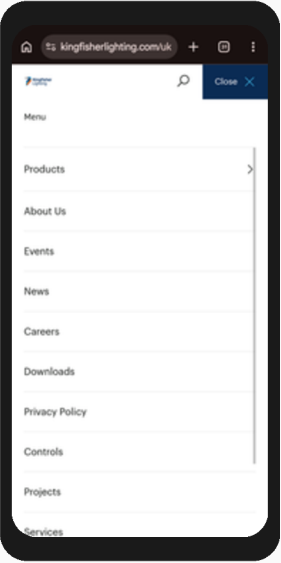
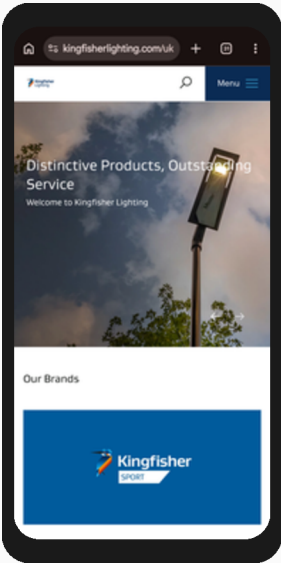


Kingfisher Lighting Website

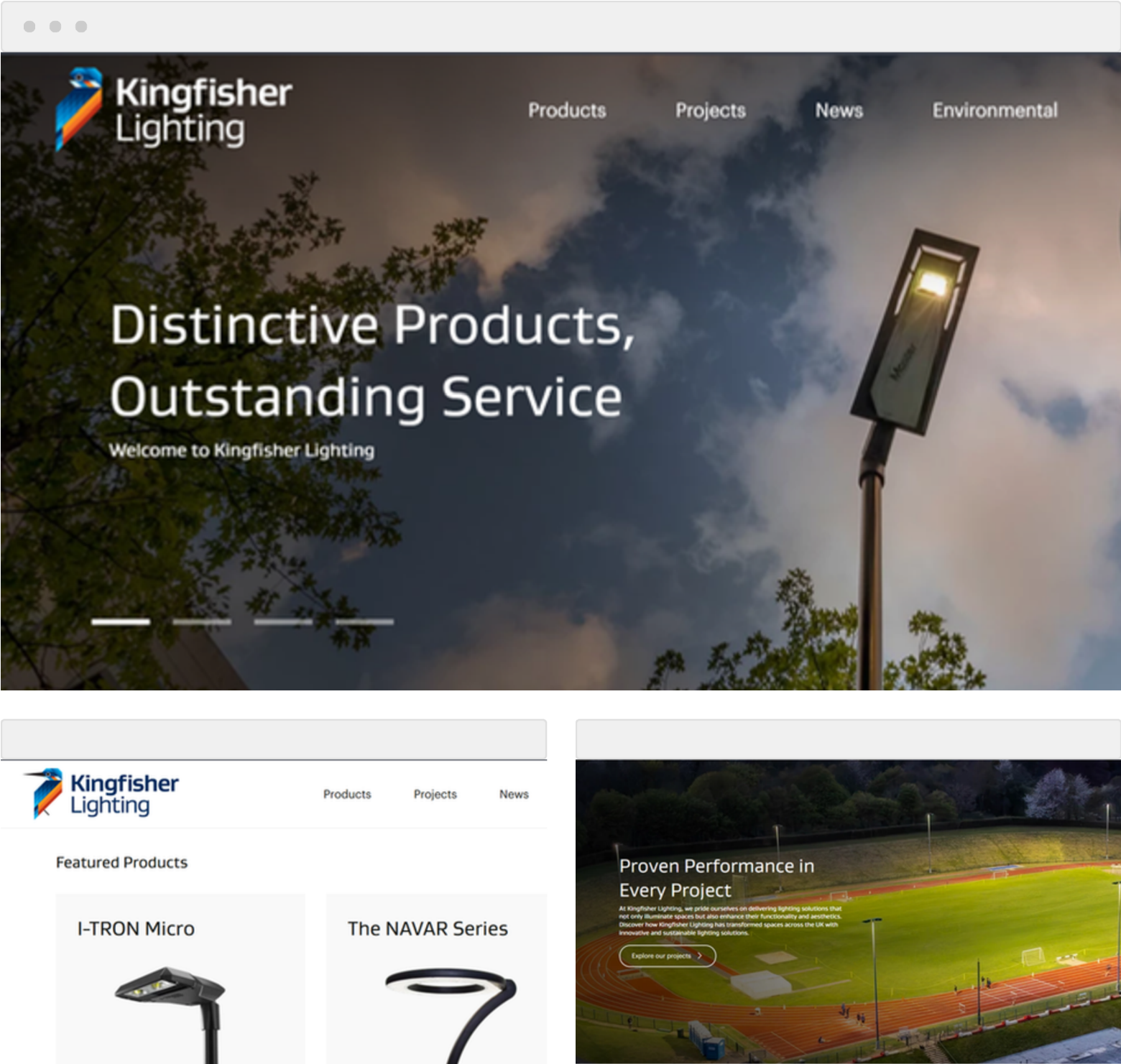
Project Lead | Digital Marketing Coordinator
2024–2026



Overview

I was selected to lead the redevelopment of the Kingfisher Lighting website during an intensive one-month project. Working alongside a colleague, I coordinated the delivery of the project, managed priorities, collaborated with stakeholders across the business and played a key role in designing, building and launching the new website. Following launch, I continued managing and developing the website until 2026.

Client	Kingfisher Lighting
Project	Corporate Website Redevelopment
Role	Digital Marketing Coordinator
Duration	2024–2026



My Responsibilities

Key areas of ownership across the project lifecycle



Website Project Leadership



Project Planning



Stakeholder Communication



Website Design & Layout



Umbraco CMS Development



Content Strategy



Product & Brand Pages



Landing Page Design



Quality Assurance & Testing



User Experience Improvements



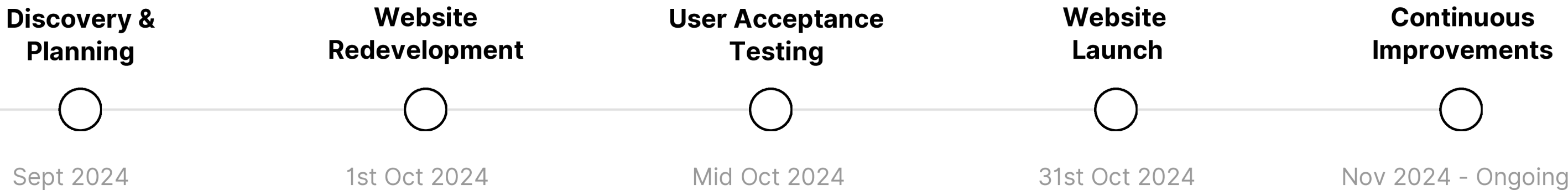
SEO Best Practices



Post-launch Optimisation

Project Timeline

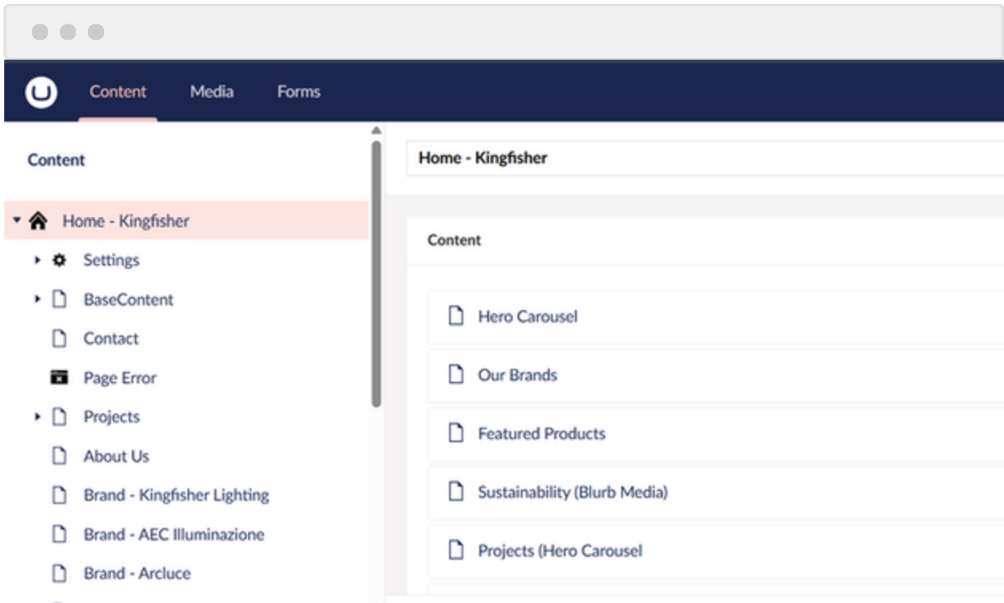
From discovery to continuous improvement



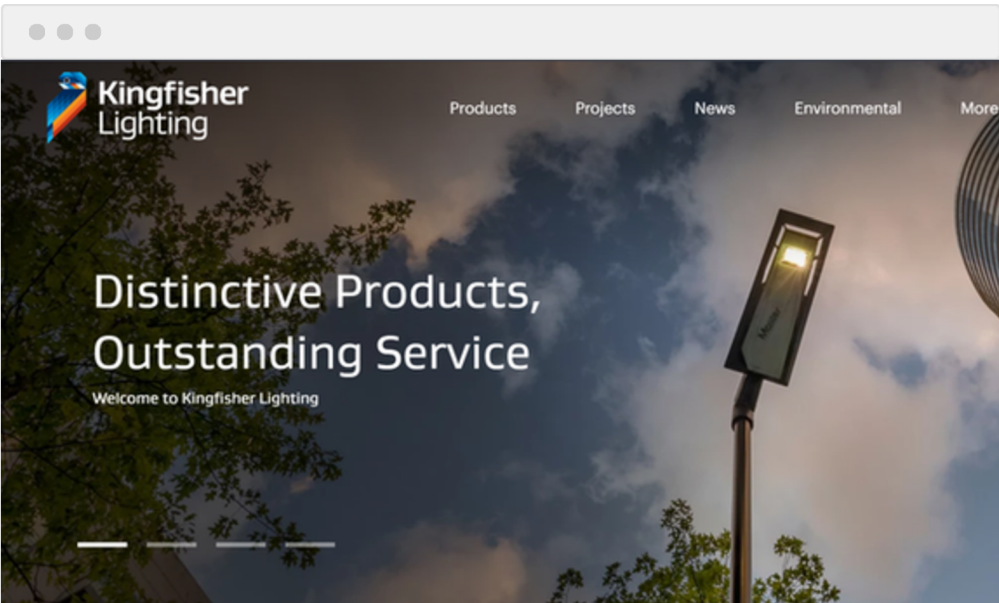
A structured approach from initial discovery through to ongoing optimisation and maintenance.

HOME PAGE		
View 1	View 1 (Top level Menu)	View 1 Branding
Full screen Video (Scroll)	Products	Kingfisher Lighting (Linear/ White)
	Projects	
	Environmental	
	Contact	
	News	
	Search	
View 2	View 2 (Logos)	View 2 (Links)
Our Brands	Kingfisher Lighting	About section with links to product ranges + Projects
	AEC	About section with links to product ranges + Projects
	Arcluce	About section with links to product ranges + Projects
	Kingfisher Sport & High Mast	About section with links to product ranges + Projects
	Kingfisher Rail	About section with links to product ranges + Projects
	Kingfisher Controls	About section with links to product ranges + Projects
View 3	View 3 (Top level image - Changed Quarterly)	View 3 (Links)

Discovery



Development



Launch

Project Challenges & Solutions

Identifying user pain points and delivering a modern, scalable website experience.

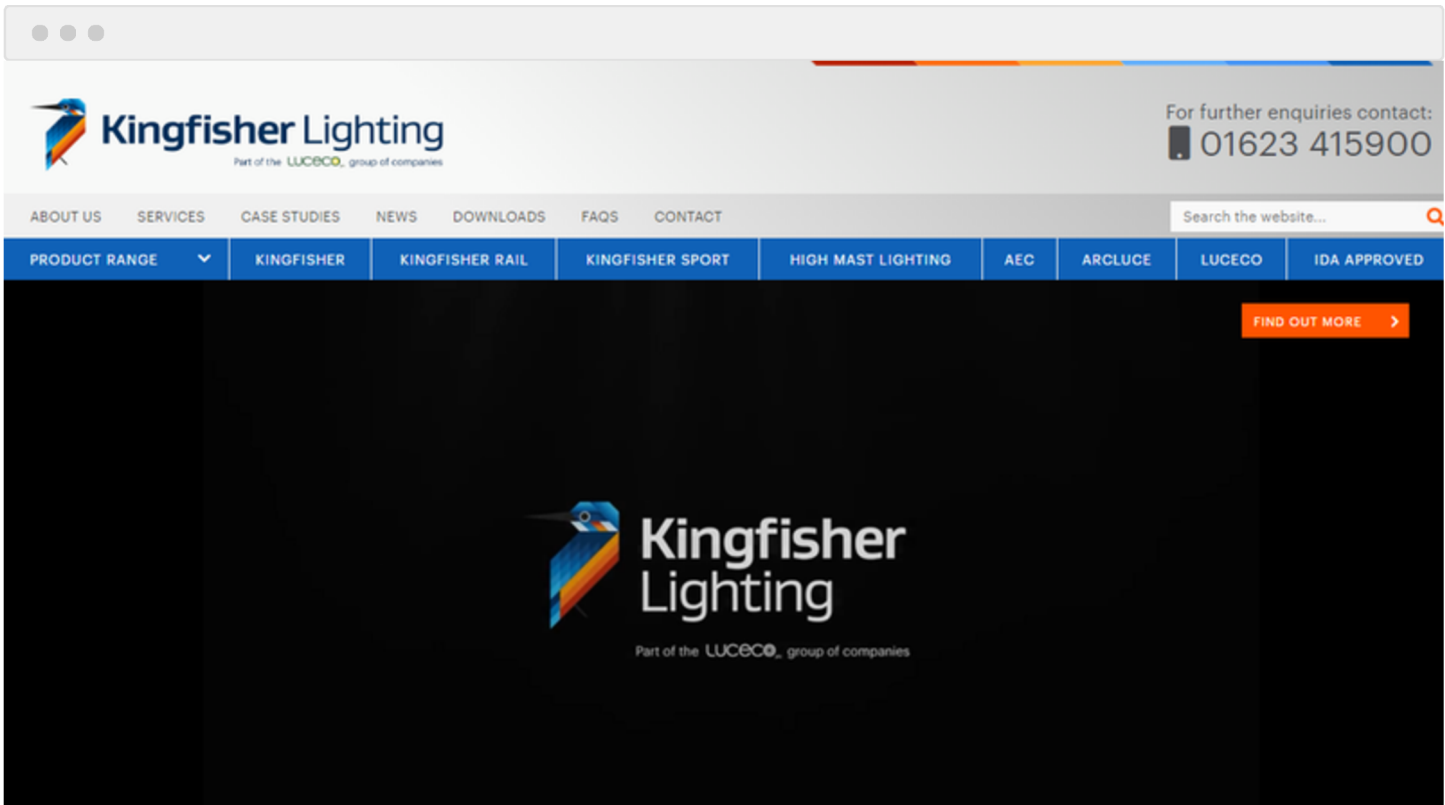
Challenges

- Outdated homepage design no longer reflected the brand.
- Navigation made it difficult for users to find products.
- Legacy news content required migration.
- Product catalogue required complete rebuilding.

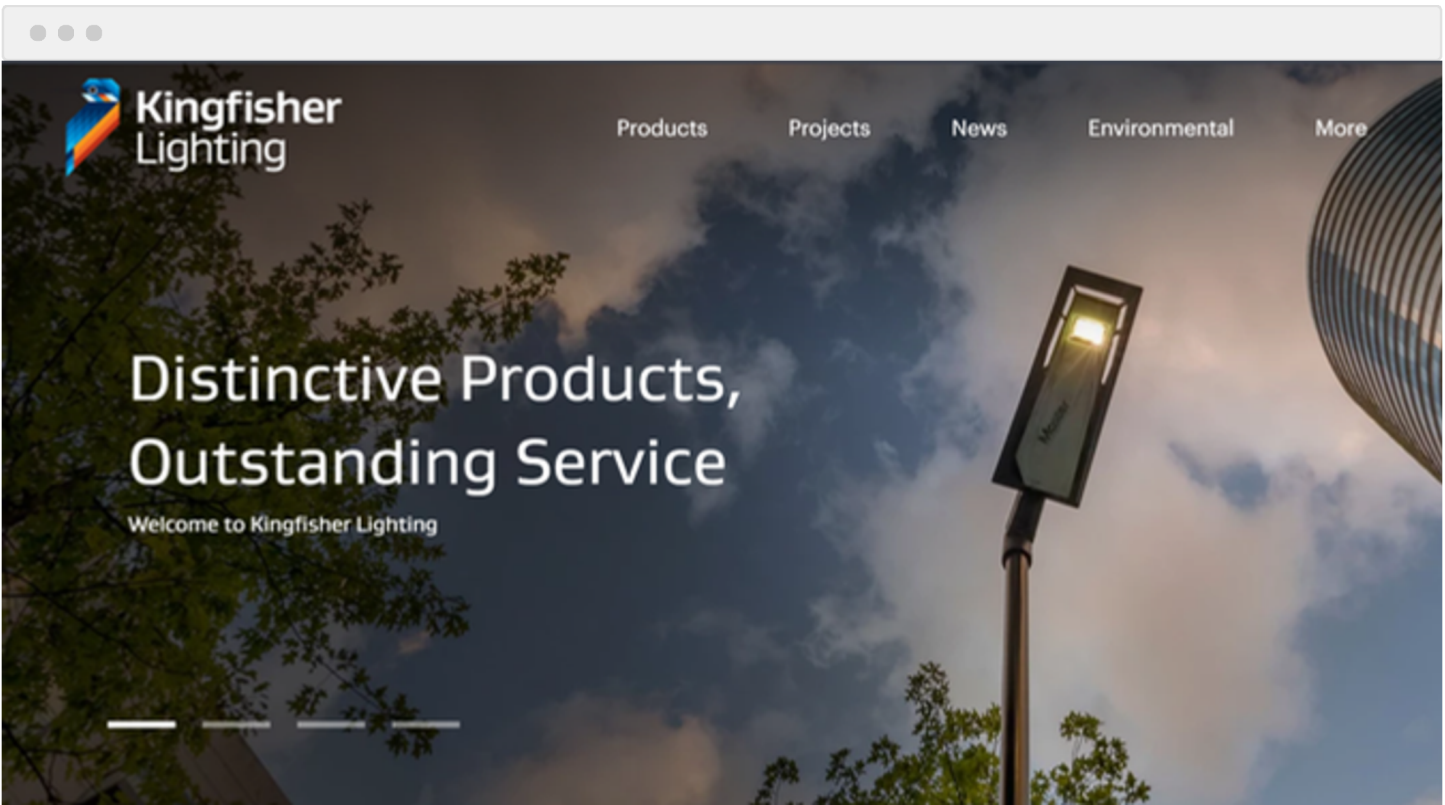
Solutions

- Redesigned the homepage with a cleaner, modern layout.
- Simplified navigation to improve user journeys.
- Built 74 core product pages within inriver.
- Created five dedicated brand pages.
- Migrated legacy news articles to the new website.
- Managed multiple technical datasheets for every product.
- Continued website optimisation following launch.

Before & After



Before



After

Project at a Glance

Key statistics demonstrating the scale and impact of the redevelopment.

74

Core product pages created

5

Dedicated brand pages

2024–2026

Website ownership & optimisation

2

Person project team

1 Month

Redevelopment timeline

Umbraco

Content Management System

inriver

Product Information Management

Legacy News

Archive successfully migrated

Multiple

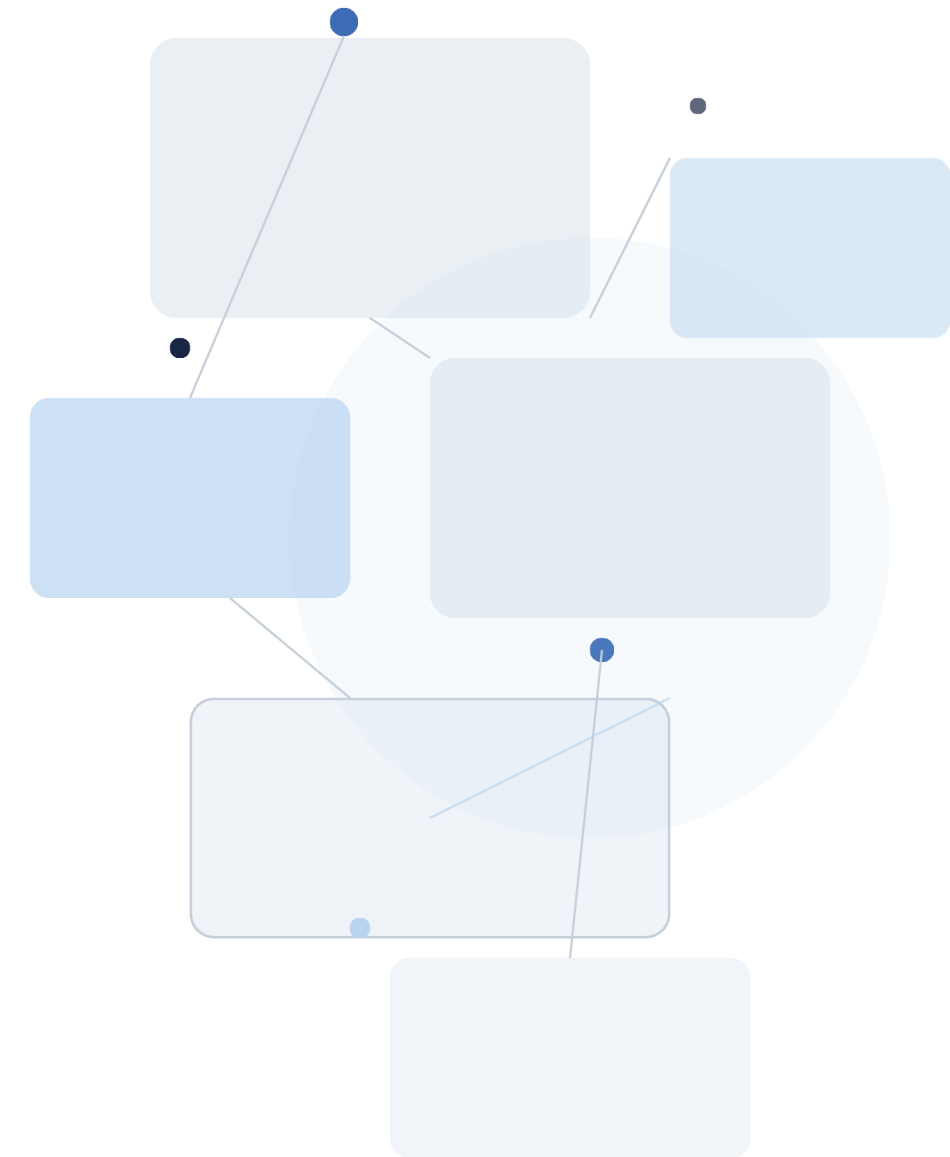
Technical datasheets per product

The Solution

To address these challenges, I helped redesign and rebuild the website with a focus on usability, scalability and long-term management.

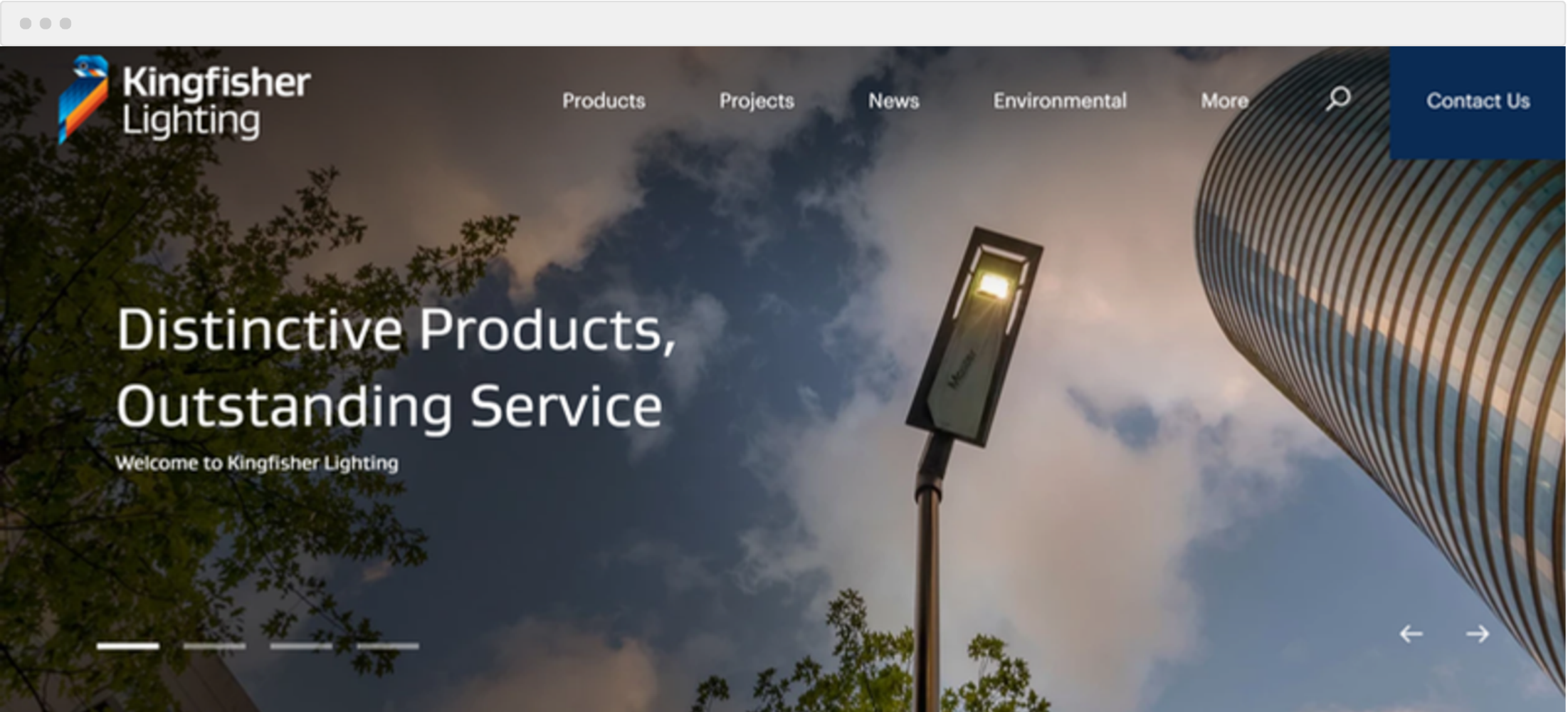
Key improvements included:

- Redesigned the homepage to create a more modern, engaging first impression.
- Restructured the navigation to improve user journeys and make products easier to find.
- Created 74 core product pages within inriver, managing multiple supporting datasheets for each product.
- Designed and built five dedicated brand pages to better showcase Kingfisher Lighting's product portfolio.
- Migrated legacy news content from the previous website while maintaining content accuracy.
- Developed campaign landing pages, project case studies and responsive layouts for desktop and mobile.
- Continued to manage and optimise the website following launch through 2026.



Website Showcase

Homepage



Key pages and sections I designed and built

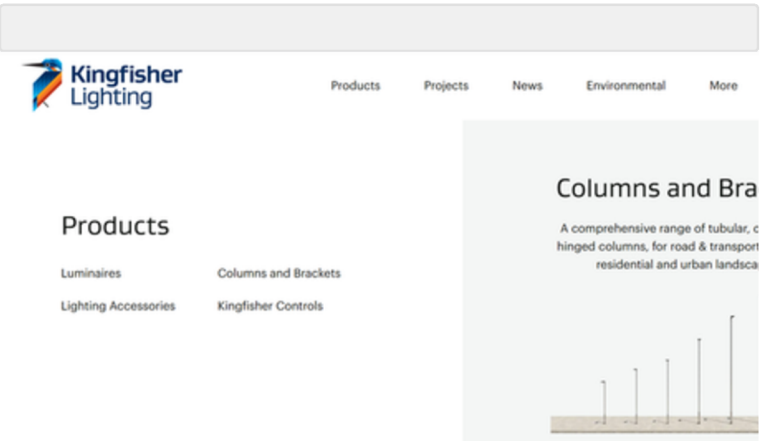
Design Decisions

Clean hero section with strong CTAs

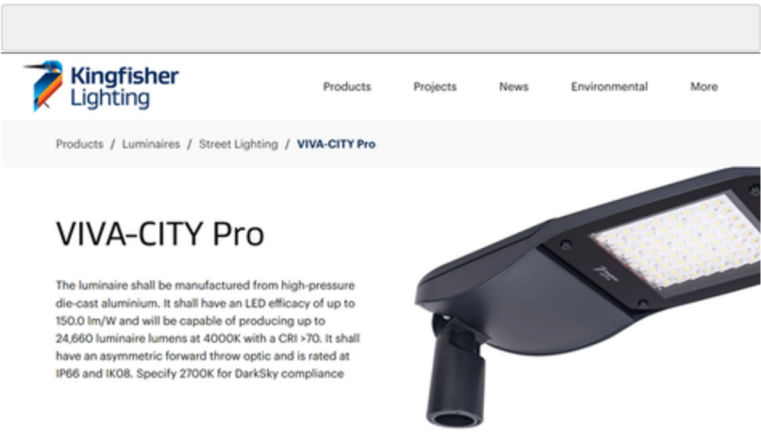
Product-led navigation structure

Consistent brand system across all pages

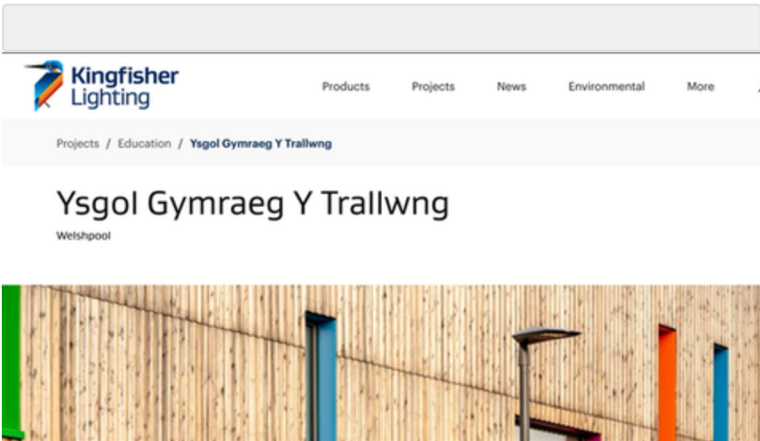
Mobile-first responsive approach



Navigation



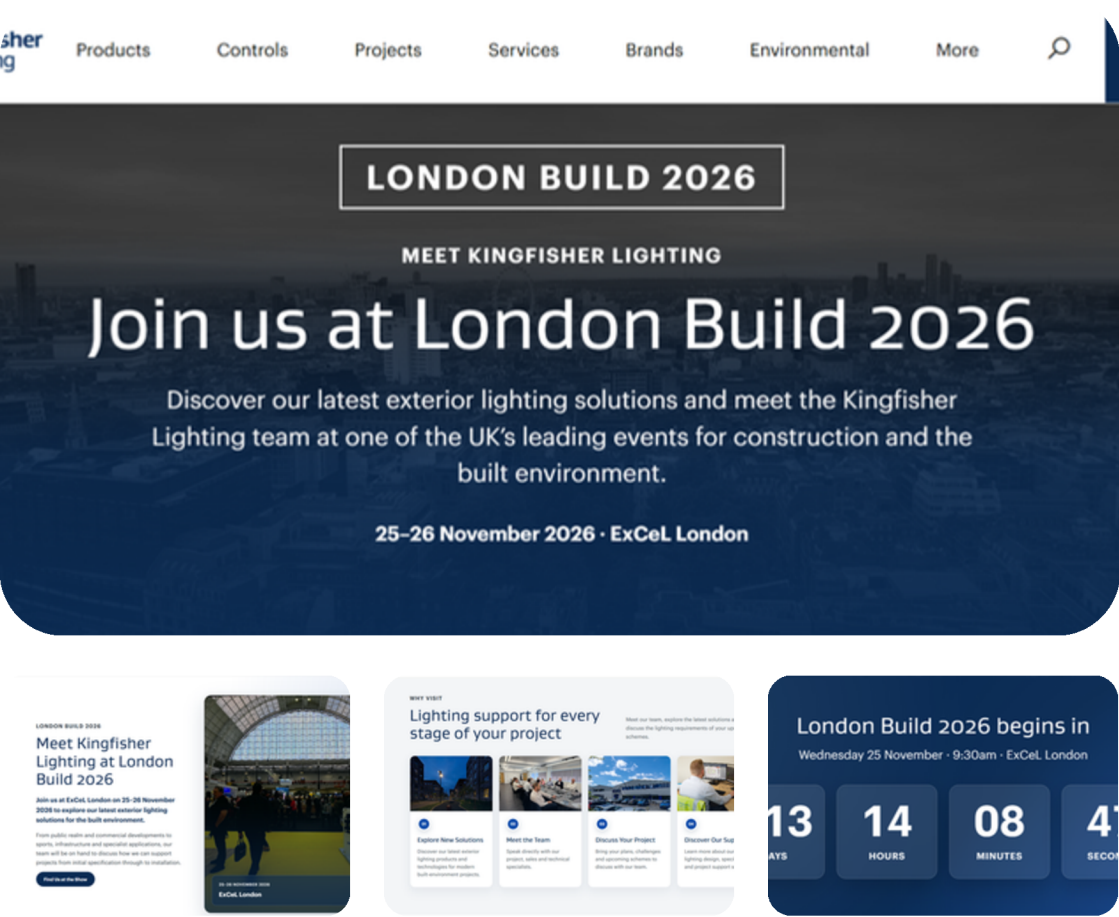
Product Pages



Brand Pages

Campaign Landing Pages

Designed and built targeted landing pages for trade shows and product campaigns.



Leading the Project

I was trusted to lead the redevelopment project during its delivery phase, coordinating tasks, working closely with another team member and collaborating with stakeholders across multiple departments. Alongside managing project priorities, I was responsible for building pages, maintaining content quality, testing functionality and helping ensure a successful launch.

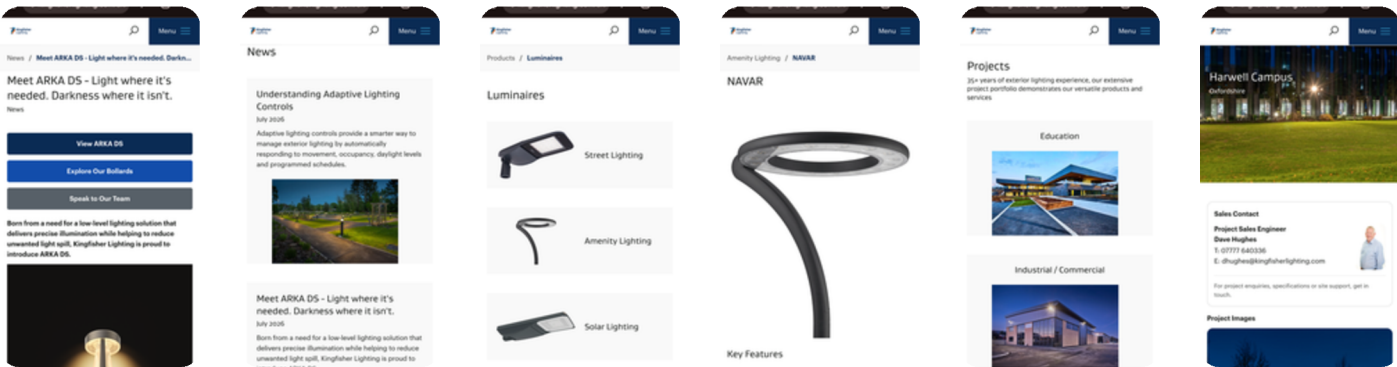
Project Case Studies

Created detailed project pages showcasing completed lighting installations.



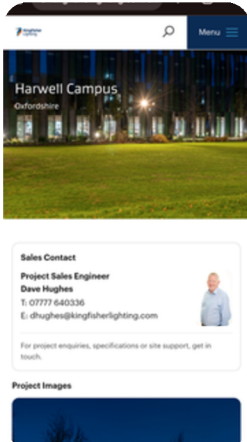
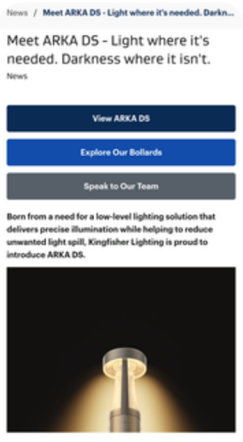
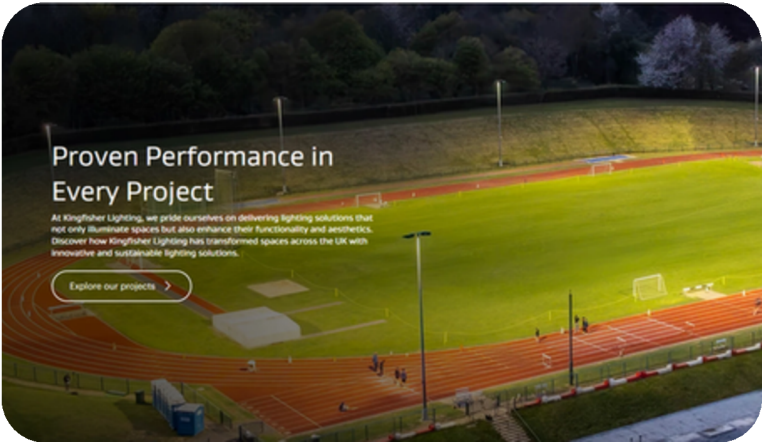
Mobile Experience

Ensured fully responsive layouts across all device sizes.



Results & Outcomes

Key achievements delivered across the project lifecycle



Website successfully launched

Delivered a complete corporate website on time and to specification.

Improved user experience

Streamlined navigation and page layouts for intuitive browsing.

Modern responsive design

Built a fully responsive site optimised for all devices.

Continued development through 2026

Managed ongoing updates, new pages and content improvements.

Cross-functional collaboration

Worked with marketing, sales and product teams throughout.

Ongoing optimisation and maintenance

Monitored performance and implemented continuous improvements.