# WEBSITE DESIGN PORTFOLIO



emd@redkimono.com www.redkimono.com



# Hi, I'm Elena.

...a Website Designer with 6 years' relevant experience in Squarespace and WordPress site design. I create original branding and graphics customized to each client, then flow visual elements throughout thoughtfully laid out pages. All sites are mobile-optimized. SEO best practices and relevant keywords are incorporated on the back end. Project management and development consulting services are offered at an hourly rate.

I'm also a Creative Designer and Creative Project Manager. Download my resumes and Design Portfolio **here**.

Each example demonstrates high-level capabilities in merging branded design with original visual and written content into easily read, modern websites. Desktop views are shown - mobile views available upon request or by clicking each site link on a mobile device.

Feel free to reach out for additional information. Thank you for taking the time to review my work.

Kind regards,

Elena Disabato, LEED Green Associate

emd@redkimono.com / www.redkimono.com

# Contents

Click on each section title and skip to it.

#### WORK SAMPLE DISCLAIMER

I own exclusive rights to each project in this portfolio. Each project was created by me and no one else. All information within is confidential, and not to be shared externally or for any purpose other than to vet my capabilities pertaining to an available work opportunity.

# MENTAL HEALTH

Creative Life Counseling Services ACCL Chicago Artemis Counseling Kate Glickman Psychotherapy

# MUSIC

Gabriel Palomo Duke Shin Frankie Vega

# CREATIVE

Red Kimono Design, Inc. Stephanie Jensen Weddings

# REFERENCES

# Creative Life Counseling Services ACCL Chicago Artemis Counseling Kate Glickman Psychotherapy

I have specialized in creating websites for private practices offering counseling services since 2018. Sites range in complexity from a few simple pages to larger sites with scheduling options. Each one lists services provided and offers contact forms. SEO plays a large part in overall site design, since each practice's goal is to increase site traffic to gain more clients in their local areas.

Original and existing branding elements drive each site's look and feel.

# Creative Life Counseling Services

## www.creativelifecs.com

SERVICES: 8 pages designed in Squarespace / Connected domain / SEO FEATURES: Embedded video, dropdown navigation BRANDING: Colors and fonts created based on existing logo CHALLENGES: Connecting existing domain

## HOME



Creative Life Counseling Services is a compassionate and conscientious therapy practice that provides its clients with the tools and knowledge to create new perspectives and new outcomes for themselves in life.

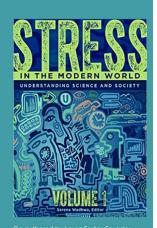
Now offering in-person and teletherapy appointments.

# Design + Process

- · Splash images on each page and light animation sitewide
- Open space and light animation throughout for easy reading
- Muted yet cheerful colors and fonts that allow for easy reading
- Connected existing GoDaddy domain and removed two existing 3rd parties from the project

#### Get to know us.





Chicad

Our clinicians

#### Visit Us

2045 W. North Ave. Suite 2B Chicago, IL 60647

#### Hours

Monday - Thursday: 8am-9pm Friday: 8am-7pm Saturday: Closed Sunday: Closed

Phone (773) 249-2921

Fmail

ello@acclchicago.cor



Sliding scale payment options available.

# Creative Life Counseling Services (con't)

## www.creativelifecs.com

# **CLINICIANS**

CreativeLife Services Clinicians Fees + Insurance FAQ Join our Team Blog







Laura Foster LCPC L Founder







Nicole Dodero, MA, LPC





#### Want to talk? We're here to help.

Sliding scale payment options available

## **BLOG**

CreativeLife ??

Services Clinicians Fees + Insurance FAQ Join our Team Blog















mental health

Supporting Others

mental health

Coping with **Holiday Stress** 

Grounding **Techniques**  **Building Self-**Esteem

mental healt



Coping with Life Transitions

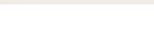


Setting





**Boundaries** 



# **Feature Details**

• External links to Amazon, YouTube, and Psychology Today profiles for each clinician

• Blog with consistent categories and tags aligning with SEO and keywords

- Contact form customized to enhance patient intake process
- Redundant contact + appointment options

# Creative Life Counseling Services (con't)

## CONTACT

# Contact us.

#### hello@acclchicago.com

(773) 249-2921

2045 W. North Ave.

Suite 2B

Chicago, IL 60647



0 f

Name *			
First Name		La	ist Name
Email *			
Phone *			
(###)	###	####	
What ser	vices are	you interested in	? *
We offer in	-person ar	nd teletherapy optior	ns.
Individual Co	ounseling	0	
What is y	our avail	ability for sessions	? *
-At this time	e we are r	ot booking weekend	l appointments. Please comment
below for a	additional	availability.	

- Weekday mornings
- Weekday afternoons
- Weeknights

How would you like to pay? \*

BCBS insurance taken / Sliding scale payments available

**BCBS PPO Insurance** 

 $\bigcirc$ 

# ACCL Chicago

### www.acclchicago.com

SERVICES: 30 pages designed in Squarespace / Connected domain / SEO FEATURES: Multiple dropdowns in navigation BRANDING: Colors, fonts and graphics created based on existing logo CHALLENGES: Wire frame / Content and image file management

# COUPLES > Discernment



HOME

Couples Individuals Team Our Story Info Contact O

Sliding Scale

Fees & Insurance

### We Offer Individual & Couples Counseling Appointments Both In Person and Virtually. New Clients Are Welcome.

Book an Appointment



Individual Counseling & Couples Counseling in Chicago's Wicker Park Neighborhood.

#### **General Info**

We are conveniently located in Chicago's Wicker Park neighborhood near Bucktown and Logan Square. We are steps from the North, Damen and Milwaukee intersection. There is ample meter parking for your car and a bike rack right out front.

We offer in-office counseling, teletherapy sessions and accept both sliding scale payments and BCBS insurance.

ACCL and our Licensed Professional Counselors proudly support the LGBTQAI+ community, and welcome all into our practice



# Design + Process

relationship.

- Design customized from Squarespace template
- Extensive wire frame created for primary, secondary, tertiary, and individual Counselor pages
- · Splash images and multiple support images on each page, and light animation sitewide
- Dozens of internal cross-site and external links
- Robust SEO to boost Google search listings and acquire new local clients



# ACCL Chicago (con't)

## www.acclchicago.com

## INDIVIDUAL > Individual Counseling Our individual counseling services address these and other issues:

#### Depression

If you are feeling a sense of hopelessness, having sleepless nights, noticing a lack of joy in activities, or struggling with day to day tasks you may be experiencing a depressive episode. Our clinicians will assess your symptoms and create a treatment plan to decrease these symptoms and improve your quality of life.



#### Life Transitions Whether you are changing jobs, dealing with a breakup or divorce, experiencing the grief of a

loss, or having any number of changes or

transitions occur in your life, our counselors are

here to help. We can help you manage all of the

emotions and worries that come with change and

assist you in making the best decisions for

Anxiety is a normal experience but there are times when it becomes a pervasive and disruptive emotion. The clinicians at ACCL can help you to identify unhelpful thoughts, learn ways of managing uncomfortable emotions, and help to create behavior changes that can help



decrease symptoms.



#### Family Relationships

Families can be one of the most supportive communities that we belong to and can also cause some of the most struggle in our lives. Effective communication, conflict resolution, and In therapy you can learn to explore family dynamics and how your family of origin as well as previous generations can influence your perspective of yourself and the world around you.



#### **Friend Relationships**

Our friends become the family that we choose. Many of us are living in a city with little family around and rely heavily on the friendships we have cultivated throughout our lives. However, we all grow and change at different rates and friendships often feel the burden of these changes.

Our therapists can help you develop the communication skills to have a productive conversation about a conflict and with individual therapy or therapy with your friend present you can address these issues and help the friendship to grow and change in a healthy way

#### Work Relationships

When conflicts arise in the workplace the whole team suffers. We spend as much time, if not more with our coworkers and work partners as we do with our friends and family. These relationships can be very intense and impact our lives both personally and professionally.

Power differentials, creative differences, and differences in work ethics and values can make a work environment a toxic place with significant consequences. We can help to resolve conflicts and facilitate conversations between coworkers and work partners in a collaborative and supportive environment.

#### **BLOG**

#### **ACCL Blog**



## Mindfulness In Your Relationship

JAN 17



Practicing mindfulness has been shown to offer numerous benefits not only for

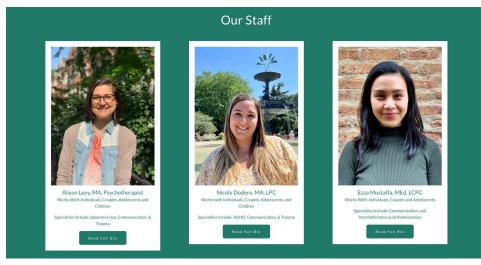
# **Feature Details**

- External links to reputable counseling informational sites, Psychology Today profiles for each clinician
- Featured Blog and redundant sitewide Book An Appointment buttons
- Blog with consistent categories and tags aligning with SEO and keywords
- Contact form customized to enhance patient intake process
- Redundant contact + appointment options

# ACCL Chicago (con't)

## www.acclchicago.com

## **CLINICIANS**



### **INTERNAL LINKS**

#### Our individual counseling services address these and other issues:

#### Depression If you are feeling a sense of hopelessness, having sleepless nights, noticing a lack of joy in activities, or struggling with day to day tasks

you may be experiencing a <u>depressive</u> episode. Our clinicians will assess your symptoms and create a treatment plan to decrease

these symptoms and improve your quality of life.

Attention -Deficit/Hyperactivity

Anxiety

can help decrease symptoms.

#### Life Transitions

Whether you are changing jobs, dealing with a breakup or divorce, Anxiety is a normal experience but there are times when it becomes a pervasive and disruptive emotion. The clinicians at ACCL can help you to identify unhelpful thoughts, learn ways of managing experiencing the grief of a loss, or having any number of changes or transitions occur in your life, our counselors are here to help. We can help you manage all of the emotions and worries that come with uncomfortable emotions, and help to create behavior changes that change and assist you in making the best decisions for yourself.



Substance Use



# CLINICIANS > Individual Page



Contact Kenya HERE

Imagine climbing a mountain with every obstacle coming your way whether it's falling rocks or inclement weather. This is something we can call life. People must endure every obstacle that comes their way whether they face it head on, fall down, leap over or move around it. How do you cope? What gets you through your day to day? Do you ever feel like things keep piling up? On this journey, Kenya will be supportive and non-judgmental therapist and will meet her clients wherever they are on their mountain, and take it day by day.

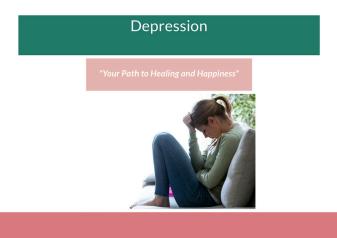
Kenya practices from Solution Focused, Cognitive Behavioral and Person Centered approaches. She has experience in working with adolescents, emerging adults, first time moms and adults experiencing trauma (generational, physical and sexual), depression, anxiety, stress and self-esteem concerns. She has worked with couples on communication, infidelity, and building trust.

Kenya's greatest priority is getting to know her clients and building a collaborative and impactful relationship with them. Climbing that



Find Kenya Walker on Psychology Today here.

## **INTERNAL LINKS > Symptoms**



# Artemis Counseling

#### www.artemiscounseling.com

Coordinate conflicts with GoDaddy

existing content and locate broken links

SERVICES > Premarital Counseling

PREMARITAL COUNSELING

Premarital counseling is taking a proactive approach to your marriage.

discover areas for further growth? Set your marriage up for success with

Would you like to strengthen your relationship with your fiancée and

Premarital counseling is a type of couples counseling that is more

preventative and fosters a relationship's longevity, rather than being

reactionary to a current problem in a relationship. Every relationship has

different struggles. Through premarital counseling you can investigate areas of sensitivity and develop strategies to successfully resolve conflict

We will also assess your strengths as a couple and incorporate the latest

psychological research to help increase the quality and longevity of your

premarital counseling

before it happens.

Process

SERVICES: 29 pages of SEO in existing WordPress site / Technology updates FEATURES: Multiple dropdowns in navigation BRANDING: Text design edits to existing branding CHALLENGES: Updating 10-year-old back end technology

1. ASSESS / UPDATE TECH: Determine WordPress version and

plugins needed and update (Yoast Web Builder, security, etc.) /

2. SEO ASSESSMENT: Capture list of relevant keywords in

3. SEO UPDATE: Write original and update existing content to

include keywords and phrasing strategies / Original blog entries

MAKE AN APPOINTMENT TODAY!

MEET OUR COUPLES COUNSELORS

QUESTIONS? CALL US AT

773-249-2921

Check out our Blog!

The Magic Ratio

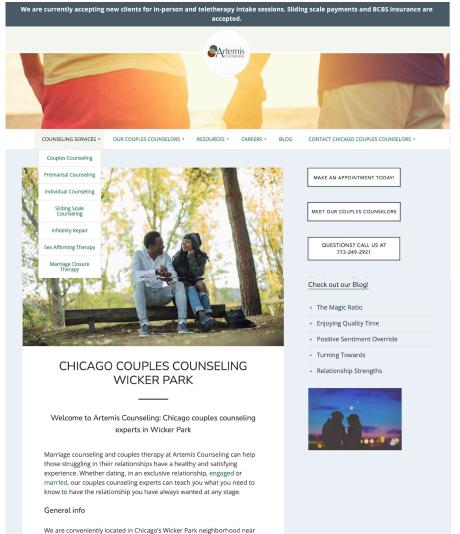
Turning Towards

Enjoying Quality Time

Relationship Strengths

Positive Sentiment Override

# HOME



#### We are conveniently located in Chicago's Wicker Park neighborhood near Bucktown and Logan Square. We are 2 blocks west of the intersection of North Avenue, Milwaukee Avenue, and Damen. There is ample car and bike

# Kate Glickman Psychotherapy

## HOME



# Design + Process

- Designed from Squarespace template
- Edits to client-provided content for both initial design and second round of SEO  $\,$
- Splash images and support images on each page
- Robust SEO to boost Google search listings and acquire
  new local clients

# www.moderntherapychicago.com

SERVICES: 5 pages designed in Squarespace / SEO - 2 rounds FEATURES: Easy to use navigation BRANDING: Logo and fonts created / Original photography CHALLENGES: Content edits

BIO



#### FREE THERAPY CONSULTATION

I veicome the opportunity to hear from you and talk about a preliminary session. A free 10-minute consultation is given ahead of meeting face-to-face, just so we can decide if we're a good fit. When we fitre meet, I will listen with intent to whatever your feel like sharing. Then, we'll define your goals and find practical ways to get three.

"The very patterns that were so adaptive when we were children are the ones that, as adults, we must undo."

Kate Glickman | Founder



I founded my private Chicago therapy practice in 2008 as a way to form closer connections with anyone in need of mental health counseling. With over 15 years of professional experience, I pair an empathetic approach and a lively, collaborative style with real-world problem solving.

I am a licensed clinical social worker (LCSW) and work with individuals, couples, parents, adolescents and adults in chicago who are experiencing any event causing an internal conflict or crisis. I'd like you to feel more comfortable in your own skin with less anxiety and self-doubt.

Sometimes it's tough to find clarity in a challenging situation. I will take an objective look and see how we may remove roadblocks together.



Reach out to set up a free consultation.

312-516-4303 | kateglickmantherapy@gmail.com | 1820 Webster,Chicago, IL 60614

KATE GLICKMAN PSYCHOTHERAPY 1820 WEST WEBSTER AVENUE, CHICAGO, IL, 60614, UNITED STATES 312-516-4303 KATEGLICKMANTHERAPY@GMAIL.COM

# Kate Glickman Psychotherapy Chicago (con't)

## CONTACT

HOME BIO FAQ

KATE GLICKMAN LCSW

C Targe

LOGAN SQUARE PALMER SQUARE

> Humboldt (Alexande

FINANCIAL CONTACT

#### Let's talk.

The 606 🚱



A lo minute free consultation will help us decide if we're a good fit. Feel free to reach out any time, about anything.

PARK WEST

coln Park Zo

1820 Webster



Name *			
First Name		Last Name	
Email Addre			
Phone *			
(###) #			
Subject *			
Message *			

	Reach	out to	set u	ip a	free	consultation.
312-516-4:	103 Ikateol	liskmanti	erapyer	amail.	comi ti	820 Webster Chicago, IL 60614

# www.moderntherapychicago.com

FAQ

FAQ



Counseling sessions are offered in a light, comfortable space in Chicago's Bucktown neighborhood

#### Q. WHO IS THERAPY FOR?

A. Anyone struggling right now who needs help to better understand themselves and to make changes. I provide therapy for adults, parents, adolescents and couples.

#### Q. HOW DO APPOINTMENTS WORK?

A. A typical therapy session is 55-60 minutes long. If you need to reschedule, I ask that you give 24 hours' notice, then a couple days and times you're available soon following.

After you're scheduled, come for your in-person appointment in Bucktown at 1820 Webster (corner of Elston)

#### Q. HOW DO I BECOME A CLIENT?

A. I want to make it easy to start therapy or return to counseling. If you feel now is the right time to talk to a therapist, you may call me at (312) 516-4303 or send an email to kateglickmatherapy@gmail.com. Within 24 hours I will reach out and offer a free consultation for 10 minutes on call to see if "Im the right herapist for you. Once we

# **Feature Details**

- External link to Psychology Today profiles
- · Meta tags aligning with SEO and captured keyword list
- Simple contact form and map
- Redundant contact + appointment options in footer
- FORTHCOMING: Incorporation of new branding created Winter 2023

# Gabriel Palomo Duke Shin Frankie Vega

My sites work well for DJs and musicians, with a common design theme being clean simplicity. These projects are highly collaborative - each site is an expression of their creativity and style.

Embedded music players, videos, and links to their mixes / productions on all current platforms give the reader instant access to their talents. Each site allows room for future content creation and updates to events - plus new music, the most important thing.

Original branding including logos were created for each site.

# Gabriel Palomo

## www.gabrielpalomo.net

SERVICES: 6 pages (1 hidden) designed in Squarespace / SEO FEATURES: Embedded video and Soundcloud players BRANDING: Original logo, colors and fonts CHALLENGES: Four iterations and scope creep / Squarespace glitches

## HOME



## PERSONA

GABRIEL PALOMO'S PASSION FOR MUSIC SPANS THE HISTORY OF HIS DEEP ROOTS IN **RHYTHM**, **SOUND**, AND **DANCE**,

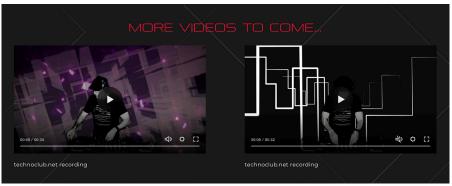
> Playing the **drums** since the late 70°s, spinning **vinyl** since the early 80°s, throwing **events** since the '90°s, and **producing** since the millennium, from **Chicago** to **Berlin**, Cabriel has evolved through the journeys of old school hip hop break-dance beats, Italo classics, early electro, acid house and techno.

> His pre-teen style war beat street days as a breaker and graffit writer (a.k.a. Se2) naturally led him to become a DJ, which he picked up easily after years of playing the drums since the age of six. In the early 80's he discovered Krattwerk and Afrika Bambaataa. Taking their musical messages to heart, Palomo became a renegade of funk, looking, seeking, finding the perfect beats which led him to the early Detroit techno scene and **Chicago's acid house craze**. In 1993, he joined a legion of rave pioneers, hosting some of the city's most memorable underground warehouses, loft parties and club nights, and continues to do so at any opportunity.

# Design + Process

- "Minimal, minimal, minimal" design aesthetic
- Images and graphics kept sparse for easy reading
- Fixed design glitches between browsers and IP addresses with Squarespace help for consistent design

### VIDEOS



# Future Design

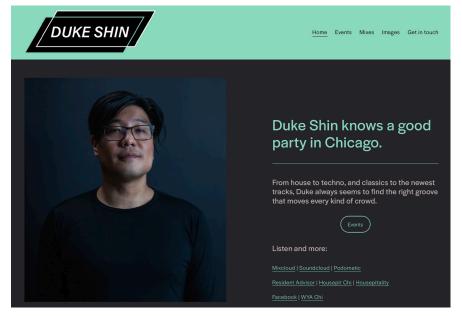
- Adding dozens of flier designs and upcoming events to a hidden Events page
- Adding link to YouTube on Videos page once channel is ready
- Updating background graphics and adding photos
- Website www.lvlz.net to be created for record label

# Duke Shin

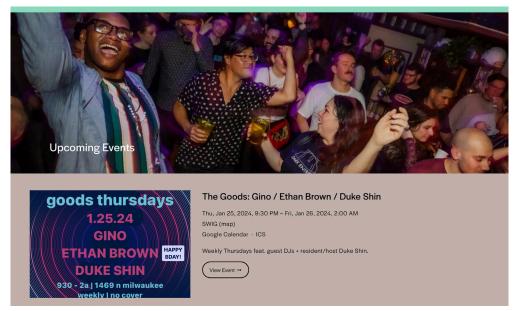
## www.dukeshin.com

SERVICES: 5 pages designed in Squarespace / SEO / Design training FEATURES: Embedded Mixcloud player and photographer collaboration BRANDING: Colors and fonts based on original logo design CHALLENGES: Embedding player

### HOME



# EVENTS



# Design + Process

- Designed from Squarespace template
- Dynamic animation gives depth to minimal design
- Collaboration with photographer Jeff Ramone
- Embedded Mixcloud players for instant listening
- Splash images and support images on each page

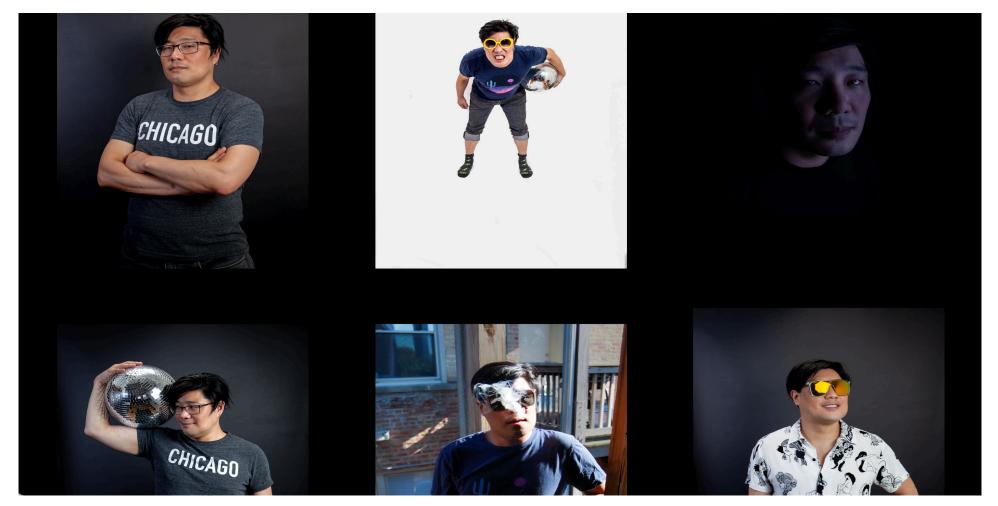
# MIXES Check out Duke's own mixes on Mixcloud and give him a follow.

DUKE SHIN	►	Yule Tide Brynner (2009 Holiday Mix) by Duke Shin [routow]	
TULE TIDE BRYNNER • 2009 Holiday Mix •			
Duke Shin May 2021 Vocalo Resident Mix		Duke Shin   MAY 2021 Monthly Resident Mix   Vocalo 91.1FM Chicago	
合	►	Duke Shin   Live at Activate 1 Yr Anniversary Stream 2.25.21 (twitch.tv/jaggychi) by Duke Shin [routow]	
VAR market			

# Duke Shin (con't)

## www.dukeshin.com

## IMAGES

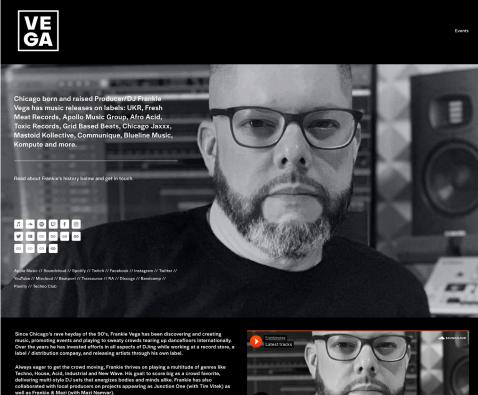


# Feature Details

- Trained client to update Events himself
- FORTHCOMING: Global design, links, and SEO updates and new photography

# Frankie Vega

## HOME



ie driving beats from the DJ booth, rele rd shops, and on all platforms for streaming and downloading mu

icensing / DJ Booking Inquirie

#### d Of The Sun (Mark TI mid Of The Sur

## www.frankievega.com

SERVICES: 1 page designed in Squarespace / Connected domain / SEO FEATURES: Embedded Soundcloud player BRANDING: Colors and fonts based on original logo design CHALLENGES: Image cropping and social icons

# Design + Process

 Stretched client-provided image to create negative space where text overlays, while cropping unnecessary visual information

- Added a dozen links to music platforms
- · Contact button leads directly to email
- Events page in navigation links to Resident Advisor where future events and a bio are found

ww.frankievega.com

# Red Kimono Design, Inc. Stephanie Jensen Weddings

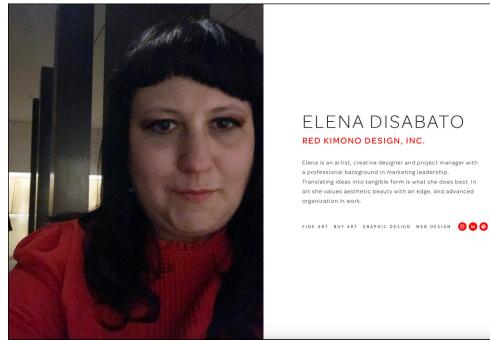
Portfolios for creative professionals are myfavoritesitestodesign.Projectsinclude several intertwined design elements like customized templates, galleries, general information, and contact forms. Original branding including logos were created for each site.

# Red Kimono Design, Inc.

## www.redkimono.com

SERVICES: 11 pages designed in Squarespace / Connected domain / SEO FEATURES: Multiple image galleries and downloadable files BRANDING: Colors and fonts based on long-term logo CHALLENGES: Downloadable linked files lost internal links when added

## HOME



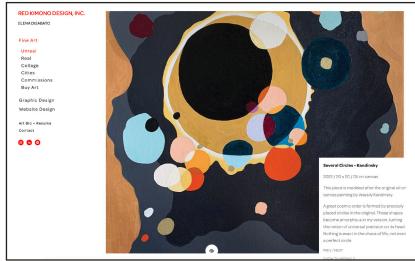
# Design + Process

- Intended as a catch-all for a fine art portfolio, design experience, and resumes
- Negative space allows for easy reading and
- Extensive SEO on each image, file, and page
- After website was created in 2018, consistent updates are made for every project, event, resume, and portfolio
- Rebranded in 2022

# GRAPHIC DESIGN > Portfolio



# FINE ART > Detail



# Red Kimono Design, Inc. (con't)

### www.redkimono.com

### FINE ART > Cities



# Stephanie Jensen Weddings

# HOME

# I like to think of myself as a visual interpreter of the many different emotions that make us so beautifully human. I read your special moments and transcribe them into a vivid, trueto-life image that is forever captured in time. About Stephanie > It's important for me to document how love manifests itself in ways that are not widely represented. In a world of social media trends, an emphasis on aesthetics, and pervasive heteronormativity & cisnormativity, I appreciate couples who want to tell their own story in their own way. Let's shake up the old notions and prejudices of what love looks like. Let's create a wedding experience that is inclusive and authentic. Your love is unique, and your Documentary-style photographic photos should reflect that. coverage of weddings and elopements in $\underline{ABOUT} ~|~ \underline{FAVORITES} ~|~ \underline{PRICING} ~|~ \underline{FAQ} ~|~ \underline{CONTACT}$

# Site launch TBD

SERVICES: 6 pages designed in Squarespace FEATURES: Multiple image galleries BRANDING: Based on original logo made in Procreate from hand drawing CHALLENGES: Balancing design heavy in both visual and written content

# Stephanie Jensen Weddings (con't)

# ABOUT / FOOTER

So who am I? I'm a sentimental plant mom/amateur astrologist who enjoys 80s & 90s rom-com films and am an expert at date ideas. I grew up in Chicago and know tons of cool photoshoot locations, nostalgic dive bars and underground dance parties. I'm a summer baby who loves being outside, and am always down for a weird adventure. I'm a Virgo who plans way too far ahead and never misses a detail. Most importantly, I'm your hype man who wants you to have the best wedding day possible. I'll cut a rug with you and your loved ones on the dance floor if I have to. Let's celebrate your love radically and authentically, together.





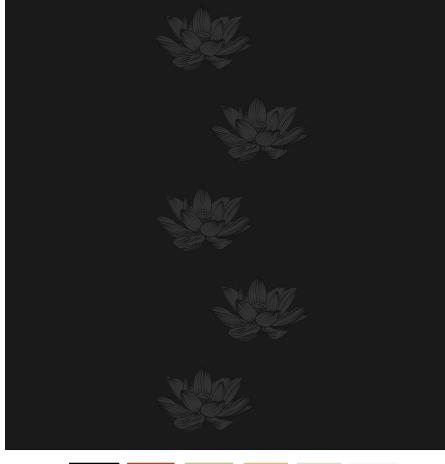
- Scrolling and static image galleries with details upon clicking
- Original logo created in 2 colorways, and as step-and-repeat for sitewide background graphic
- Highly customized contact form







# BRANDING





1) Kate Glickman, LCSW / 312-516-4303 / kateglickmantherapy@gmail.com / In 2018 I build Kate's current website www.moderntherapychicago.com, and we're scheduled to create a new one in 2024. Initial branding was done for her psychotherapy practice in 2022, then updated with a full package in November 2023. Kate and I have known each other for 17 years.

2 & 3) Laura Foster / 773-576-7032 / laura@creativelifecs.com / Laura owns Creative Life Counseling Services and is a licensed clinical social worker. / I met Laura in 2019 when she approached me to create a new website for CLCS in Squarespace. Following a successful site launch, she and Cynthia Bassuk (Owner, Artemis Counseling) hired me to create their umbrella company website (ACCL Chicago). Cynthia and I have known each other since 2015; I can provide her contact info upon request.