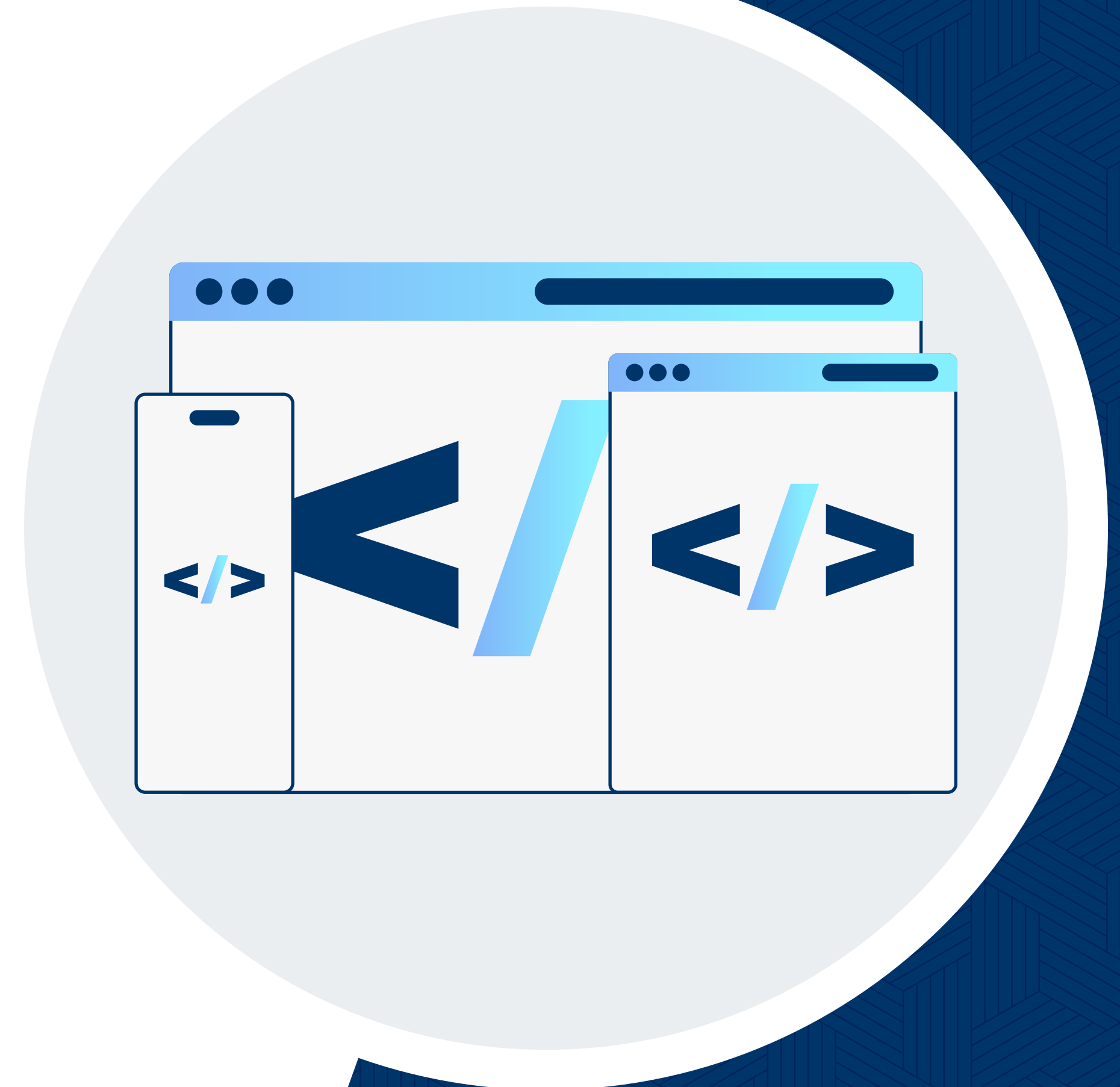




# Web Designer Portfolio

Specializing in Regulated Industries, Sustainable CPG, and Retail Storytelling



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# Brandon Nogueira | Web Designer Portfolio



I build high-performance, responsive web experiences that bridge the gap between creative design and technical execution. Moving fluidly from high-fidelity mockups in Figma, Photoshop, and XD to clean production code, I specialize in engineering bespoke WordPress websites using the Enfold theme and custom CSS. With over 14 years of professional design experience, I translate complex enterprise software, strict B2B frameworks, and vibrant e-commerce brands into intuitive user interfaces optimized for conversion, local SEO, and multi-device scalability. From rapid product launches to fully custom web systems, my digital builds are engineered to drive real commercial velocity and elevate brand authority.

**\$25M+**

Capital Raised

**14+**

Years Experience

**40+**

Website

## Technical Utility

- Brand Architecture
- Regulatory Alignment
- Strategic Positioning
- Omnichannel Consistency
- Brand Stewardship
- Compliant Art Direction
- Scalable Asset Deployment

# Value Pillars



**Technical Integrity:**

14+ years of expertise in website design and development.



**Regulated Markets:**

Expert navigation of compliance-heavy industries like Cannabis and CPG.



**Sensory Design:**

Combining high-end interface aesthetics with seamless user experience.

# Freshly Pressed Dubs | Responsive Web Design & Development



## Project Description:

Designed and developed a custom audio hub and media presence for Freshly Pressed Dubs (FP Dubs), an independent drum and bass record label and music collective.

## The Solution:

Translated the label's high-energy electronic music aesthetic into a polished digital experience using WordPress, the Enfold theme, and bespoke CSS. I engineered custom audio-streaming modules and release archive templates to showcase label output, optimized layout performance for fast track loading, and designed a seamless mobile user experience tailored for club and festival sub-cultures.

## Technical Stack & Tools:

- **Design & Prototyping:** XD, Photoshop, Illustrator
- **Development:** WordPress, Enfold Theme, Custom CSS
- **Core Focus:** Audio Platform Integration, Release Catalog Layouts, Sub-Culture Brand Alignment



# Sons Concrete | Responsive Web Design & Development



## Project Description:

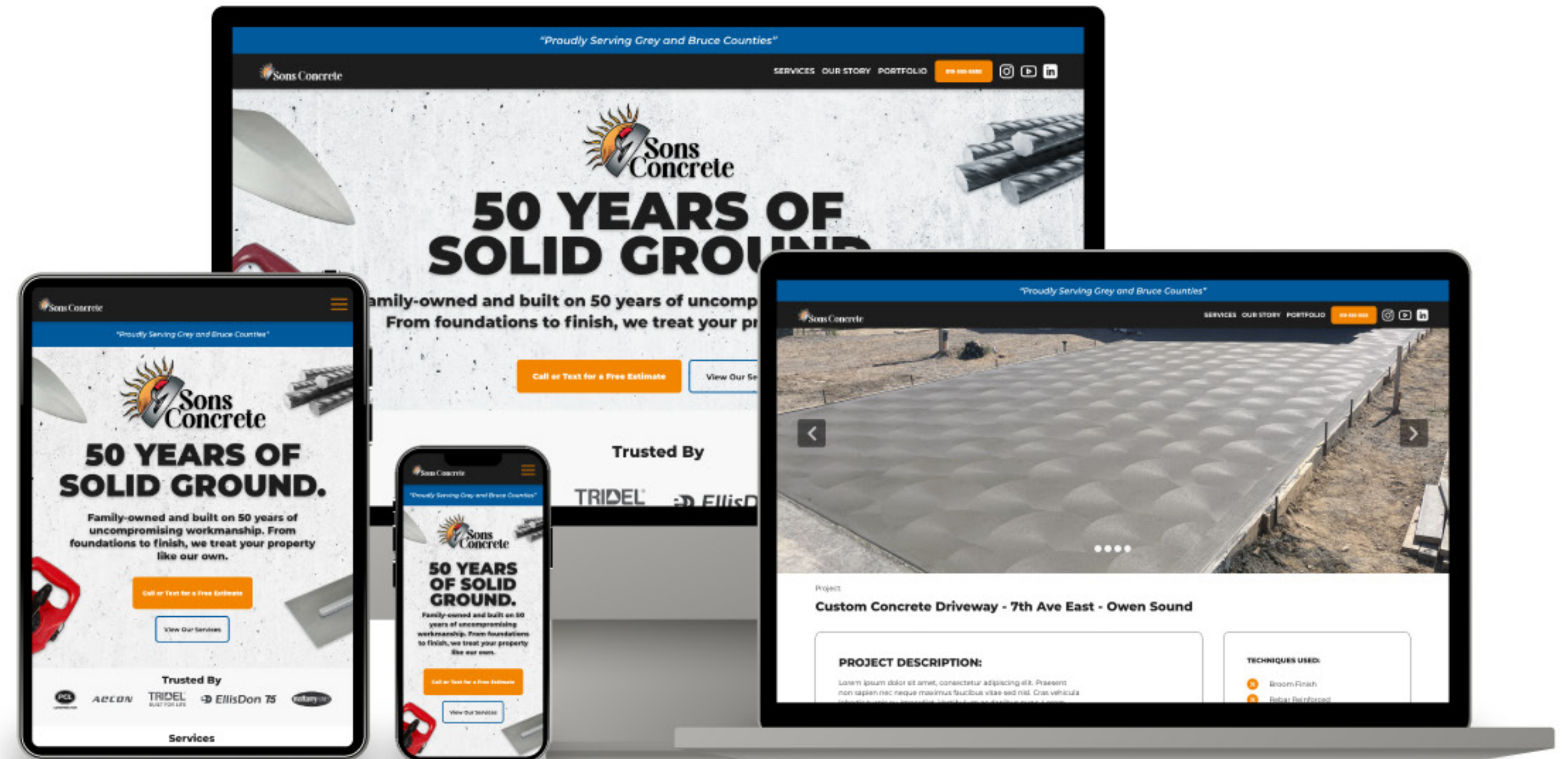
Designed and developed a responsive, digital-first web presence for an established concrete construction firm to modernize their online footprint and drive localized lead generation.

## The Solution:

Translated the company's newly established brand guidelines into a high-performance WordPress website using the Enfold theme and bespoke CSS. I built custom portfolio project templates to showcase their heavy-industry craftsmanship, optimized the user experience for seamless mobile navigation on active job sites, and structured the site architecture to maximize local search engine visibility.

## Technical Stack & Tools:

- **Design & Prototyping:** Figma, Photoshop, Illustrator
- **Development:** WordPress, Enfold Theme, Custom CSS
- **Core Focus:** Responsive Layouts, Custom Post Templates, Local SEO Architecture



# Krazy Wata | Responsive E-Commerce Web Design & Development



## Project Description:

Designed and developed a vibrant, high-impact e-commerce platform for an alkaline beverage startup entering the premium consumer packaged goods (CPG) market.

## The Solution:

Translated an energetic, lifestyle-centric brand identity into a functional digital storefront using WordPress, the Enfold theme, and custom CSS. I utilized Adobe XD, Illustrator, and Photoshop to build high-fidelity mockups before programming, ensuring a smooth transition from layout to code. The final build integrates a seamless WooCommerce system for direct-to-consumer (D2C) sales, features clean product photography layouts, and optimizes mobile performance for an agile shopping experience.

## Technical Stack & Tools:

- **Design & Prototyping:** Adobe XD, Illustrator, Photoshop
- **Development:** WordPress, Enfold Theme, WooCommerce, Custom CSS
- **Core Focus:** D2C E-Commerce Conversion, Premium Brand Presentation, Responsive UI Layouts



# Kronic Relief | Responsive Web Design & Development



## Project Description:

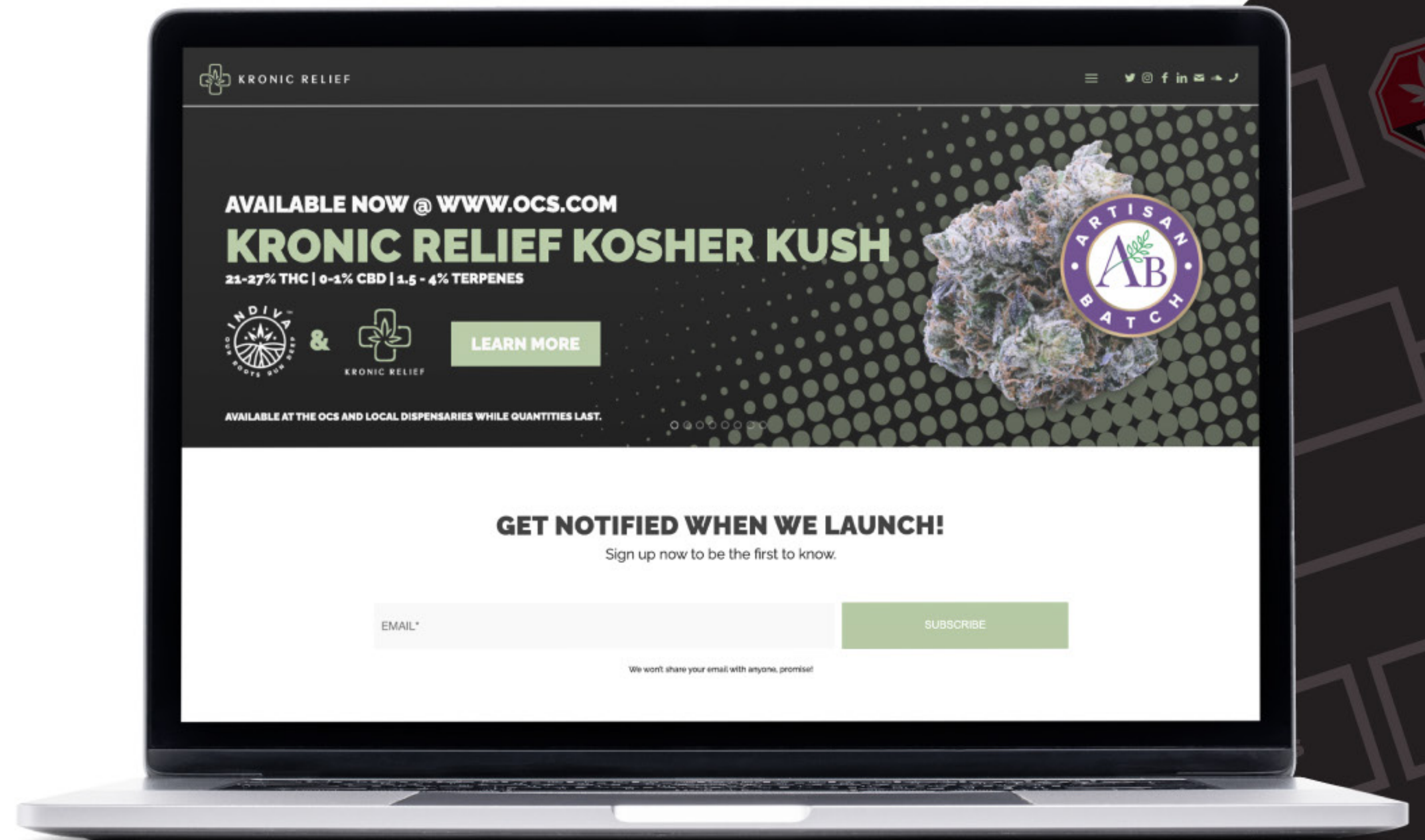
Designed and developed a high-credibility corporate digital presence for a licensed medical and recreational cannabis producer to anchor investor relations and establish commercial market authority.

## The Solution:

Transformed high-fidelity UI/UX mockups into a clean, highly structured corporate website using WordPress, the Enfold theme, and bespoke CSS. The development focused on translating strict industry regulations into a premium visual aesthetic. It systematically showcases complex agricultural infrastructure, advanced cultivation systems, and pharmaceutical-grade facility data within a responsive, accessible layout tailored for stakeholders and partners.

## Technical Stack & Tools:

- **Design & Prototyping:** Adobe XD, Illustrator, Photoshop
- **Development:** WordPress, Enfold Theme, Custom CSS
- **Core Focus:** Regulatory Compliance Layouts, B2B Trust Architecture, Multi-Device Optimization



# LocoMobi | Responsive Web Design & Development



## Project Description:

Designed and developed a sleek corporate website for a leading smart-city parking technology and enterprise transit software provider.

## The Solution:

Translated highly technical product offerings, hardware schematics, and enterprise cloud software solutions into a streamlined B2B interface. Using Adobe XD, Illustrator, and Photoshop, I established a clean tech aesthetic before engineering the site natively in WordPress with the Enfold theme and custom CSS. The layout prioritizes quick access to product categories, simplifies dense B2B software architectures, and optimizes lead-generation pathways for municipalities and property managers.

## Technical Stack & Tools:

- **Design & Prototyping:** Adobe XD, Illustrator, Photoshop
- **Development:** WordPress, Enfold Theme, Custom CSS
- **Core Focus:** Enterprise Tech Architecture, B2B Lead Conversion, Complex Product Navigation



# OOH Vision | Responsive Web Design & Development



## Project Description:

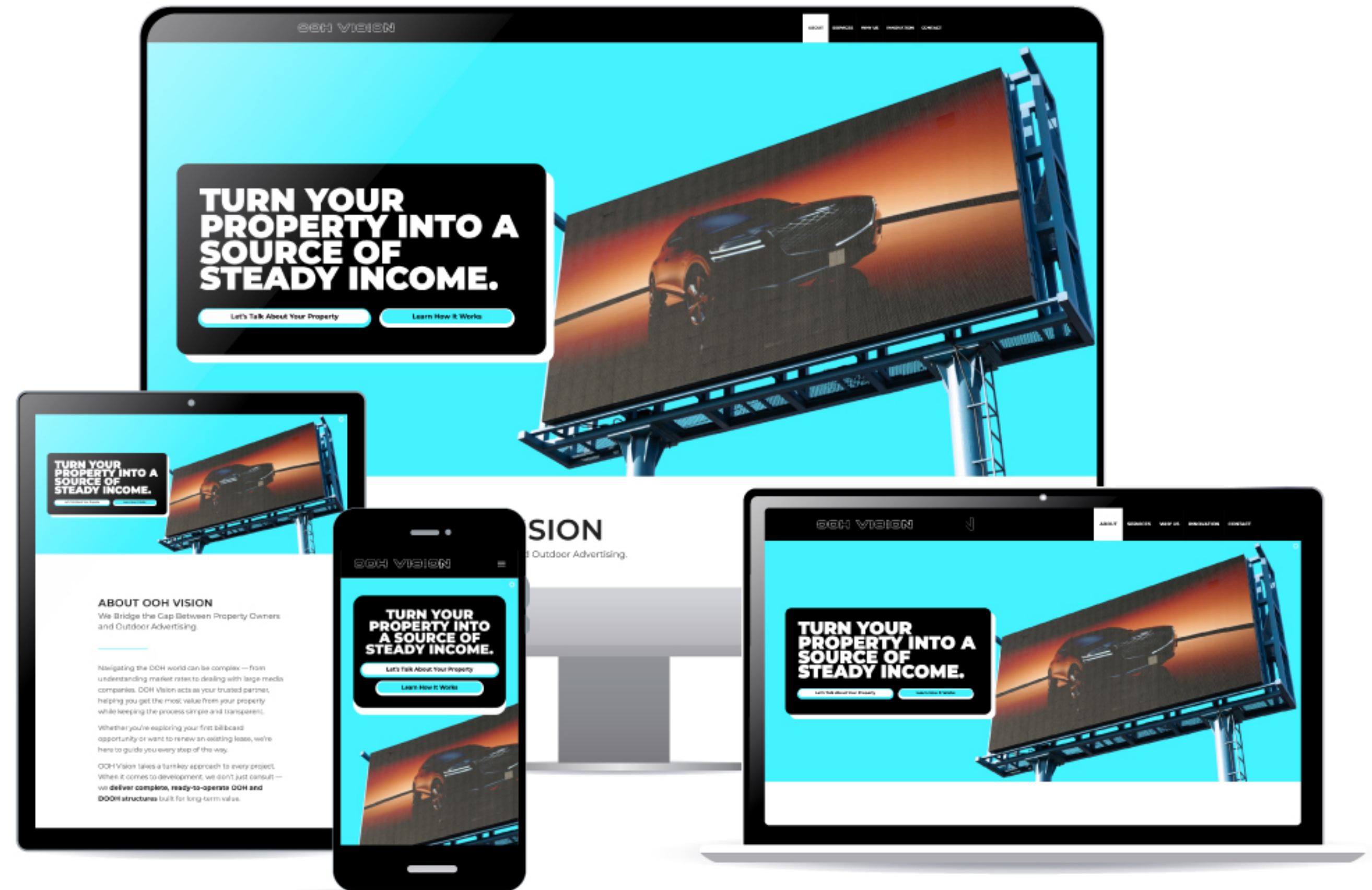
Designed and developed a clean, modern corporate presence for a Digital Out-of-Home (DOOH) advertising and property management firm specializing in high-value commercial asset leasing and billboard consultation.

## The Solution:

Working under a direct-to-code workflow without initial mockup stages, I exercised full creative direction to establish a high-credibility B2B visual style using WordPress, the Enfold theme, and custom CSS. The interface is optimized to capture lease consulting leads from commercial property owners while prominently showcasing the company's premium, high-traffic billboard assets along the Gardiner Expressway and Highway 403. The project moved from concept to deployment on an accelerated timeline, requiring only two revision rounds before a seamless client handoff.

## Technical Stack & Tools:

- **Development & Styling:** WordPress, Enfold Theme, Custom CSS
- **Workflow:** Direct-to-Code Execution, Rapid Prototyping
- **Core Focus:** B2B Lead Generation, Commercial Trust Architecture, Accelerated Production



# Ganja Glam | Responsive E-Commerce Web Design & Development



## Project Description:

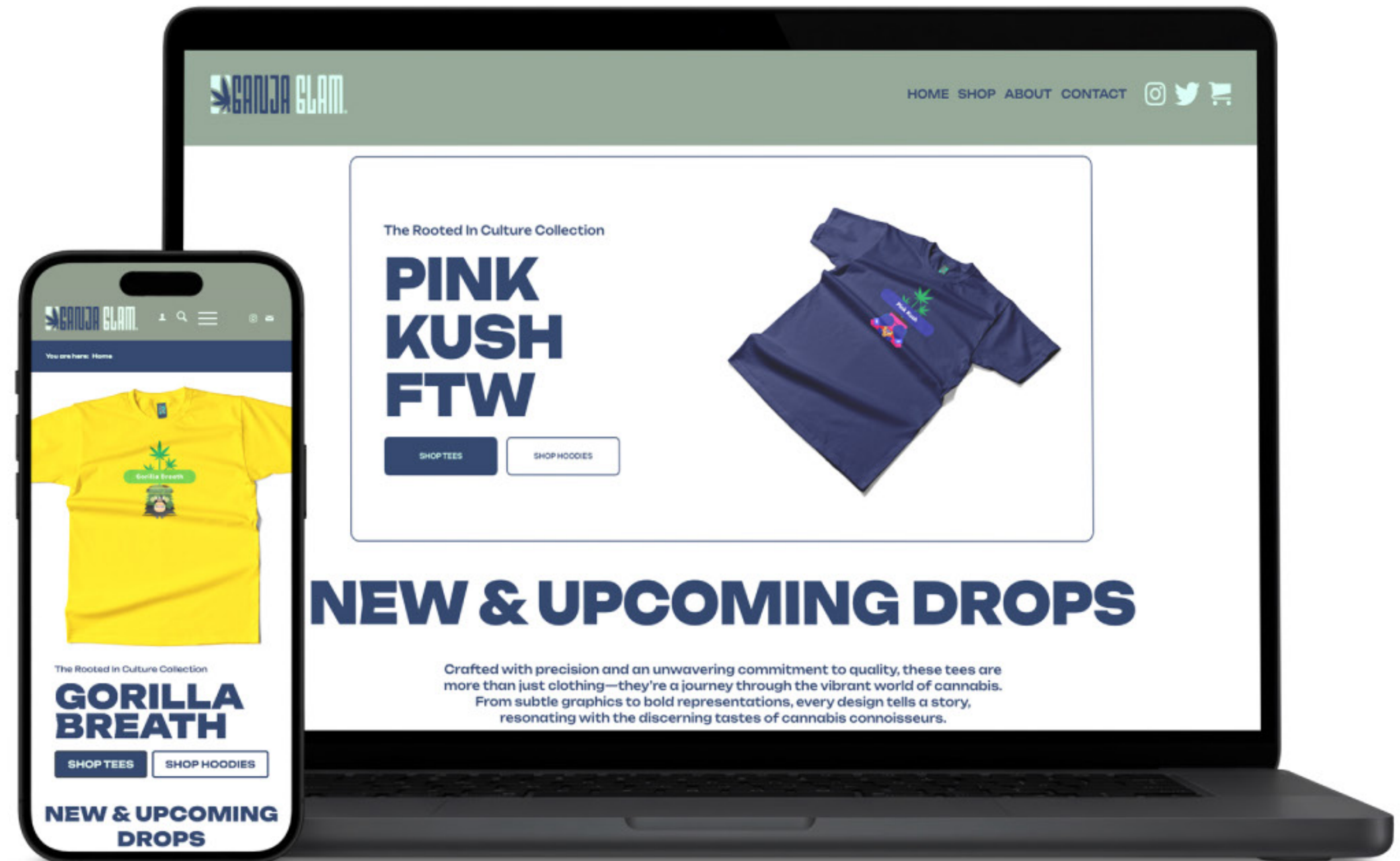
Designed and developed a high-impact e-commerce storefront and lifestyle hub for an alternative culture streetwear apparel brand.

## The Solution:

Translated a bold, vibrant street-culture aesthetic into a clean and highly functional digital shopping experience using WordPress, the Enfold theme, and bespoke CSS. I engineered a dynamic product catalog capable of seamlessly managing over 32 distinct graphic apparel designs, integrated secure e-commerce payment workflows, and optimized the platform to scale as a central digital launchpad for seasonal marketing campaigns and experiential event promotions.

## Technical Stack & Tools:

- **Design & Prototyping:** Figma, Photoshop, Illustrator
- **Development:** WordPress, Enfold Theme, WooCommerce, Custom CSS
- **Core Focus:** E-Commerce Architecture, Product Catalog Scalability, Sub-Culture Brand Experience



# PRiMe\_iLL | Responsive Web Design & Development



## Project Description:

Designed and developed an immersive digital hub and media portfolio for an active drum and bass electronic music producer and DJ to showcase tracks, press assets, and live performance streams.

## The Solution:

Translated a distinct underground electronic sub-culture aesthetic into a high-impact website using WordPress, the Enfold theme, and customized CSS. The site features high-contrast visual layouts optimized for heavy media assets, seamless audio streaming integrations, and direct connectivity to music distribution networks and live streaming platforms like Twitch.

## Technical Stack & Tools:

- **Design & Prototyping:** XD, Photoshop, Illustrator
- **Development:** WordPress, Enfold Theme, Custom CSS
- **Core Focus:** Dynamic Media Integration, Sub-Culture Visual Identity, High-Performance Streaming Layouts



# High Function | Responsive Web Design & Development



## Project Description:

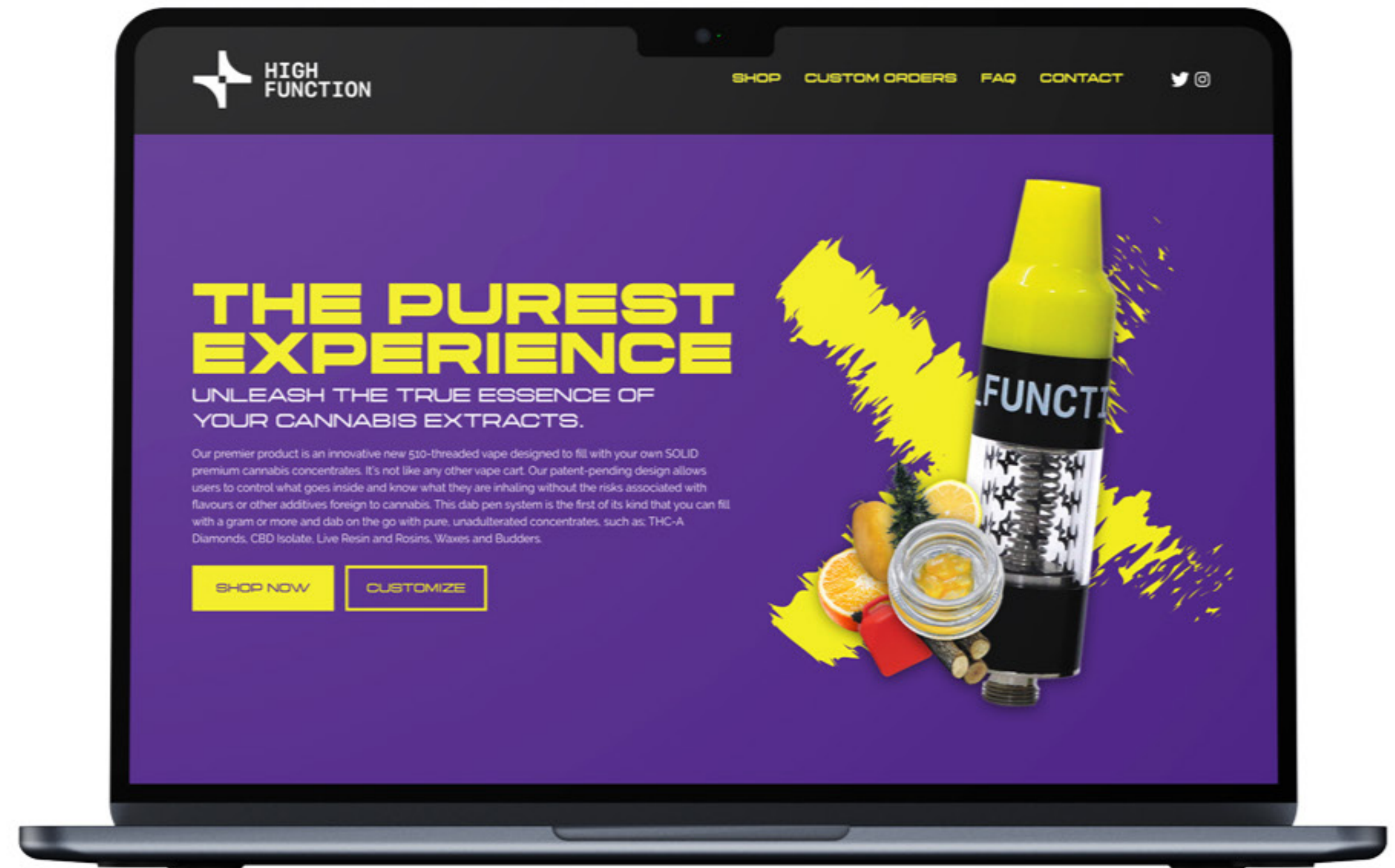
Designed and developed a premium product-launch web presence for an innovative hardware manufacturer specializing in patented vaporization devices engineered specifically for cannabis concentrates.

## The Solution:

Since the project is in its launch phase, the digital architecture focuses on pre-market positioning, brand authority, and intellectual property presentation. Translating high-fidelity layouts from Adobe XD, Illustrator, and Photoshop into a functional frontend via WordPress, the Enfold theme, and custom CSS, the interface emphasizes hardware-grade engineering and sleek product aesthetics to engage prospective B2B distributors and consumers simultaneously.

## Technical Stack & Tools:

- **Design & Prototyping:** XD, Photoshop, Illustrator
- **Development:** WordPress, Enfold Theme, Custom CSS, WooCommerce
- **Core Focus:** Product-Launch Architecture, Intellectual Property Presentation, Premium Hardware Branding



# Ryder's Bins | Responsive Web Design & Development



## Project Description:

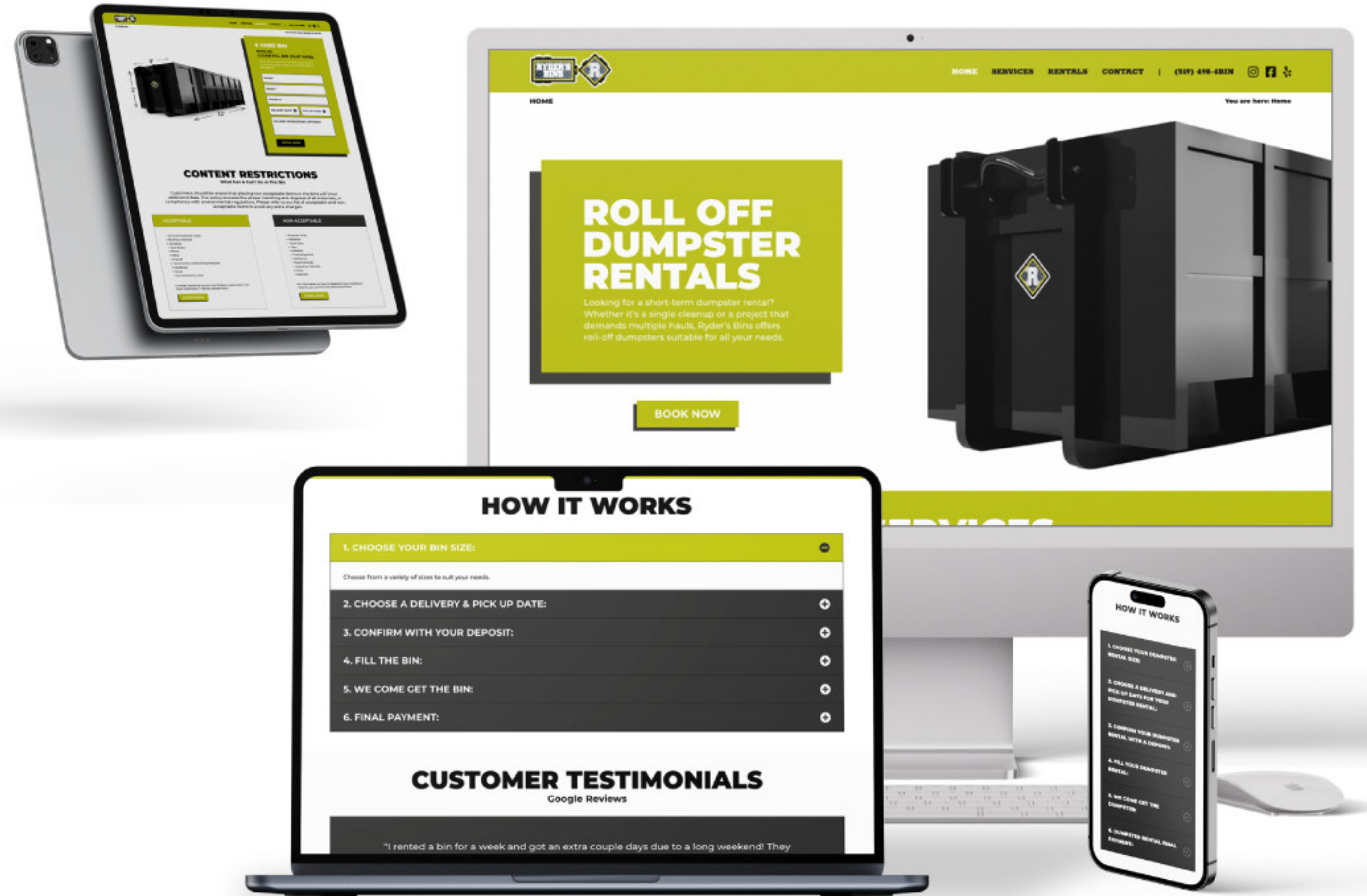
Designed and developed a high-conversion, responsive digital storefront for a regional waste management and bin rental business to capture localized residential and commercial service leads.

## The Solution:

Translated heavy-industry brand elements into a clean, modern, and highly functional web presence using WordPress, the Enfold theme, and custom CSS. The development focused on streamlining the customer journey, creating an intuitive booking experience, and structuring the site architecture specifically for hyper-local SEO performance targeting Kitchener-Waterloo, Cambridge, Guelph, and Brantford.

## Technical Stack & Tools:

- **Design & Prototyping:** XD, Photoshop, Illustrator
- **Development:** WordPress, Enfold Theme, Custom CSS
- **Core Focus:** Regional SEO Optimization, High-Conversion UX, Clean Utility Interface



# Brands I've Worked With



# Thank you!

*Currently available for full-time roles in Toronto/Remote.*

## Email

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## Location

📍 Toronto, ON

## LinkedIn

in [linkedin.com/in/brandonnogueira](https://linkedin.com/in/brandonnogueira)