

# Web Design Portfolio

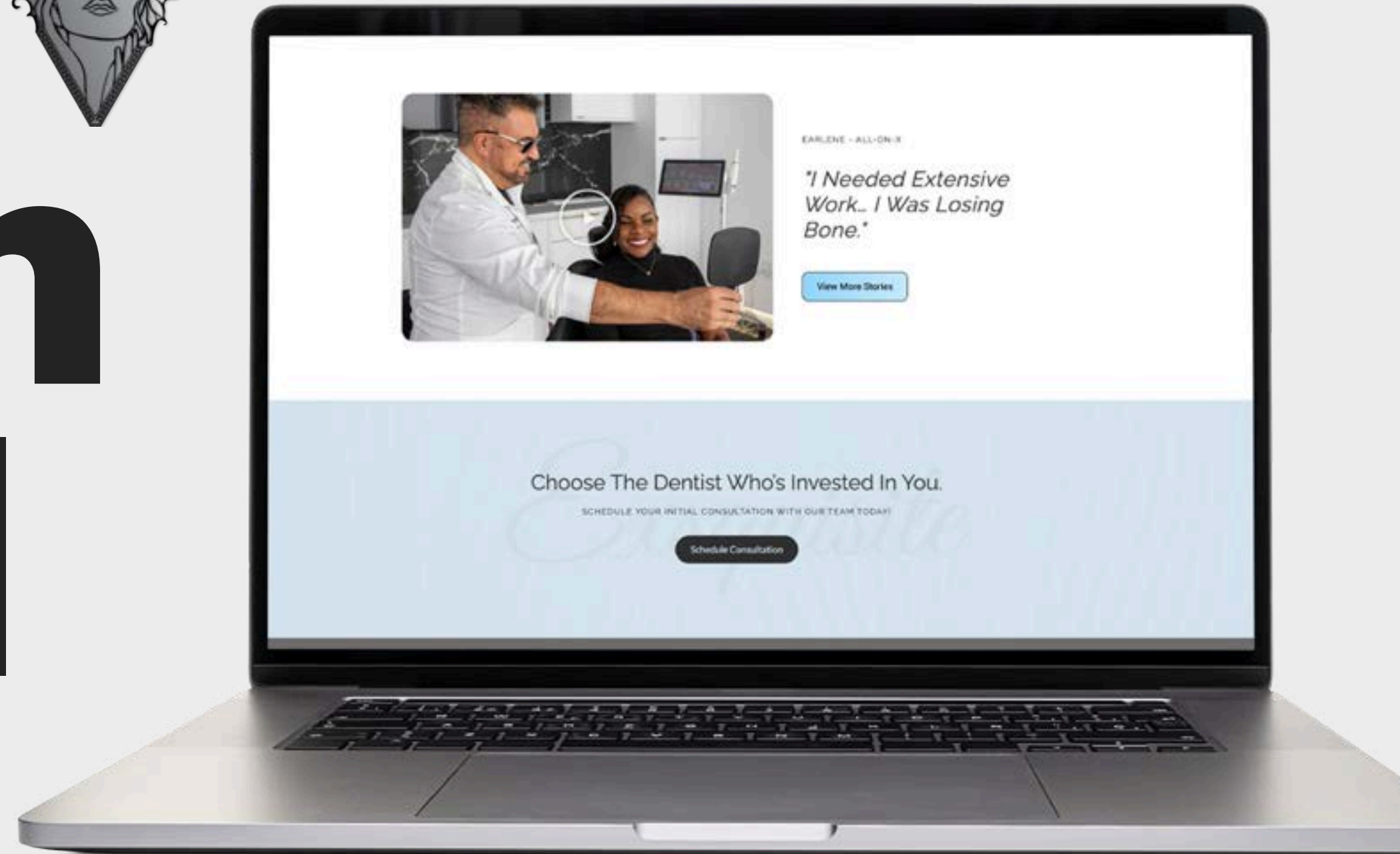
Austin Day

2025



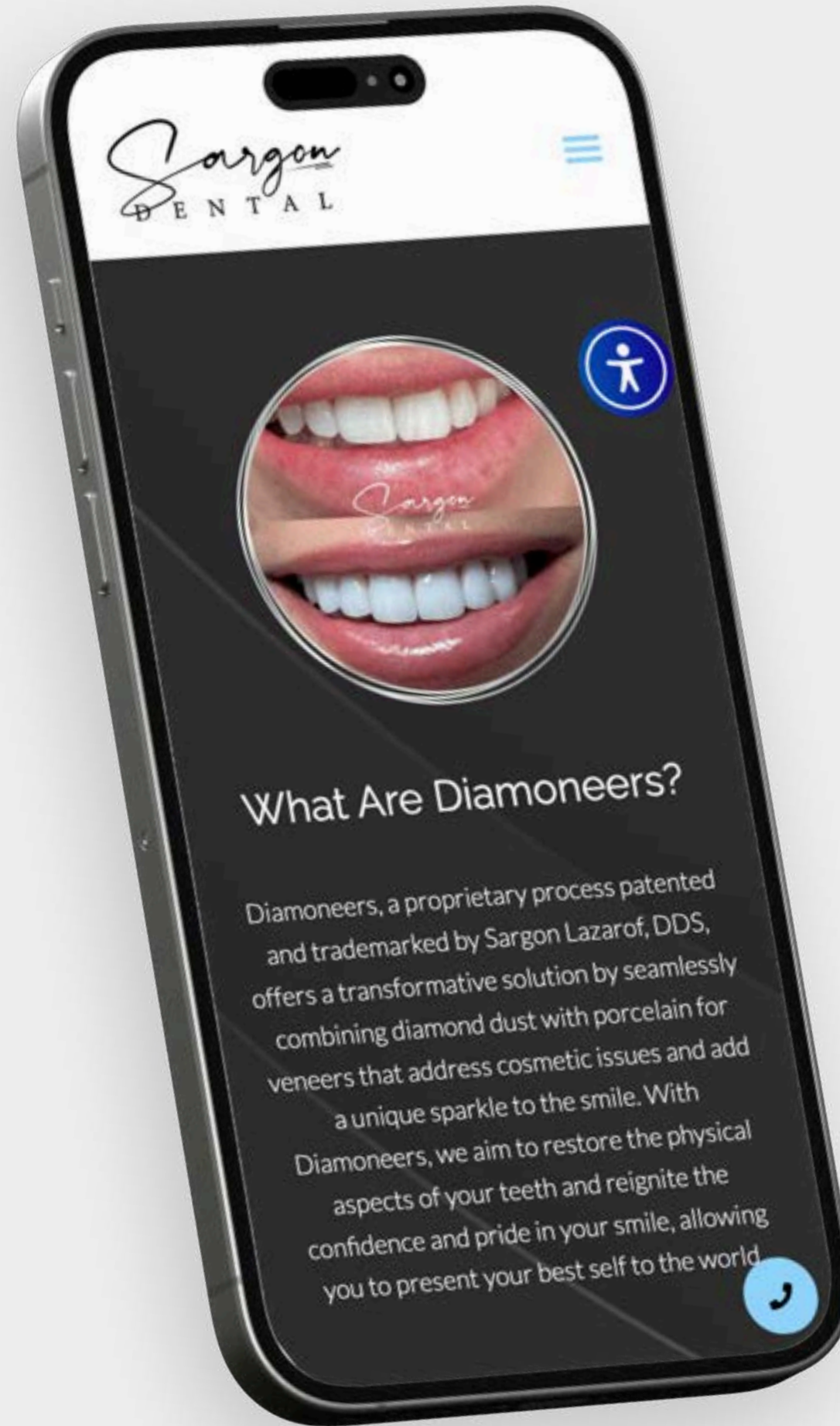
# Sargon Dental

sargondental.com



# Project Overview

Sargon Dental is a premier cosmetic & implant dentistry practice in Encino, CA. I led the UI / UX + front-end build of the site, with the goal of elevating their brand and improving conversion of new patient leads.



# Problem

Their prior site felt dated, lacked clarity, and did not communicate the uniqueness of their expertise; for example, the “Ultratooth” immediate-load implant technology and diamoneers.

Visitors were not converting. There was no clear path, weak calls to action, and a lack of storytelling about their advanced services and credentials.

The brand needed to stand out against many dental practices in the West Hollywood area. The design needed a sleek upgrade with elements that built trust.

# Project Goal

Increase lead form submissions.

Better communicate their unique offerings as a cosmetic dental practice.

Strengthen brand trust via visuals, case examples, credentials, and “why us” storytelling.

Improve mobile experience and site speed.

# The Design Process

My process focused on understanding the audience first, and then translating those insights into a clear, trustworthy, and visually engaging experience.

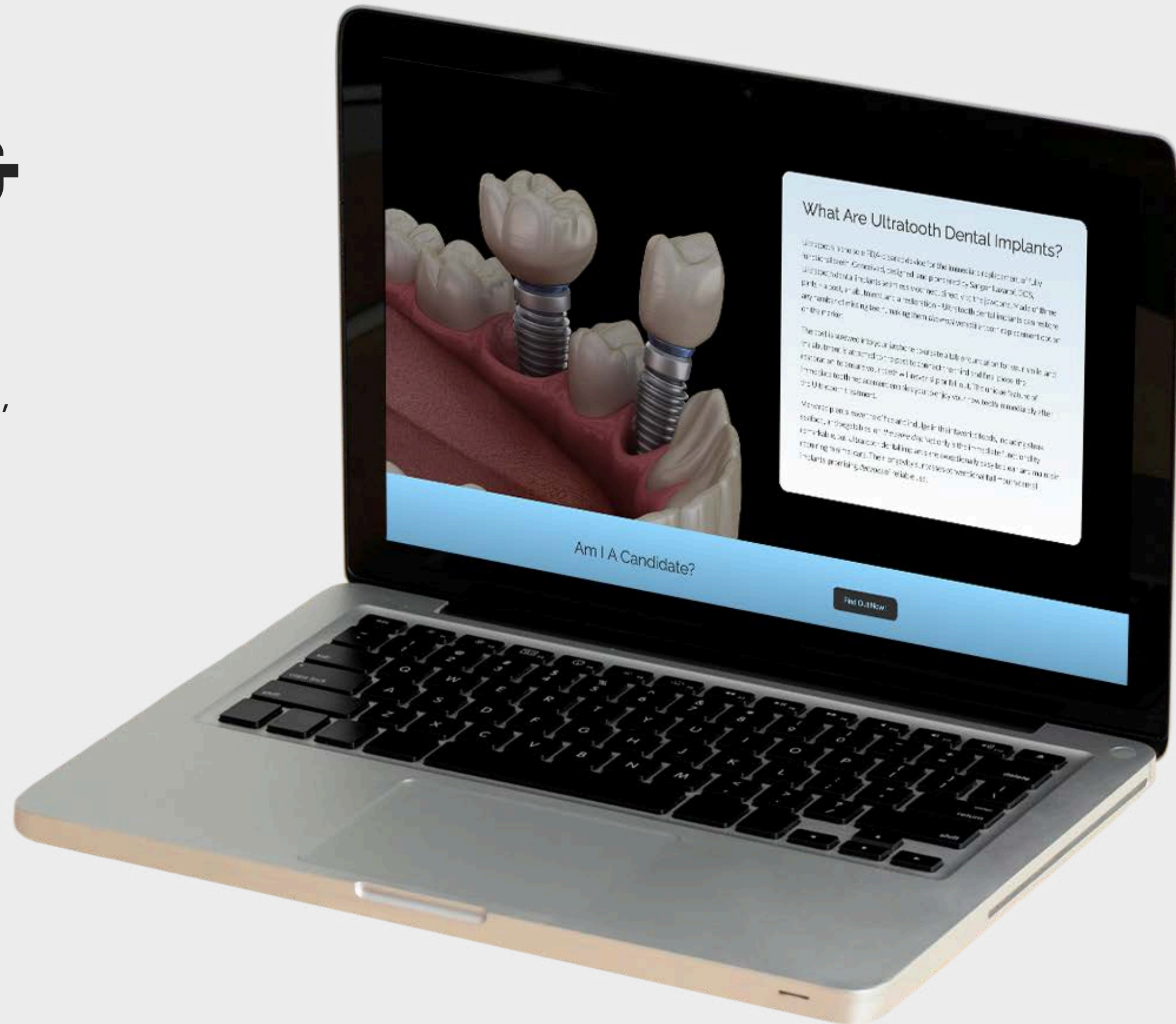


# Discovery & Research

Collected existing brand assets, logos, color palette, and patient stories.

Audited competitor cosmetic dentistry sites to spot what works & what's overused.

Spoke with the client to understand what differentiates them as a cosmetic dental office.



# Mapping User Journeys

To better understand and serve our audience, I analyzed search data and site analytics to identify key visitor segments. For example, people searching for “dental implants” versus those seeking a “smile makeover.”

I mapped each group’s typical decision path: from their first touchpoint, through the information they need, like expertise, pricing, or testimonials, and finally to the moment they’re ready to book a consultation.

These insights guided how we structured the navigation, where we placed trust-building content and calls-to-action, and helped to ensure each visitor found a clear and reassuring path forward.



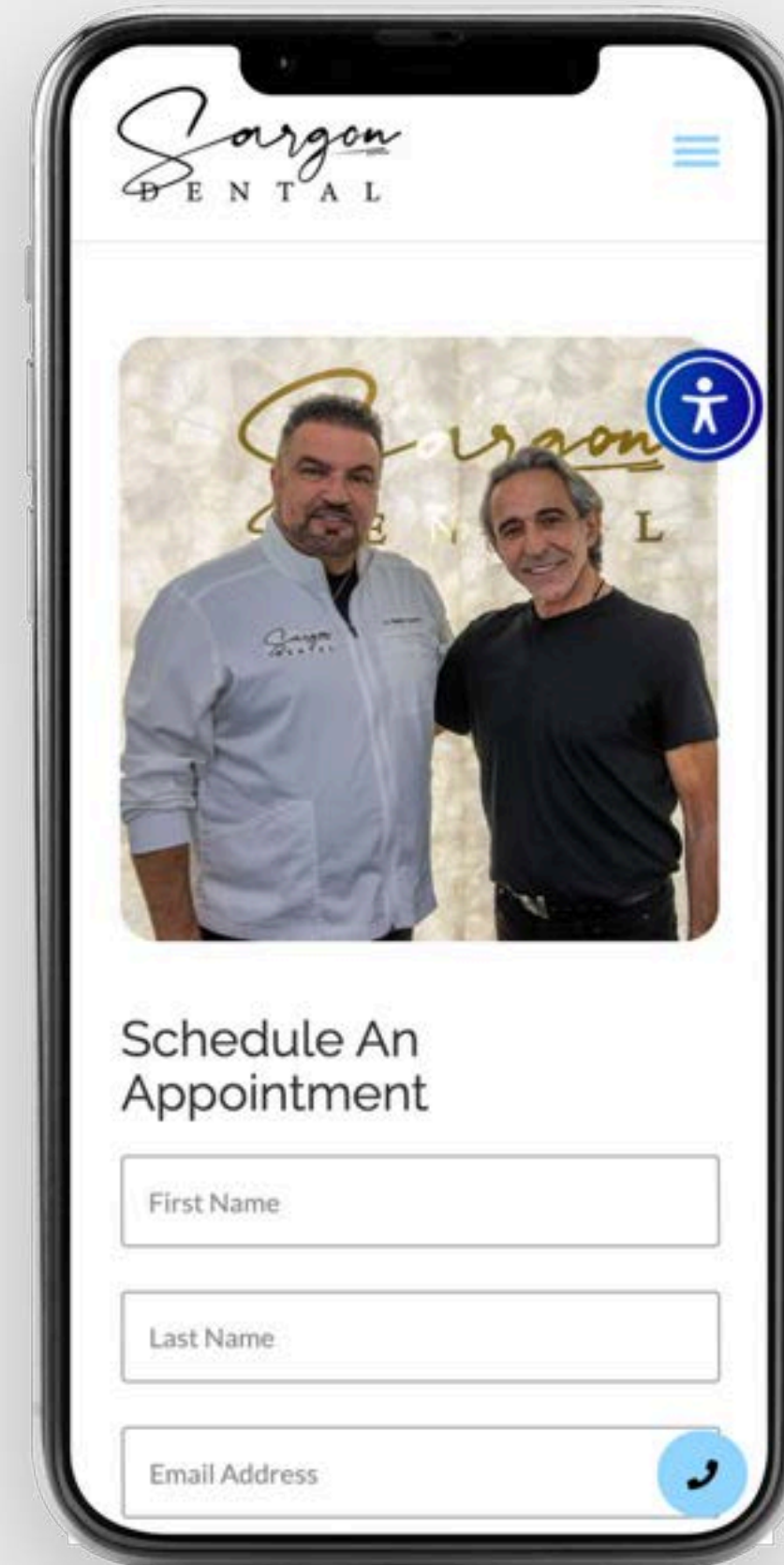
# Direction & Strategy

Decided to push a premium, tech-forward, and trustworthy aesthetic.

Used crisp photography of patients, white and soft neutrals, and a light blue accent color, as well as clear typography with a script accent font to convey trustworthiness.

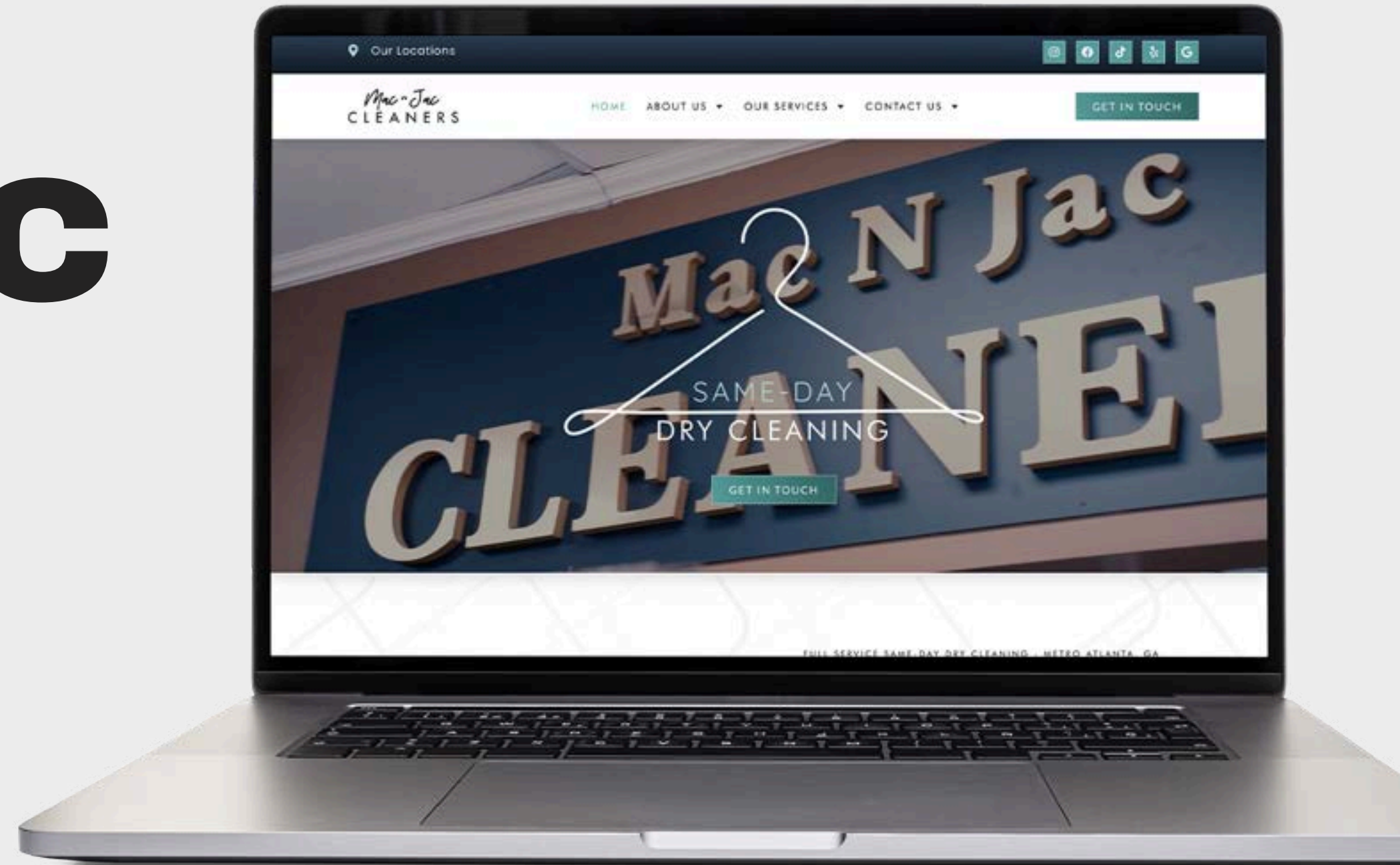
Created key messaging pillars using the doctor's credentials, before/after photos, technology at the practice, and testimonials.

Laid out the site architecture: homepage, service pages, patient stories, about the practice, meet the doctors, and a contact page.



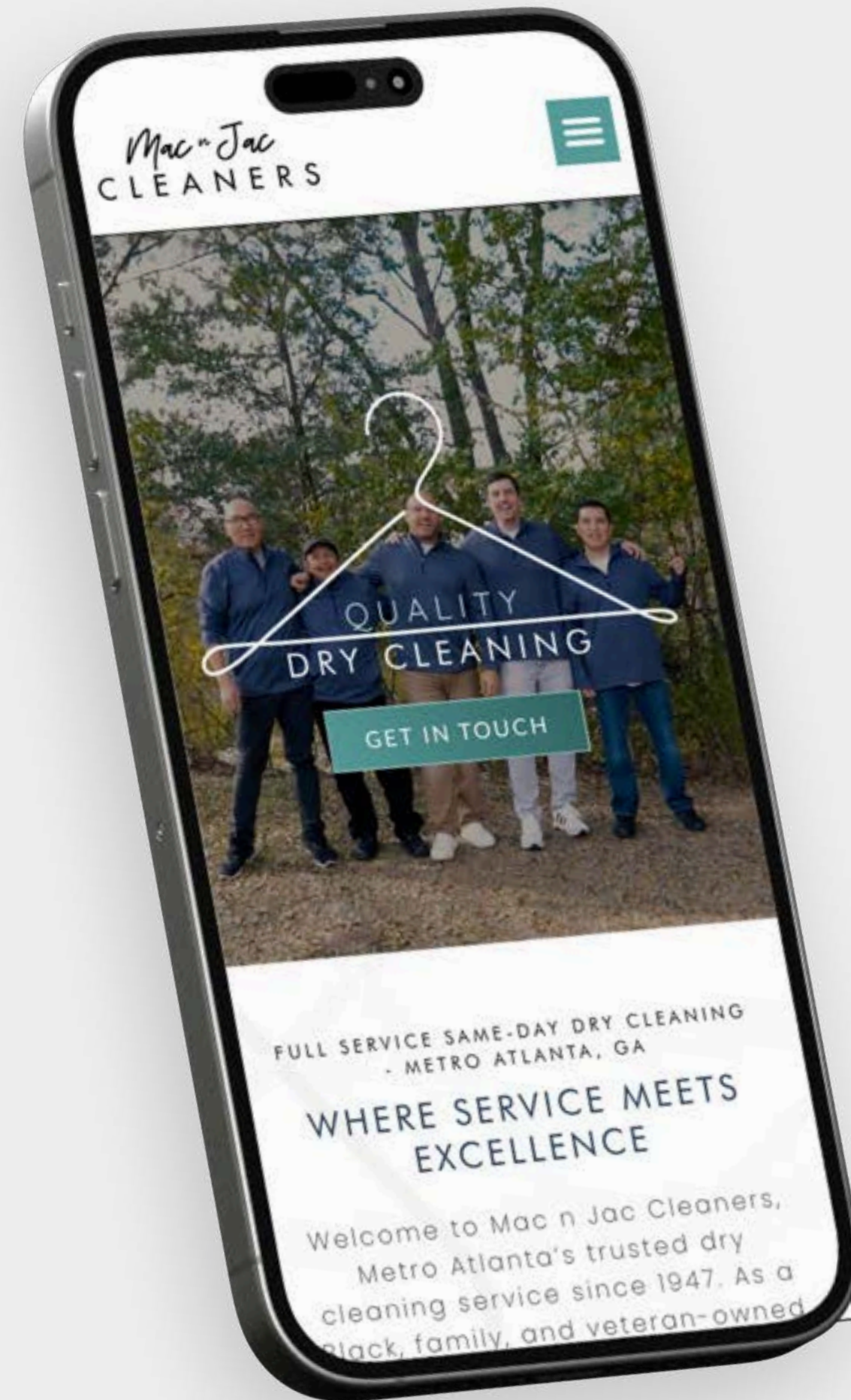
# Mac n Jac Cleaners

macnjaccleanersatl.com



# Project Overview

Mac & Jac Cleaners is a long-standing, family- and veteran-owned dry cleaning business in Atlanta, GA. I designed and built a modern, mobile-friendly site to highlight their trusted services and improve lead generation through clear navigation and calls to action.



# Problem

The previous website for Mac & Jac Cleaners was dated and lacked a clear visual identity, which made the brand feel less premium than the long-standing, trusted service it actually is.

The site was text-heavy and didn't effectively communicate the company's convenient pickup and delivery services or eco-friendly cleaning practices. Visitors often struggled to understand the range of services offered or how to request a quote, leading to missed opportunities for conversions.

# Project Goal

The primary goal was to create a fresh, modern website that reflects Mac & Jac's heritage and trustworthy reputation while making it simple for customers to understand the services and get in touch.

The redesign focused on improving mobile usability, simplifying navigation, and highlighting key differentiators such as pickup and delivery and sustainable practices. By doing so, the site would build trust, encourage inquiries, and better serve both new and loyal customers.

# The Design Process

The project began with zoom calls with the owners to understand their priorities, customer pain points, and the variety of services they offer. From these conversations, it became clear that customers valued trust, convenience, and eco-friendly practices, but the old site didn't effectively communicate that.

lated these insights into a design strategy focused on a friendly, clean, and reliable visual identity. Using plenty of white space, high-quality photos of pressed garments, and approachable messaging, I created mockups for the homepage, key service pages, and a streamlined contact form to guide users smoothly from browsing to reaching out.

# Project Results

The new website provided a clear, modern experience that resonated with both new and returning customers. The redesign led to an increase in quote requests, especially from mobile visitors, and analytics showed a noticeable decrease in bounce rates on service pages.

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# Let's Work Together!

Thank you for reviewing my portfolio.

Mobile Number  
**(954) 629-2985**

Email Address  
**austinday@gmail.com**

Location  
**St. Petersburg, FL**