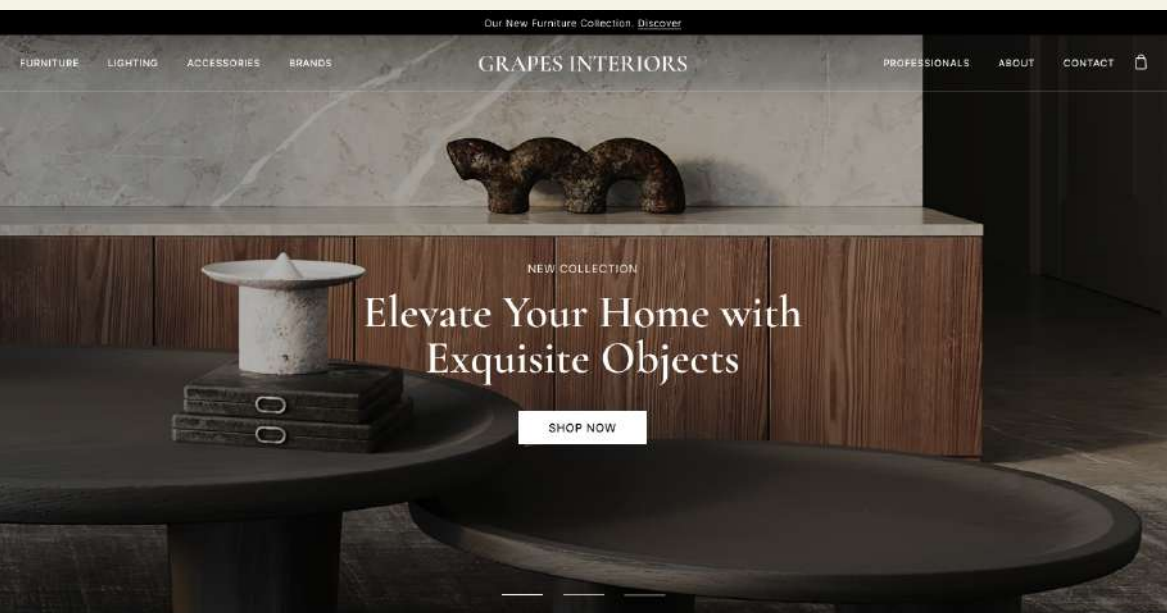


Process

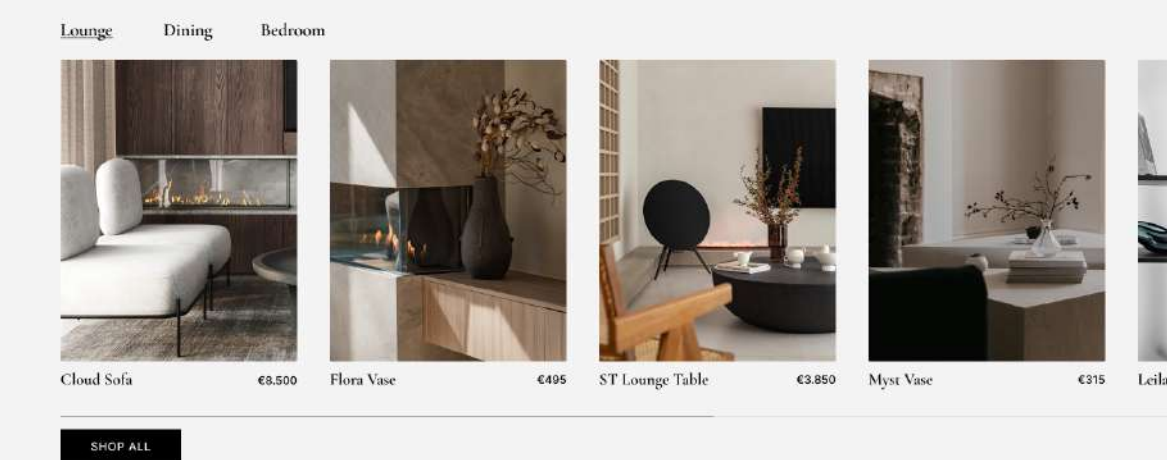
Step 2. Design & UX

Next, I moved on to the design phase, where I created high-fidelity mockups of the website's pages.

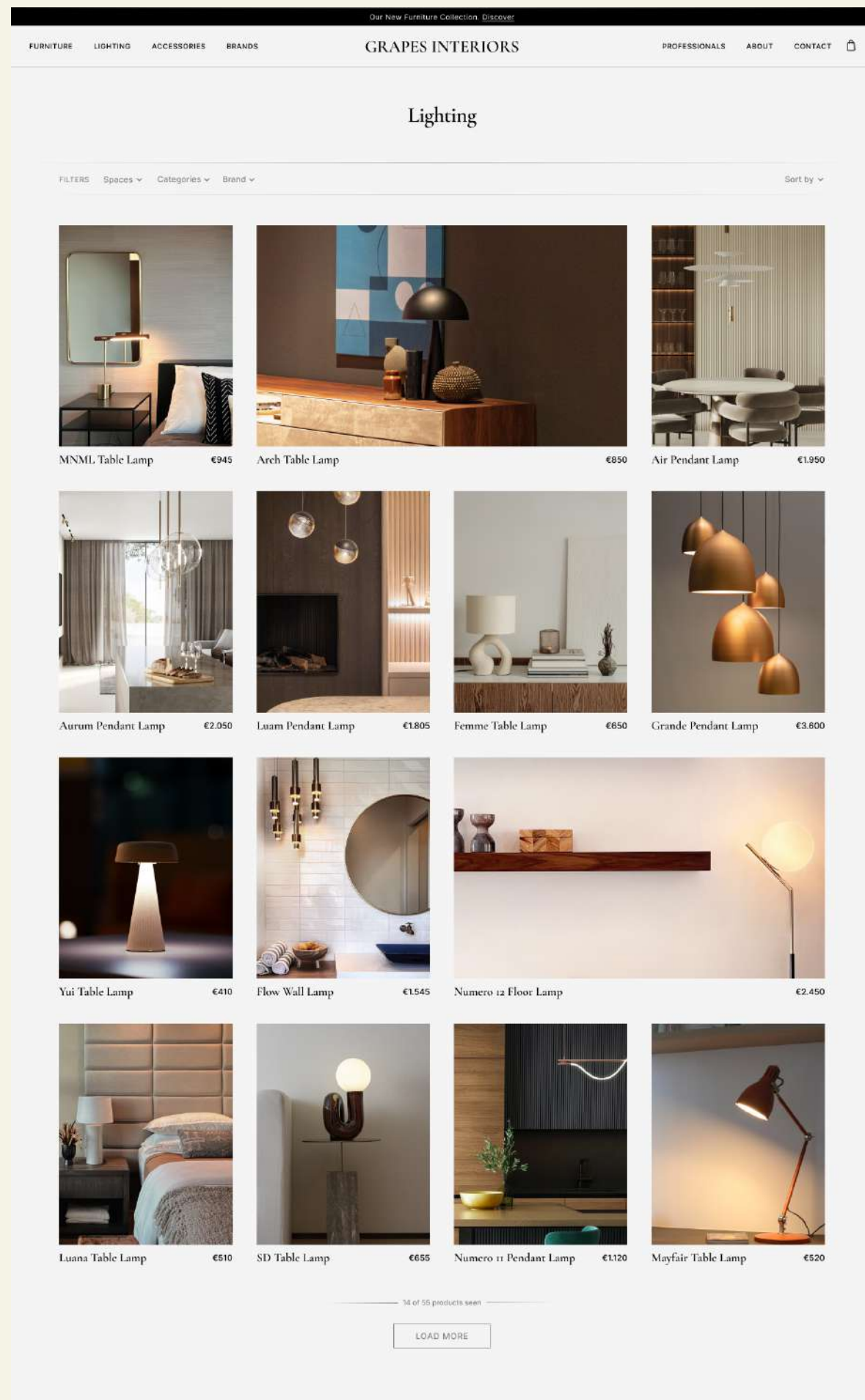
Throughout the design process, I paid close attention to user experience and ensured that the website's navigation, layout, and functionality were optimized for a seamless and converting experience.



Grapes Interiors offers a curated selection of furniture and accessories, from iconic pieces to new modern designs. We specialize in providing the finest quality from the world's leading designers.



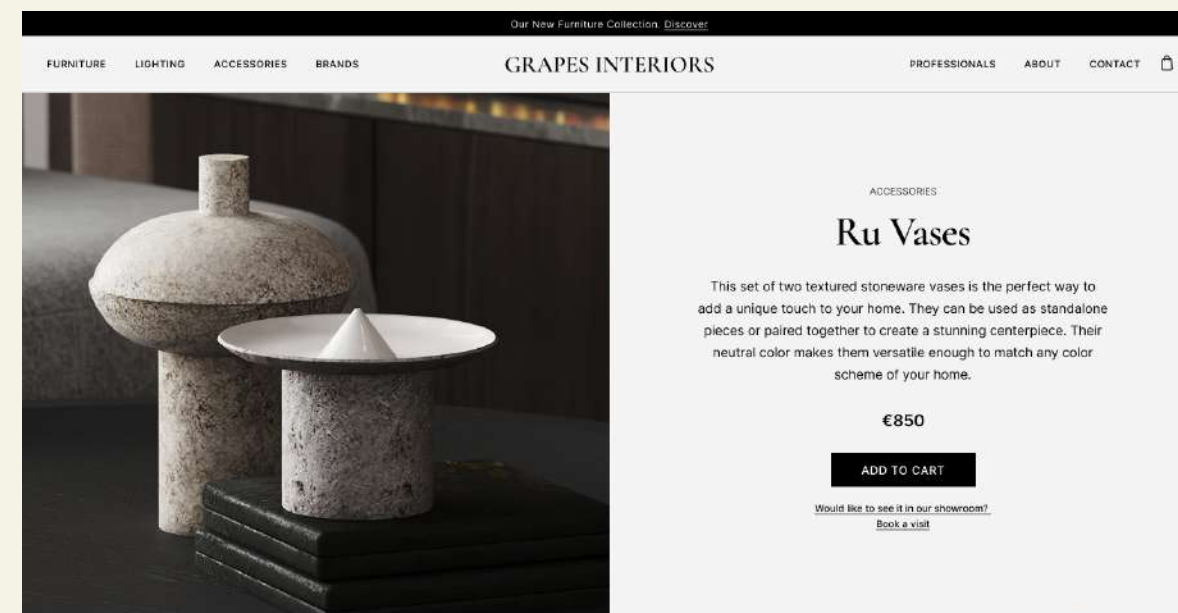
13



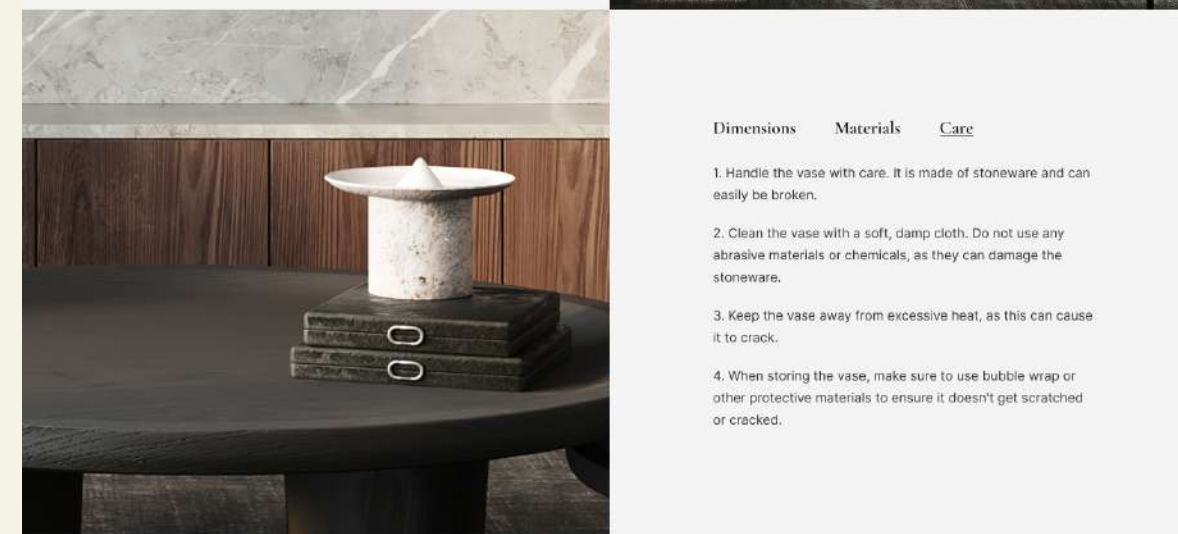
Lighting Collection

Our Lighting Collection is the perfect way to make a statement in your home. Featuring an array of timeless and unique designs, this collection offers a variety of lights to suit any style or space. From pendants to floor lamps, our selection of

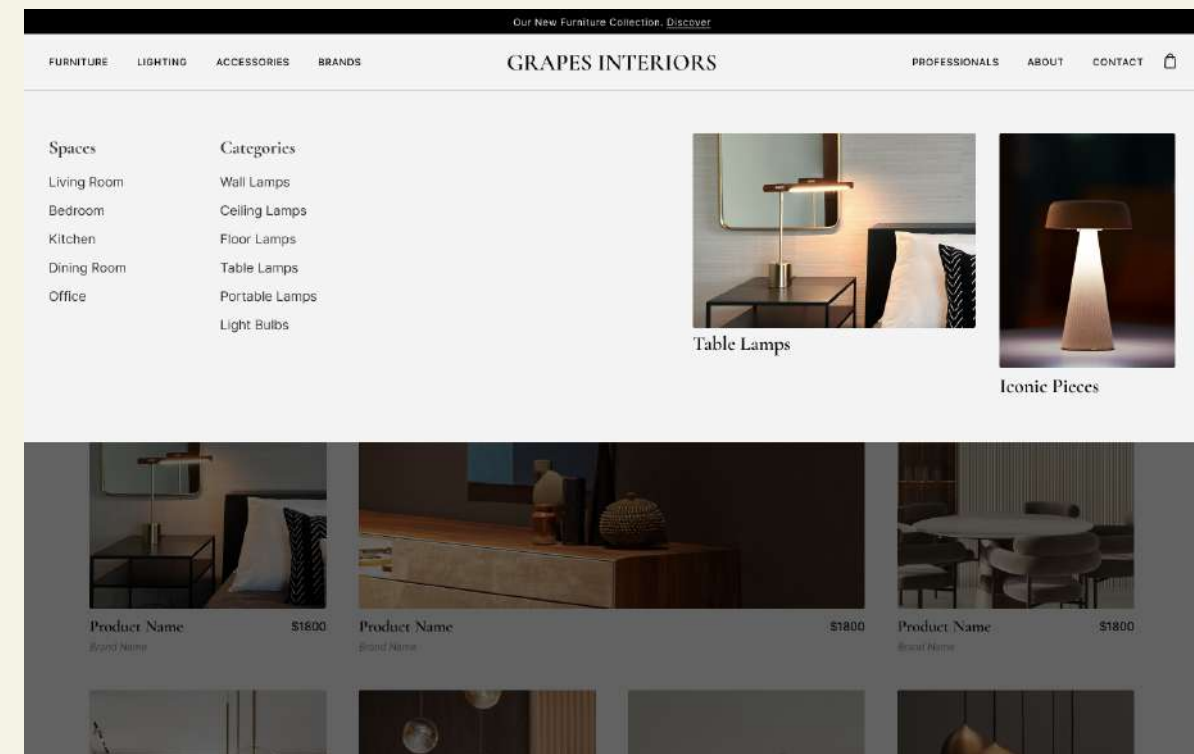
Whether you're looking for something to make a grand statement or something subtle and understated, you'll find the perfect light in our collection. Crafted with quality materials and attention to detail, our lighting pieces are sure to provide many



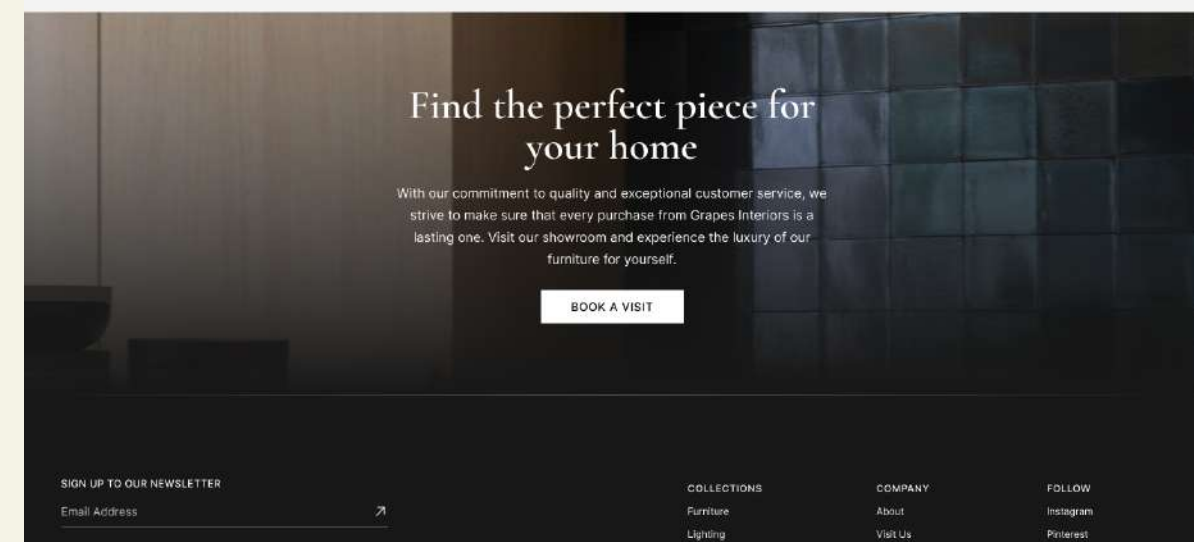
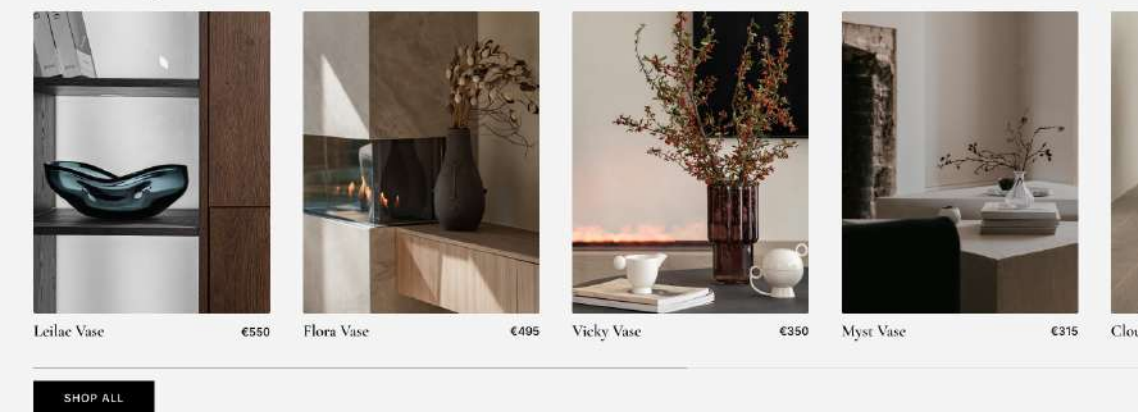
The two vases, in complementary sizes and shapes, can be used together or separately. Crafted from durable stoneware and finished with a unique textured design



You May Also Like



You May Also Like





ACCESSORIES

Ru Vases

This set of two textured stoneware vases is the perfect way to add a unique touch to your home. They can be used as standalone pieces or paired together to create a stunning centerpiece. Their neutral color makes them versatile enough to match any color scheme of your home.

€850

ADD TO CART

[Would like to see it in our showroom?](#)
[Book a visit](#)



The two vases, in complementary sizes and shapes, can be used

Grapes Interiors offers a curated selection of furniture and accessories, from iconic pieces to new modern designs. We specialize in providing the finest quality from the world's leading designers.

Lounge

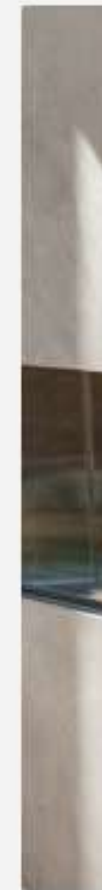
Dining

Bedroom



Cloud Sofa

€8.500



Flora

SHOP ALL

Our Philosophy

It's about helping you to express your personal style through high-quality furniture that's both comfortable and timeless. It's about providing a personalized experience that allows you to explore a variety of styles, materials, and finishes to find the perfect piece that speaks to your unique taste and preferences.



Aurum Pendant Lamp
€2.050



Luam Pendant Lamp
€1.805



Femme Table Lamp
€650



Grande Pendant Lamp
€3.600



Yui Table Lamp
€410



Flow Wall Lamp
€1.545



Numero 12 Floor Lamp

€2.450



Process

Step 3. Responsive layouts

My final deliverables encompassed not only the wireframes, high-fidelity mockups, and design style guide, but also the integration of tablet and mobile layouts.

By adopting a responsive design approach, I aimed to provide users with an equally captivating and user-friendly experience, whether they were accessing the website from a desktop computer, a tablet, or a mobile device.

Igniting success: transforming Iron Embers' online presence

Client

Iron Embers

Challenge

The client needed to establish a stronger online presence that truly reflected the quality and craftsmanship of their products. In addition, they required to design a digital tool that would allow customers to fully customize the fire pits according to their preferences.

Outcome

A highly functional custom website was created, that showcases the unique products and provides customers with a streamlined and enjoyable shopping experience. The website also empowers customers to select their perfect fire pit, all within a user-friendly and visually captivating environment.

Deliverables

Wireframes
Design & UX
Customizer design
Content management

VISIT WEBSITE:

WWW.IRONEMBERS.COM





Fire Pits ▾

Accessories ▾

Custom

About

Contact

Build Your Fire Pit



Elevate your Outdoor Experience

We offer custom hand-crafted fire pits to bring your friends and family together for generations to come.

Let's Start!

The client

Iron Embers is a Canadian-based company that designs and produces high-quality fire pits. Iron Embers caters to customers who appreciate the beauty and simplicity of handcrafted products. The company has built a reputation for producing some of the best fire pits on the market, with a strong focus on customization to meet the unique needs and preferences of their customers.





Impact



The new website has enabled Iron Embers to showcase their products more effectively and engage with customers in a more meaningful way. The site's streamlined design and user-friendly interface have resulted in an increase in traffic and engagement, with customers spending more time on the site and exploring a greater range of products.

The improved user experience and ordering process is intended to generate positive outcomes such as higher sales and revenue for the business. With the customizer allowing for greater customization options, customers are more likely to purchase a product that suits their exact needs, resulting in a higher conversion rate.

Shop by Category

 Enhance Your Campfire

 Lifestyle

 Repair and Care

 Gifts

Featured Products



Steel BBQ Grill



Stainless BBQ Grill



Handcrafted in Canada



10-Year Guarantee



Weather Resistant



Plate Grill

\$349

Select Option

Add to Cart

[VIEW PRODUCT](#)



Painted Stainless Steel (Included)



Brushed Stainless Steel +\$69



Corten Rusting Steel +\$59



Painted Carbon Steel +\$59

Step 3: Add Spark Screen

(optional)

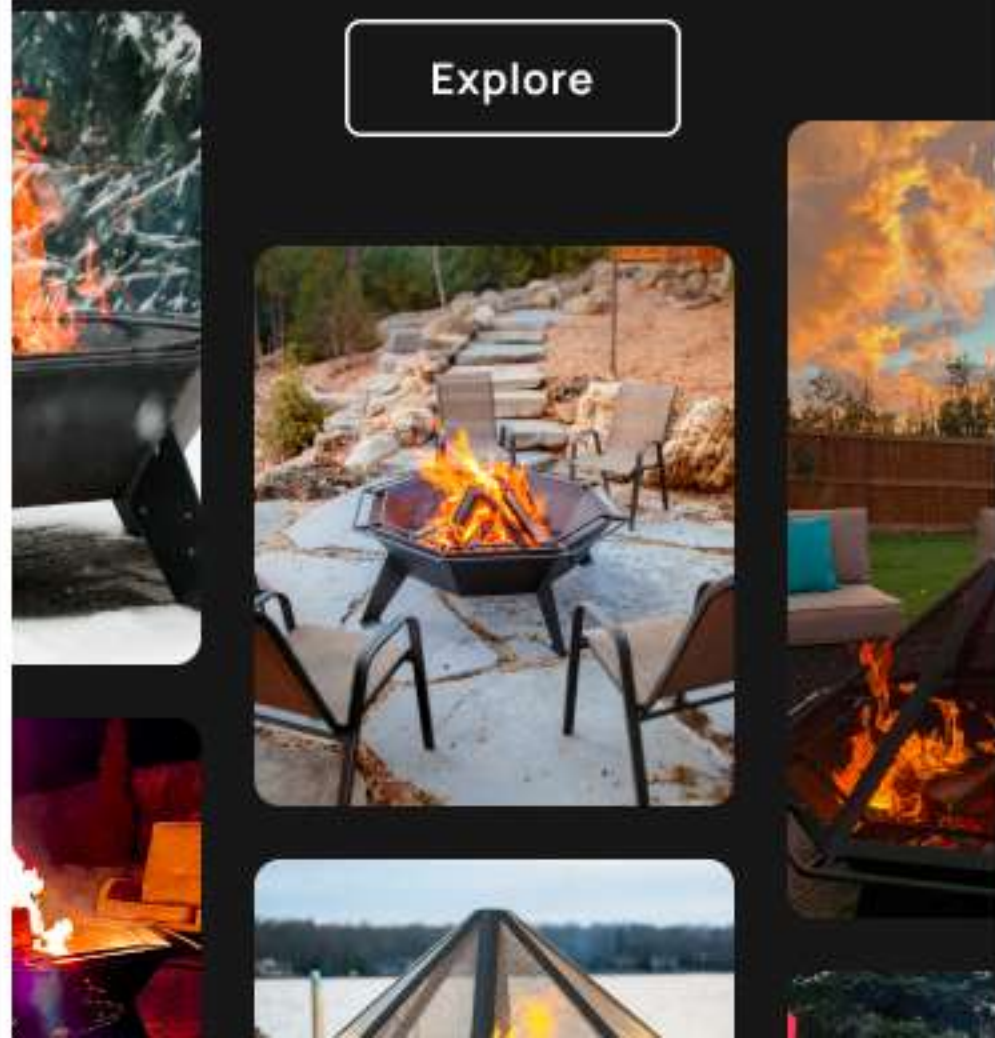
[More Info](#)



Get Inspired from our Happy Customers

Scroll through photos of our community and their setup to help guide you in picking the best options.

Explore



Octagonal Cottager

Starting from \$729 CAD



IRON EMBERS

Fire Pits & Fireplaces

Browse through our catalog to find your favorite option that will fit your backyard,



Octagonal Cottager Fire Pit

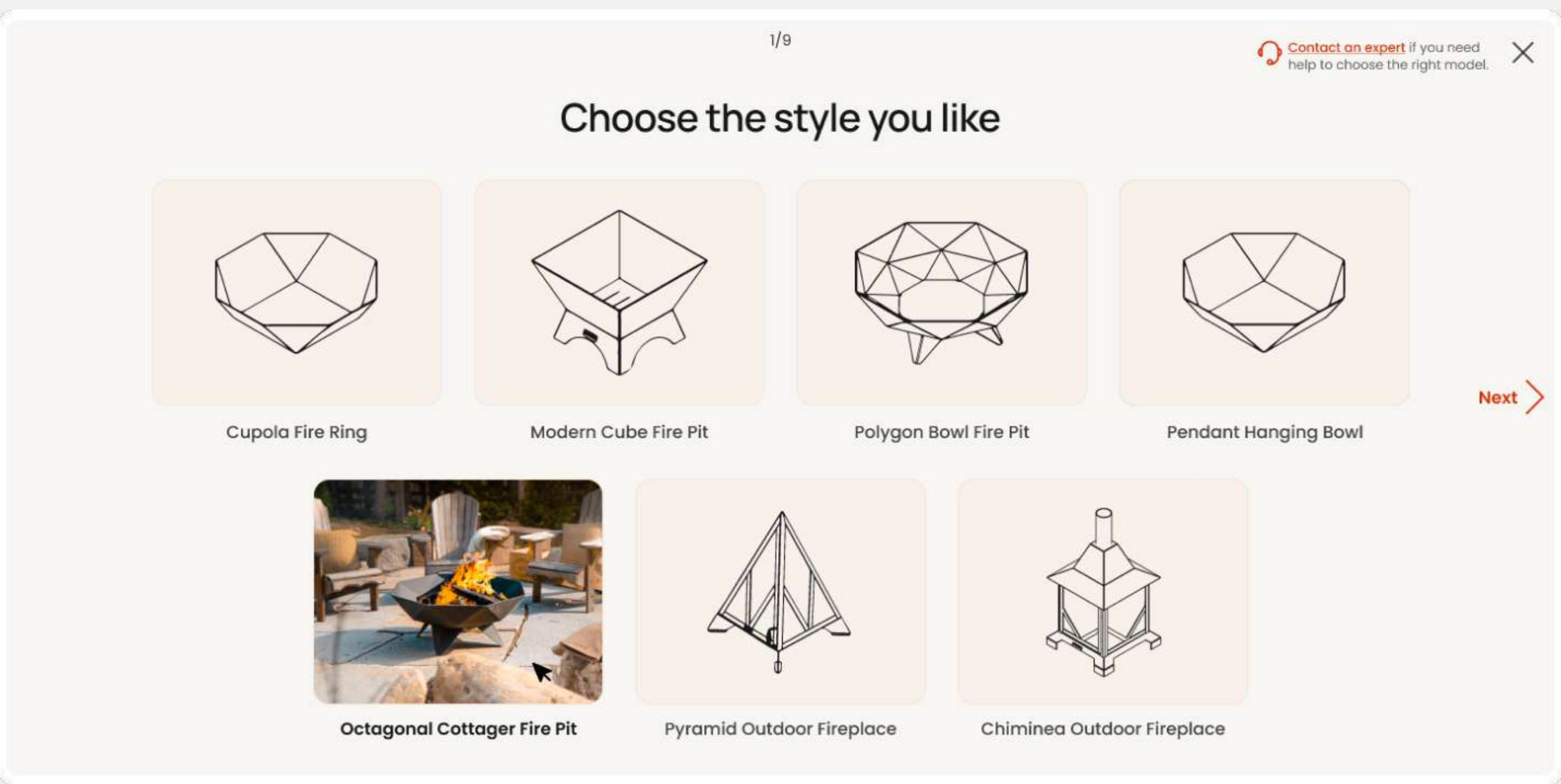
[EXPLORE](#)



Polygon Fire Bowl

[→](#)

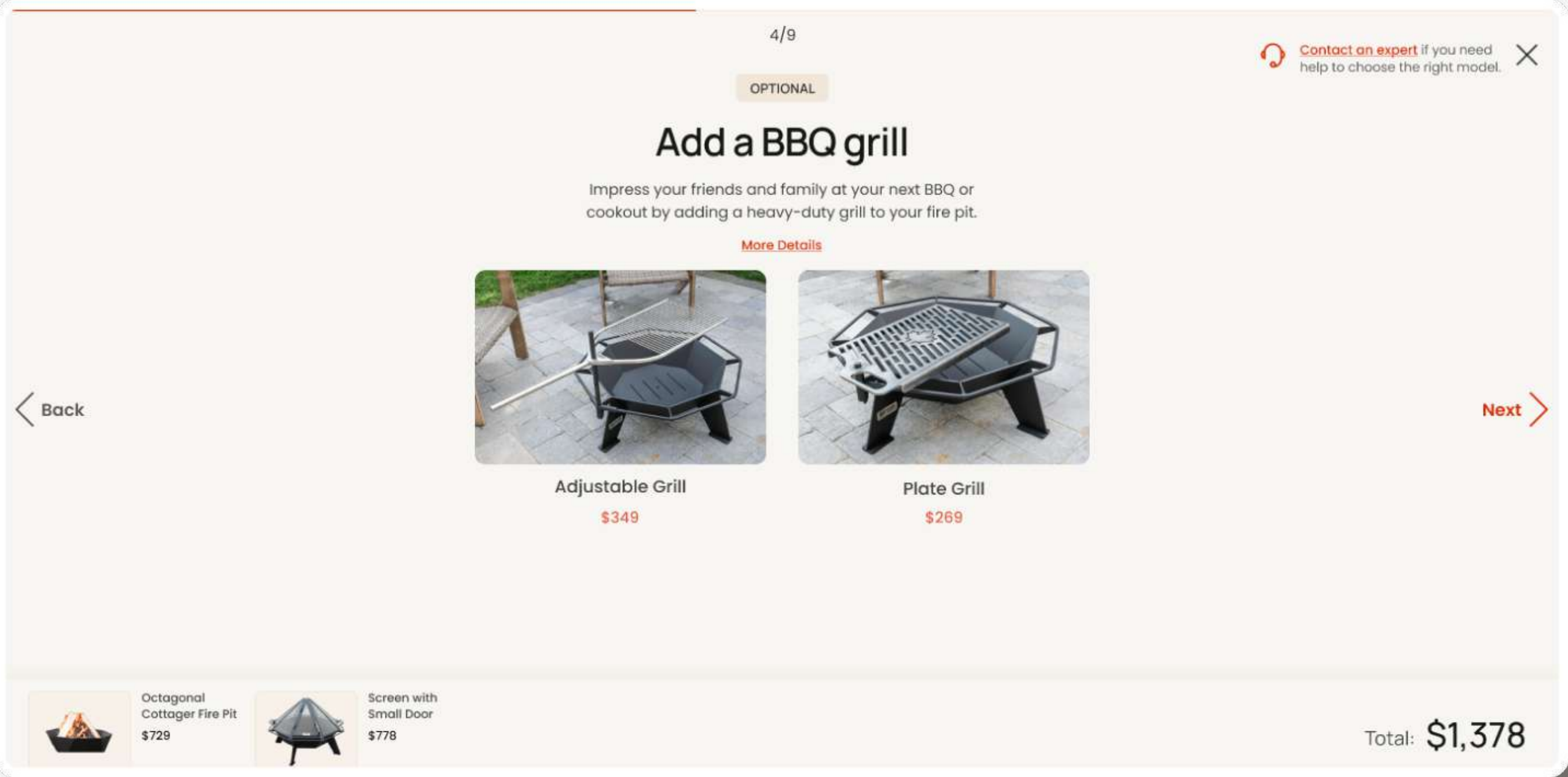
Personalizing the experience



Customizer

A comprehensive and intuitive tool that empowers users to personalize their fire pit selection with ease. It guides customers through a series of user-friendly steps, allowing them to create a fire pit that perfectly matches their preferences and requirements.

The first step of the customizer involves selecting a fire pit series, where users can explore different collections and styles offered by Iron Embers. This step sets the foundation for the customization process, offering a range of options to suit various tastes and outdoor aesthetics.

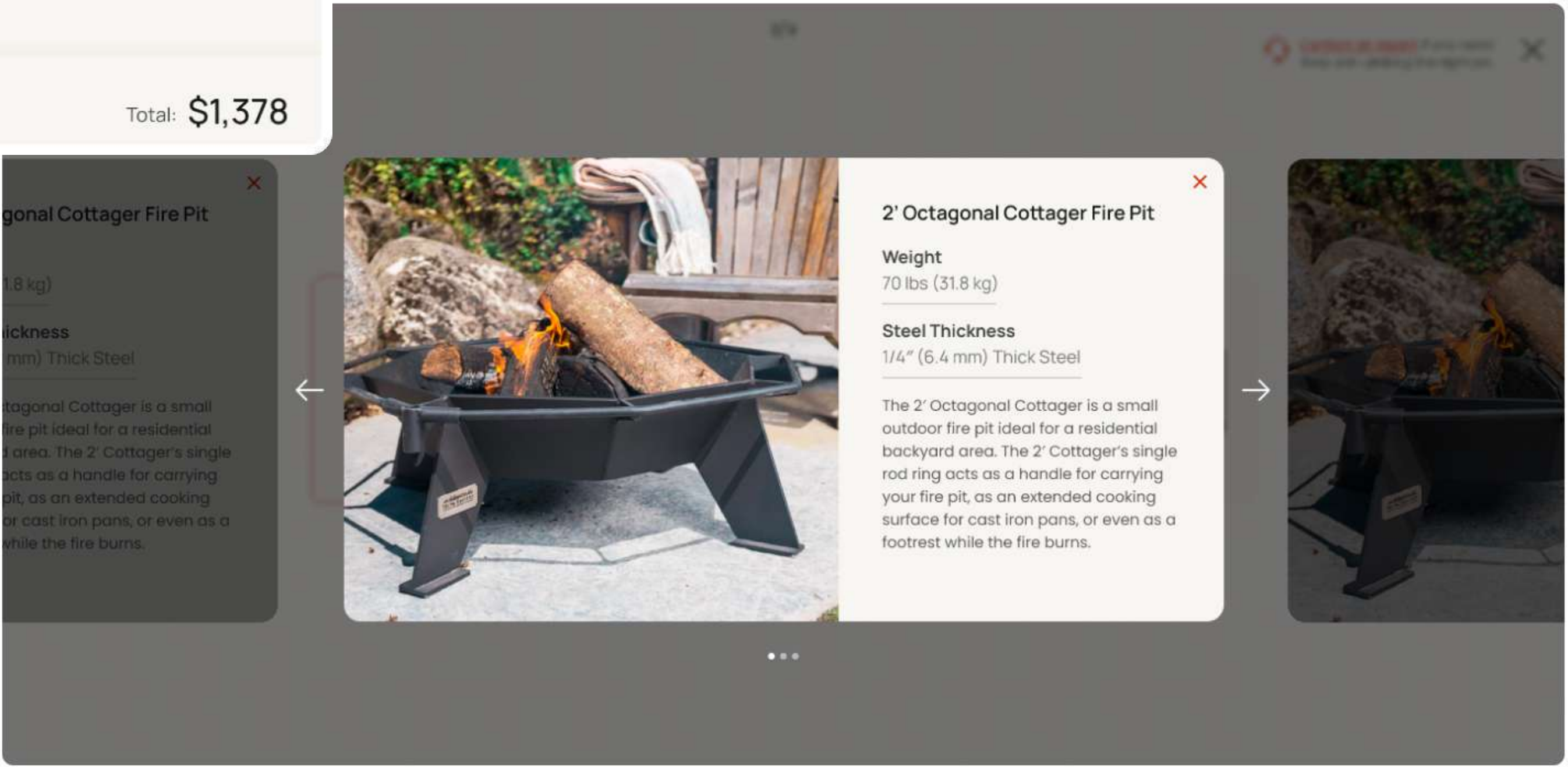


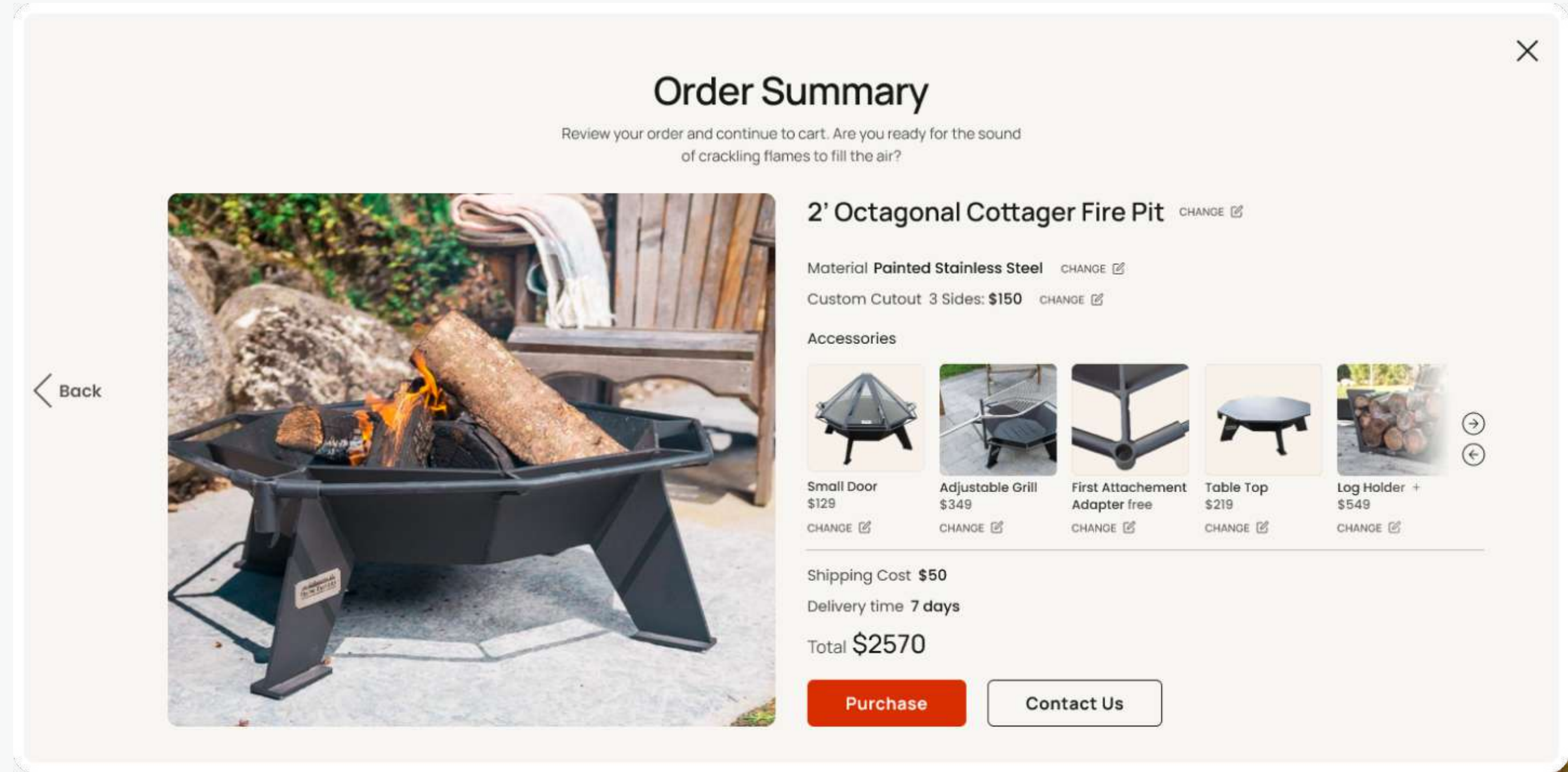
Customization steps

With each step of the customizer, users are presented with clear visuals, informative descriptions, and intuitive controls to facilitate their decision-making process. The customizer ultimately allows customers to create a fire pit that is uniquely theirs, reflecting their style, preferences, and desired functionality.

Pop-ups feature

Users have access to comprehensive details and specifications before making their selection. This includes in-depth descriptions, material specifications, add-on features, and sizing details. Users can easily explore and compare the characteristics of each option without navigating away from the customizer, allowing them to make informed decisions based on their preferences and requirements.





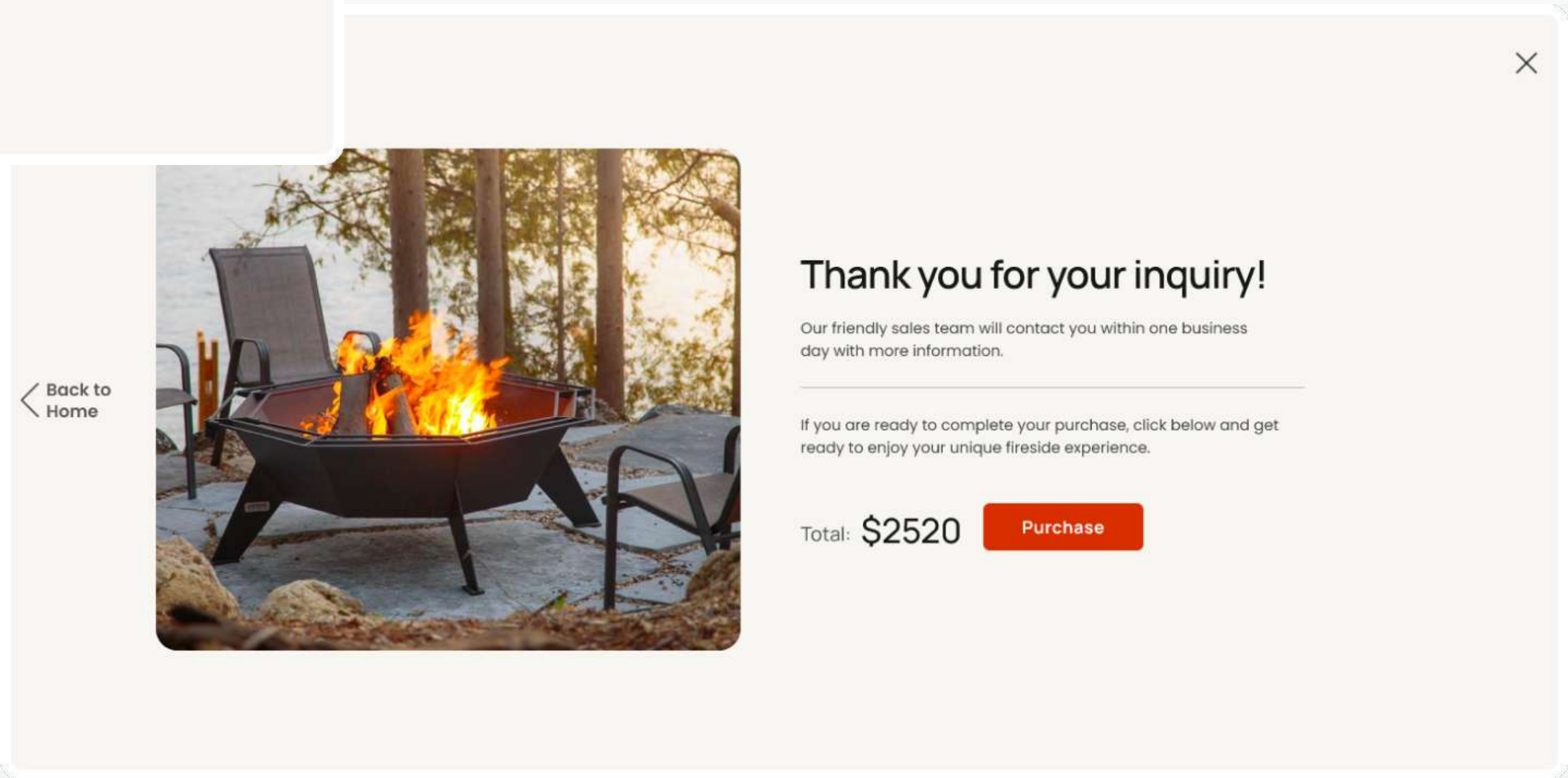
Order summary

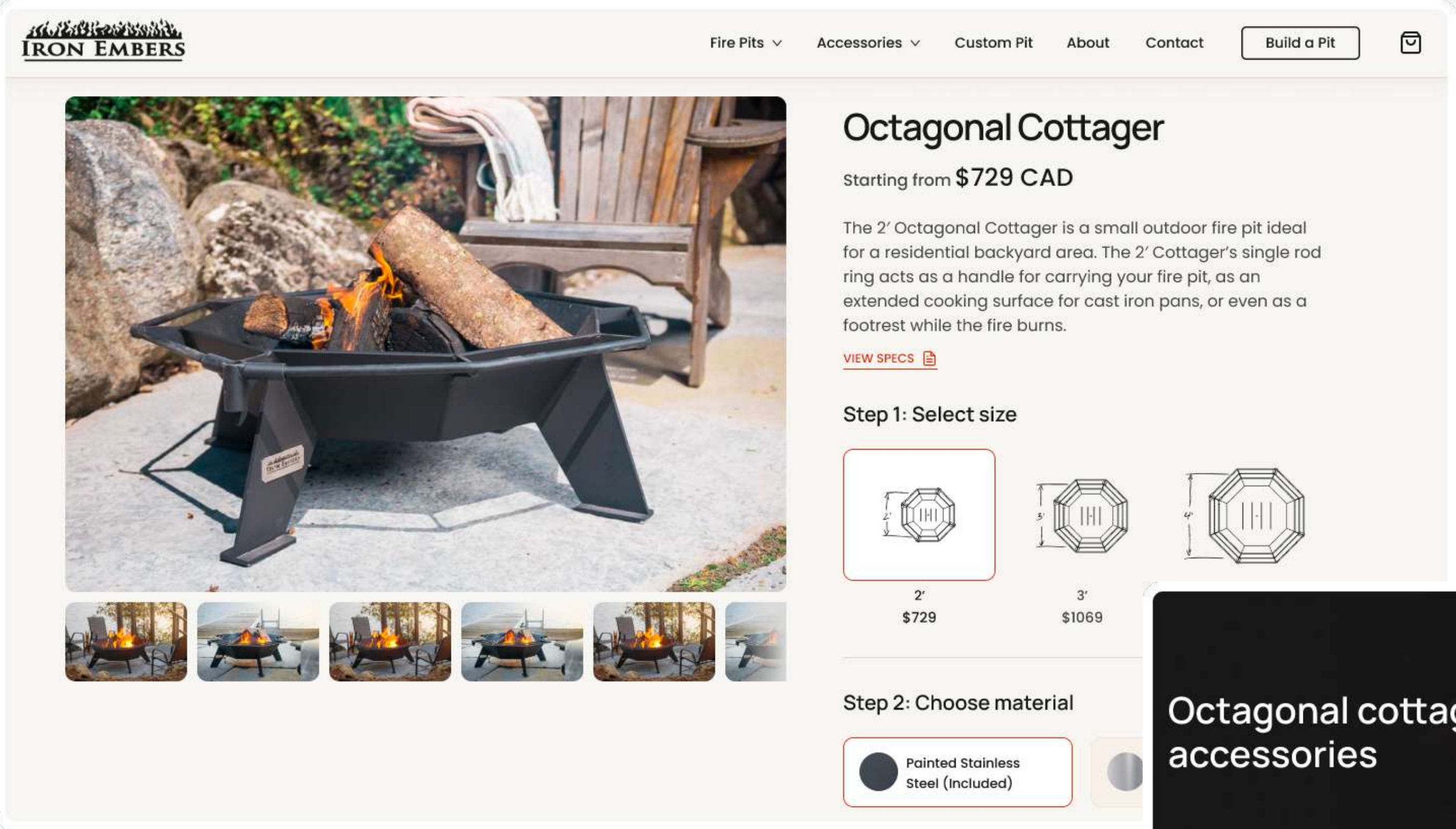
The order summary provides users with a comprehensive overview of their personalized fire pit configuration. This screen serves as a final checkpoint for users to review and confirm their selections before proceeding with the order.

To facilitate a seamless ordering process, a prominent call-to-action button was incorporated.

Inquiry form

In case a user is not ready to make a purchase, there is an alternative "Send an Inquiry" option at the end of the customization process. This feature provides a convenient way for users to ask questions or request additional information about the product, without feeling pressured to make an immediate purchase. It also allows the Iron Embers team to follow up with potential customers and provide personalized assistance, which can ultimately lead to increased sales and customer satisfaction.





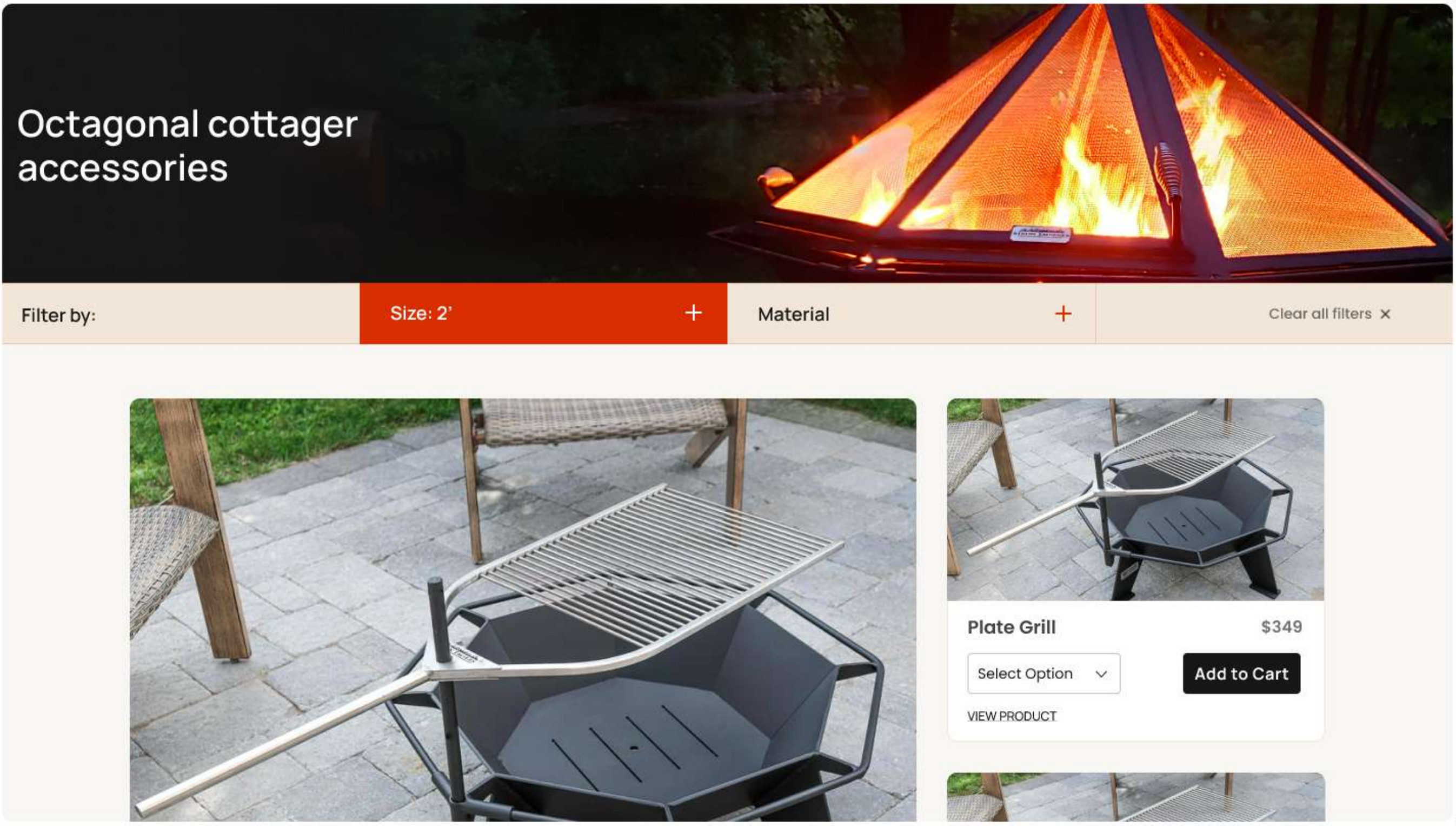
Product page

At the top of the product page, users are greeted with striking visuals and a brief description of the fire pit series or model they are viewing. Immediately below, they encounter the selection options, which allow them to personalize their fire pit to their liking. As users make their selections, the product page dynamically updates to showcase the chosen options, providing them with an instant visual representation of their custom fire pit.

Accessories section

Scrolling further down the product page, users will find the accessories section, which dynamically updates based on the fire pit selections made above. This dynamic updating feature not only enhances the user experience but also facilitates informed decision-making by presenting users with accessories that align with their specific fire pit configuration.

Users can also conveniently add accessories to their fire pit directly from the product page.



Creating unforgettable spaces: Eclectic Interiors' new website

Client

Eclectic Interiors

Challenge

Create a website that effectively communicates the client's unique selling points and differentiates them from other interior design companies. The client was looking for a way to highlight their impressive portfolio to a wider audience.

Outcome

I designed a website that showcases the client's portfolio through high-quality visuals and an intuitive navigation system. The website also incorporates motion and various animations, to capture the attention of visitors, and create a more engaging and memorable user experience.

Deliverables

Strategy
Design & UX
Motion design
Content management

VISIT WEBSITE:

WWW.ECLECTICINTERIORS.COM



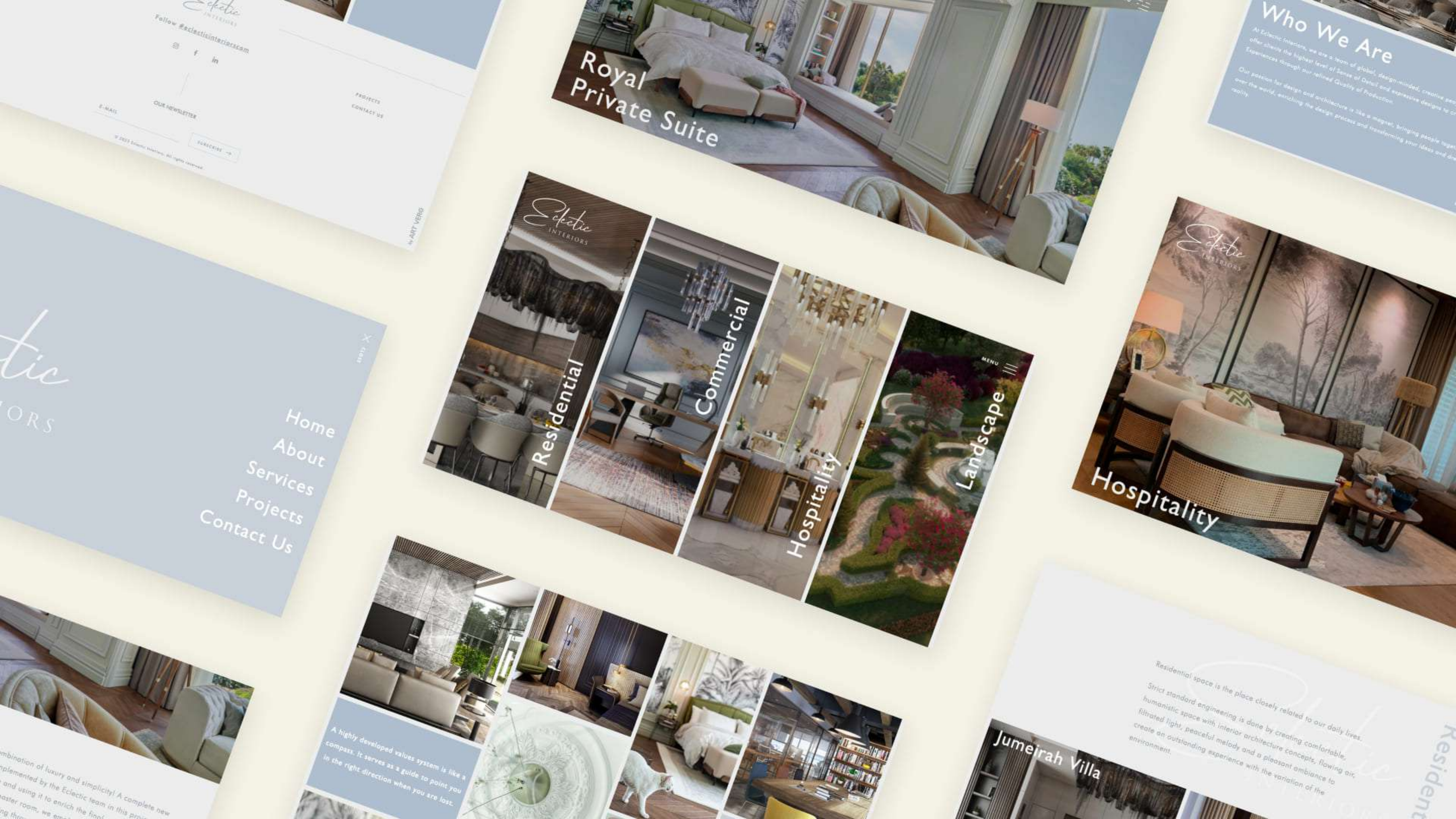
Royal Private Suite



The client

Eclectic Interiors is an interior design company that offers premium and personalized design solutions for clients who expect the highest levels of quality and sophistication. The company's portfolio includes a wide range of projects, from private residences to commercial spaces, all designed to reflect their clients' personalities and lifestyles.





Who We Are

At Eclectic Interiors, we are a team of global, design-minded, creative people who offer clients the highest level of design and construction services to create experiences through our refined quality of production.

Our passion for design and architecture is like a magnet, bringing people from all over the world, enriching the design process and transforming your ideas into reality.

Royal Private Suite



Hospitality



Residential



Commercial



Hospitality



Landscape



Jumeirah Villa



Residential space is the place closely related to our daily lives. Strict standard engineering is done by creating comfortable, humanistic space with interior architecture concepts, flowing air, filtered light, peaceful melody and a pleasant ambiance to create an outstanding experience with the variation of the environment.

Residential

A highly developed values system is like a compass. It serves as a guide to point you in the right direction when you are lost.

A combination of luxury and simplicity. A complete new complemented by the Eclectic team in this project. And using it to enrich the final master room, we are bringing through...



Impact

The new website has increased the company's visibility and attracted new clients. The thought-through user experience on the website, including the use of motion and various animations, has contributed to a more engaging and memorable experience for visitors, increasing the credibility and reputation of Eclectic Interiors as a leading interior design company.

Residential

Hospitality

Landscape

Eclectic
INTERIORS



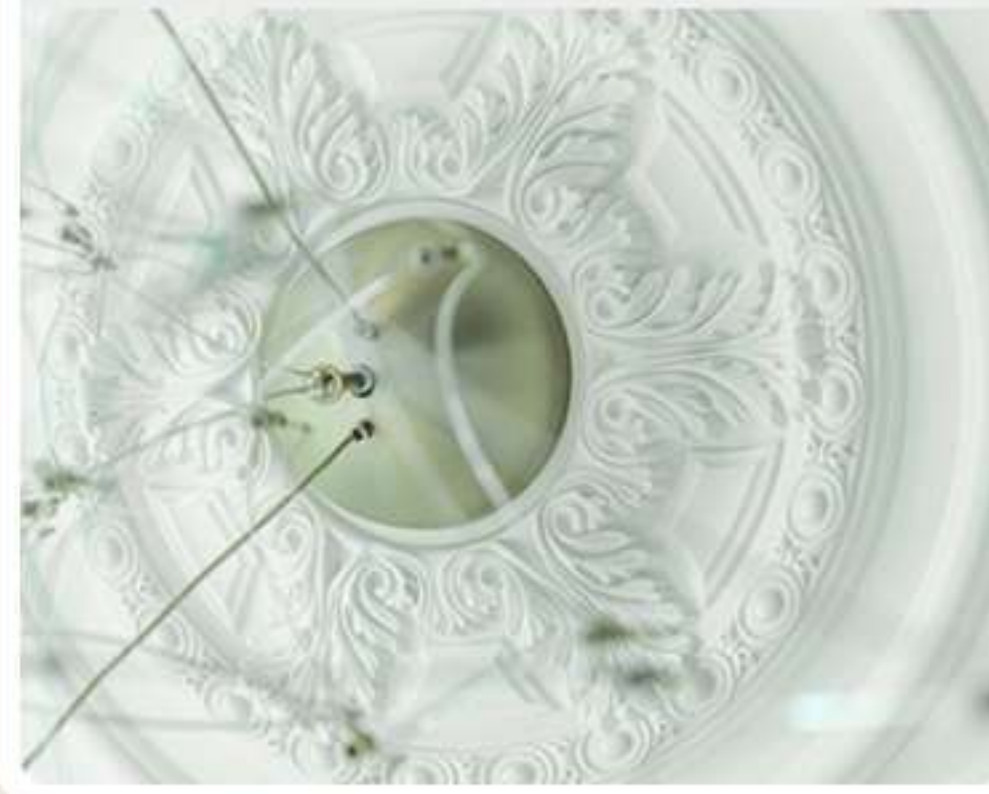
Commercial

Who We Are

At Eclectic Interiors, we are a team of global, design-minded, creative people, who together offer clients the highest level of Sense of Detail and expressive designs to create Unique Experiences through our refined Quality of Production.

Our passion for design and architecture is like a magnet, bringing people together from all over the world, enriching the design process and transforming your ideas and

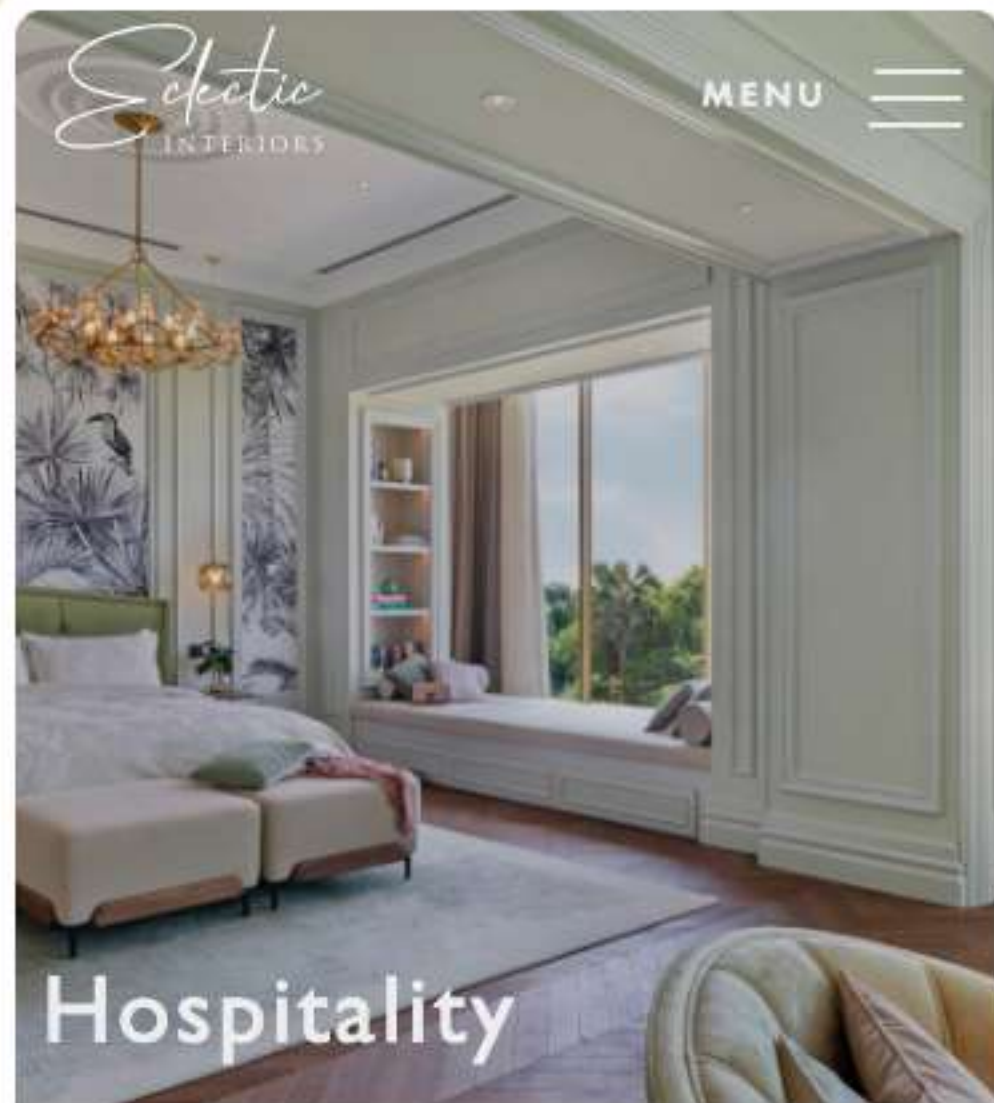
compass. It serves as a guide to point you in the right direction when you are lost.



Residential



Commercial



Hospitality

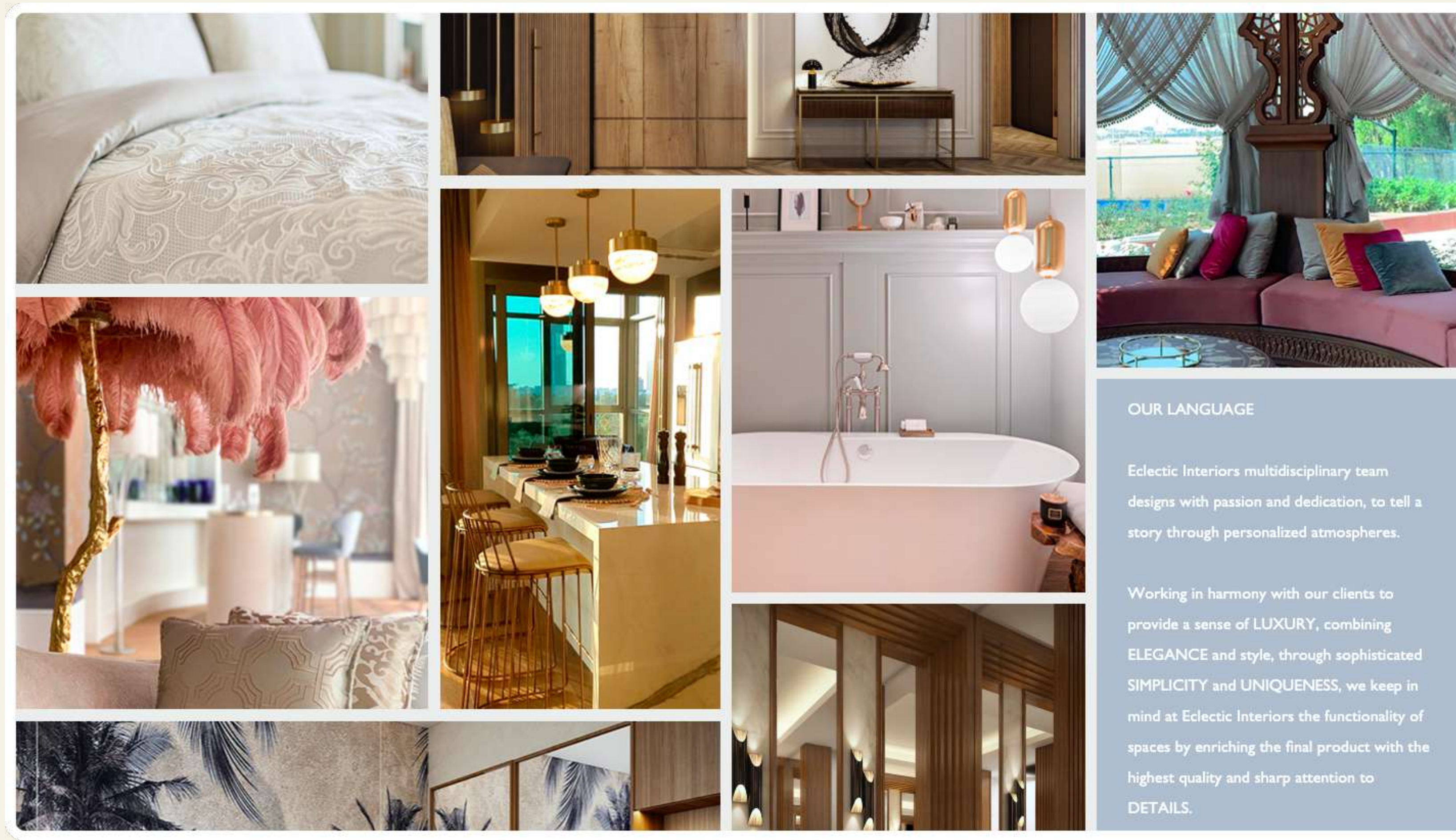
Eclectic
INTERIORS

Home

About

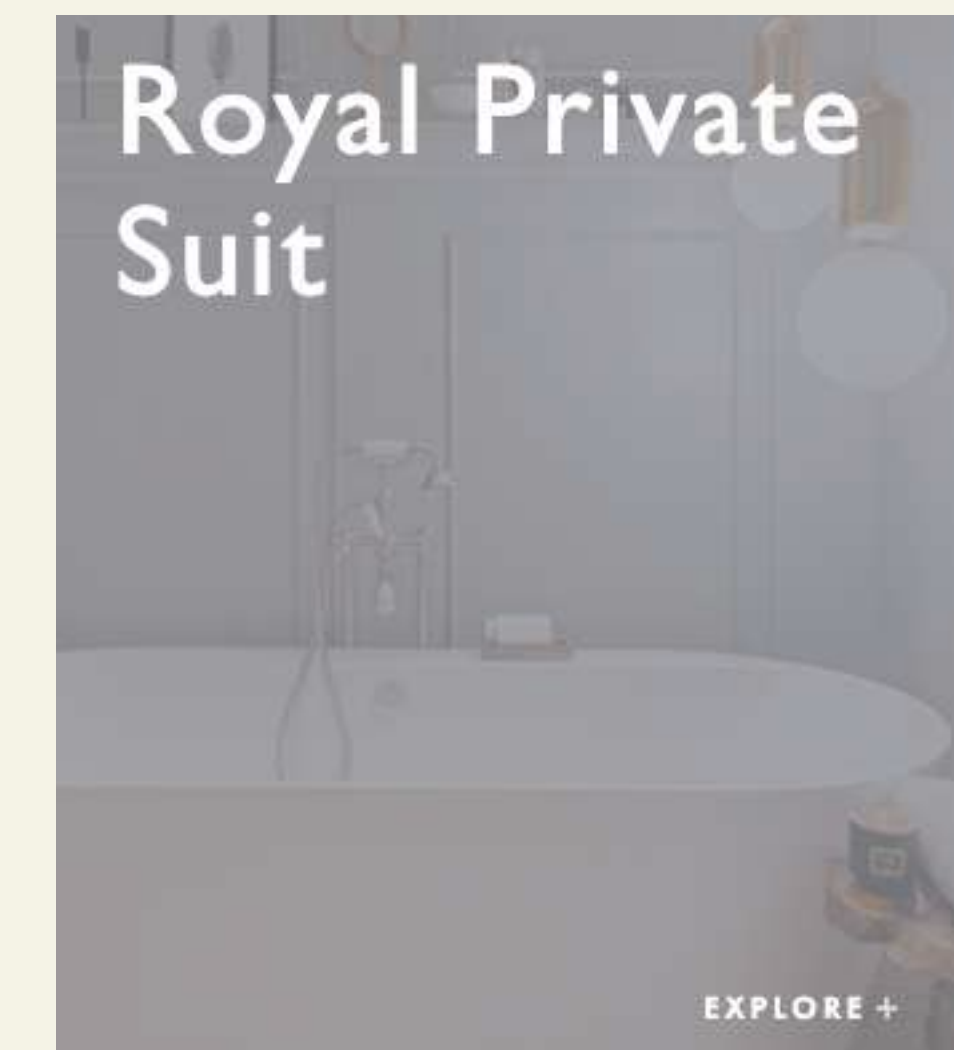
Services

Details that matter



Portfolio grid

The portfolio grid is thoughtfully designed to highlight the variety of Eclectic Interiors' work. The animated effect when hovering over an image adds an extra layer of interactivity and engagement, drawing the user in and inviting them to explore further.



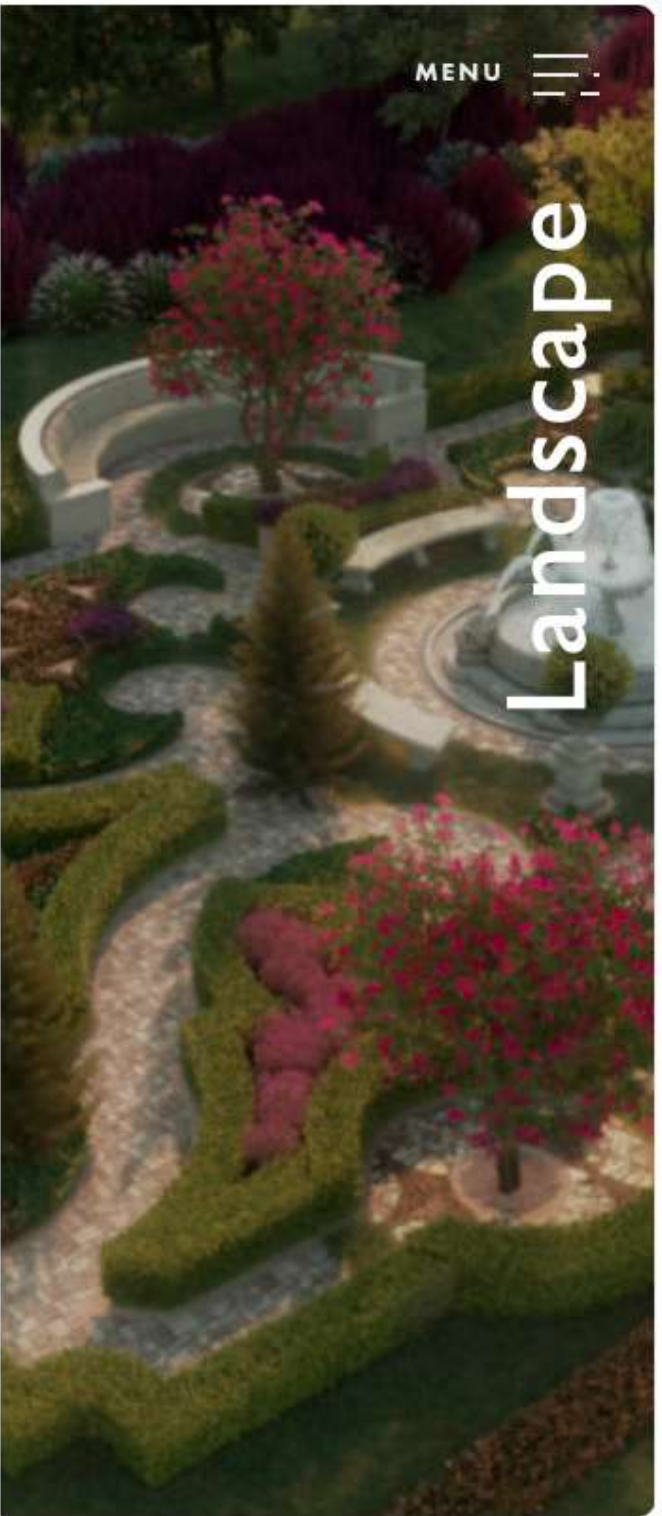
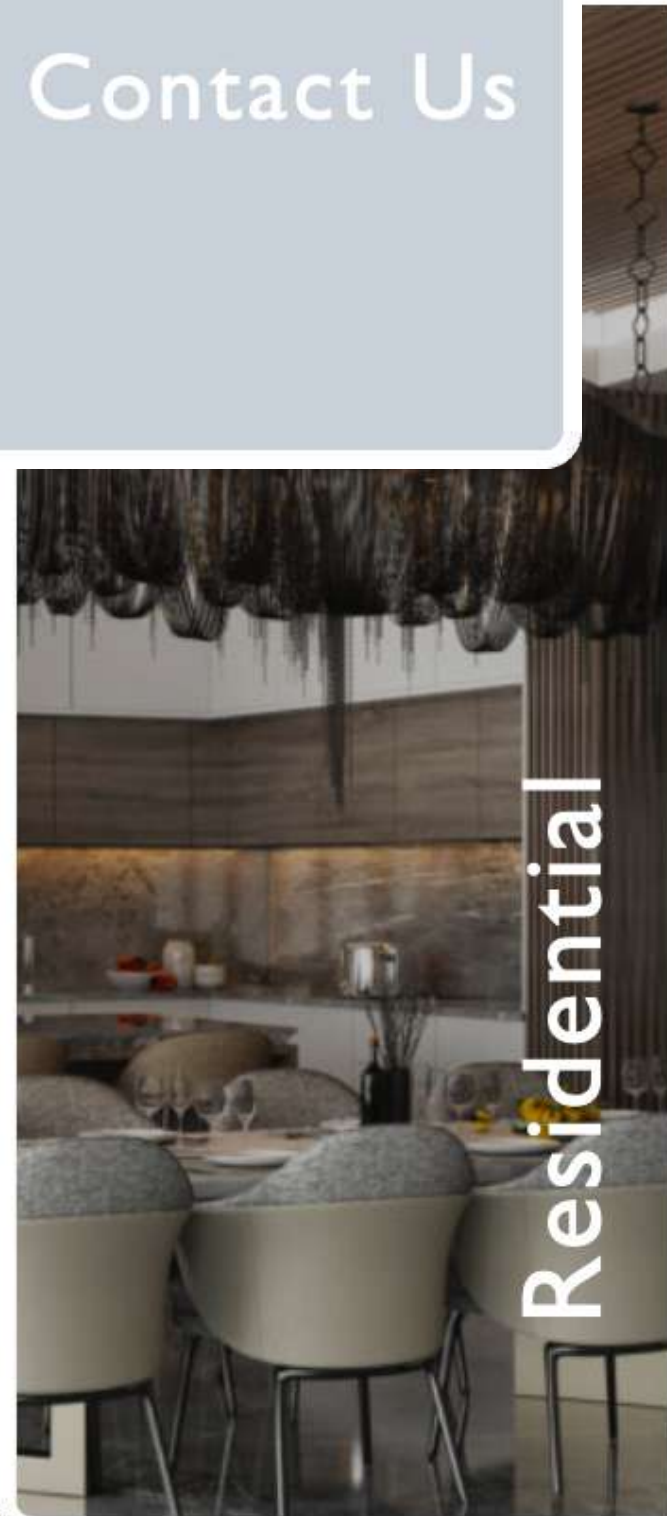


Menu & navigation

The minimalist design of the menu is consistent with the overall aesthetic of the website, providing a cohesive and visually appealing user experience. A simple yet effective navigation that is designed to provide users with easy access to the information they need to explore and connect with the company.

Projects' categories

The layout features a grid of rectangular tiles, with each one representing a different category of projects, and helping users to explore the different types of projects that Eclectic Interiors has completed.



"Majlis" and Dining

TYPE	Residential Project
SCOPE	Turn Key Project
LOCATION	Abu Dhabi, UAE
SIZE	155 sq.m.

"Majlis" and dining were exclusively designed to a special client's taste; a simple living dining area with unique wallpapers to give it life. Small washrooms were designed, taking into consideration black and white pattern flooring to keep the focus on the banana leaf wallpaper across all the basin, mixers and taps that were designed and chosen carefully for the

Project page

A project page is a beautiful and immersive display of the company's interior design work. The page features a full-width header image that sets the tone for the project and draws the user in.

As the user scrolls down the page, they are presented with a brief introduction to a project, following by a series of stunning images to display the interior design work.

Navigation section

At the bottom of a project page, there is a navigation section that allows users to easily explore other projects on the website.



← PREVIOUS PROJECT

NEXT PROJECT →

BACK TO HOSPITALITY

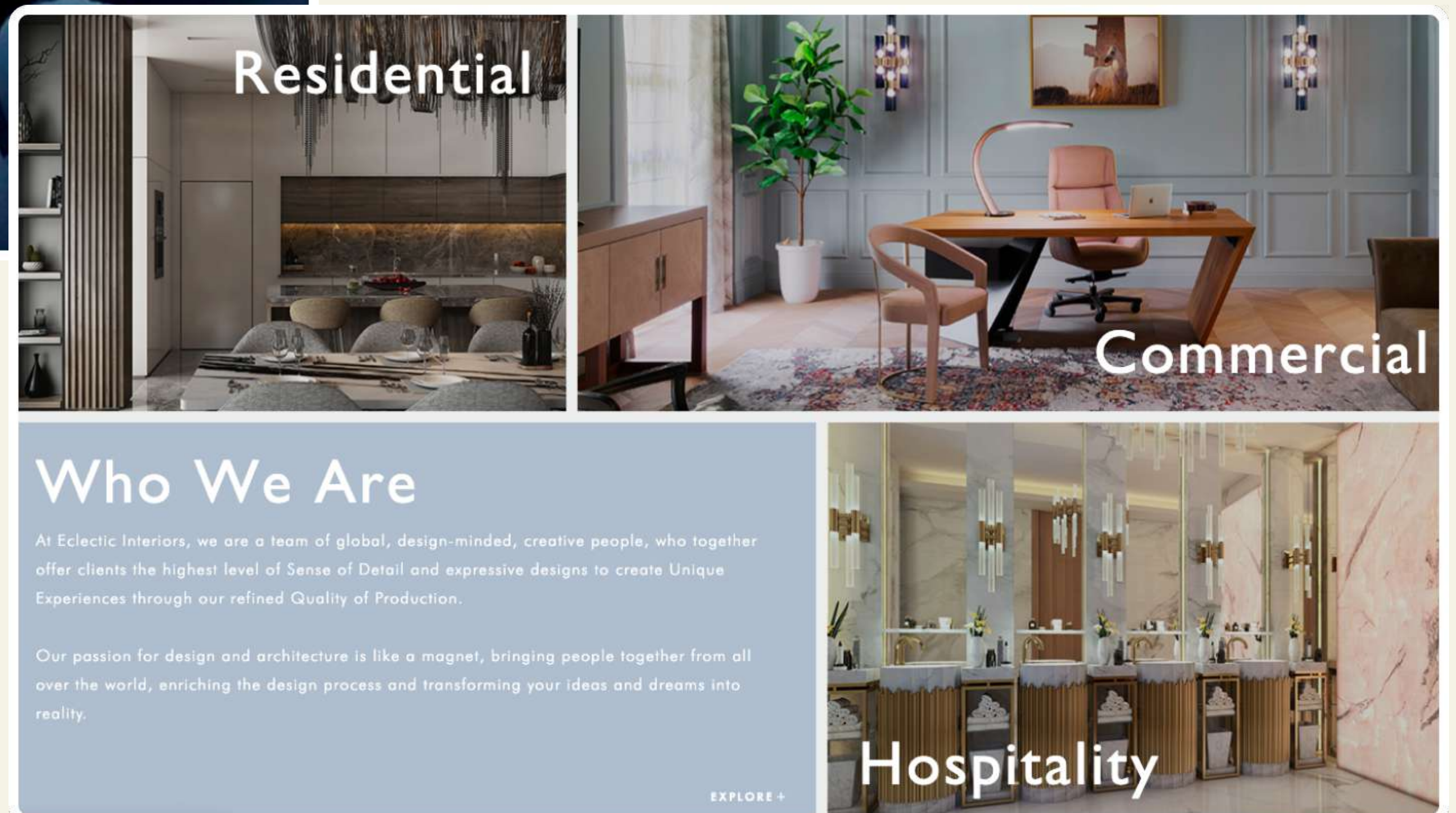


Slider

The motion and interactivity of the slider help to engage users and draw them deeper into the site, encouraging them to explore further and learn more about Eclectic Interiors' unique approach to interior design.

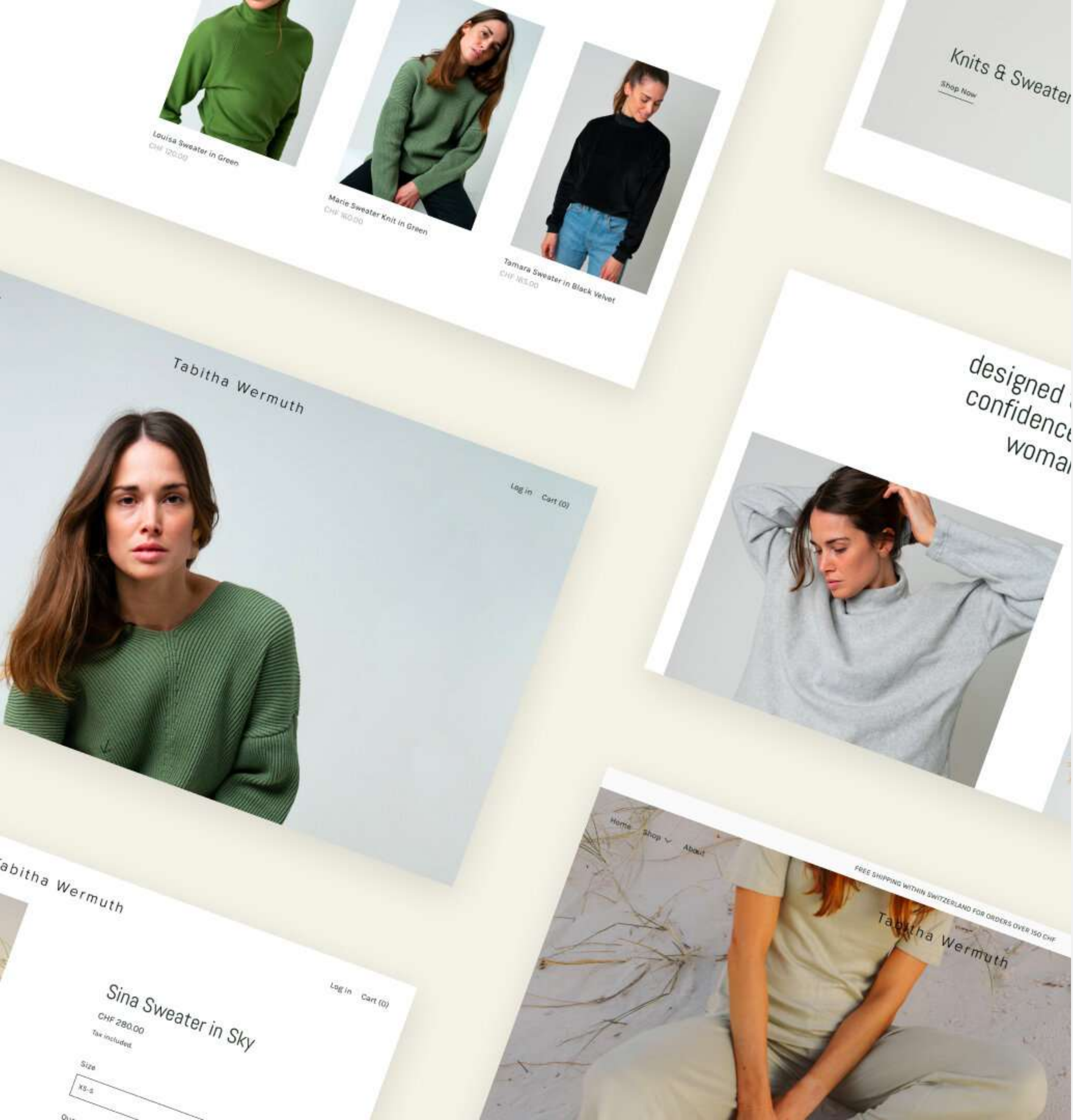
Grid layout

This eclectic arrangement of sections and elements is intended to reflect the company's name and approach to design. The grid on the home page is a highly effective way to showcase Eclectic Interiors' design work and convey the company's values.



Testimonials





“

Working with Kristina was always very pleasant and uncomplicated. She created my new Shopify website from scratch. Even if I had questions afterwards, she was always available and could help me. Kristina is very helpful and always got everything done on time and to my complete satisfaction. I would work with her again at any time for updates on my site.

Tabitha Wermuth

FOUNDER • TABITHA WERMUTH • SWITZERLAND

TESTIMONIALS

“

I was working with Kristina over a time period of over 2 years now. I can only recommend her to anyone who's looking for a reliable, professional and highly motivated expert in the web design niche. She can provide exceptional work with an eye for detail and perfection. Again, I can highly recommend her!

Niklas Brinkmann

OWNER • FREMONT DIGITAL • GERMANY

“

When you've got a great idea, but you're not sure where to take it, Kristina will help you unlock its potential and build the roadmap to get there.

Justin Rouzad

OWNER • ALVA • USA



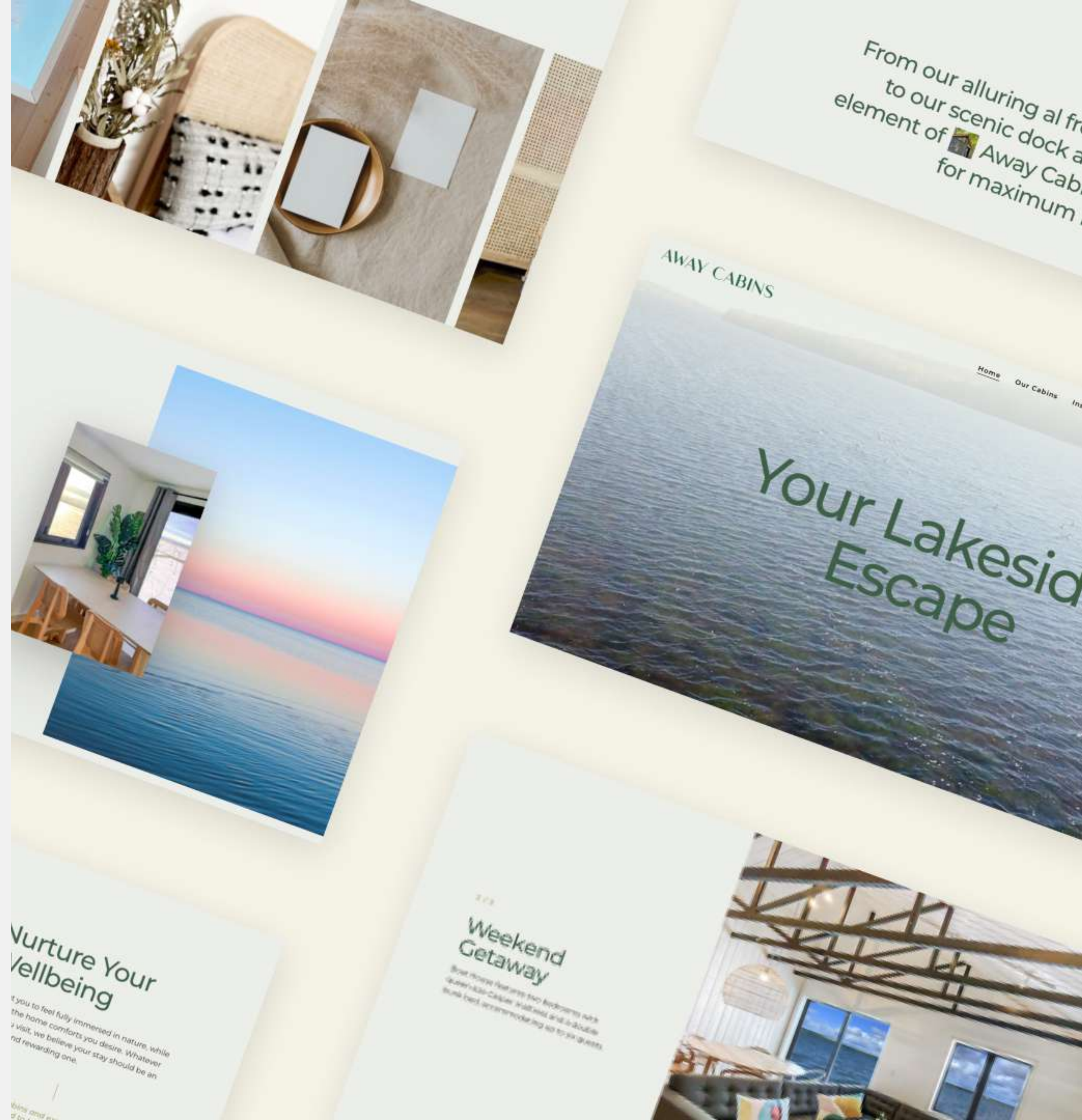
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Kristina’s exceptional design expertise and dedication to meeting client deadlines are truly remarkable, as she consistently delivers top-notch work that goes beyond expectations. She is known for creating visually captivating and easy-to-navigate websites that leave a lasting impression.

Kristina consistently surpasses expectations in her efforts to guarantee full client satisfaction, making it an ideal choice for anyone seeking exceptional web design services.

Debbie Fung

FOUNDER • AWAY CABINS • CANADA





Thank you!