

# Redesigning this site

From a single-page CV to a product-led site that updates itself. Rebuilt with Claude Code.

|                                       |                                  |
|---------------------------------------|----------------------------------|
| <b>ROLE</b><br>Product owner          | <b>BUILT WITH</b><br>Claude Code |
| <b>STACK</b><br>HTML, CSS, vanilla JS | <b>HOSTING</b><br>Netlify        |

## Before and after

## What was wrong

- The site's canonical and social URLs pointed at an address that returned a 404.
- On phones the navigation disappeared, with nothing in its place.
- The booking link on every button led to an invalid Calendly page.
- Two projects were listed, while 50 sat on GitHub.
- The page talked about me before it showed anything I had shipped.

## What changed

- Products first: shipped work, then the open-source lab, then everything else.
- A Scandinavian palette of birch, fjord blue, clay and sage, with a dark theme.
- Case studies with real numbers for each shipped product.
- Data that refreshes itself daily: articles, releases and the skills index.
- A command palette, a skills explorer, a shipping log and a few easter eggs.

# Results

14

lab projects on the home page, up from 2

12

pages, up from 1

0

icon libraries loaded, down from 1

# Tools & methods

Claude Code

GitHub Actions

Netlify

View Transitions