

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

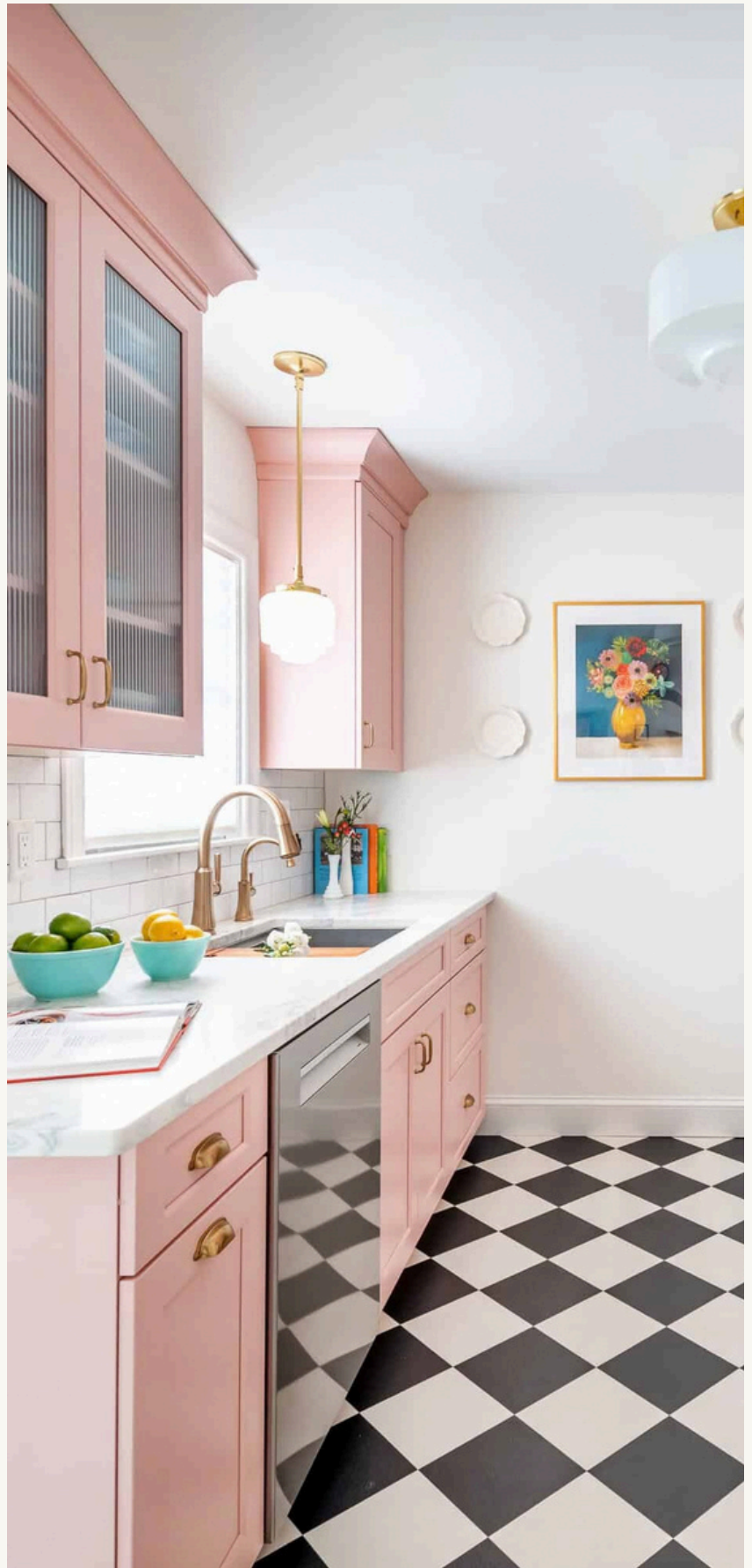
Web Designer & Developer

TECH

WordPress • UX/UI Design
• PHP • JavaScript

Overview

I 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.

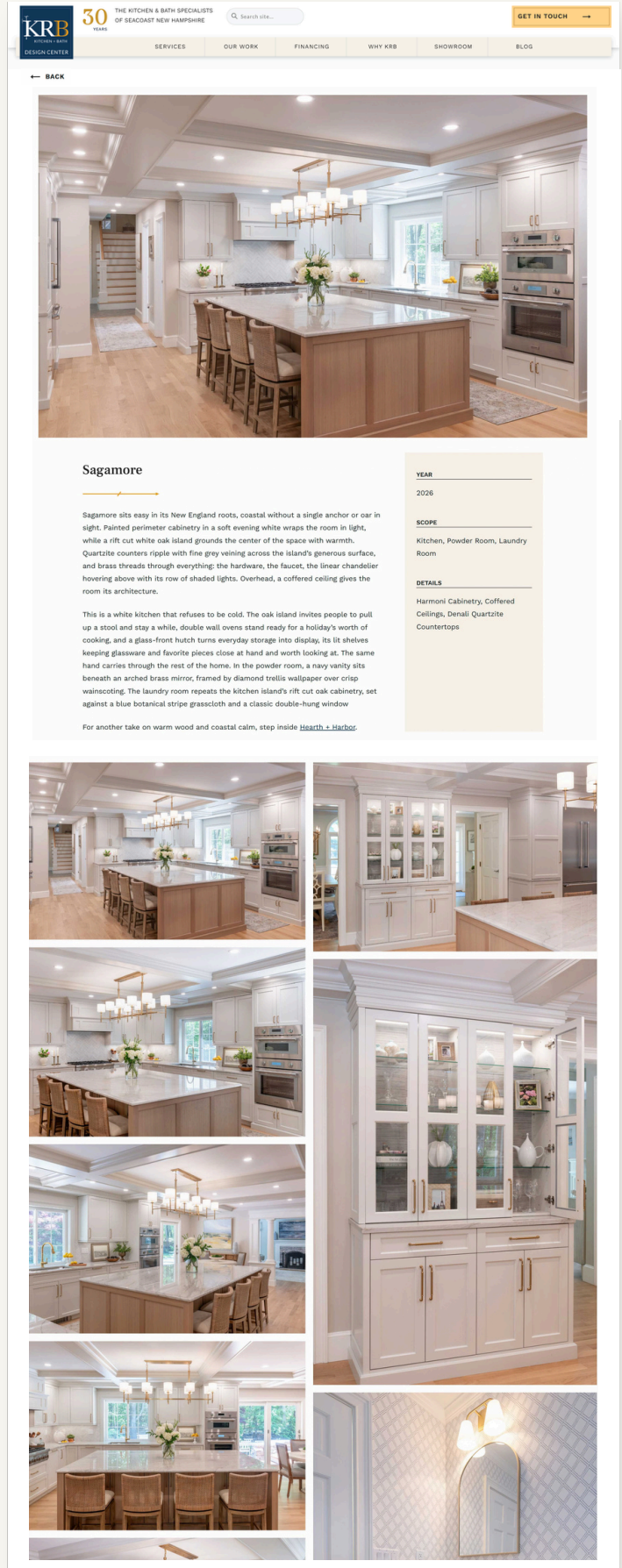
MY APPROACH

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.

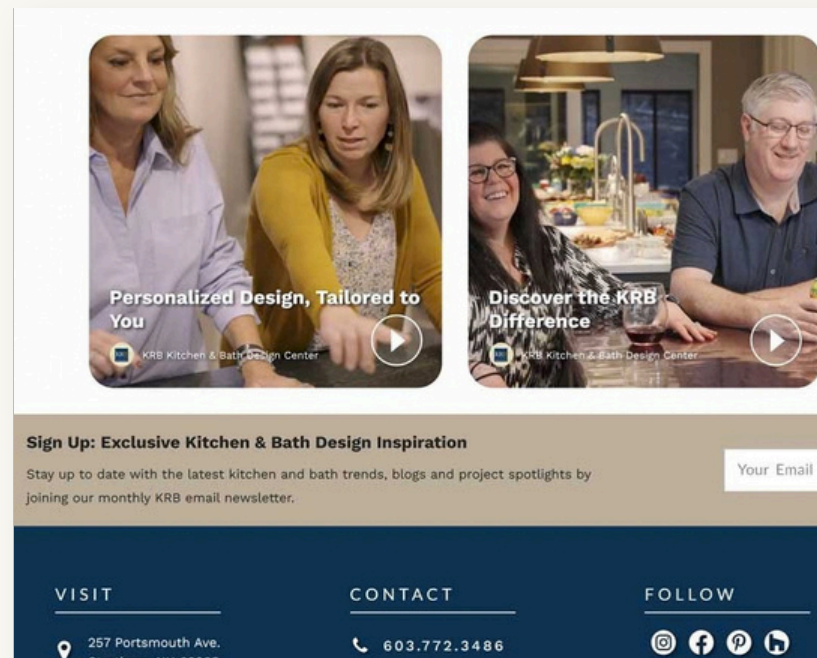
DESIGN

- *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.*



Design + Build

A kitchen or bath renovation is a significant investment in your home and how you live in it. Our team coordinates every phase on your behalf, from initial planning through final installation, managing materials, subcontractors, and scheduling so you can focus on the outcome.



Initial Consultation

The first step is a conversation. Meet with a designer in our showroom to walk through your project: share reference photos, discuss your priorities, talk through how you use the space day-to-day, explore materials, and define the scope of work. You'll leave with a projected investment range and a clear picture of what comes next.

2. Project Development

A Project Development Agreement and ten percent down of the median estimated opinion of cost initiates the full design process, from detailed design plans through material selections and a fixed-fee construction contract. This payment is applied in full toward your project when you move forward with KRB. With the agreement in place, your designer visits your home to take precise measurements and observe existing conditions, informing every design decision that follows.

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.



Scroll



The Kitchen + Bath Remodeling Specialists of Seacoast, NH

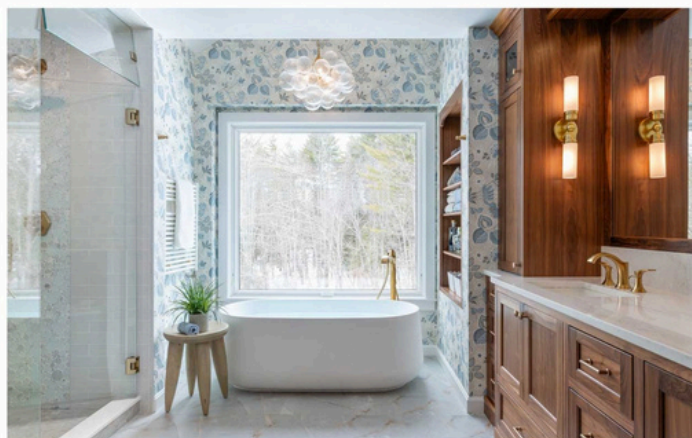
Quality by Design

Thoughtful layouts meet expert craftsmanship 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