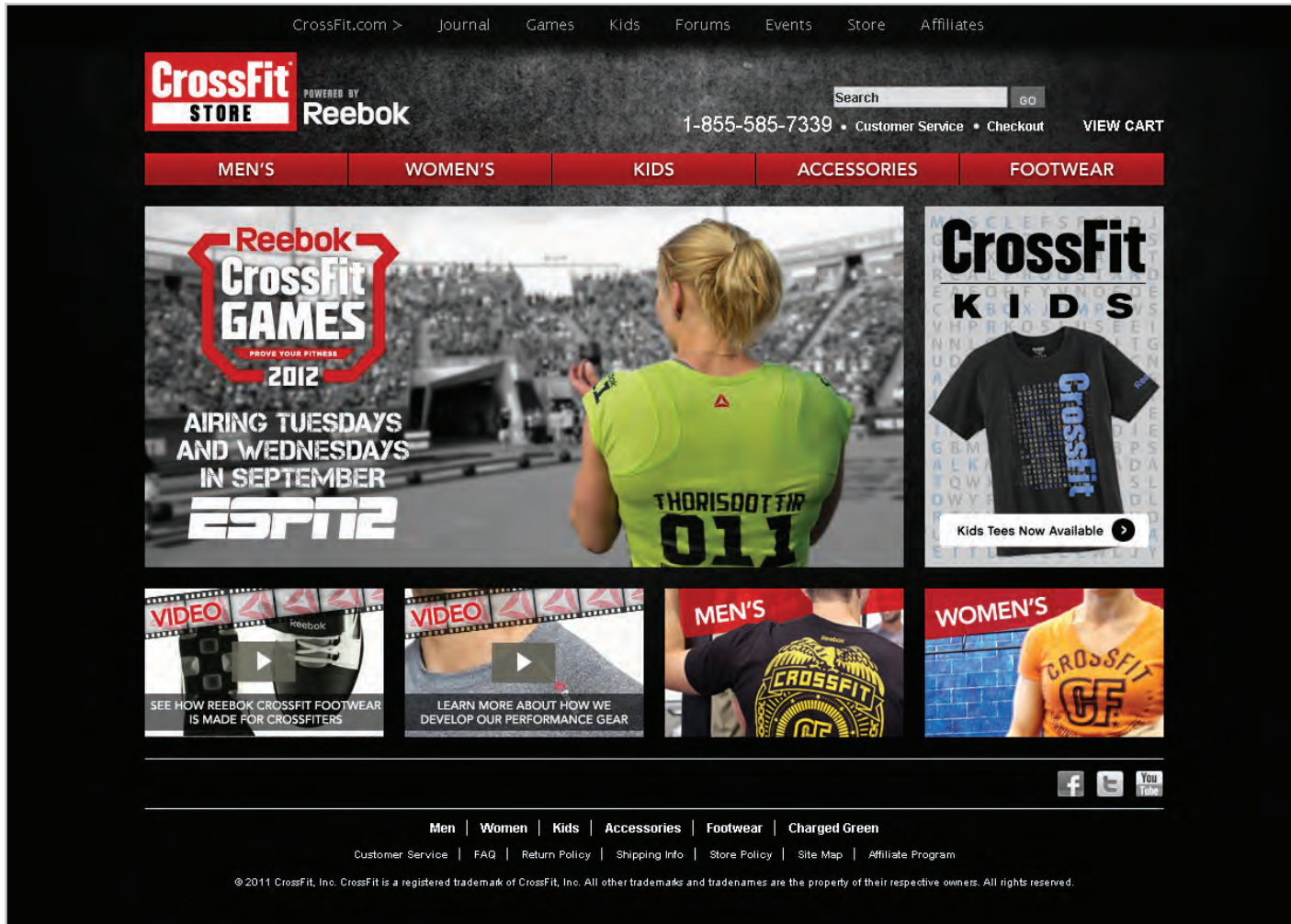


reebok crossfit - phase 1



One of the most successful e-commerce sites I had the pleasure to work on was the Reebok CrossFit store launched in 2011.

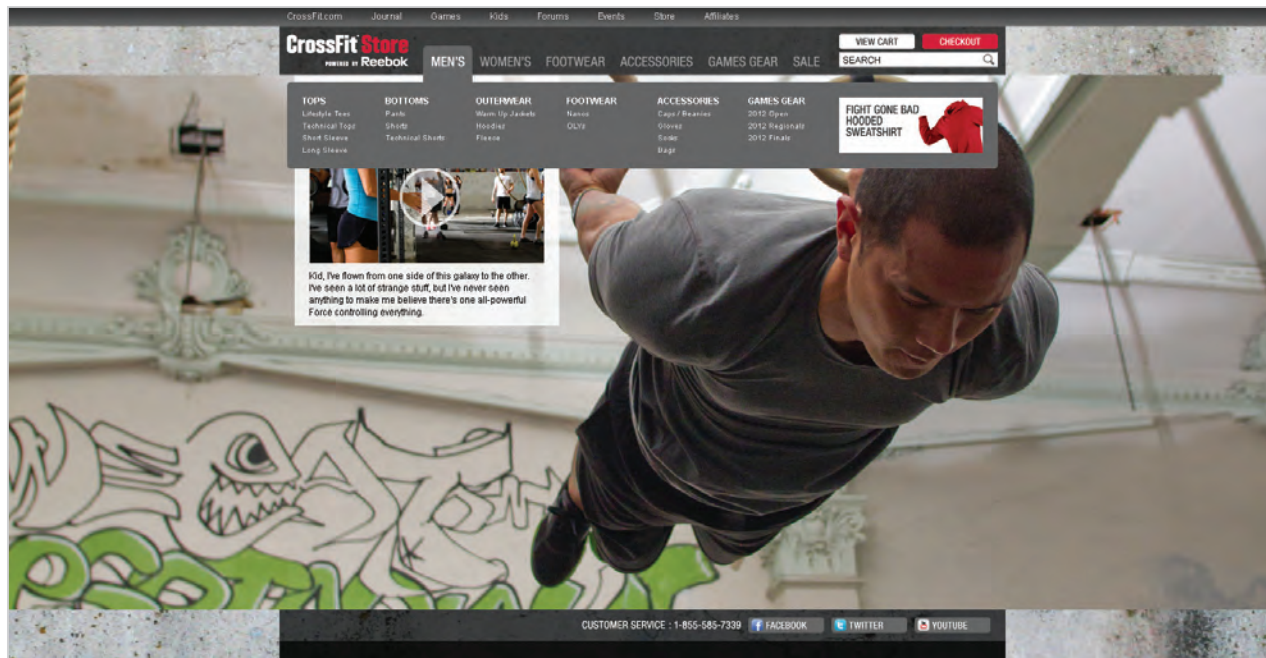
Prior to my involvement with the site, a simple wireframe was already established. I was tasked with filling the wireframe with compelling imagery for the site, working closely with the CrossFit team at Reebok Headquarters to create visuals that emulated the personality of a CrossFit athlete.

Using Photoshop and images supplied by the CrossFit team, we created an online store, where fans of the CrossFit movement could purchase gear that would enhance their workouts and let people know that they were a part of the CrossFit community.

In time, my responsibilities grew from simply creating imagery to creating custom landing pages to promote promotional programs and exclusive offers. Using the CMS within the Magento platform, I was able to create these custom landing pages with imagery and some coding (HTML, CSS, JavaScript.)

In its first six months, the site sold \$1.1 million, beating its yearly sales forecast of \$800,000.

reebok crossfit - phase two

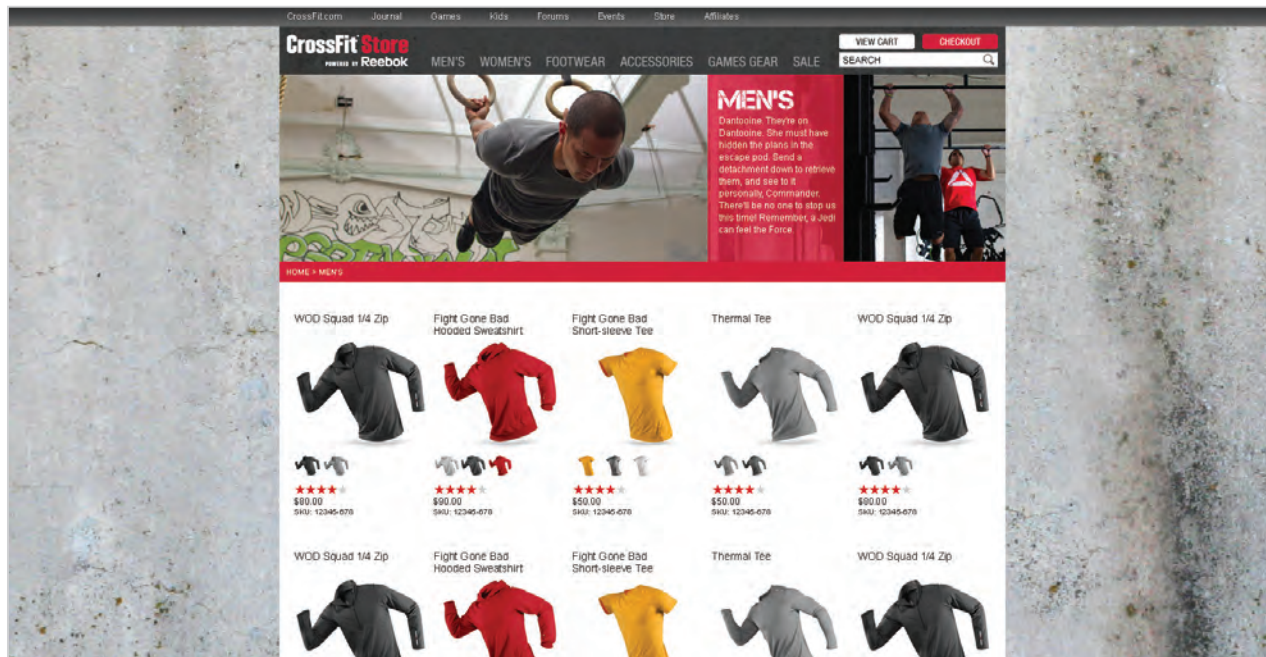


In late 2012, the president of CrossFit Greg Glassman felt that the CrossFit store was too simple and common and in his words, “did not look and feel like a ‘premier’ online shopping experience.

I was then tasked with creating the look and feel for phase two of the Reebok CrossFit store, using examples that Mr. Glassman felt were “premier” e-commerce sites. After a few iterations of wireframes and mockups, we successfully created and launched the second phase of the Reebok Crossfit site in 2013.

The second phase introduced a cleaner layout that directed users’ attention to the stories and key messages the CrossFit team wanted to highlight. It also incorporated larger, more dynamic imagery of athletes and competitions, capturing the energy and personality of the CrossFit community.

We also implemented a new navigation system allowing users to quickly drill down into specific categories and products they were looking for.



One of the key enhancements in this phase was enabling users to view multiple colorways for each product on each category page. In the initial phase, the CMS limited us to displaying each product separately. Working closely with developers, we consolidated products and their colorways into a single, streamlined module, featuring a primary product image with supporting colorway thumbnails below. My role was to design this experience in a way that felt intuitive, organized, and visually clear.

As phase two launched, the Reebok CrossFit site continued to surpass its sales forecast by an average of 20% each year. However because of its success, Reebok HQ decided to take over the operation in 2015 and include CrossFit products on their main site Reebok.com.