MADE TO BE SEEN

Giving a kitchen and bath remodeling brand a website that looked as good as the work they were creating.

PROJECT BY

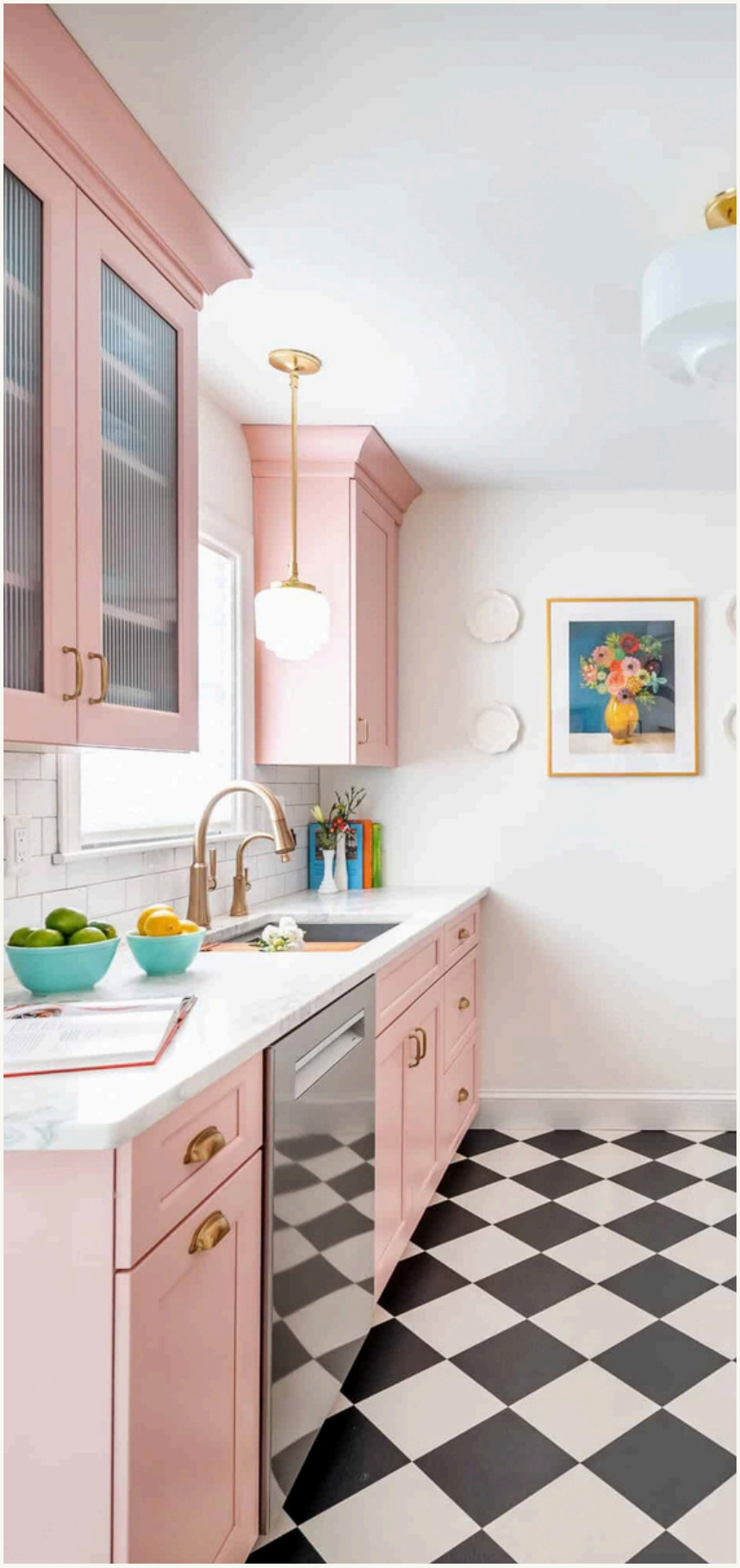
Kayla Roy

ROLE

Web Designer & Developer

TECH

WordPress ◦ UX/UI Design ◦ PHP ◦ JavaScript



Overview

Transformed KRB's existing WordPress website into a photography-driven experience designed to showcase their work, engage social visitors, and turn inspiration into inquiries.

THE CHALLENGE

KRB wanted their website to better reflect the quality of their work and attract more leads. They brought in a high-end kitchen magazine photographer to capture their projects, giving me an incredible visual foundation to work with. My challenge was to let those images take center stage while still guiding visitors from inspiration to scheduling a consultation.

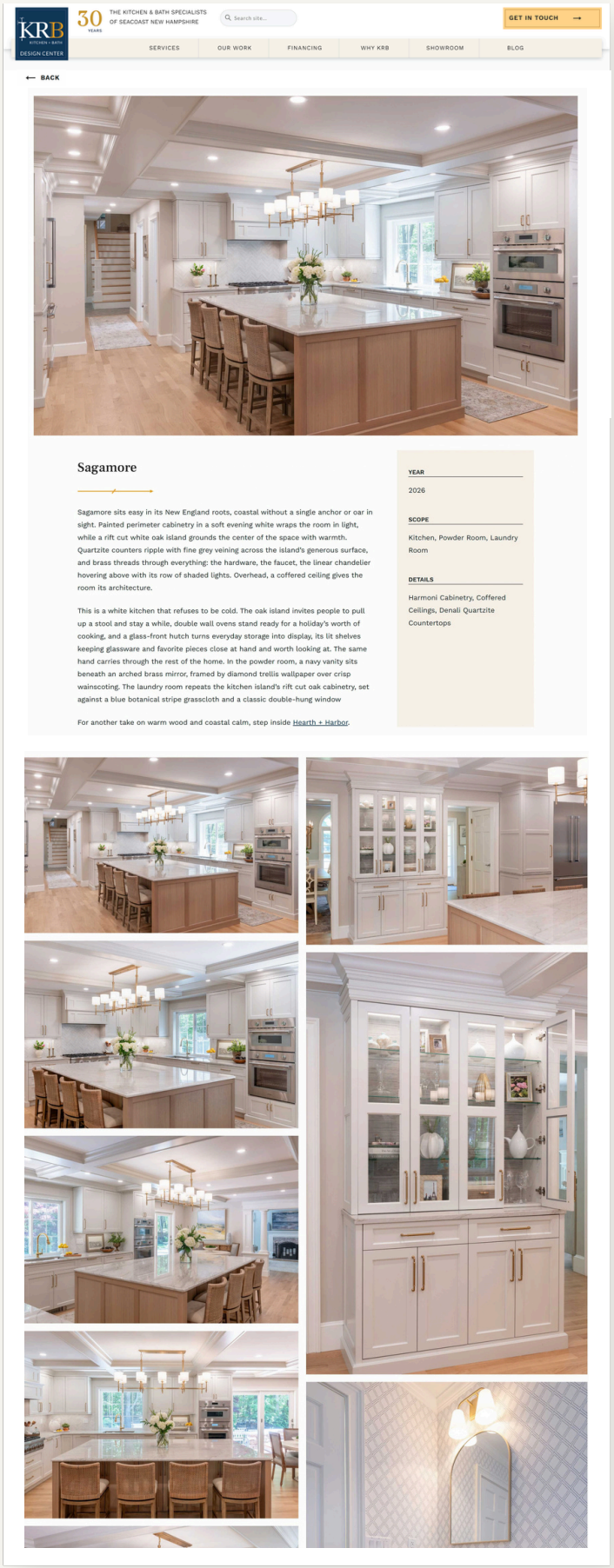
MY APPROACH

I drew on my experience in print design and approached the wireframe like a high-end design magazine. I kept the layout clean and minimal to let the photography take center stage, using strong typography and subtle visual cues to guide users through the content and highlight what set KRB apart.

The goal was to create a natural path from discovering KRB, to exploring projects, finding inspiration, and ultimately scheduling a consultation. This meant rethinking how projects were organized, how photography was presented, and where key content appeared throughout the site.

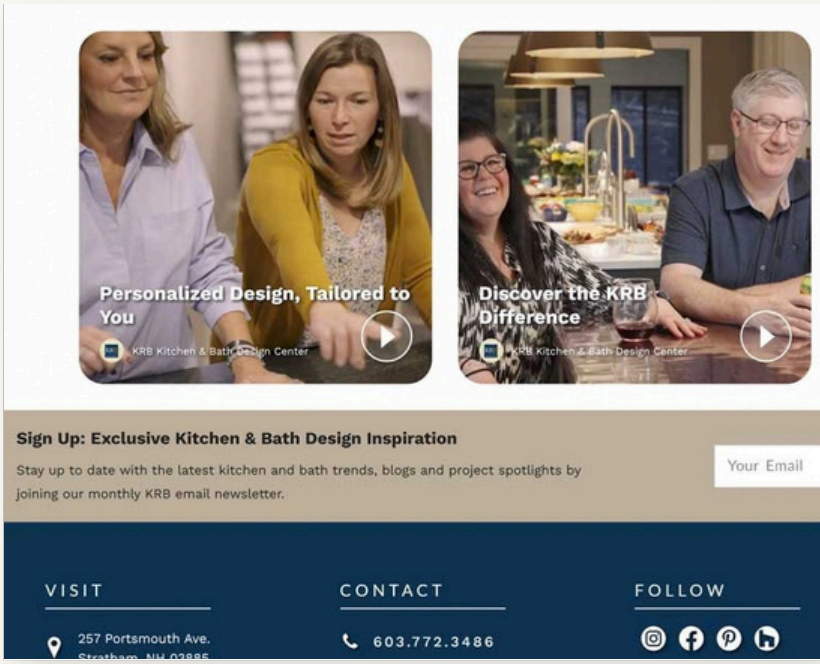
DESIGN

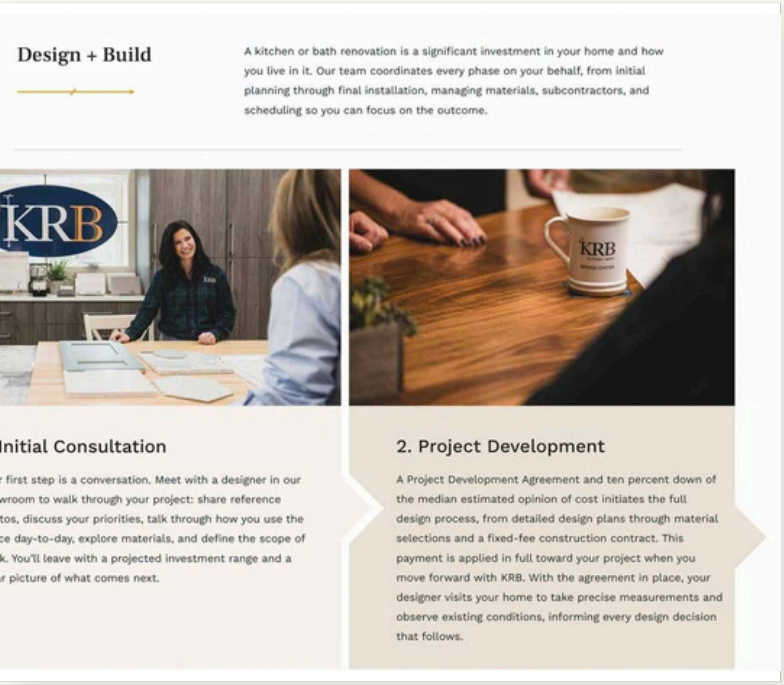
- *Made professional photography the focal point of the experience.*
- *Used varied image layouts to create a more curated experience rather than a standard grid of project thumbnails.*



DESIGN

- *Reworked the presentation of projects to make it easier for visitors to browse KRB's work and find inspiration.*
- *Added video reels to bring important content into a more engaging format.*
- *Introduced a muted color palette to elevate the brand.*
- *Designed the site as a deeper way to explore projects and the brand.*



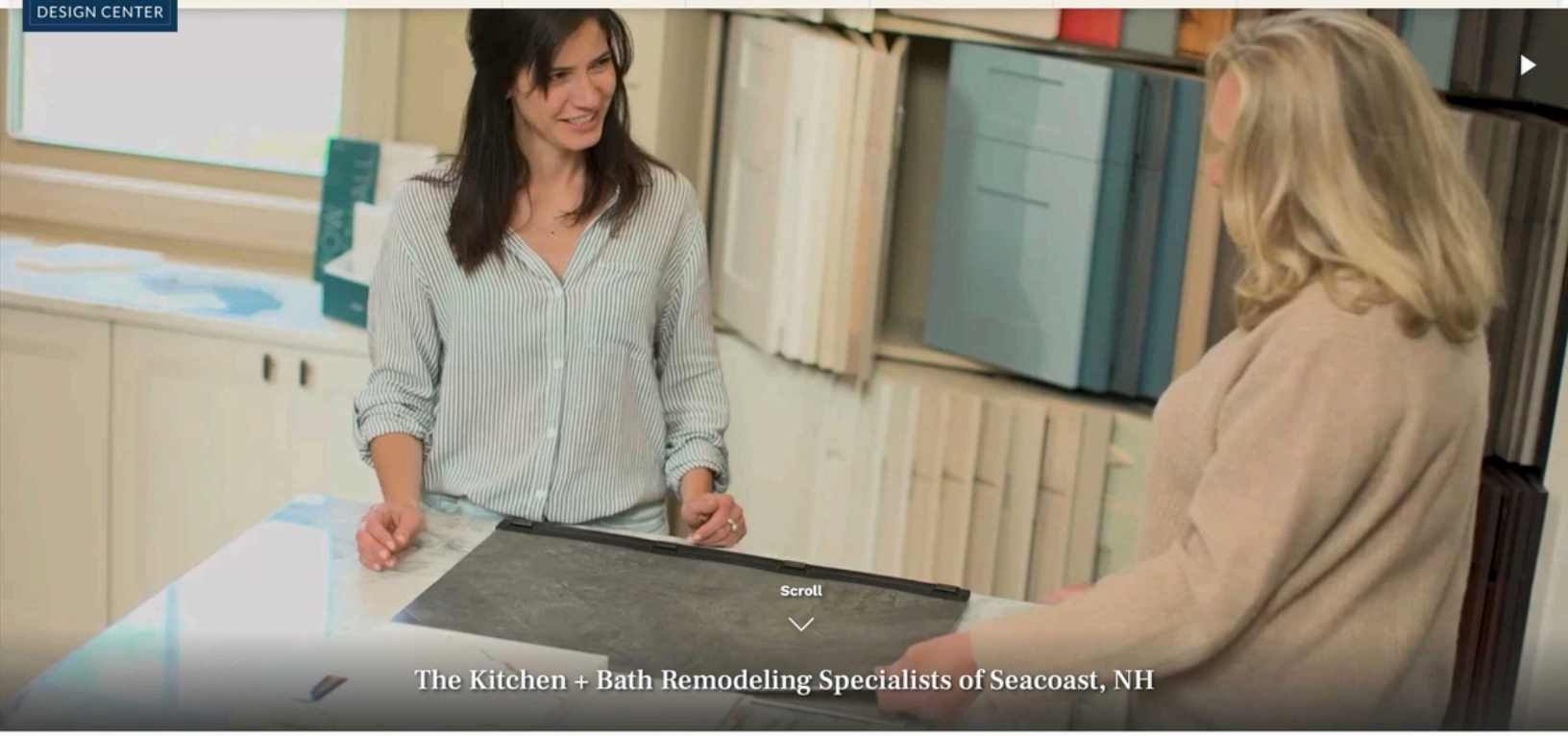


DEV

- *Built custom masonry grid photo galleries with full width image lightboxes on click.*
- *Added AJAX project loading to improve browsing and page performance.*
- *Developed custom lazy loading for homepage video.*
- *Built a streamlined blog experience that made finding and engaging with content easier.*

Results

The new website elevated KRB's brand and showcased their work in a way that attracted higher-quality leads and the right customers. Connecting social content, project imagery, and related blog content also helped drive more traffic and inquiries. The resulting growth contributed to the company's expansion and supported the opening of a second warehouse location.



Quality by Design

Thoughtful layouts meet expert craftmanship for kitchens, baths, and living spaces that function beautifully from day one. One dedicated team manages every detail—from design and sourcing to installation and the final walkthrough—so your project stays on schedule, is fully coordinated, and completely worry-free.



Sagamore

Kitchen • Powder Room
Laundry Room



Northhaven

Primary Bath

How We Work