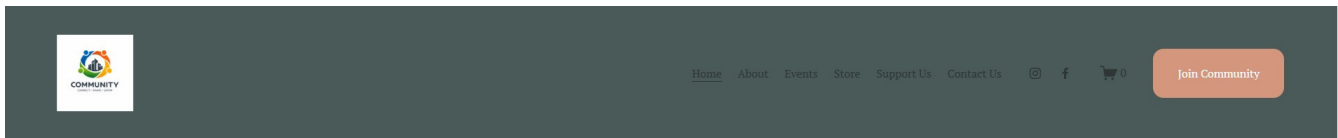


# Community Hub Website Concept

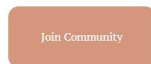
## Agency-Style Portfolio Case Study

Designed a responsive website concept for a growing community-focused organization. The objective was to create a centralized destination for events, community engagement, onboarding, and future operational growth.



## Built Through Community

*Connecting people through movement, accountability, and shared experiences.*



**Desktop Homepage Concept** — Designed to establish a professional online presence while making community participation and event discovery more accessible.

## Project Overview

Many growing organizations rely heavily on social media for communication. As engagement increases, important information such as schedules, event details, updates, and participation opportunities can become fragmented across posts and comments.

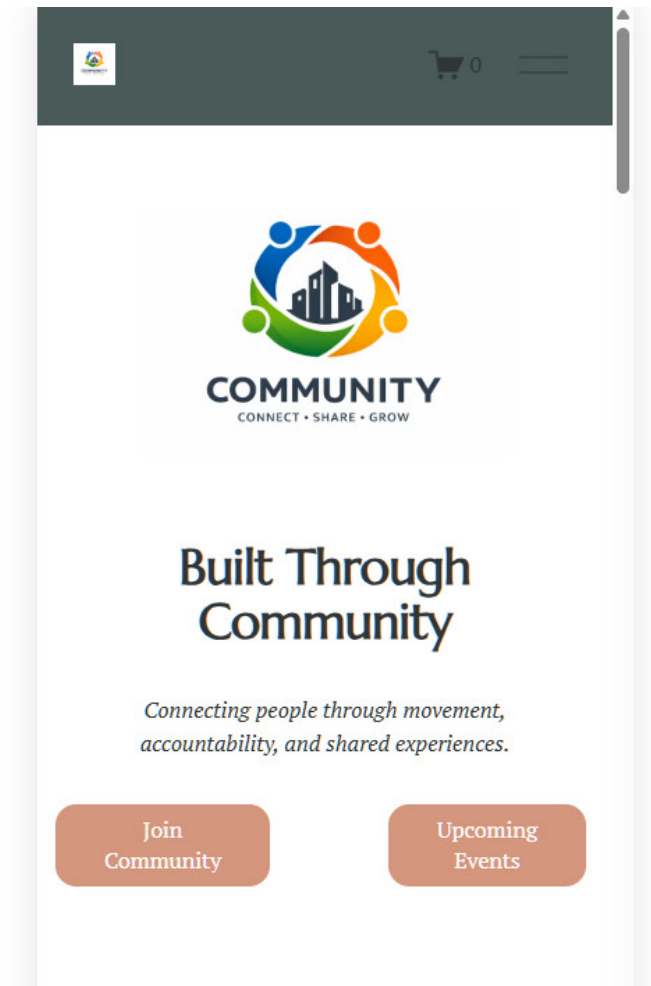
## The Opportunity

Create a centralized digital hub that provides a consistent user experience, improves discoverability of information, and supports future growth initiatives.

## Objectives

- Centralize event and community information
- Improve discoverability of schedules and updates
- Increase community participation and engagement
- Create a scalable foundation for future growth
- Support future operational systems and automation

## Responsive Design



The mobile experience preserves the visual identity, messaging, and navigation structure while prioritizing accessibility and usability for mobile users.

## Key Features

- Community-focused homepage
- Events and schedule architecture
- Join Community onboarding flow
- Support and donation-ready structure
- Merchandise and store capability
- Responsive desktop and mobile design

## Business Impact

While developed as a concept project, the website was strategically designed to address common challenges faced by growing community organizations. The concept creates a centralized source of information and establishes a foundation for future engagement and growth.

- Improved discoverability of event information
- Reduced repetitive questions regarding schedules and locations
- Stronger community engagement
- More professional and credible online presence
- Increased opportunities for participation and support
- Scalable foundation for future systems and automation

## Operational Value

- Event registration systems
- Volunteer management workflows
- Member onboarding
- Donation tracking
- Community dashboards
- Automated communications
- CRM and Airtable integrations

## Services Demonstrated

- Website Strategy & Planning
- UX/UI Design
- Information Architecture
- Responsive Web Design
- Community Engagement Strategy
- Business Process Analysis
- Digital Workflow Planning
- Operational Systems Design

## Project Status

Concept Project — Created as a portfolio demonstration showcasing website strategy, design thinking, responsive design, and operational planning.

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