

HI, MY NAME IS

SHAYNE REMPEL

WEB STRATEGIST • USER EXPERIENCE CONSULTANT

I design delightful digital onboarding experiences to improve customer satisfaction, loyalty, and retention.

S H A Y N E R E M P E L



HOME OFFICE

117 Mearleaf Place
Holly Springs, NC 27540

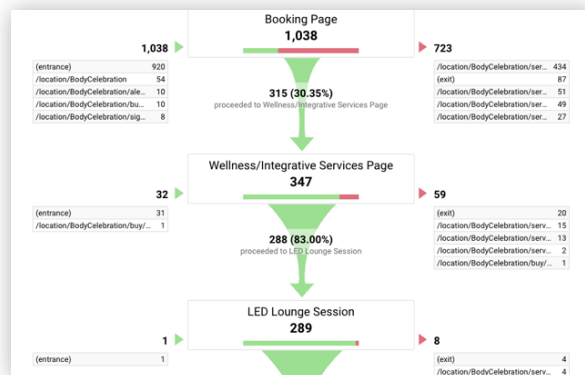
CONTACT INFO

(480) 370-0194
shayne@stiltzmedia.com

SOCIAL LINKS

[LINKEDIN](#)
[TWITTER](#)

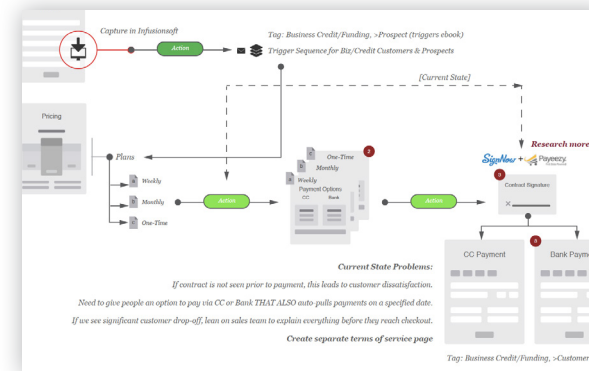
I make websites, apps, and digital communication systems delightful through data-driven, human-centered design.



UX ASSESSMENTS

I critically analyze the end-to-end user experience of digital products.

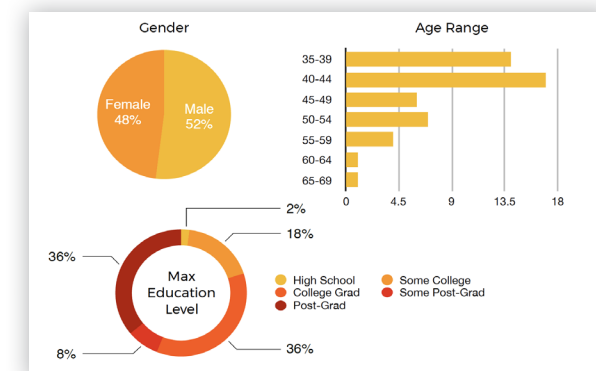
By creating **customer journey maps** and comparing them to actual customer experiences, I identify pain points, usability issues, and dark UX patterns that contribute to user confusion, frustration, drop-offs, and lost opportunities.



USER FLOWS & WIREFRAMES

I design detailed process maps, user flows, and wireframe layouts to align copywriters, designers, and developers on the purpose and intention of refined designs.

I use research findings and target audience survey responses to create **detailed content wireframes** that satisfy business objectives and user expectations.



USABILITY TESTING

I use **remote testing platforms** to construct tests, source participants, test and validate concepts, and iteratively improve product designs and functionality.

By analyzing usability test results, screen recordings, and analytics data, I **synthesize key insights** for executives and deliver actionable recommendations.

Click on a logo below to view the project.



UX CONSULTING

CONSULTING • RESEARCH • SITEMAP • COPY WRITING •
RESPONSIVE WEBSITE DESIGN • EXECUTIVE PRESENTATION



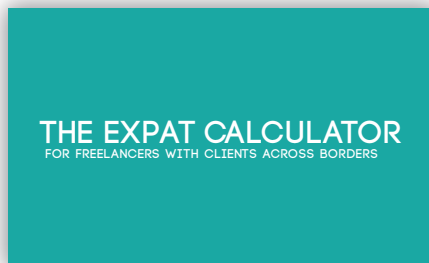
DIGITAL SYSTEM SELECTION

CONSULTING • RESEARCH • **LEAD DIGITAL STRATEGY** • USER FLOW MAPS • COPY
WRITING • HIGH FIDELITY DESIGN • MARKETING AUTOMATION



MULTI-MODAL APP DESIGN

IDEATION • RESEARCH • **WIREFRAME/PROTOTYPE DESIGN** •
USABILITY TESTING



PRODUCT DESIGN & TESTING

IDEATION • RESEARCH • MVP FEATURE SELECTION • WIREFRAMES •
USABILITY TESTING • PROTOTYPE DESIGN



OVERVIEW

WHAT IS QUANTUS CAPITAL?

Quantus Capital is a boutique consulting firm that helps early-stage tech startup founders prepare for funding rounds, bring on investors, and scale to profitability.

WHAT MAKES IT UNIQUE?

Quantus Capital needed a new website to attract early stage startup founders, specifically tech, SaaS, and IoT startups. The new site needed to focus less on the company's services and more on addressing the client's needs.

CHALLENGES:

Little awareness among startup founders of what the company's core offering is. Budget constraints did not allow for surveying of the target audience.

OPPORTUNITIES:

Competitor sites felt "big box", non-personal, sales-y, busy, and overwhelming. Stakeholders could not give much guidance and relied heavily on my expertise.

ROLES & RESPONSIBILITIES

CONSULTING • RESEARCH • SITEMAP • COPY WRITING •
RESPONSIVE WEBSITE DESIGN • PRESENTATION





Design a company website targeting tech-savvy entrepreneurs, promoting financial consulting services to get funded and scale.

PROCESS

DISCOVER

DESIGN

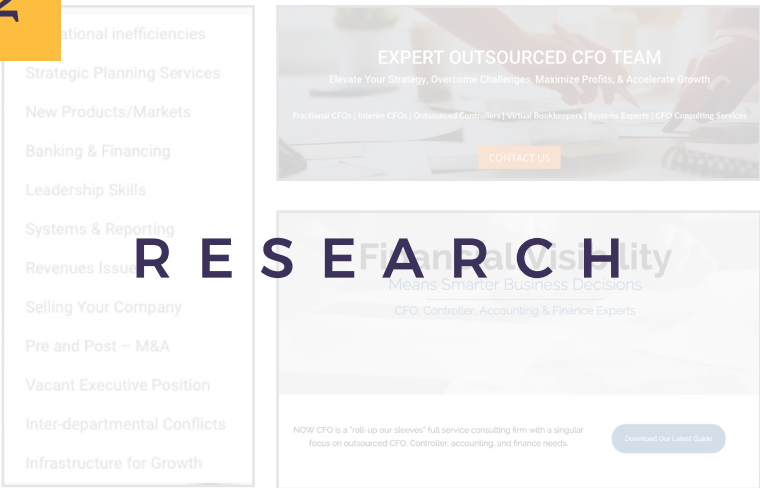
PRESENT

1

Refining Project Goals	Response
What is the one thing we must get right to make this project worth undertaking?	Project Professionalism at the highest level. Passion: Help companies build, optimize, and scale. -> This message is not often communicated on competitors sites. Get across: Put their business at the forefront.
What are the "nice-to-haves", or non-essential features you would like to see on your new website?	Blog pages. Articles. Success on this project for me will be in the research and new ideas brought by Stiltz. I want to see a professional website that wasn't all of my ideas. Some things I haven't seen before. Something that stands out from the rest of the pack and is personalized to me.
How will you, personally, define success for this project?	Personal marketing at Events. Working my own network and sphere of influence.
How does this website redesign fit into your overall success strategy?	Too much information on the website. Overly wordy. Just looks to overwhelming
What have you tried in the past that has worked well for reaching your business goals?	
What have you tried in the past that has NOT worked well?	
What went wrong in that case?	
Where do you want the business to be in the next year?	\$50K / month is recurring revenue.
Where do you want the business to be in 5 years?	Grossing \$1M/year in recurring revenue; Goal: Add 1-2 additional consultants

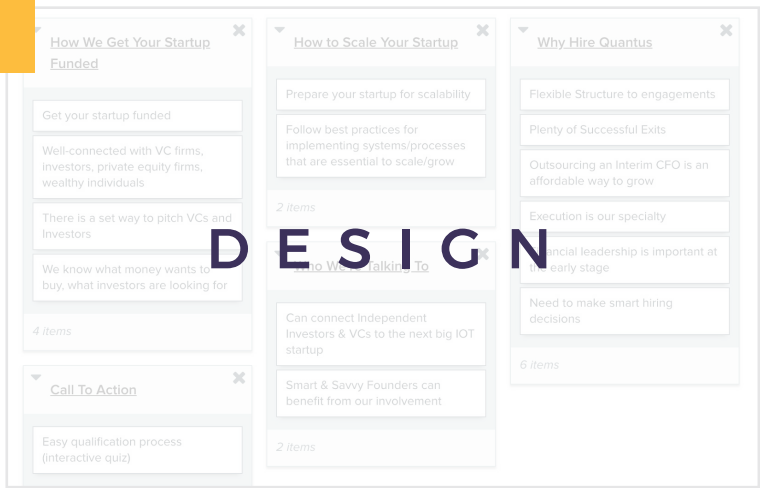
Understand business needs and user challenges.

2



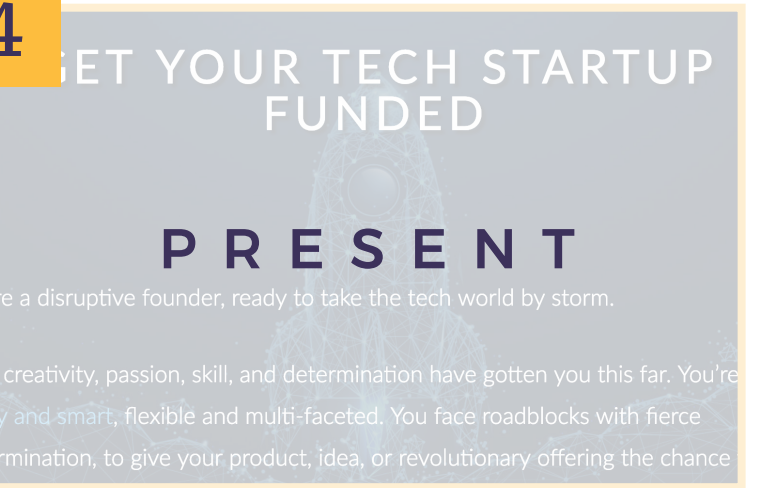
Research alternative solutions users are already aware of.

3



Understand logical groupings for users.

4



Differentiate the brand by designing a solution that puts the user first.



PROCESS

DISCOVER

DESIGN

PRESENT

1 CONSULTING

Stakeholder interviews challenged industry experts to look at their project from an outsider's point of view and explain business objectives without using jargon.

I focused the project team on the business objectives and users needs first, instead of focusing purely on UI, features, process, profits, and tasks from the get-go.

2 MARKET RESEARCH

I researched competitors to find brand positioning opportunities or an underserved segment of the audience.

Assessing the copy, design, menu structure, and digital visibility of competitor sites allowed me to design a differentiated website with a unique brand promise.

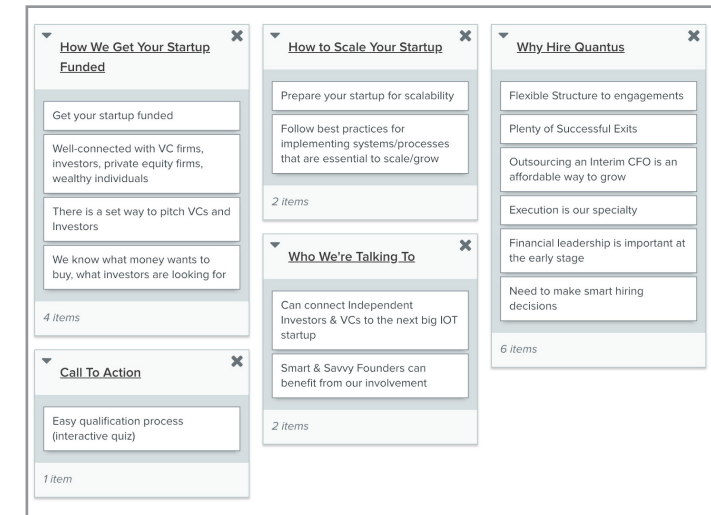


QUANTUS CAPITAL

3

DESIGN

I used a card sorting exercise to determine a logical site structure.



SERVICES

FOR FOUNDERS

FOR INVESTORS

ABOUT

PARTNER WITH US

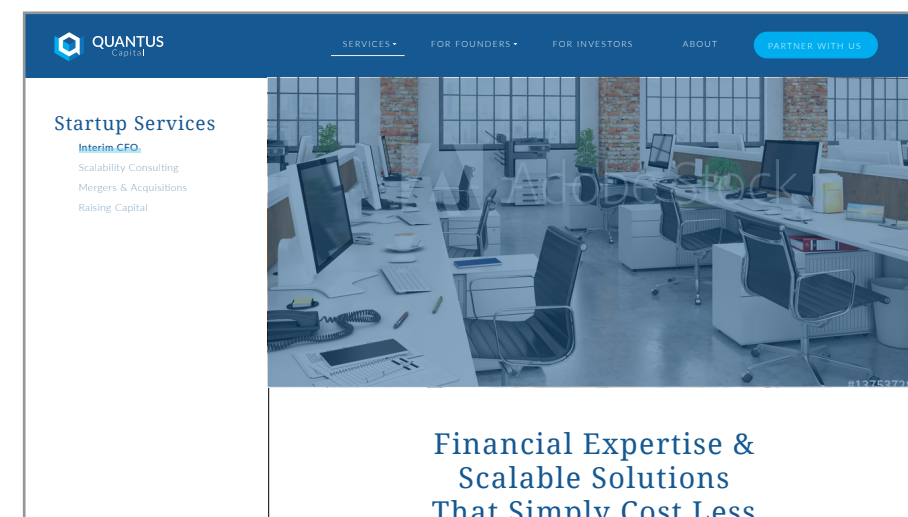
GET FUNDED

SCALE YOUR STARTUP

SUCCESS STORIES

RESOURCES

I designed a unique yet logical sitemap for easy navigation & presented rationale to client.



I designed the wireframes and launch version of the website.

SHAYNE REMPEL

UX DESIGNER



QUANTUS CAPITAL

PROCESS

DISCOVER

DESIGN

PRESENT

4

EXECUTIVE PRESENTATION

<https://quantus-capital.com>

PREPARE TO SCALE

We analyze the financials, optimize operations, and develop your financial expansion plans. Set up your startup for steady long-term growth and show investors your ability to manage funds well.

SCALE YOUR STARTUP →

OUR PROCESS

Interim CFO Consulting

LEARN MORE →

1 ANALYSIS

Assess goals, financials, margins, resources, operations, and exit strategies.

2 STRATEGY

Select systems, create policies, develop expansion plans, build forecasts and projections

3 VALUATION

Determine an accurate business valuation

4 PITCHING

Select funding sources, prepare critical documents and deliver professional, no-nonsense presentations

5 FUNDING

Negotiate terms of funding and equity positions

6 SCALING

Advise on executing the expansion plan

7 EXITING

Hand off to VCs or in-house team members, complete the sale or merger, and reach set milestones

Hire An Experienced CFO
That Simply Costs Less

Quantus Capital's founder, [Chris Anderson](#), has helped dozens of early stage companies bring about

In the First Look Presentation meeting, I walked through each page with the project owner, explaining key design decisions and the purpose(s) of each page.

After discussing design rationale, I asked for their first impressions of the site as a whole.

I gave the client 2 weeks to review the completed design internally. We then discussed desired revisions prior to launch.

I am loving what I see. We don't need to change much at all. You really captured what we were going for and put our clients front and center.



OVERVIEW

WHAT IS PCA?

PCA is a credit repair and debt settlement company offering many diversified financial products and services to individuals with poor credit.

WHAT MAKES IT UNIQUE?

There are three core branches of PCA, each targeting a unique audience. PCA is able to offer so many diversified financial products through multiple affiliate partnerships.

CHALLENGES:

Affiliate partners each use their own process/systems, making a consistent brand experience and marketing automation challenging.

OPPORTUNITIES:

Many competitor websites are untrustworthy and offer a poor user experience. Marketing automation can keep the brand image unified.

ROLES & RESPONSIBILITIES

CONSULTING • RESEARCH • **LEAD DIGITAL STRATEGIST**

USER FLOW MAPS • COPY WRITING • HIGH FIDELITY

DESIGN • MARKETING AUTOMATION • TEAM LEAD





PERFECT CREDIT AGAIN

Design a checkout flow for a new service offering, integrating multiple third-party systems while maintaining brand consistency.

PROCESS

DISCOVER

DESIGN

IMPLEMENT

SHAYNE REMPEL

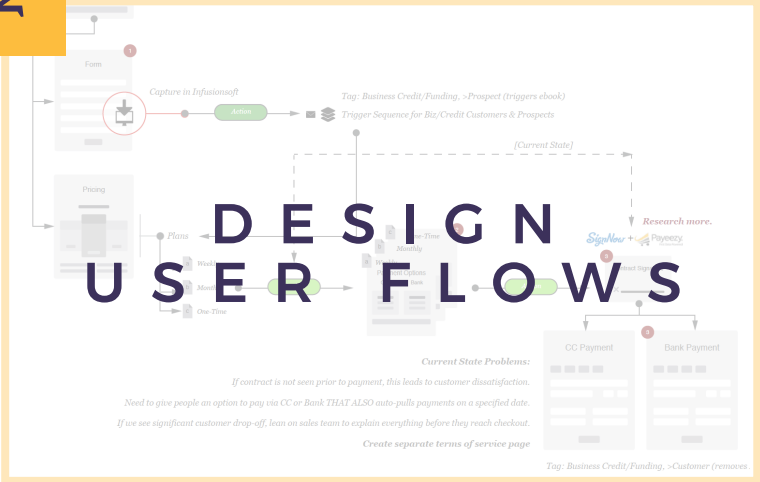
UX DESIGNER

1

Defining Project Goals	Response
What is the one thing we must get right to make this project worth undertaking?	Project Professionalism at the highest level. Passion: Help companies build, optimize, and scale. -> This message is not often communicated on competitors sites. Get across: Put their business at the forefront.
What are the "nice-to-haves", or non-essential features you would like to see on your new website?	Blog pages. Articles. Success on this project for me will be in the research and new ideas brought by Siltz. I want to see a professional website that wasn't all of my ideas. Some things I haven't seen before. Something that stands out from the rest of the pack and is personalized to me.
How will you, personally, define success for this project?	
How does this website redesign fit into your overall success strategy?	
What have you tried in the past that has worked well for reaching your business goals?	Personal marketing at Events. Working my own network and sphere of influence.
What have you tried in the past that has NOT worked well?	Too much information on the website. Overly wordy.
What went wrong in that case?	Just looks to overwhelming
Where do you want the business to be in the next year?	\$50K / month is recurring revenue.
Where do you want the business to be in 5 years?	Grossing \$1M/year in recurring revenue; Goal: Add 1-2 additional consultants

Understand business needs and user expectations.

2



Create onboarding user flow, addressing issues with the current state.

3

Select new third-party systems and integration tools.

4

Lead marketing/design team through implementation



PROCESS

DISCOVER

DESIGN

IMPLEMENT

1 CONSULTING

Working closely with the stakeholders involved in the onboarding process, I made a list of criteria the automated onboarding system needed to make the project a worthwhile investment.

I also identified budget constraints as a primary limitation to consider when designing the solution. I educated stakeholders about the importance of brand consistency to establish trust with users.

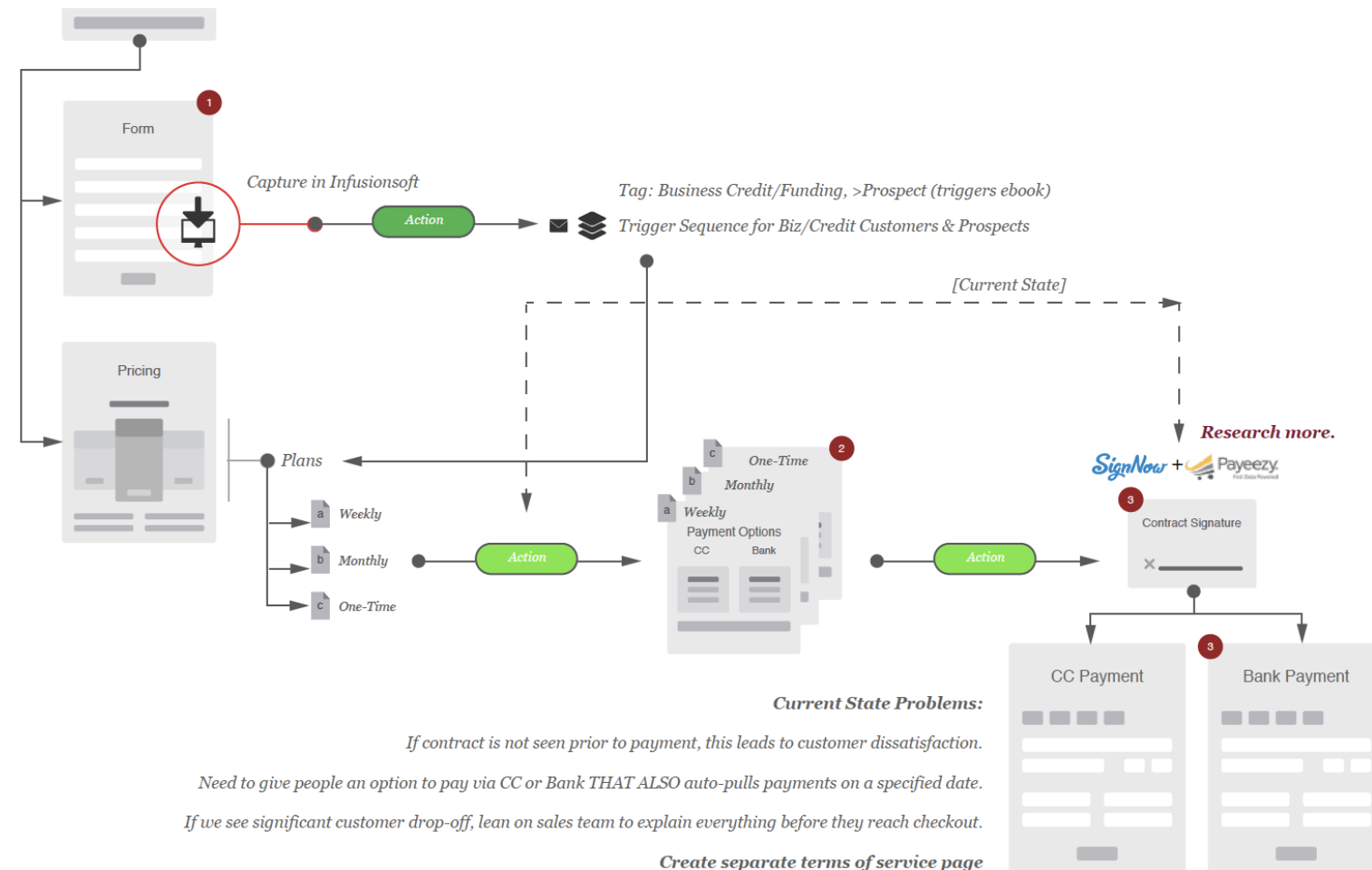
2 DESIGN USER FLOWS

PROCESS

DISCOVER

DESIGN

IMPLEMENT



The design could not assume a one-size-fits-all approach to payment and needed to give users options for payment plans, billing dates, payment methods, etc. Separate user flows were designed for each scenario.



PERFECT CREDIT AGAIN

PROCESS

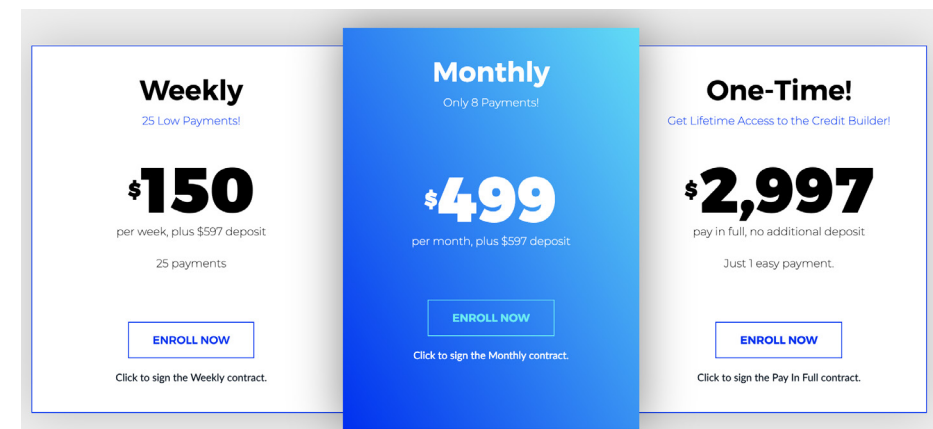
DISCOVER

DESIGN

IMPLEMENT

3 SELECT SYSTEMS

With a clear understanding of the business objectives and user goals, I researched suitable vendors and third party platforms that would make integration easy (to save on development costs) and had an intuitive, mobile-friendly UI to help the target audience complete their onboarding.



4 LEAD EXECUTION

I facilitated the implementation of the new onboarding system by keeping the marketing team, platform vendor, and branding design unified throughout the digital onboarding experience.



OVERVIEW

WHAT IS SWAPSTOP?

Swapstop is three integrated apps that remove the time-consuming aspect of searching for the perfect buyer, seller, or retailer of secondhand items. Each app is designed for a specific user, but all integrate flawlessly.

WHAT MAKES IT UNIQUE?

The mobile experience was created to be most useful to buyers, the tablet experience to be most useful to sellers, and the desktop experience for advertisers and companies.

CHALLENGES:

Keeping the distinct intentions of each user in mind for a specific device, while making the platform useful on all devices.

OPPORTUNITIES:

This was before LetGo, OfferUp, etc. had really become popular. The idea was novel at the time. No competitor eliminates the need for search.

ROLES & RESPONSIBILITIES

IDEATION • RESEARCH • SCREEN FLOWS • WIREFRAMES •
USABILITY TESTING • REFINEMENT • PROTOTYPE



PROCESS

IDEATION

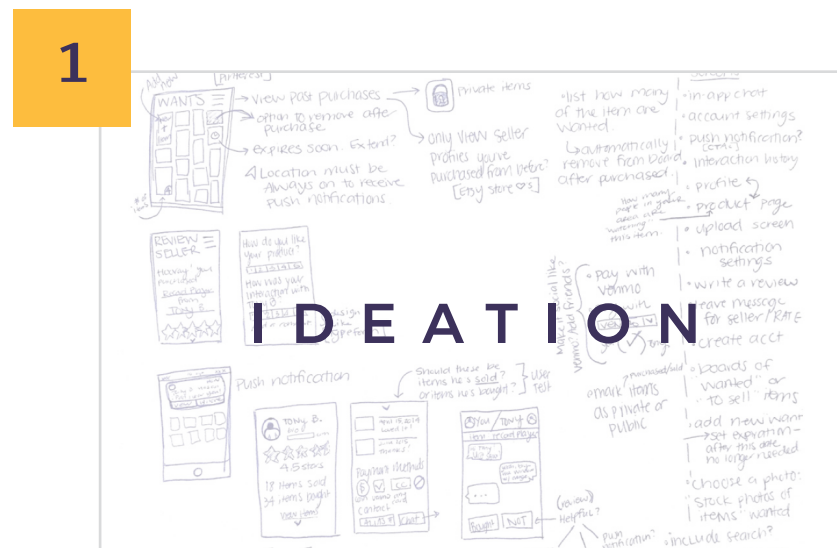
WIREFRAMES

TESTING

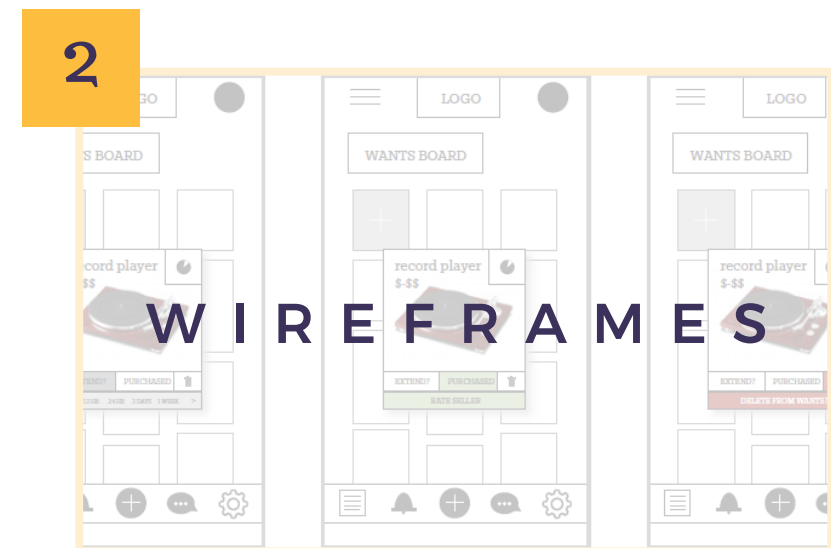
PROTOTYPES

Design a system of integrated mobile, tablet, and desktop apps that help people buy and sell secondhand items without wasting hours scrolling and searching.

Assume the app uses GPS to help connect local buyers and sellers.



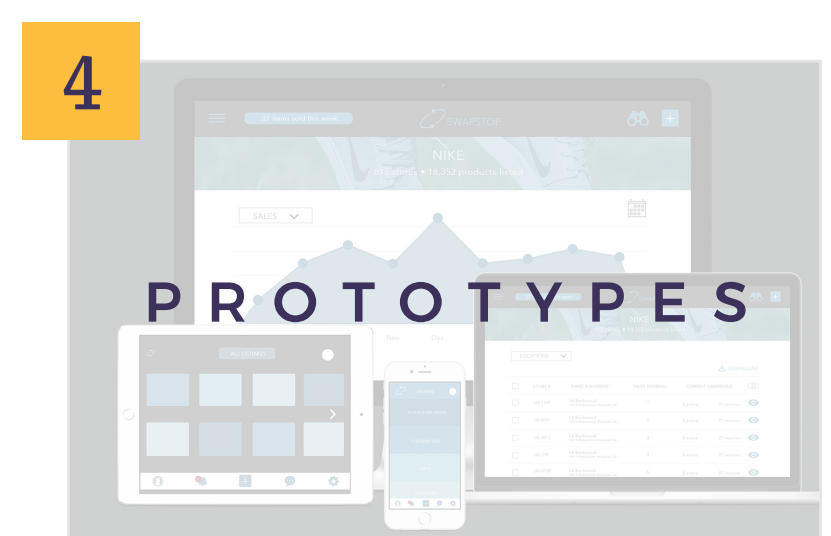
Empathize with the users and understand their unique goals for using each app.



Design low fidelity wireframes to gather user feedback and make design improvements.



Understand user pain points and confusion to improve design.



Design a realistic experience of the app on multiple devices.



SWAPSTOP

COMPETITIVE RESEARCH

Exploring competitor products that users were already familiar with helped me identify opportunities to differentiate this system of apps.

PROCESS

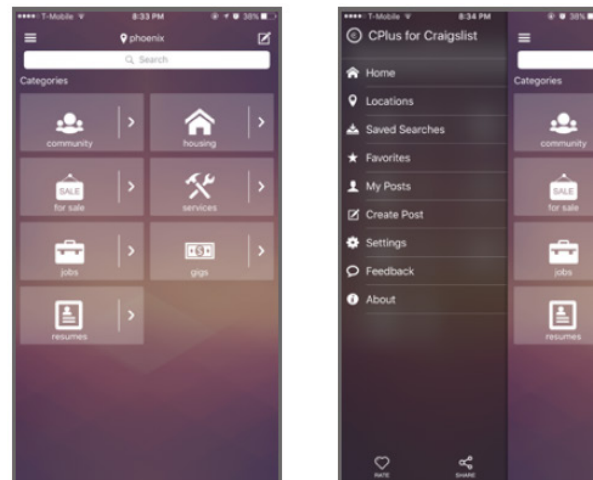
IDEATION

WIREFRAMES

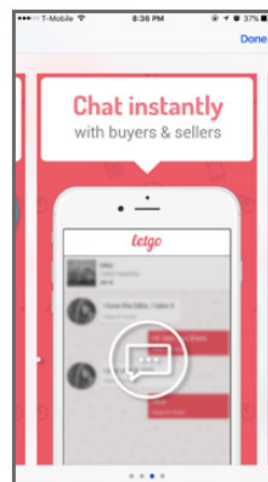
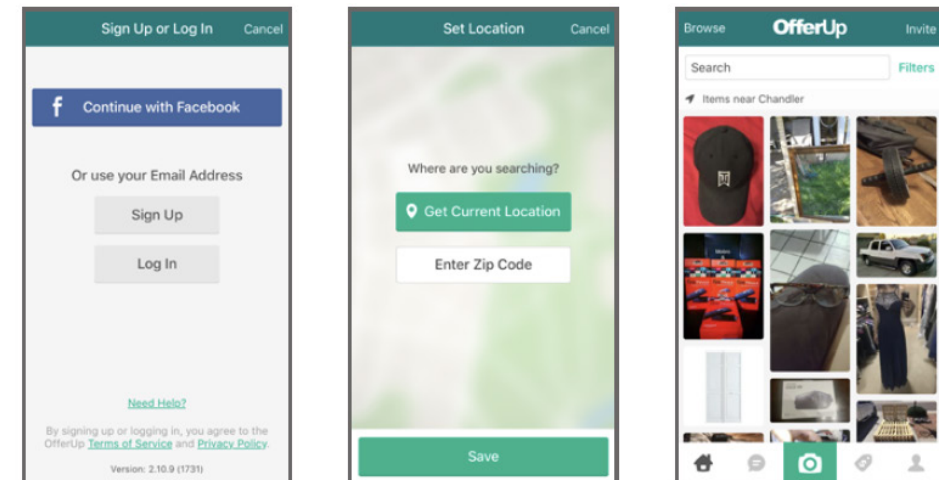
TESTING

PROTOTYPES

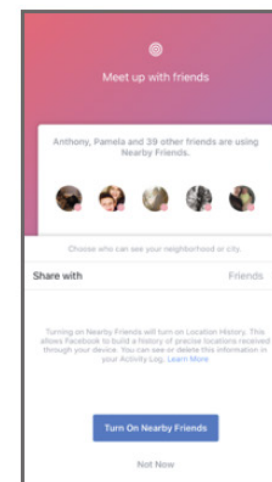
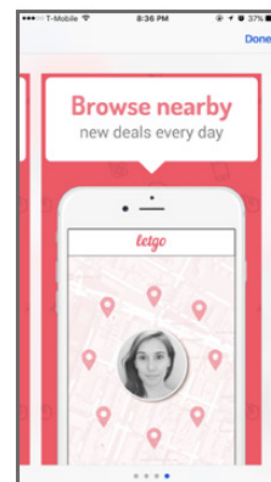
Craigslist



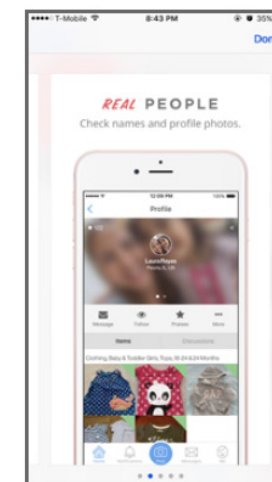
Offer Up



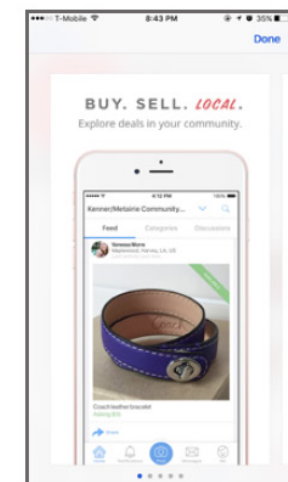
LetGo



Facebook Nearby Friends



VarageSale





SWAPSTOP

PROTO - PERSONAS

The mobile, tablet, and desktop apps were each designed with a unique user's needs in mind.

PROCESS

IDEATION

WIREFRAMES

DEVICE USERS

MOBILE

The buyer | The consumer | The shopper

TABLET

The seller | The re-seller | The owner

DESKTOP

The retailer | The business | The advertiser



June (Buyer of Secondhand Items)

Device Type: iPhone

Needs to accomplish: Finding affordable local antique furniture

Needs to Experience: Finding furniture requires almost no effort



Sandy (Seller of Secondhand Items)

Device Type: iPad

Needs to accomplish: Sell her antique furniture

Needs to Experience: Safe and secure transaction & pick up



Laura (Wayfair PPC Advertising Specialist)

Device Type: Desktop Computer at Work

Needs to accomplish: Promote products to likely customers

Needs to Experience: Quick ad creation and accurate targeting

SCREENS & FEATURES

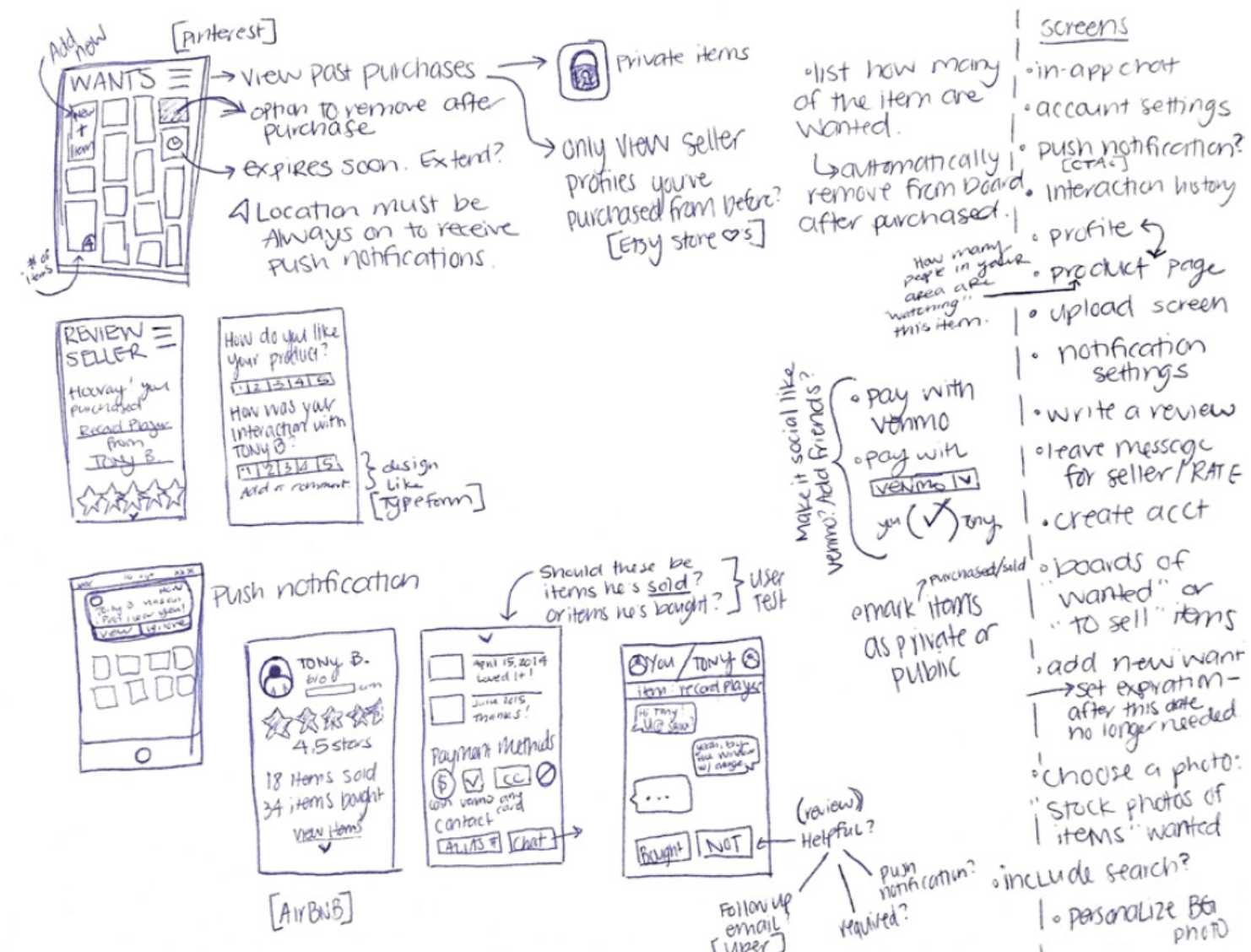
Exploring user needs, device affordances, and features brought up additional questions and issues early in the development process.

IDEATION

WIREFRAMES

CONSIDERATIONS:

- Social like Venmo?
- Need to add friends?
- Is it dangerous?
- What security settings do mobile users need?
- Will ads fund the platform?

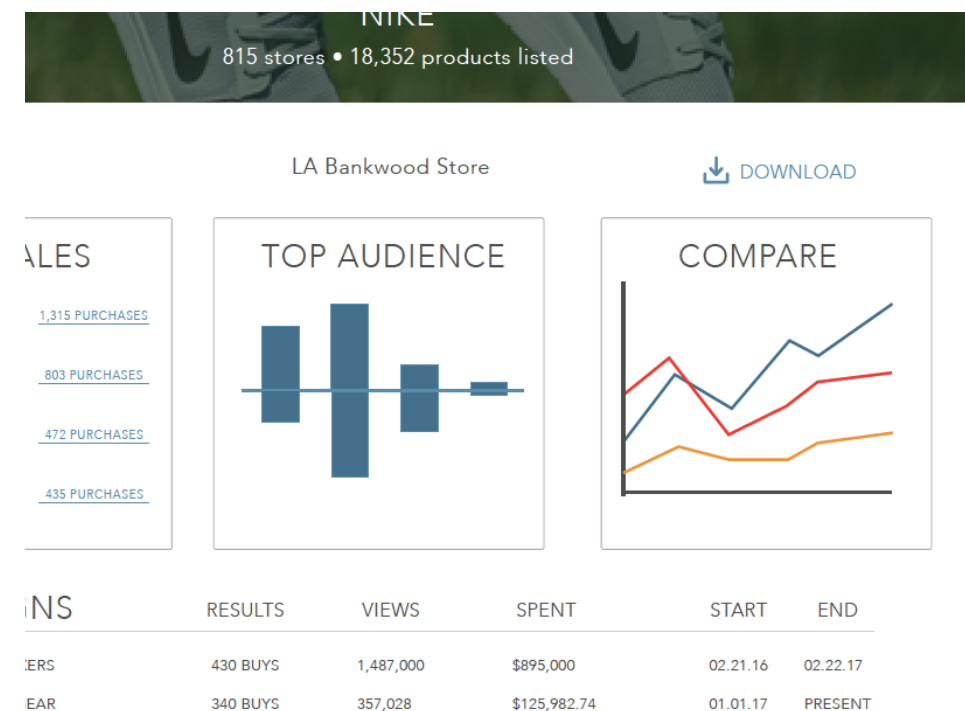
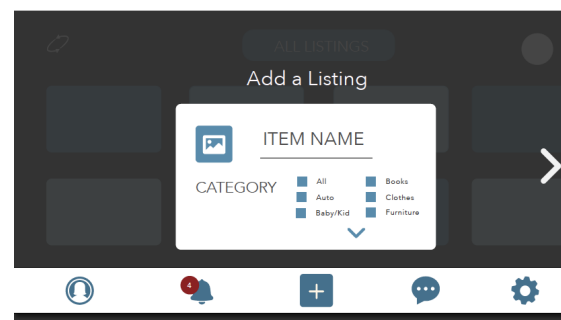
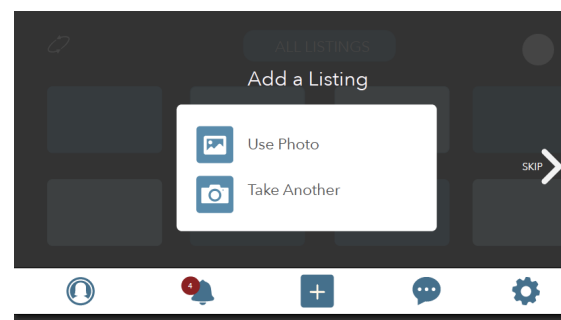
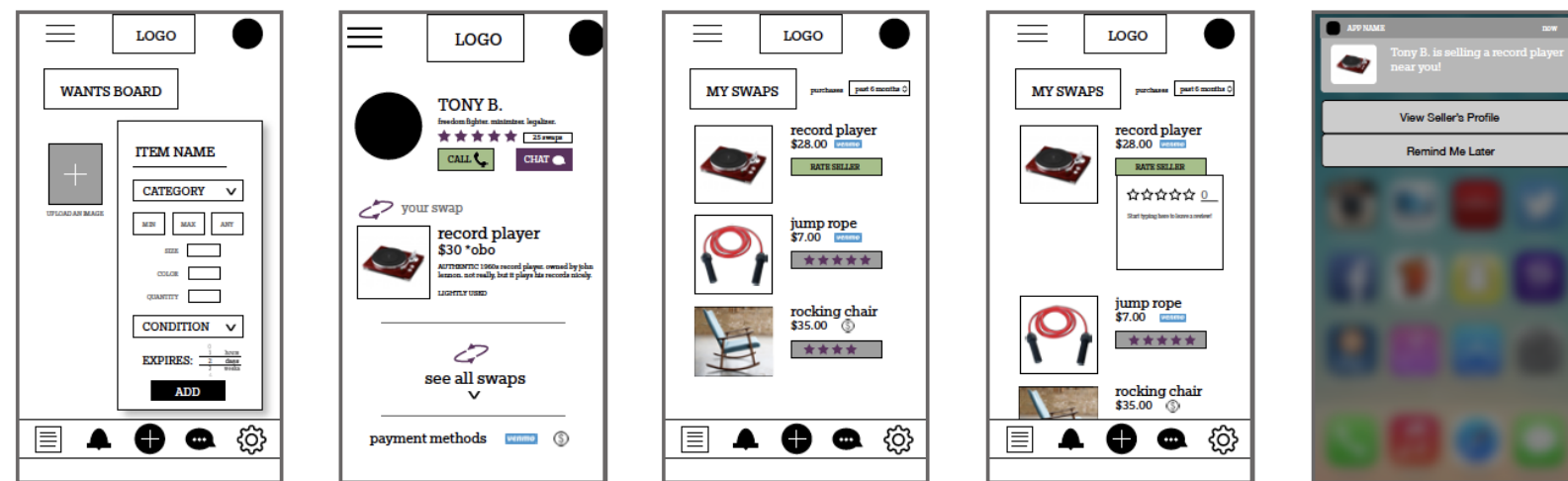




SWAPSTOP

WIREFRAMES

Designing low fidelity screens allowed me to test basic functionality for each app, before getting carried away with the detailed UI design.





USABILITY TESTS

Asking users to perform unique tasks on each device ensured the primary user goals for that device were easily achievable.

MOBILE SCENARIOS

The Buyer

1. You received a notification that someone near you has an iPad listed for sale. View the seller's profile and start a chat.
2. Add "rocking chair" to your "Our Future Home" board.
3. Submit a review for a seller who you purchased a record player from.

TABLET SCENARIOS

The Seller

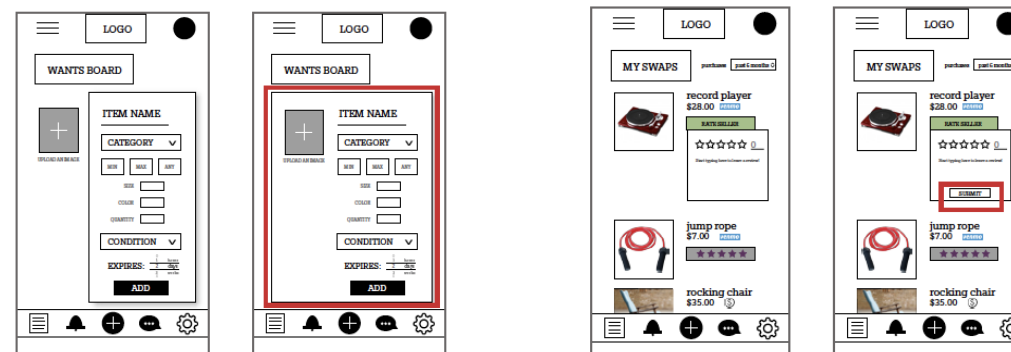
1. Take a photo of your office chair and create a new item for sale with a list price of \$75.
2. List your new item in the "office/home office" category
3. Navigate to the past sales tab to see how much money you've earned from sales and cash out.

DESKTOP SCENARIOS

The Retailer

1. Log on to your retail management portal and add Nike kids shoes -- all sizes.
2. Find "Top Wants" items to see if you sell any similar products.
3. Create an ad targeting women, ages 26-37 in a 50 mile radius of your store location who want items in the "BABY" category.

REFINEMENTS



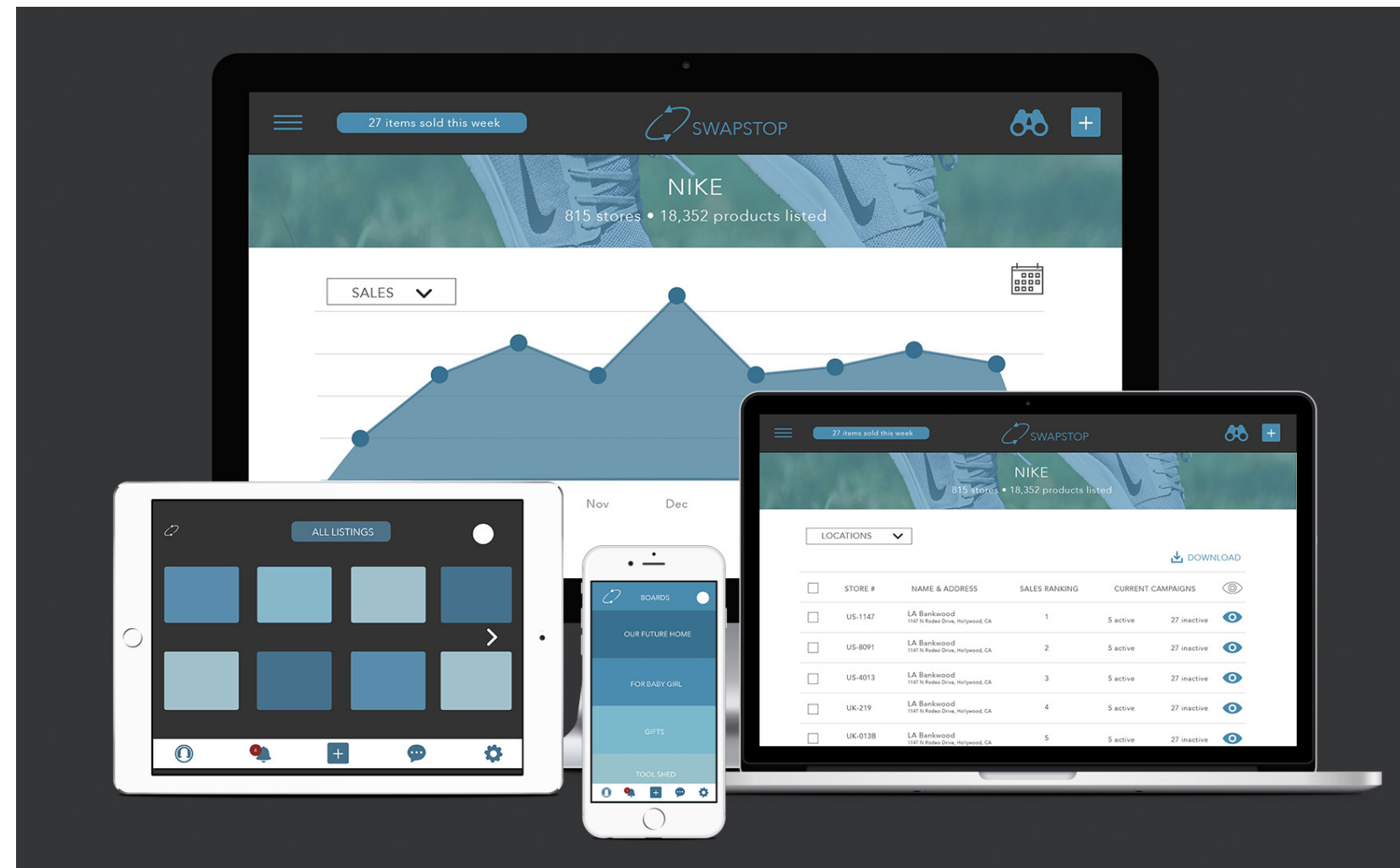
Moved buttons and changed interface layouts to make it more intuitive and easy to navigate.



SWAPSTOP

PROTOTYPES

Medium fidelity prototypes illustrated a realistic and differentiated user experience for each device.





OVERVIEW

WHAT IS THE EXPAT CALCULATOR?

A calculator app for freelancers working with clients (and currencies) around the globe. This app helps freelancers easily calculate costs and get paid the correct amount of money in their home currency.

WHAT MAKES IT UNIQUE?

This app helps freelancers adjust their prices for different currencies or pay foreign contractors. The Expat Calculator integrates up-to-date currency exchange rates for more than 100 currencies worldwide.

CHALLENGES:

Calculating using multiple currencies. Staying differentiated enough from other currency conversion apps.

OPPORTUNITIES:

Not many apps are both a calculator and a currency converter. Allow integrations to enhance features.

ROLES & RESPONSIBILITIES

IDEATION • RESEARCH • PERSONA DEVELOPMENT • MVP
FEATURE SELECTION • WIREFRAMES • USABILITY TESTING •
PROTOTYPE

THE EXPAT CALCULATOR

FOR FREELANCERS WITH CLIENTS ACROSS BORDERS



EXPAT CALCULATOR

Design a calculator app that allows freelancers to calculate project costs and adjust prices for different currencies.

PROCESS

RESEARCH

WIREFRAMES

TESTING

PROTOTYPES

1



Empathize with the user and understand their needs to determine product viability.

2



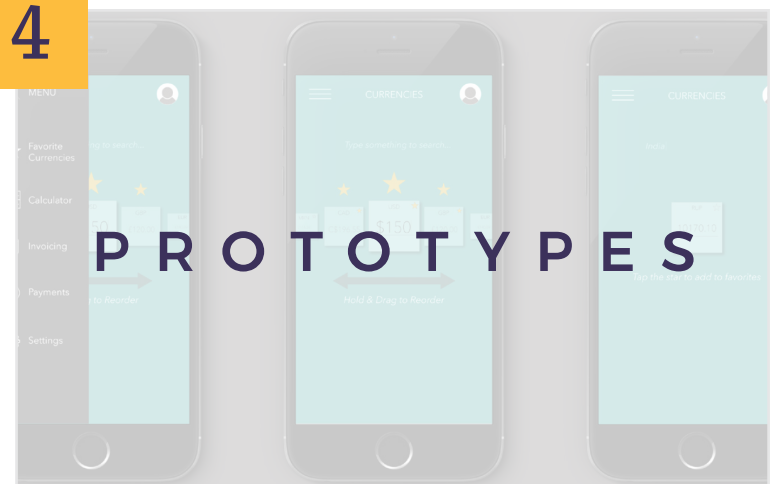
Design low fidelity wireframes and screen flows for testing.

3



Understand user pain points and confusion to improve design.

4



Design interactive prototype mockups to be used for further testing and development.



PROCESS

RESEARCH

WIREFRAMES

TESTING

PROTOTYPES

USER RESEARCH: PERSONAS

This product idea was inspired by my own challenges with pricing design projects for my agency while working with clients and contractors around the world. In a global economy, pricing and payments can be complex, so I designed a solution to make foreign currency calculation fast, accurate, and easy on the go.

I drew from many of my own experiences when brainstorming the feature set, but tested my designs with other related users.

**Jason Sears**

Graphic Designer

Currently freelancing and traveling the globe as a digital nomad.

Needs to do: Send invoices to clients in their home currency and make sure he gets paid the correct US Dollar equivalent.

Needs to feel: Fairly compensated, sure of the accuracy of exchange rates before quoting/invoicing.



EXPAT CALCULATOR

COMPETITIVE RESEARCH

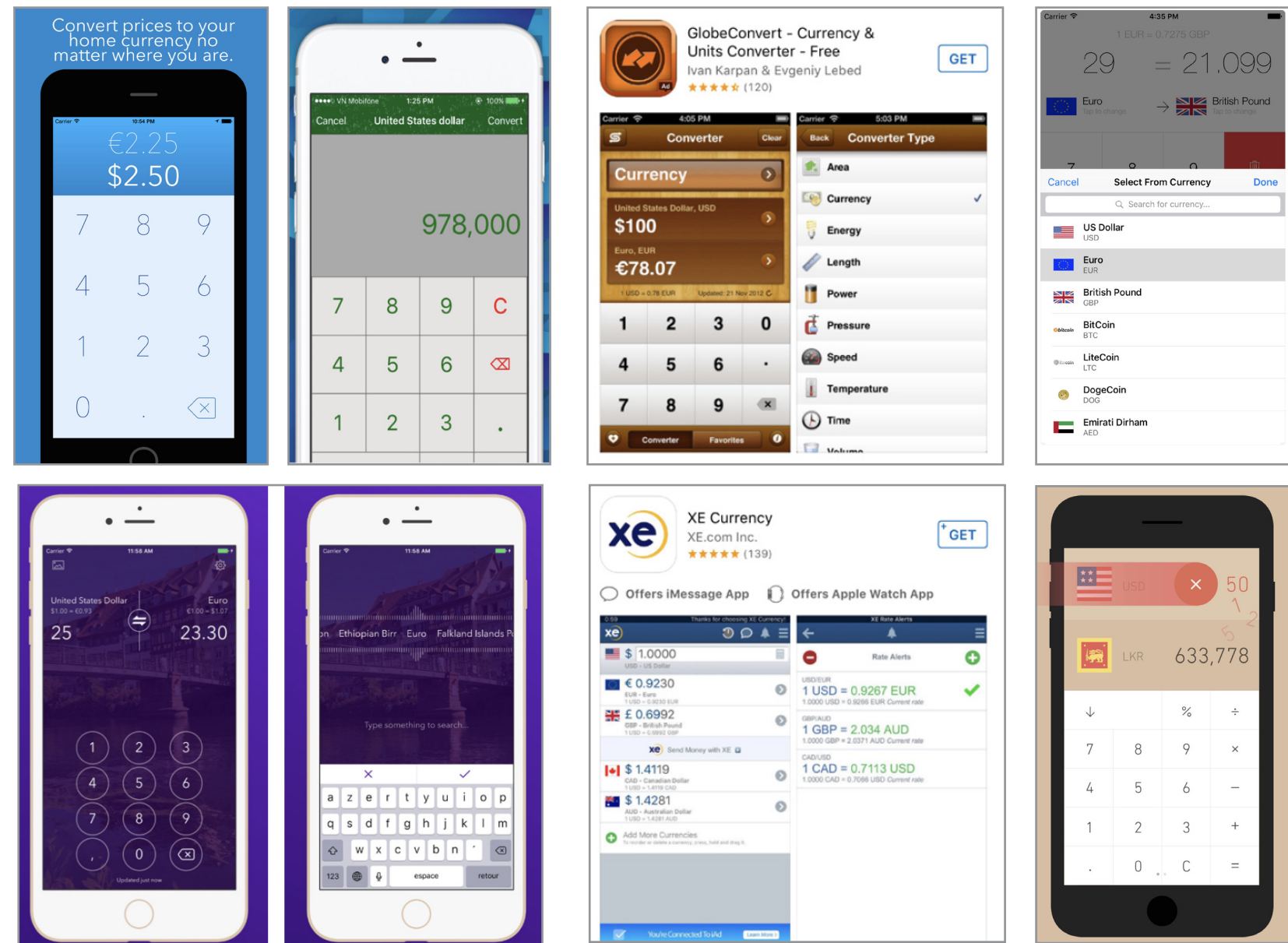
Exploring competitor products that users were already familiar with helped me identify opportunities to differentiate this app.

RESEARCH

WIREFRAMES

TESTING

PROTOTYPES



PROCESS

RESEARCH

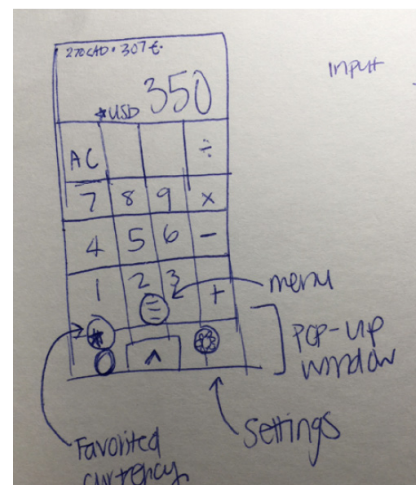
WIREFRAMES

TESTING

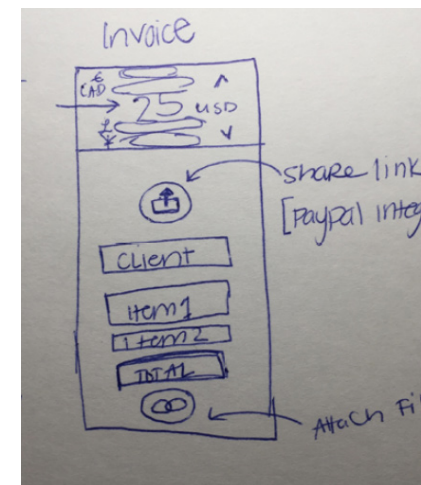
PROTOTYPES

WIREFRAME SKETCHES

Designing low fidelity screens allowed me to test basic functionality for each app, before getting carried away with the detailed UI design.

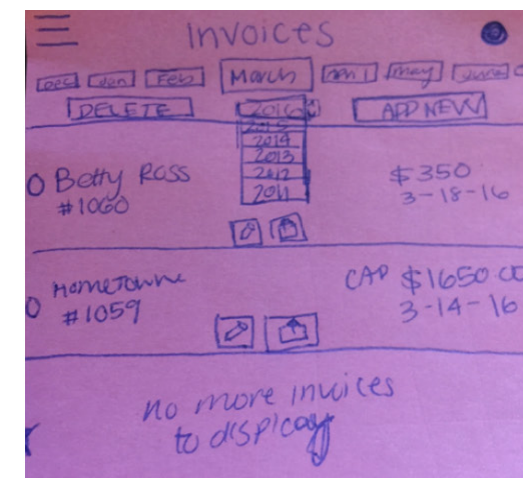
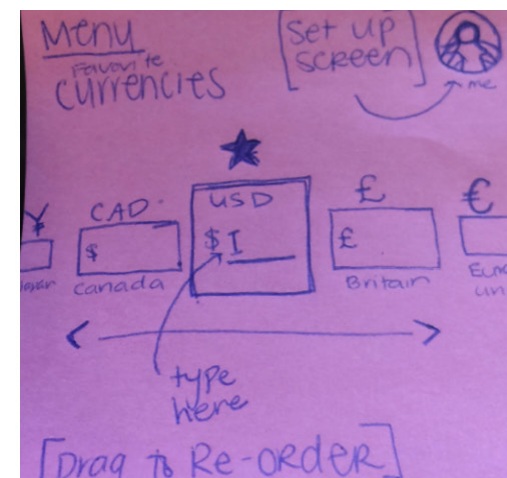
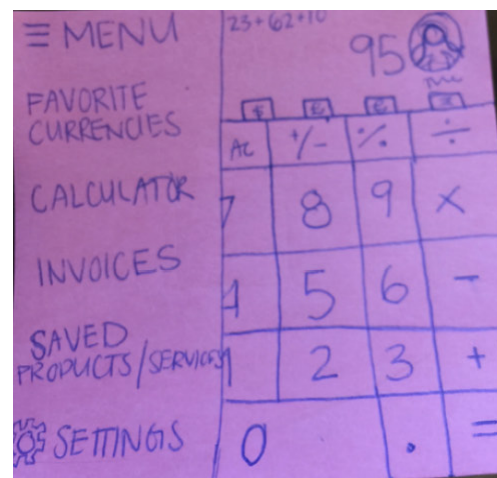


Exploring menu interactions and placement.



Exploring payment and invoice integrations.

Sketching out the key screens for usability testing. I intended the app to be an all-in-one solution for invoicing, but later discovered I would need to remove this capability for the launch version.





PROCESS

RESEARCH

WIREFRAMES

TESTING

PROTOTYPES

USABILITY TESTS

The usability tests showed me that there were several confusing elements in the first iteration of my design. It became clear I needed to narrow my audience and simplify the UI for the next iteration.

Scenario 1

You are an American freelance designer pitching a project proposal to a potential client in Canada. Before you can give them an accurate price quote, you must first convert your standard hourly rate from USD to CAD. If you normally charge \$50 USD per hour and the project will take you 4 hours, how much will your Canadian client owe you in CAD?

Scenario 2

You are traveling in Italy and want to cook your own meals to save money. At the grocery store, you pick up these 5 items:

Package of Noodles: €3.70
Jar of Pesto Sauce: €4.20
Baguette: €1.50
Fresh Parmesan Cheese: €4.75
Bottle of Wine: €9.00

Calculate your total grocery bill in USD to determine if you have enough cash in your "Italy Trip" account.

Scenario 3

You are a traveling business consultant who frequently sells new business in Japan, America, and Germany. You have just learned that you will no longer be selling in Japan, but will be assigned over the Thailand division instead. Set your top 3 currencies in the app to match the areas you will be assigned to. Also, turn on "Offline" mode so that you can build out your price estimates in-flight.

Will it be about simplicity, recreation, curiosity, and easy access, or will it be an essential business tool for freelancers with integrated payment systems and accounting software?

I used my personas to eliminate all non-essential elements of the design; only keeping those features that helped the user quickly convert currencies.



PROCESS

RESEARCH

WIREFRAMES

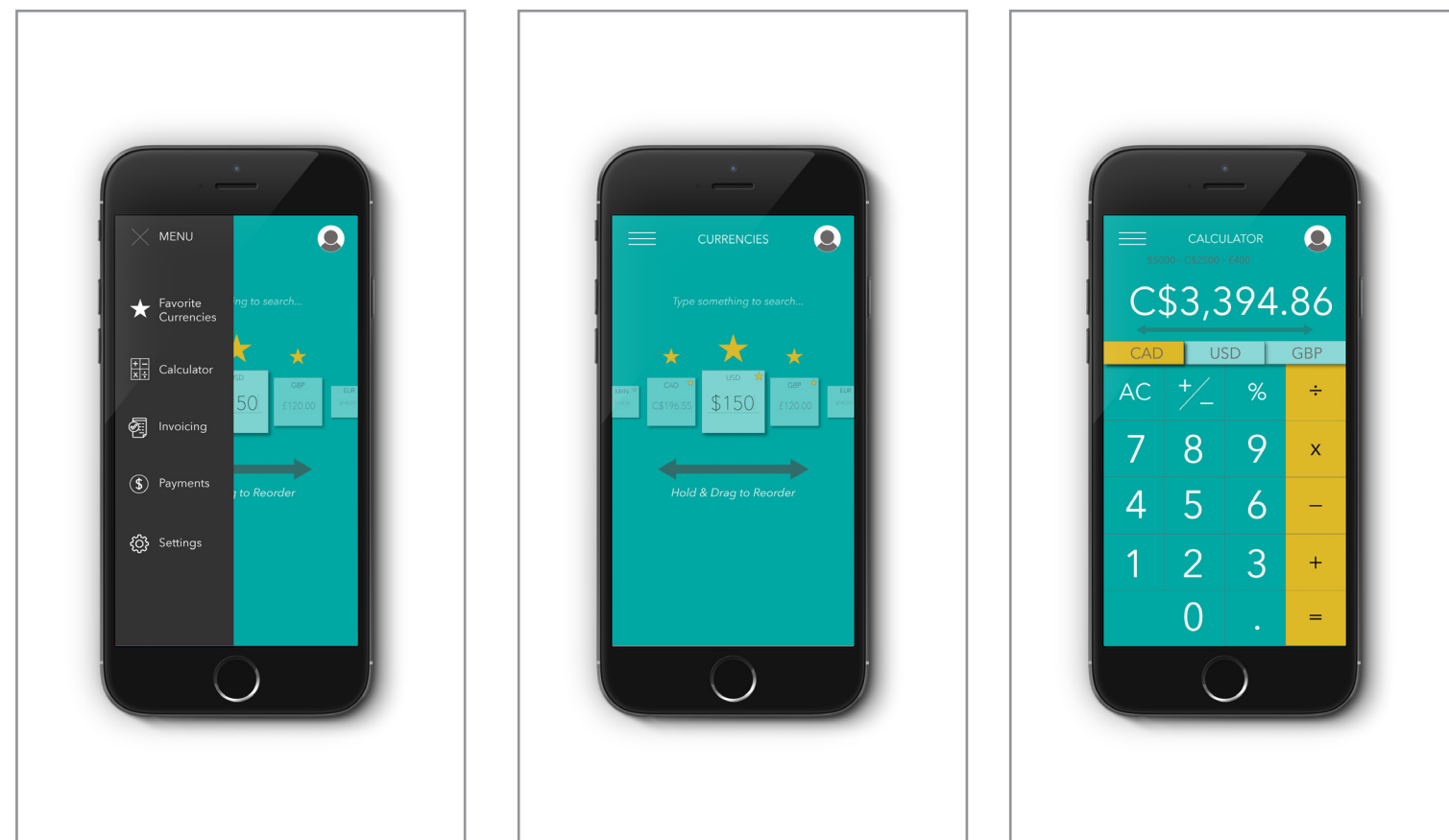
TESTING

PROTOTYPES

PROTOTYPES

Narrowing in on the specific problems I was trying to help users solve and the specific users I was designing for made several critical decisions crystal clear.

The MVP version eliminated many of the originally planned features, but kept a focus on the target user by allowing third-party integration capabilities.



THANK YOU

SHAYNE REMPEL

WEB STRATEGIST • USER EXPERIENCE CONSULTANT

I design delightful digital onboarding experiences to improve customer satisfaction, loyalty, and retention.

S H A Y N E R E M P E L



HOME OFFICE

117 Mearleaf Place
Holly Springs, NC 27540

CONTACT INFO

(480) 370-0194
shayne@stiltzmedia.com

SOCIAL LINKS

[LINKEDIN](#)
[TWITTER](#)