



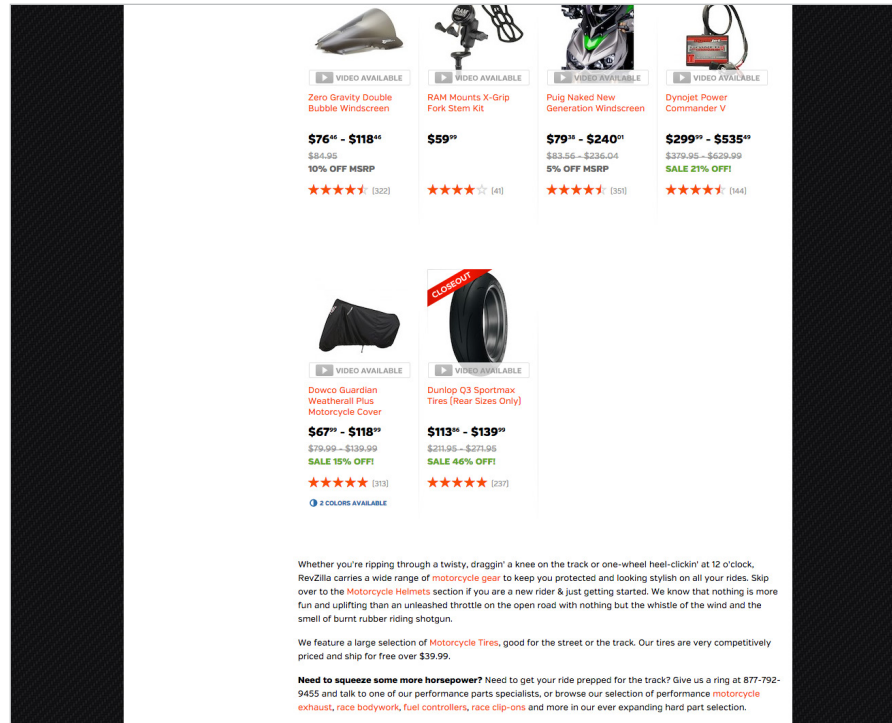
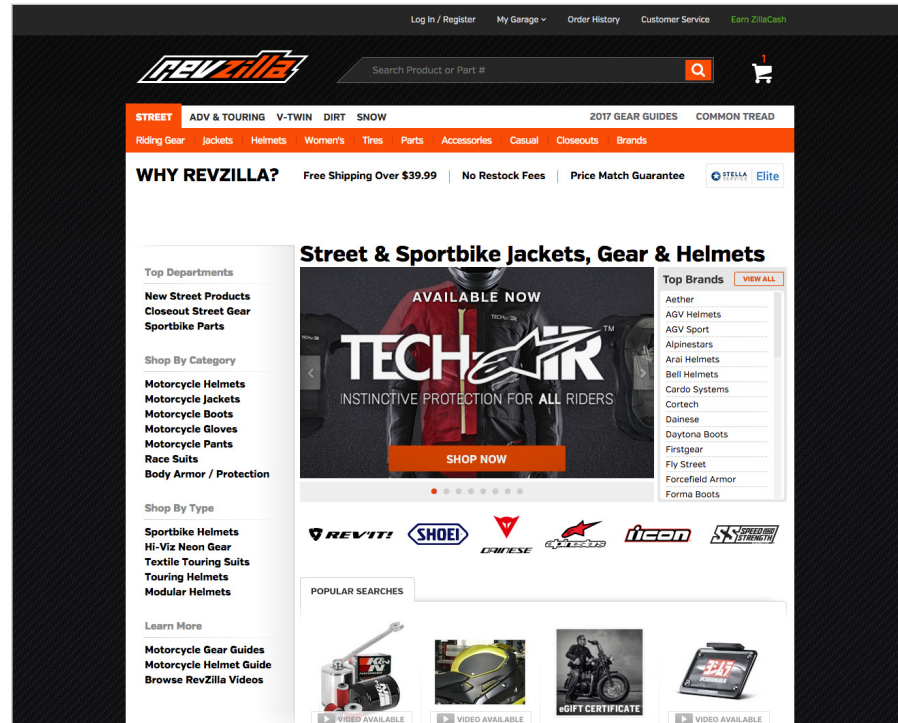
# PRODUCT DESIGN: SITE REDESIGN

**Case Study** | The expectations, concept, and strategy.



**Expectations** | Relaunch RevZilla.com on an elixir platform while simultaneously restructuring the node tree (navigation) and implementing a full site redesign. The redesign should be created with the goal of leveraging marketing, educational content, and driving up conversion rate, bringing the 2007 born website into 2017.

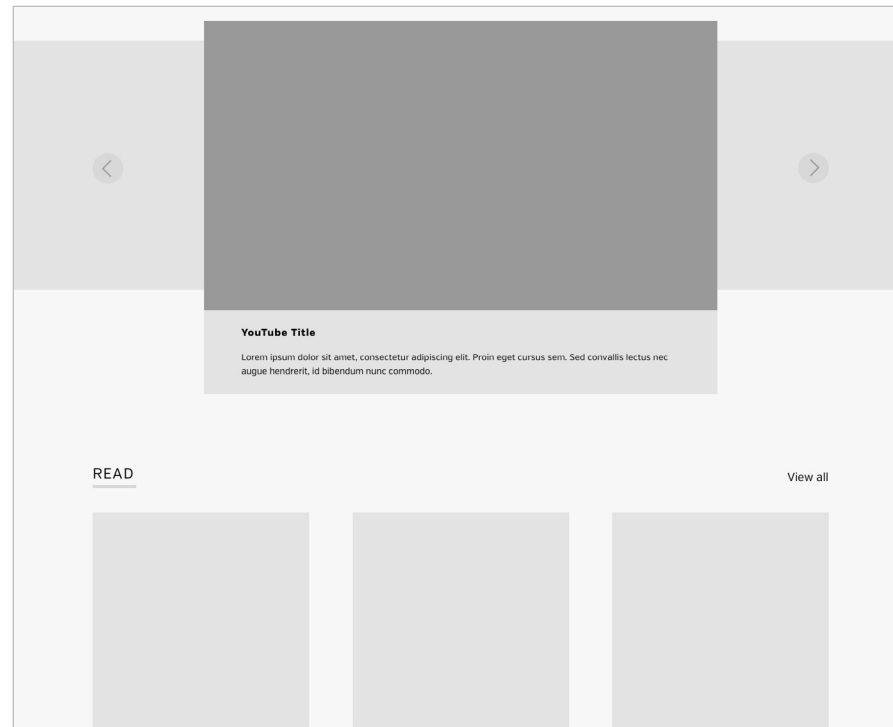
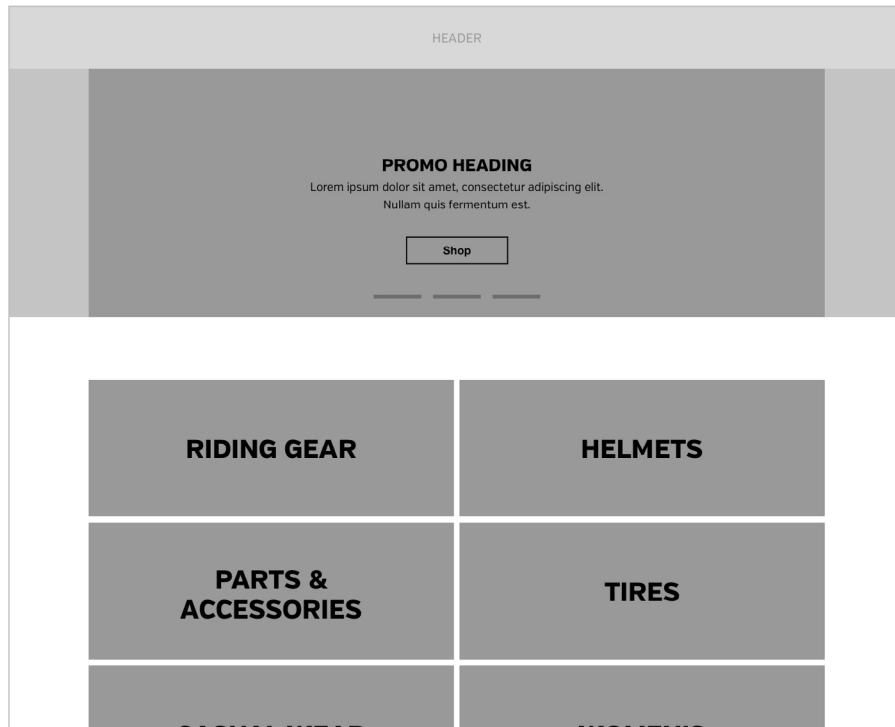
LEGACY HOME





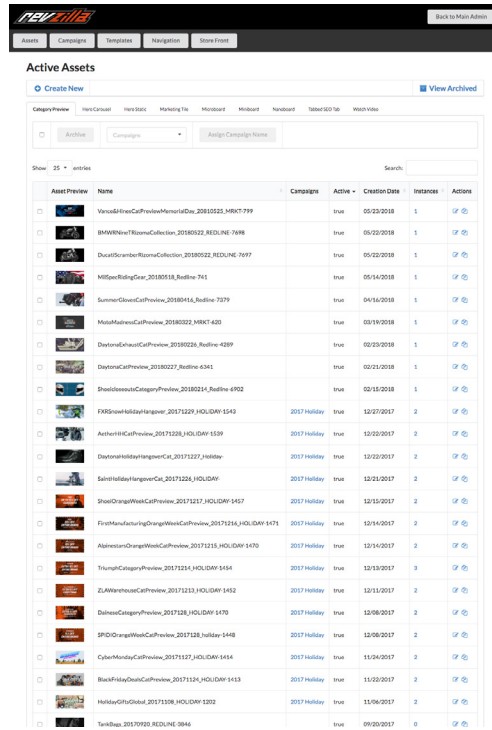
**Concept** | When tasked with creating concepts for the homepage, I presented the idea of utilizing a ‘componentized’ design for top-funnel landing pages. In an effort to plan a manageable and feasible redesign, each type of content was to be given a component style that could be repurposed on multiple pages in varying priority.

INITIAL HOME PAGE WIRE

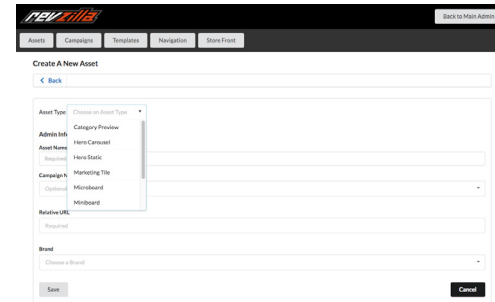




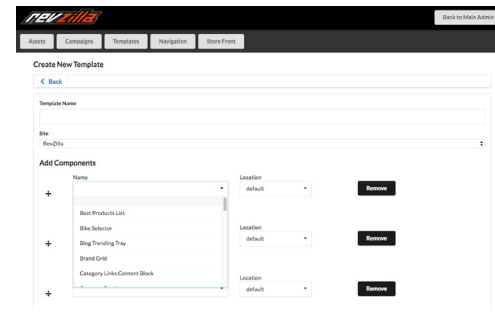
**Strategy** | Once the concept was approved, the strategy for maintaining the proposed design began. It was clear that we would need a new CMS in order to store and deliver assets to the site. To achieve results in a short period of time, I created wireframes for the necessary functionality and Tech utilized a web-kit for the interface.



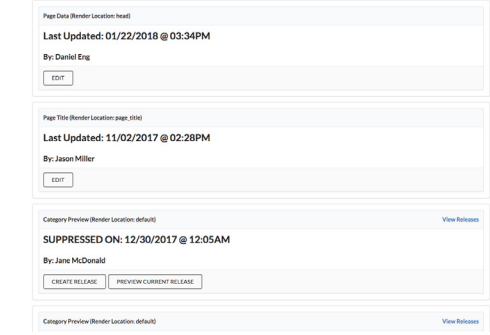
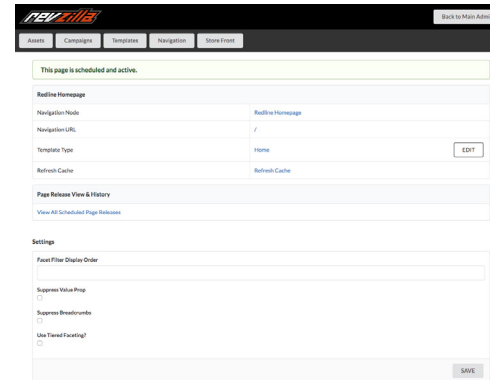
ASSET MANAGER



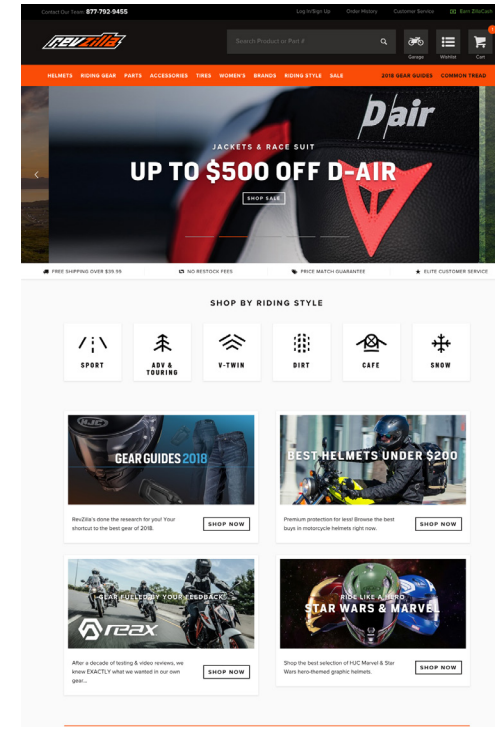
ASSET CREATION



TEMPLATE CREATION



CONTENT SCHEDULING (HOME PAGE)



FRONTEND (HOME PAGE)



# LISA DEMUSIS

August 2017 - July 2018 | Product Owner

August 2016 - August 2017 | Associate Product Designer

[ldemusis@gmail.com](mailto:ldemusis@gmail.com)

215.262.8850