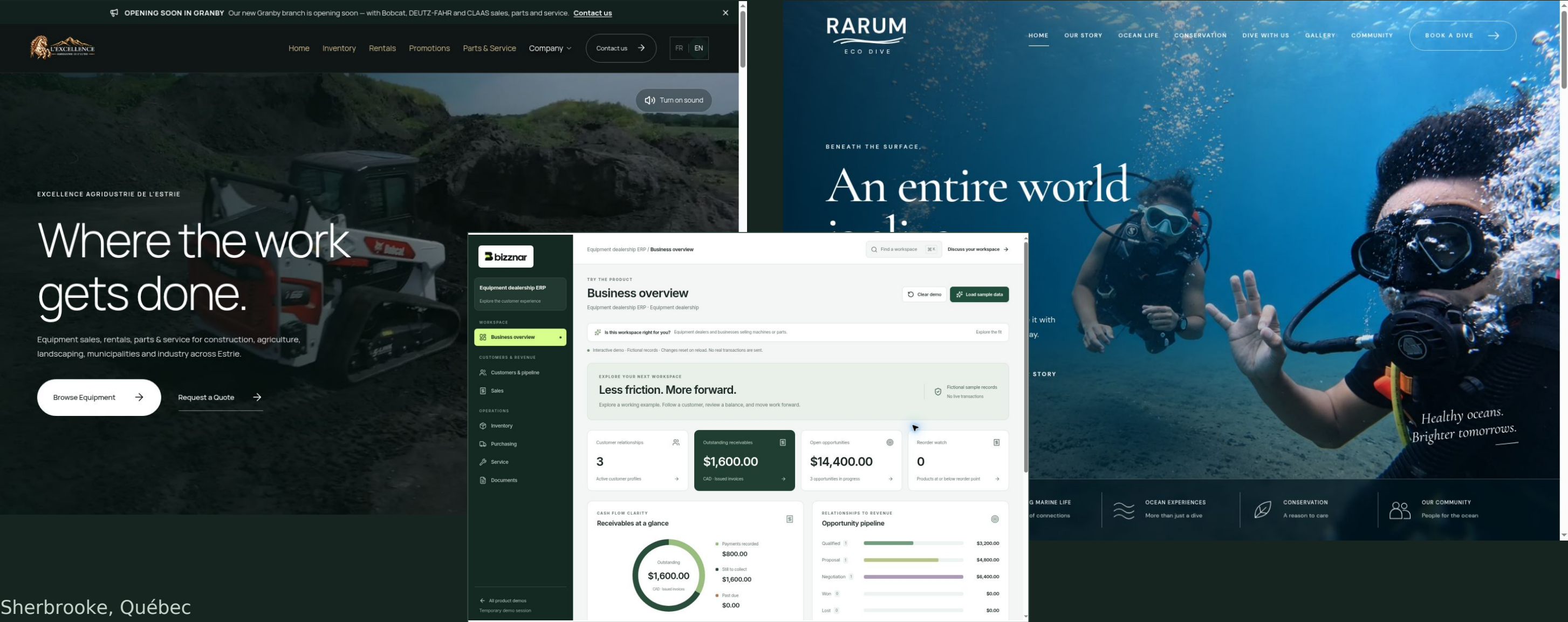


Charmie Gordo

Most people wait for the keys.
I rebuilt the engine.

Branch planning · Infrastructure · Websites & inventory feeds
Creative production · Paid media · Business systems · Entrepreneurship



Sherbrooke, Québec

Most people wait for the keys.

I found a login sheet on a piece of paper.
Then I rebuilt the engine.

When I joined an equipment dealership in Québec on January 26, 2026, my full-time role spanned sales, marketing and operations coordination. My handover was four pages of paper with missing information. Neglected agency-managed services restricted access and delayed basic changes.

I took over office IT, company-domain email and local open-source deployment. I designed and built a custom ERP connecting customers, inventory, rentals, service and documents, and built feeds for our website, listing platforms, shopping catalogs and social product catalogs.

I enforced co-op entitlements and annual redesign rights, secured six months of free service and reduced the website provider's monthly charge from US\$1,000 to \$300. Website design, management and hosting became my responsibility.

With the owner, I now help plan the Saint-Alphonse-de-Granby branch: site specifications, layout concepts, business planning and potential whole-goods equipment lines and manufacturer partners.

Marketing remains daily work. I photograph machines, produce videos and bilingual advertising, manage print materials and listings, and run search and social advertising campaigns. I review performance to guide creative, targeting and budget decisions.

I build the tools, rewrite the infrastructure and clear the path forward.

I worked through agency restrictions

External restrictions should not decide what a business can improve.

THE RESTRICTION

The agency-managed setup limited access and changes to the digital tools the dealership needed.

THE DELAY

Requests moved between the provider's departments, with delays and repeated follow-ups.

MY RESPONSE

I rebuilt the website, took over its management and hosting, and built the inventory system behind it.

I enforced co-op entitlements and annual redesign rights, securing six months free and a reduced \$300/month provider charge. I also took ownership of the website and inventory foundation.

I took control of the infrastructure

The website was only part of the takeover. I also rebuilt the dealership's email foundation and brought everyday office IT under my responsibility.



01 / LEGACY SOFTWARE & EMAIL

The legacy rescue

THE FRICTION

Legacy dealership and accounting systems could not email invoices directly. Staff relied on a single shared consumer email account.

WHAT I CHANGED

I repaired the invoice-email paths and moved the team to company-domain email, with clearer ownership and access.



02 / OFFICE IT OWNERSHIP

IT independence

THE FRICTION

External support charged per question and left basic troubleshooting waiting for days.

WHAT I CHANGED

I ended the external IT arrangement and took over local servers, office networking, printers, workstations and peripherals.

I brought the ERP onto a local server

An open-source server for the internal system. Free repository and hosting tiers for public web assets.



OWN THE ENVIRONMENT

Deployment and everyday support became part of my responsibility.

INTERNAL ERP

Local open-source deployment

I moved the internal ERP to a local open-source server. This removed the need for a recurring commercial cloud-hosting subscription for that deployment.

PUBLIC WEB ASSETS

Free repositories & hosting tiers

I shifted web code and deployment pipelines to free hosting options, keeping the public web layer separate from the locally hosted ERP.

WHAT THE COST CLAIM COVERS

The operating system has no licence fee. Free web tiers have limits. Hardware, electricity, backups and maintenance still carry costs; no total-cost or performance comparison is claimed.

The complete operational scope

I work directly with the owner across branch expansion, technology and ongoing marketing. I turn business needs into plans, systems, creative materials and operating decisions.

Executive strategy & branch expansion	With the owner, I shape branch business plans, architectural layout concepts and site specifications, and source potential whole-goods lines and manufacturing partners.
Infrastructure & IT ownership	I ended external IT support, deployed the ERP on a local open-source server and manage office networking, hardware and peripherals in-house.
Software & systems architecture	I independently designed and built a custom ERP and multi-channel inventory feeds, and resolved data-communication gaps between legacy dealership and accounting systems.
Commercial negotiation	I audited website charges and enforced co-op entitlements and annual redesign rights, securing six months free and a reduction from \$1,000 to \$300/month.
Creative direction & production	I personally photograph machines and produce video, bilingual print and digital ads, and creative materials across channels.
Media buying & performance analysis	I manage active search and social advertising campaigns and listing platforms, reviewing performance to guide targeting, creative and budget decisions.

I secured six months free and a lower fee

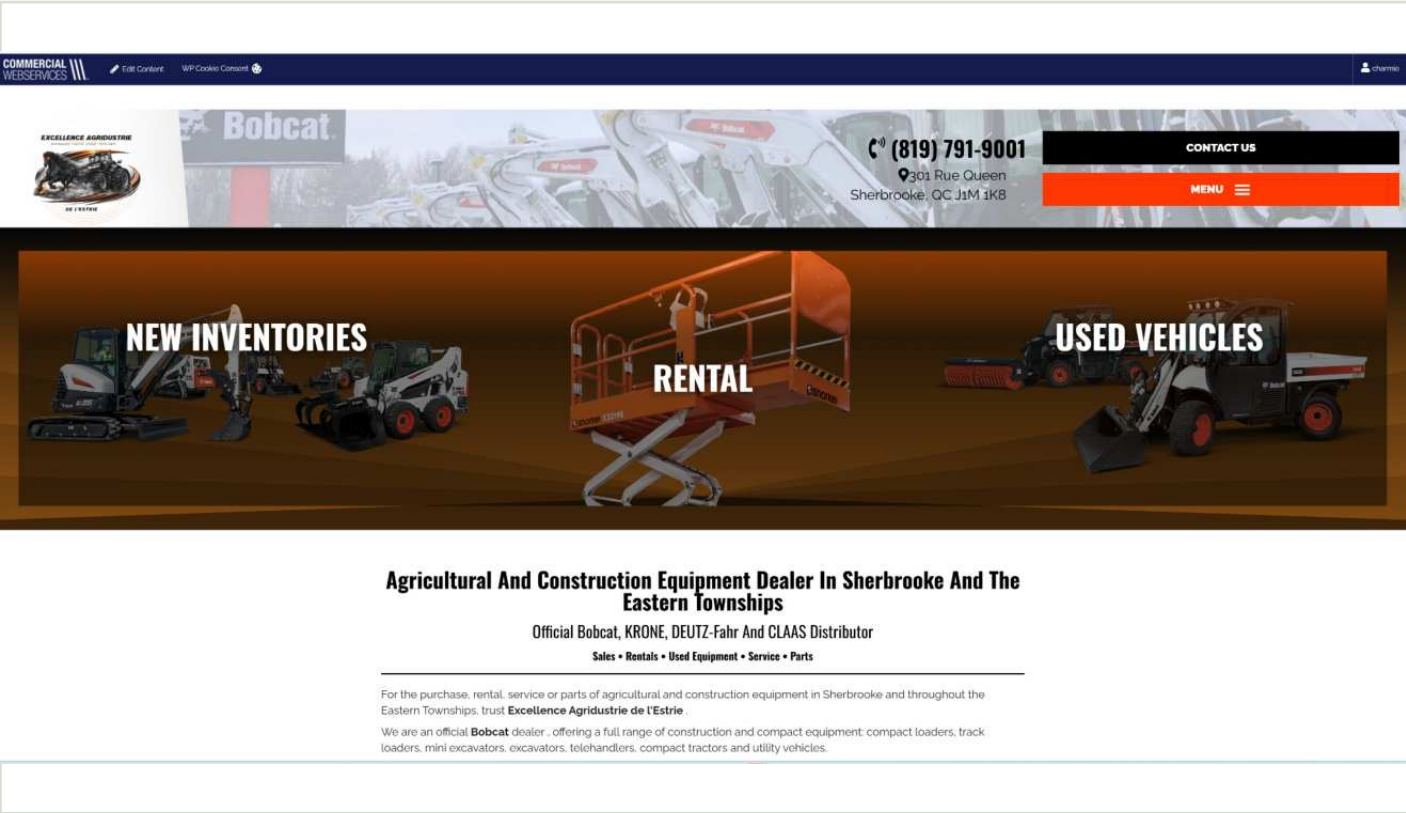
I audited legacy charges and enforced co-op program entitlements and annual redesign rights. I secured six months of free service and reduced the website provider's ongoing charge to \$300/month, while taking website work in-house.

BEFORE / WEBSITE PROVIDER

US\$1,000 / month

Former ongoing provider charge

Provider billing and in-house website work are separate outcomes. No net savings or ROI calculated.

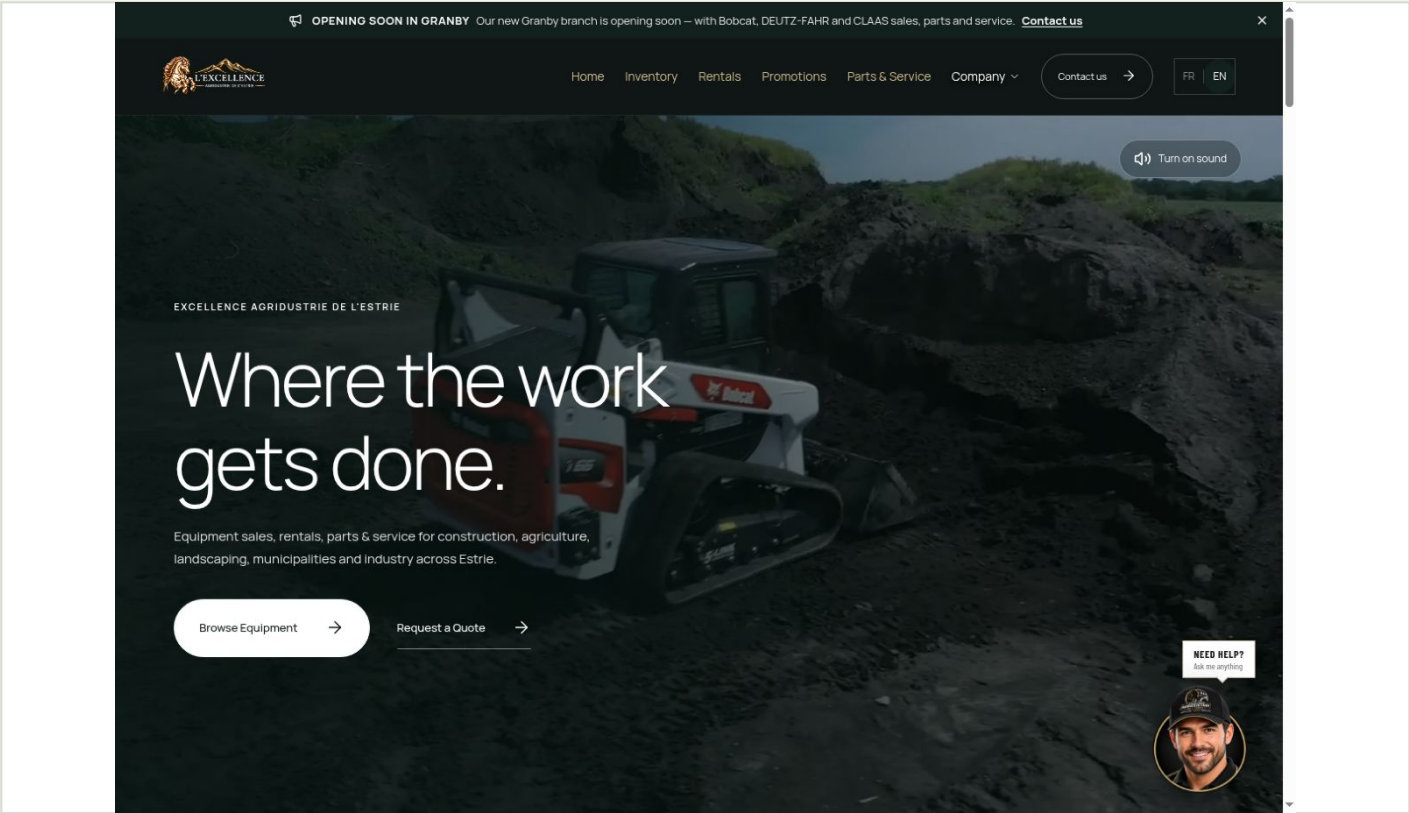


The former desktop homepage, with its inventory, rental and used-equipment panels. Original screenshot uploaded March 26, 2026.

AFTER / RENEGOTIATED TERMS

\$300 / month

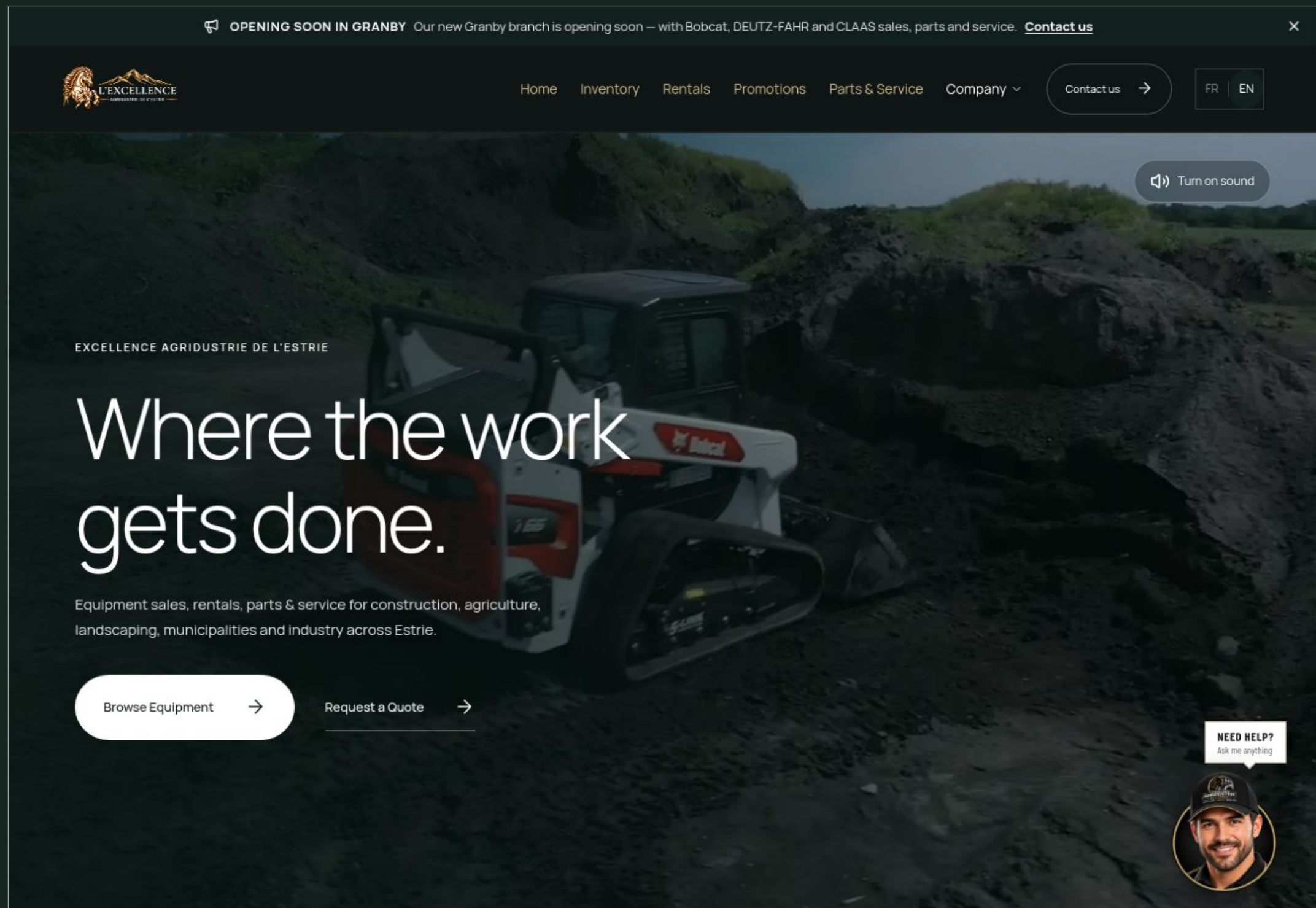
Reduced fee + six months of free service



The rebuilt website: a new visual identity, clearer browsing and an internal inventory source feeding the website and other channels.

I took over the website, from design to hosting

I brought website management, design and hosting under my responsibility, rebuilding the public experience around equipment sales, rentals, parts and service.



WHAT I BUILT

I designed and built the website myself, and handle its management and hosting.

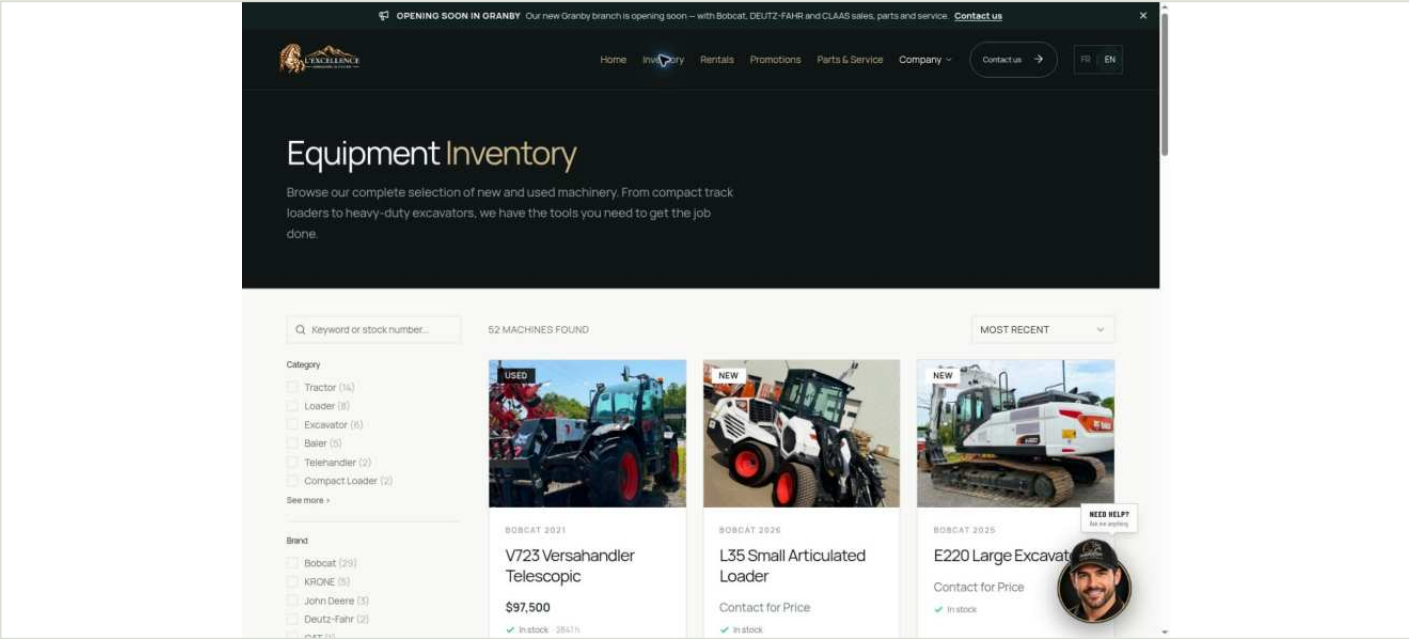
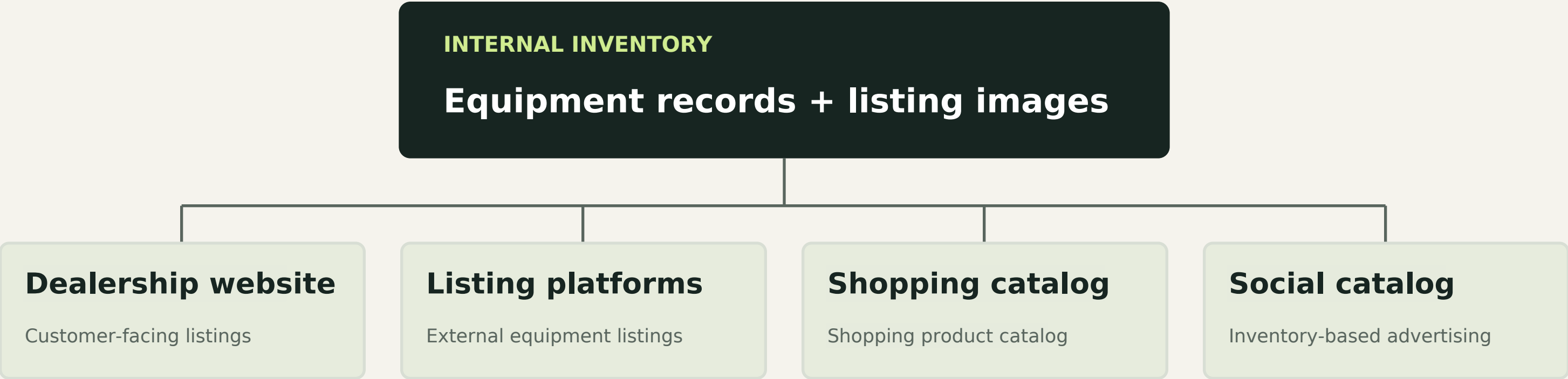
DESIGN DECISION

Connect the dealership's offer to clear browsing, brand pages and customer inquiries.

[Explore the project](#)

I built one inventory source for multiple channels

The internal inventory I built feeds our website, external listing platforms, shopping catalogs and social product catalogs.



WHAT I BUILT

The system behind the listing

I connected inventory management, website publishing and catalog advertising around the equipment record and its images.

When the export could not do it, I built the feed

The obstacle was concrete: an inventory export without the direct product-page URLs needed for our catalog advertising workflow.

06 JUN

I requested listing URLs

I asked for an inventory export or catalog feed that included a direct link to each machine.

09 JUN

I followed up

With no response or acknowledgement, I asked for an update and the right technical contact.

10 JUN

The limitation was confirmed

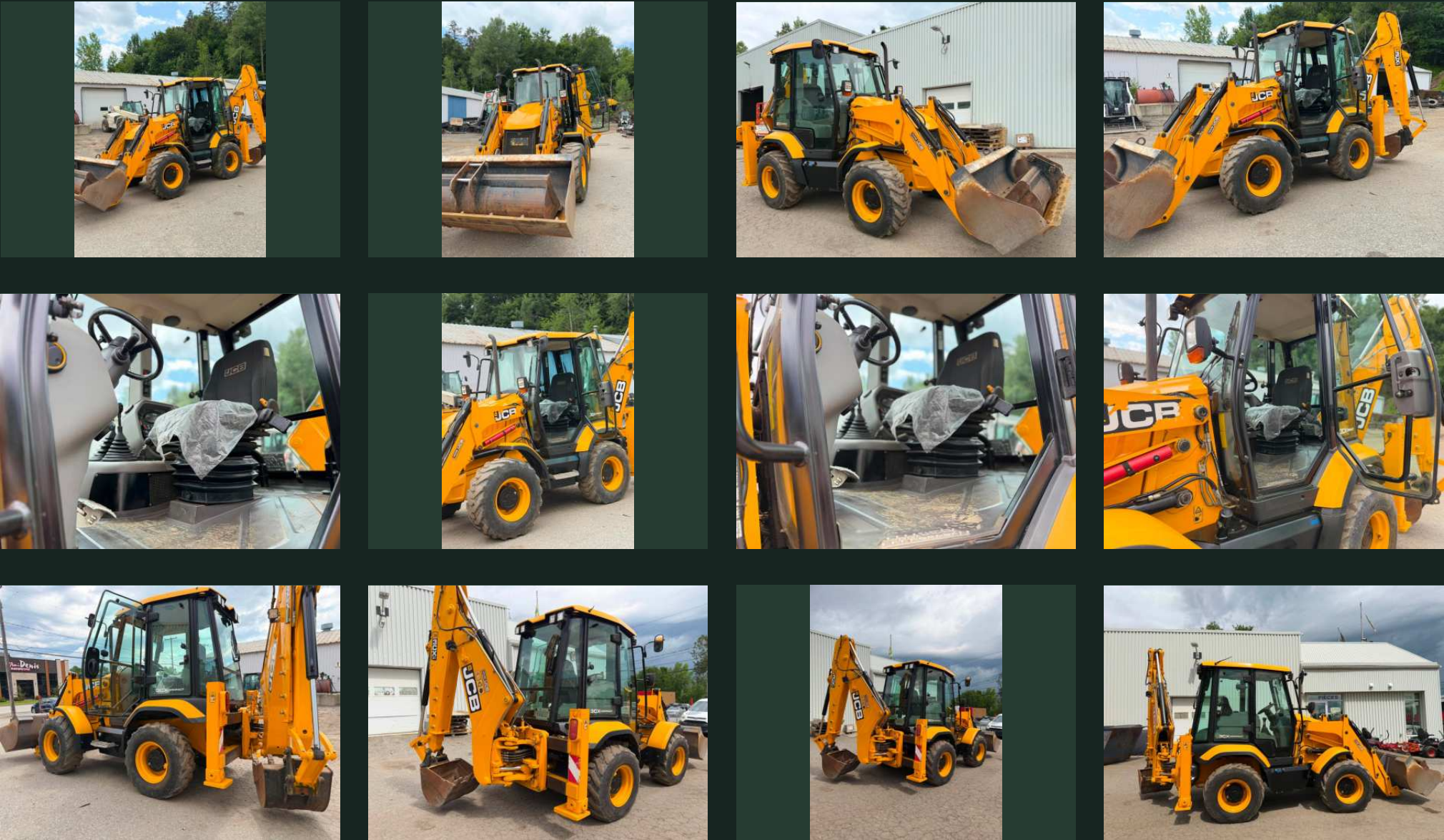
The provider said its automatically generated XML omitted the individual listing URL and could not be modified.

MY SOLUTION: a CMS feed with product and image URLs, connected to shopping catalogs with product approvals.

One listing. Every image at a glance.

I developed catalog ads that show all the images in an equipment listing at a glance, bringing the listing’s full image set into the advertising experience.

SOURCE LISTING GALLERY / ACTUAL AD PREVIEW NOT SHOWN



WHAT I BUILT

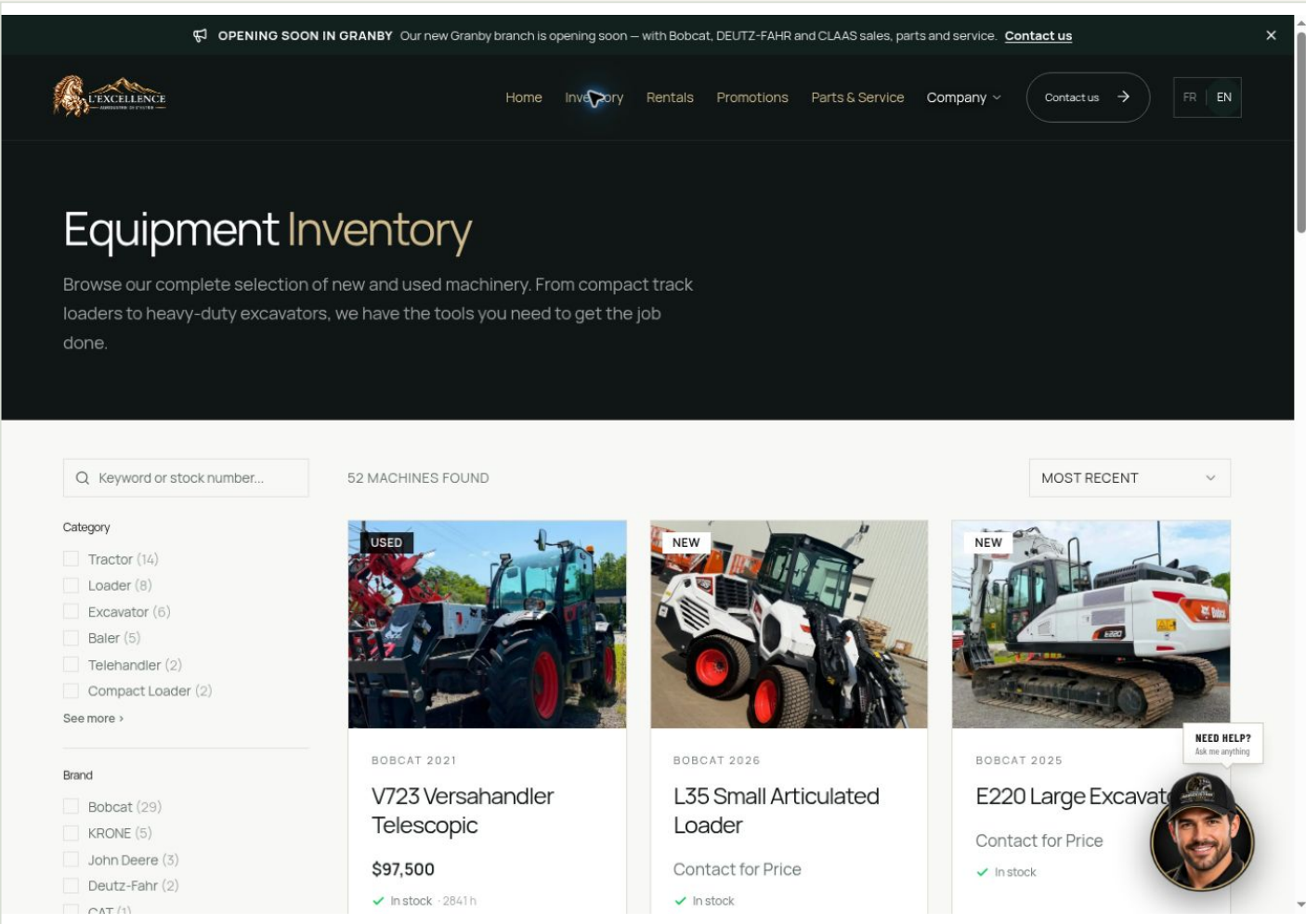
I built the inventory and feed foundation, then carried the listing’s images into catalog advertising.

Source example:
2016 backhoe loader
12 listing photographs

Shown: 12 source listing photographs. Ad-rendering and product-catalog approval screens are not included in this edition.

I connected equipment browsing and brand presentation

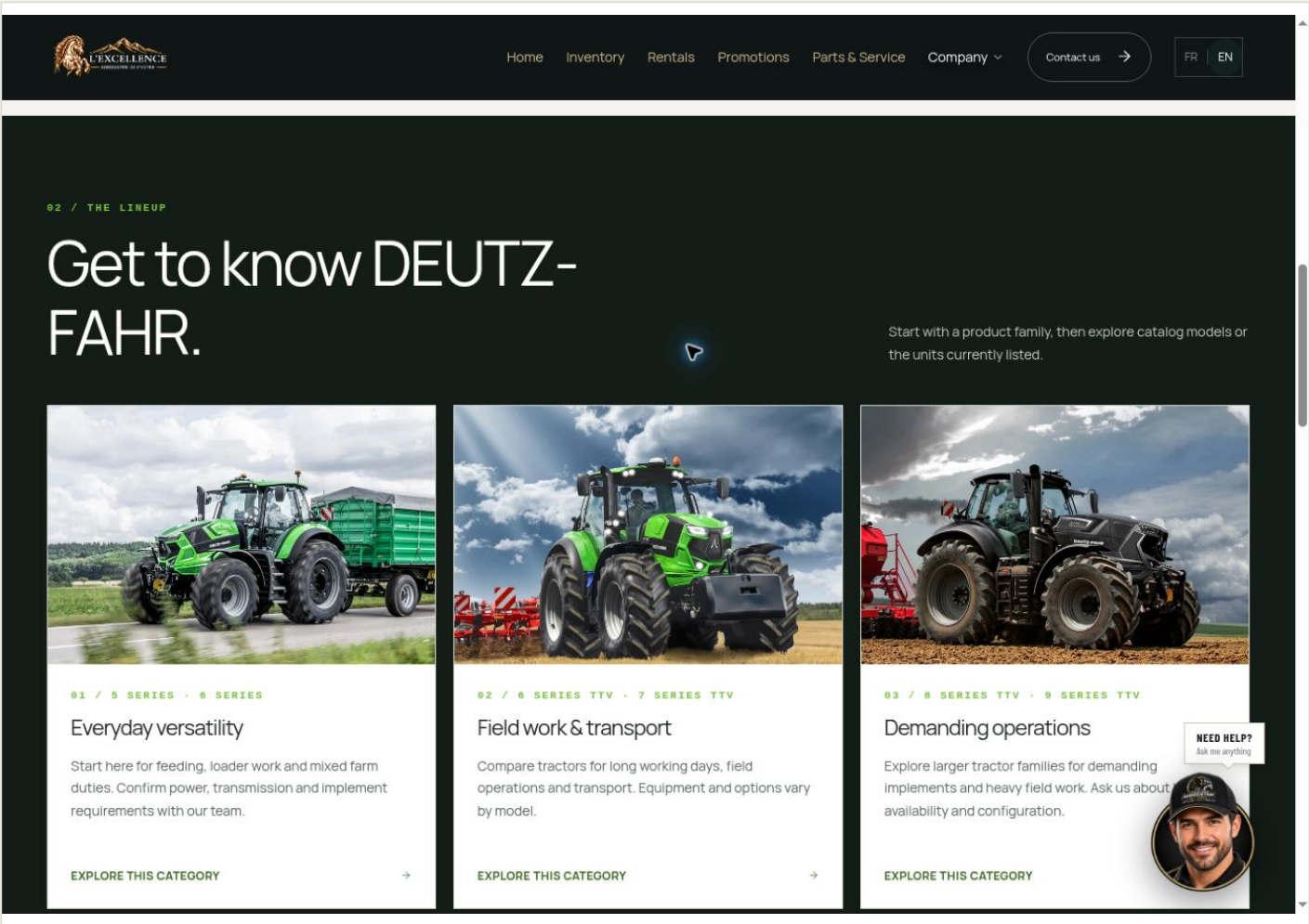
I designed and built the inventory and brand pages to give customers several ways to find the right equipment.



Equipment browsing

Search and filters support a catalog of new and used machinery.

[View example](#)



Brand presentation

A consistent page structure for the dealership's equipment brands.

[View example](#)

The same business, expressed across channels

I created the campaign concepts and visual materials around the dealership offer, equipment lines and planned Granby location.

DEUTZ-FAHR

Pas le vert ordinaire.

Du caractère. Sur le terrain.



L'EXCELLENCE
AGRIDUSTRIE DE L'ESTRIE

Parlons de votre prochain tracteur.
819-791-9001
excelko.com

SHERBROOKE
301, rue Queen

BIENTÔT À GRANBY
134, rue des Érables
Saint-Alphonse-de-Granby

DEUTZ-FAHR

SÉRIE 5D

Du caractère. Au travail.



L'EXCELLENCE
AGRIDUSTRIE DE L'ESTRIE

SHERBROOKE
301, rue Queen

819-791-9001
excelko.com

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134, rue des Érables
Saint-Alphonse-de-Granby

Découvrez la Série 5D.

DEUTZ-FAHR • SÉRIE 4E

Pas le vert ordinaire.

L'héritage allemand.
L'ingénierie au service du terrain.



Couple à bas régime. Relevage précis. Grande maniabilité.



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SHERBROOKE
301, rue Queen
Sherbrooke

GRANBY — BIENTÔT
134, rue des Érables
Saint-Alphonse-de-Granby

DEUTZ-FAHR arrive bientôt dans la région de Granby.

I created the layouts and copy across print and social formats, using creative and AI-assisted tools. The examples connect product promotion with location awareness.

I work with the owner on the next branch

Planned for fall 2026 in Saint-Alphonse-de-Granby: site specifications, layout concepts, business planning and potential equipment partners.



A new branch needs a business plan as well as a building.

I work directly with the owner to connect the physical site, the commercial offer and the branch's business direction.

ARCHITECTURAL CONCEPT / PLANNED BRANCH

134, rue des Érables / Saint-Alphonse-de-Granby, Québec

01 / SITE & LAYOUT

Architectural layout concepts and site specifications with the owner.

02 / BUSINESS PLANNING

Branch direction, commercial priorities and overall business planning.

03 / PARTNER SOURCING

Potential whole-goods lines, manufacturers and business partners.

I still lead the marketing behind the business

Alongside the systems and expansion work, I continue leading creative production, listings, paid campaigns and performance-based budget decisions.



Saved equipment creative / print and digital campaign concept

01 / CREATIVE DIRECTION & PRODUCTION

From the machine to the creative

I personally photograph machines and create video, bilingual print and digital ads, and creative collateral.

02 / CHANNEL & CAMPAIGN MANAGEMENT

Listings, search and social ads

I manage listings and paid search and social campaigns, connecting equipment content with distribution and paid promotion.

03 / PERFORMANCE & BUDGET REVIEW

Make spending decisions from results

I review marketing performance and adjust budget allocation, targeting and creative priorities based on the findings.



A service desk that shows what is waiting

I designed and built the service workflow connecting shop work, field service, parts and billing around the same work order.

ISOLATED SERVICE QA · SYNTHETIC RECORDS · NO EXTERNAL EFFECTS

Service Management

Requests · Work Orders · Inspections · Estimates

+ Field work order

Overview

Requests

Online requests 4

Work Orders

Calendar

Truck inventory

Machine Inspections

All 8

Shop 6

Field / onsite 2

Active, non-archived Hub work orders

Active work orders 8

Awaiting Parts 1

Awaiting Diagnosis 1

In Repair 2

Quality Control 1

Ready for Pickup 1

Overdue 2

Active work orders

Showing 8 of 8

View all work orders →

Today's Schedule (5)

→

WO #	Customer	Machine	Status	Technician	Due Date
QA-WO-1001	QA Ferme des Pins	2024 Bobcat T76	Awaiting Parts	QA Technician 1	Overdue · Oct 5
QA-WO-1002	QA Terrassement du Lac	2021 Deutz-Fahr 6215	Awaiting Diagnosis	Unassigned	Overdue · Oct 6
QA-WO-1003 Field	QA Paysage Horizon	2023 Bobcat L35	In Repair	QA Technician 3	Today
QA-WO-1004	QA Ateliers du Nord	2022 KRONE Comprima	Quality Control	QA Technician 1	Oct 8
QA-WO-1005	QA Ferme des Pins	2024 Bobcat T76	Ready for Pickup	QA Technician 2	Oct 9
QA-WO-1006 Field	QA Terrassement du Lac	2021 Deutz-Fahr 6215	Assigned	QA Technician 3	Oct 10
QA-WO-1007	QA Paysage Horizon	2023 Bobcat L35	In Progress	QA Technician 1	Oct 11
QA-WO-1008	QA Ateliers du Nord	2022 KRONE Comprima	Awaiting Approval	QA Technician 2	Oct 12

Today's field service

Calendar

QA-WO-1003 · QA Paysage Horizon

2023 Bobcat L35 · 100 rue Exemple, Sherbrooke · 10:00 a.m. · QA Technician 1 · QA Truck 01

Open WO

Maps

Call

Edit booking

Start travel

Machines Waiting 4

View all

2024 Bobcat T76

QA-WO-1001 · QA Ferme des Pins

Parts 3 d

2024 Bobcat T76

QA-WO-1005 · QA Ferme des Pins

Pickup 3 d

2021 Deutz-Fahr 6215

Diagnosis 2 d

Service Pipeline

New Request 2

Assigned 1

Inspection 0

Diagnosis 1

Waiting Parts 1

In Repair 2

Paricord

Quality Control

Ready for Pickup

ISOLATED SERVICE QA · SYNTHETIC RECORDS · NO EXTERNAL EFFECTS

Gestion du service

Demandes · Bons de travail · Inspections · Estimations

+ Bon de travail terrain

Tous 8

Atelier 6

Terrain / sur place 2

Bons de travail Hub actifs, non archivés

Bons de travail actifs 8

En retard 2

Filtrer

Bons de travail actifs · 8

Bons de travail actifs

Affichage de 8 sur 8

Afficher tous les bons de travail →

Horaire d'aujourd'hui (5)

→

QA-WO-1001

QA Ferme des Pins · 2024 Bobcat T76

QA Technician 1 En retard · 5 oct.

Attente pièces

QA-WO-1002

QA Terrassement du Lac · 2021 Deutz-Fahr 6215

Non assigné En retard · 6 oct.

Attente diagnostic

QA-WO-1003

QA Paysage Horizon · 2023 Bobcat L35

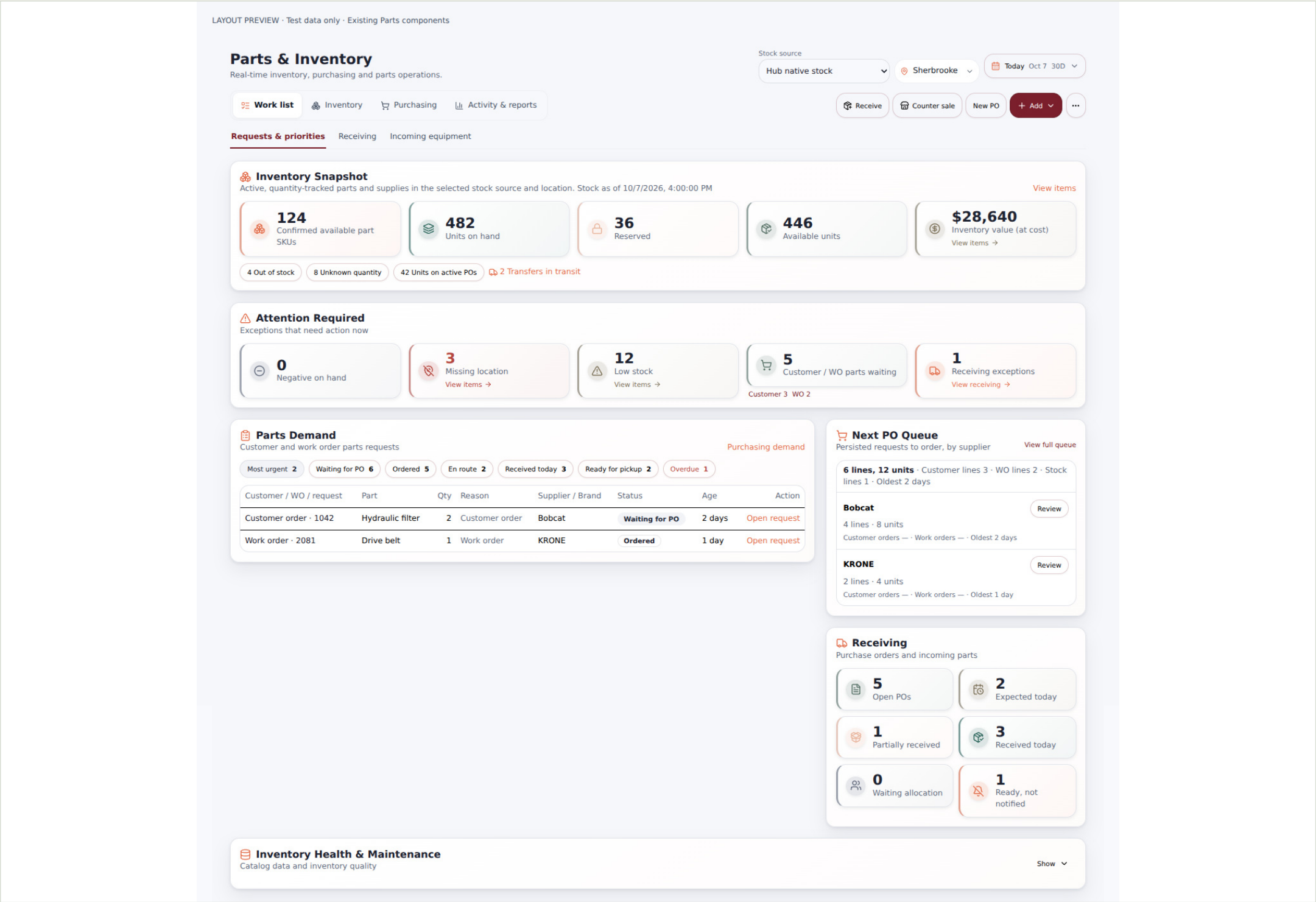
QA Technician 3 Aujourd'hui

En réparation

The same work, visible from the shop or the field.

The request stays connected to the stock

Customer orders, work-order needs and replenishment follow different priorities, but share purchasing and receiving.



WHAT I BUILT

I designed and built the parts workflows, stock definitions, queues and interfaces.

DESIGN DECISION

Distinguish on hand, available, reserved and on order. Keep the waiting customer or job attached to the request.

The document and the business rule belong together



Agriindustrie de l'Etrie inc.
301, Rue Queen - Sherbrooke, J1M 1K8
T 819-791-9001 - info@excelko.com

CONTRAT DE VENTE

VENTE AU COMPTANT

No :
T.P.S. : T.V.Q. : PERMIS :

CI-APRÈS APPELÉ(E)(S) « LE VENDEUR OU LE LOCATEUR » SELON LE CAS.

TYPE DE CONTRAT: ☐ Vente à tempérament (Voir Annexe A) ☒ Vente au comptant ☐ Location (Voir Annexe B)

1. RENSEIGNEMENTS SUR L'ACHETEUR/LOCATAIRE

NOM DE L'ACHETEUR / DU LOCATAIRE

DATE (JJ MM AAAA)

ADRESSE:

TÉLÉPHONE: CELLULAIRE: COURRIEL:

Taxes sur échange: Non

CI-APRÈS APPELÉ(E)(S) « L'ACHETEUR OU LE LOCATAIRE » SELON LE CAS.

2. DESCRIPTION DU OU DES BIENS FAISANT L'OBJET DU CONTRAT

QTÉ	N/U	DESCRIPTION (marque, modèle, type, dimension)	TAG	NO SÉRIE	PRIX \$	TX
1	U	2013 CAT 259B3 SOURCE : INVENTAIRE	TAG:			✓
1	U	2010 BOB CAT 84 ANGLE BROOM ATTACHMENT SOURCE : INVENTAIRE	TAG:			✓
1	U	2010 BOB CAT 84 ANGLE BROOM ATTACHMENT SOURCE : INVENTAIRE	TAG:			✓
Sous-total (prix de vente au comptant avant taxes)						

3. DÉTAILS DE L'ÉCHANGE (S'IL Y A LIEU)

DESCRIPTION DE L'ÉCHANGE	TAG	NO SÉRIE	PRIX \$	TX
				✓

Ces échanges ont une usure normale, n'ont aucun défaut caché, sauf ce qui est déclaré ci-haut par l'acheteur/locataire ou à l'annexe ajoutée à cet effet pour en faire partie intégrante.
INITIALES:

J'atteste l'exactitude de ces renseignements et que j'ai pris connaissance de la clause 4 des conditions générales concernant notamment les erreurs, omissions ou fausses déclarations.
INITIALES:

4. A) DÉTAILS DE LA VENTE

1. a) Prix total (avant taxes)	
Base taxable après déduction de l'échange	
TPS (5%) — après déduction échange	
TVQ (9.975%) — après déduction échange	
d) Prix total (taxes incluses)	
2. a) Valeur biens en échange	
d) Total biens en échange	
e) Solde dû sur biens en échange	
f) Allocation nette pour échange	
Montant total	
6. Versement comptant (acompte)	
7. a) Solde capital net dû	

DES ÉQUIPEMENTS FIABLES
POUR UN AVENIR PLUS GRAND

Page 1 / 7
Initiales : Acheteur Vendeur

A branded contract needs more than a logo.

I built the contract experience and implemented its information structure and business rules, connecting sales documents with inventory and accounting.

Clear inputs

Customer and equipment details, taxes, trade-ins and payment terms.

Explicit handoffs

Reserve equipment through the sale and require the appropriate accounting transfer.

Reviewable output

Preview the document, preserve the layout and track signing status.

The decisions underneath the interface

I designed and built the Hub to manage the process, treating legacy SEI information as a read-only source of facts.

Customer context

CRM history, owned machines, ongoing work and documents.

Stock & purchasing

Reservations, supplier orders, partial receipts and pickup.

People & access

Attendance, MyHR requests, employee roles and shared information.

Service execution

Shop and field work orders, technician time and parts needs.

Commercial records

Quotes, contracts, rental commitments and payment records.

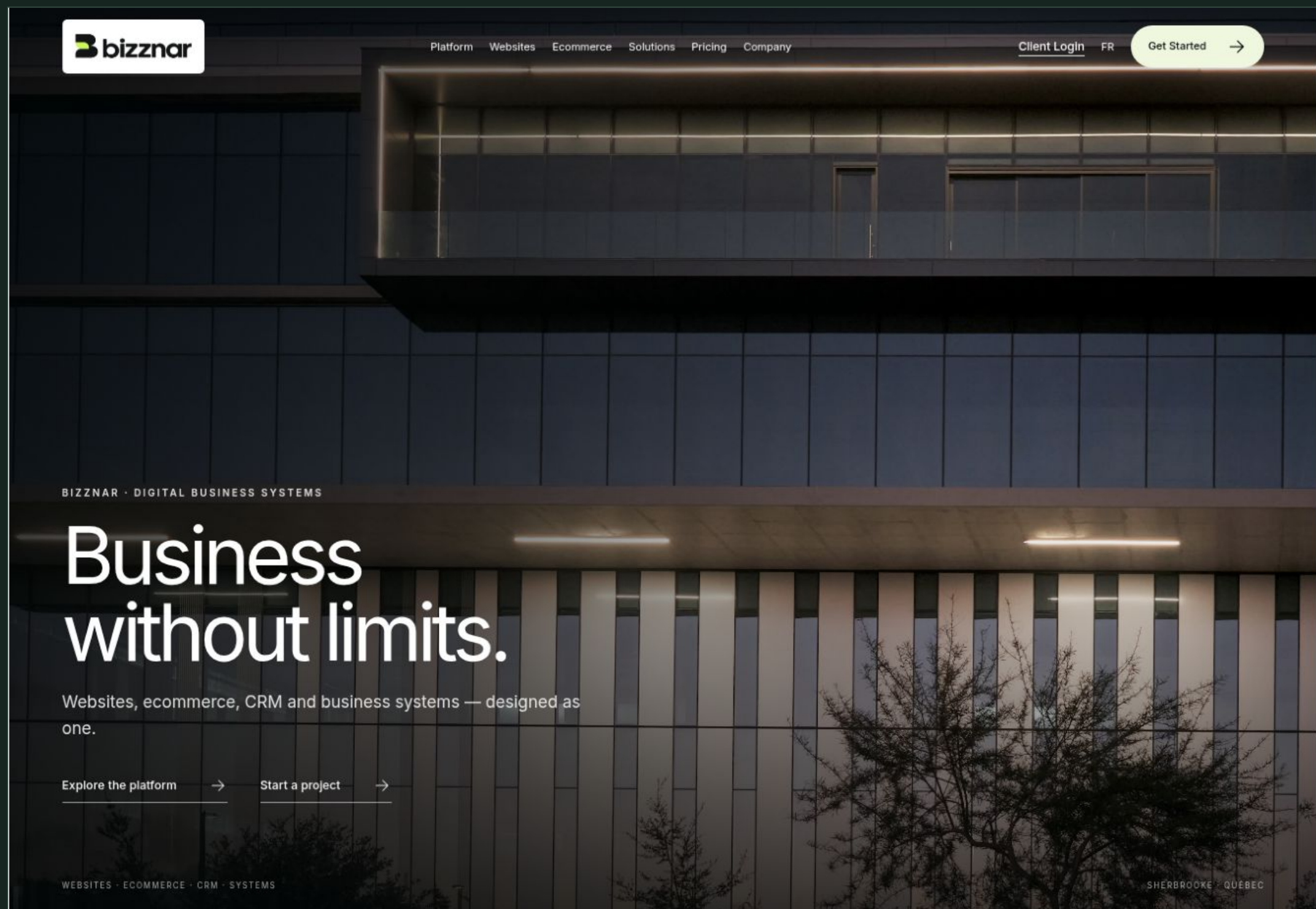
Accounting handoff

Reviewable exports and reconciliation with Acomba.

One example: technician attendance, labour on a work order and the hours charged to a customer are separate records.

I turned operational problems into Bizznar

I founded Bizznar and built its website and business applications, drawing on the practical operational problems I had worked to solve.



WHAT I BUILT

I founded Bizznar and built its brand, website and applications myself, using development and AI-assisted tools.

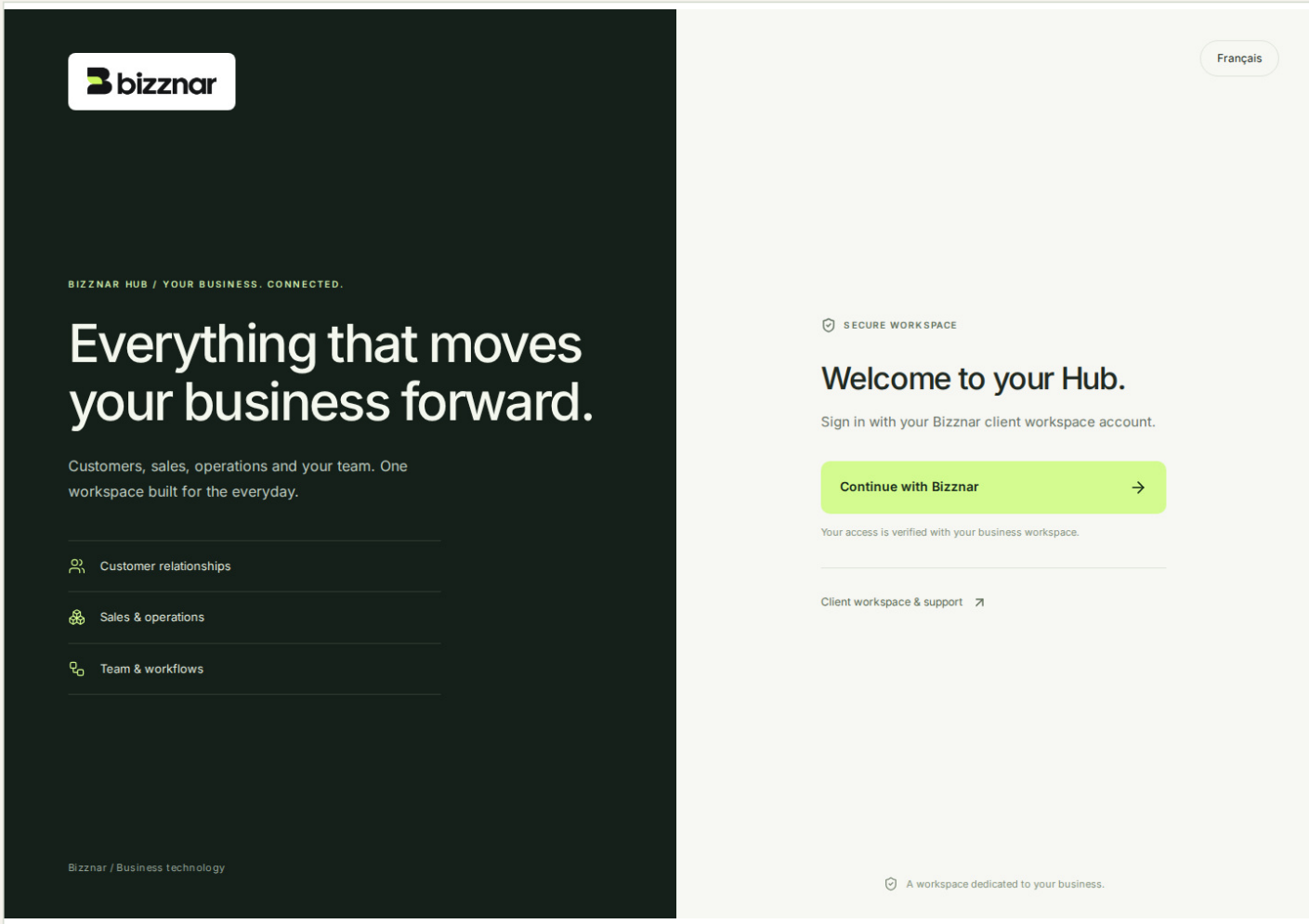
DESIGN DECISION

Show the relationship between the public website and the work that happens after an inquiry.

[Explore the project](#)

A separate home for a client’s business

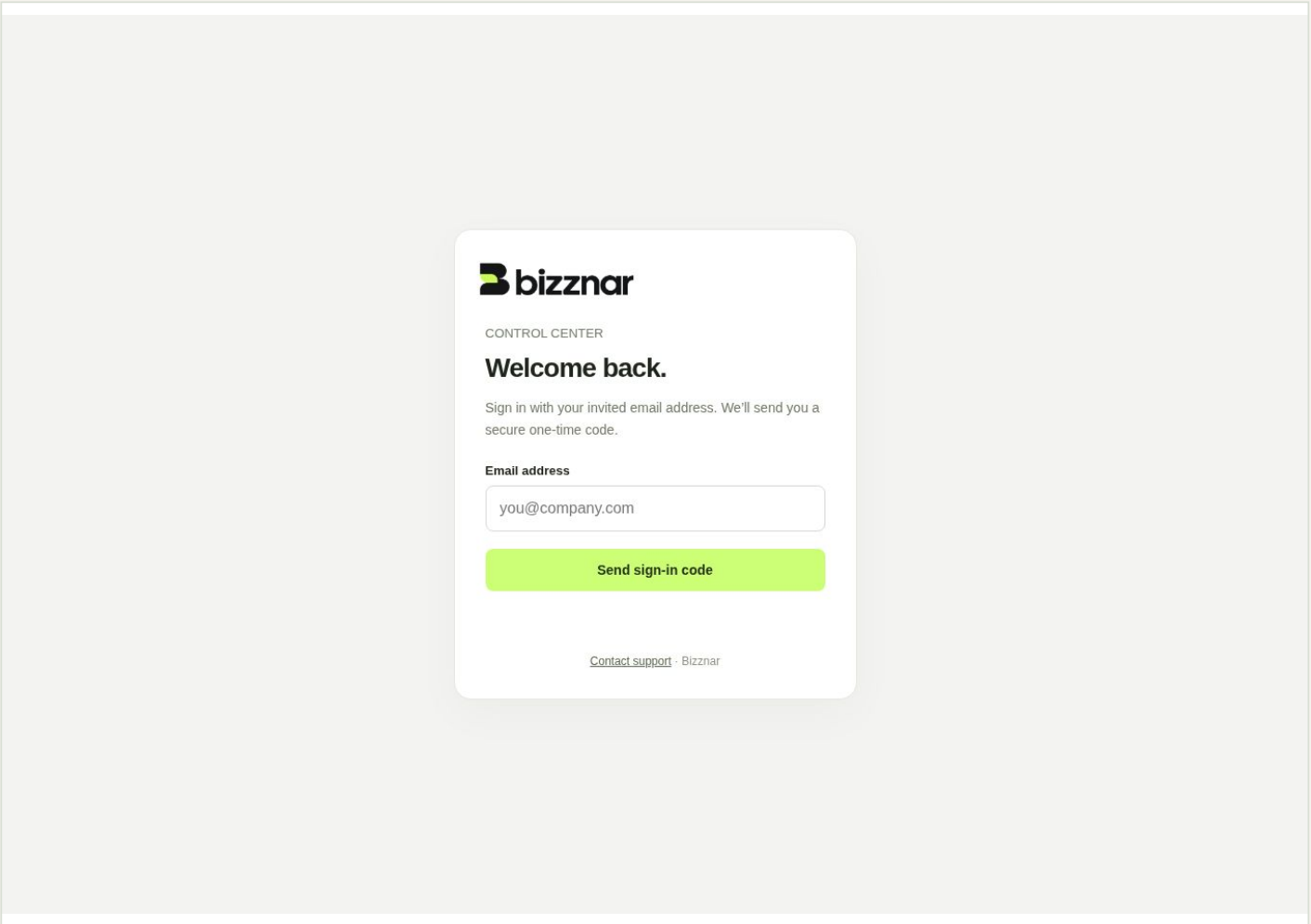
The flagship Hub is distinct from the Bizznar provider control center and from the lighter public app demos.



Customer Hub gateway

Branded access to a customer’s configured operational workspace.

[View example](#)

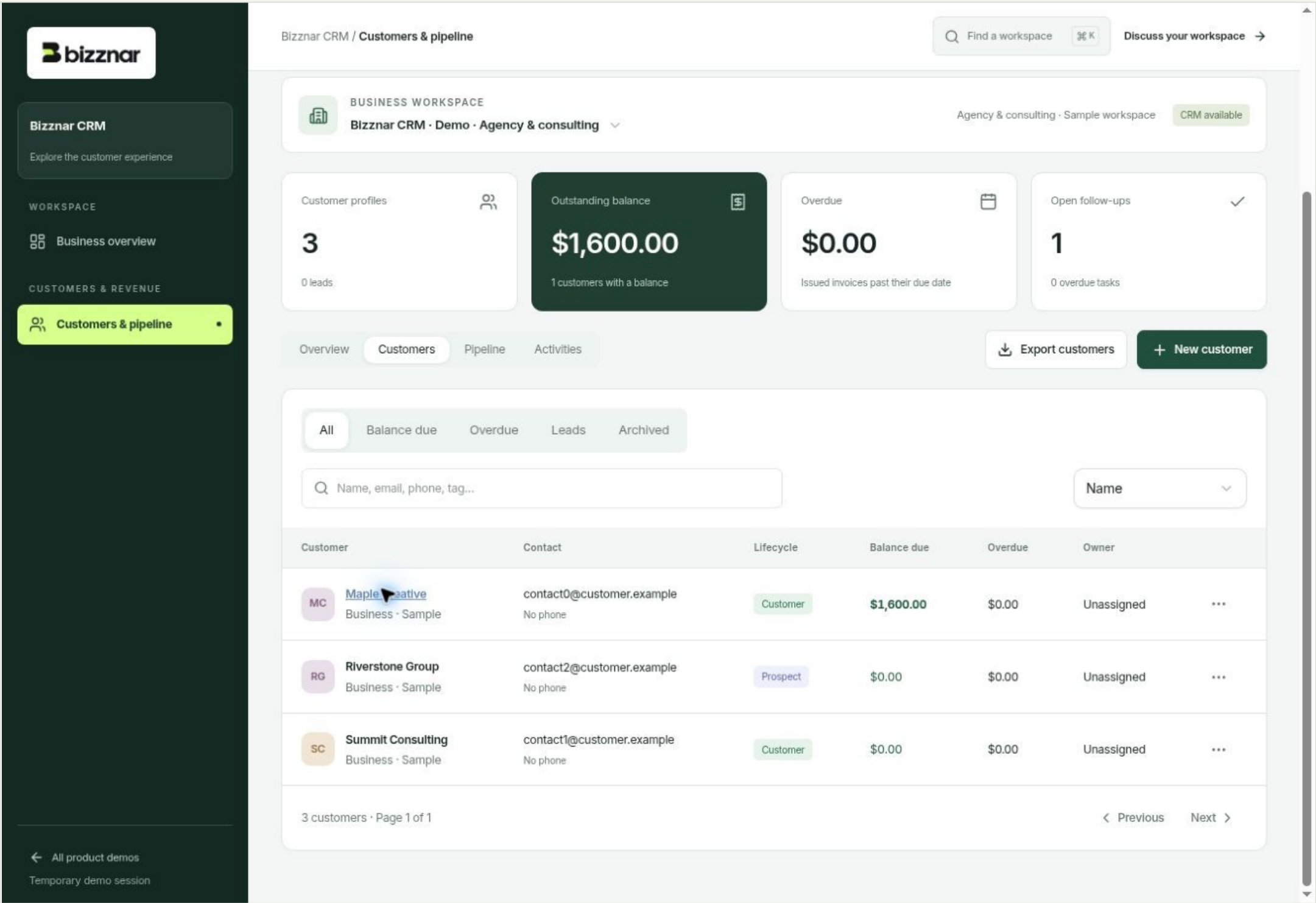


Bizznar Command Center

Protected provider entry. The authenticated dashboard is not shown in this edition.

CRM: the relationship and the next action

Customer profiles, opportunities and balances sit in the same workspace.



WHAT I BUILT

I designed and built the customer records, workflow, required fields and interface.

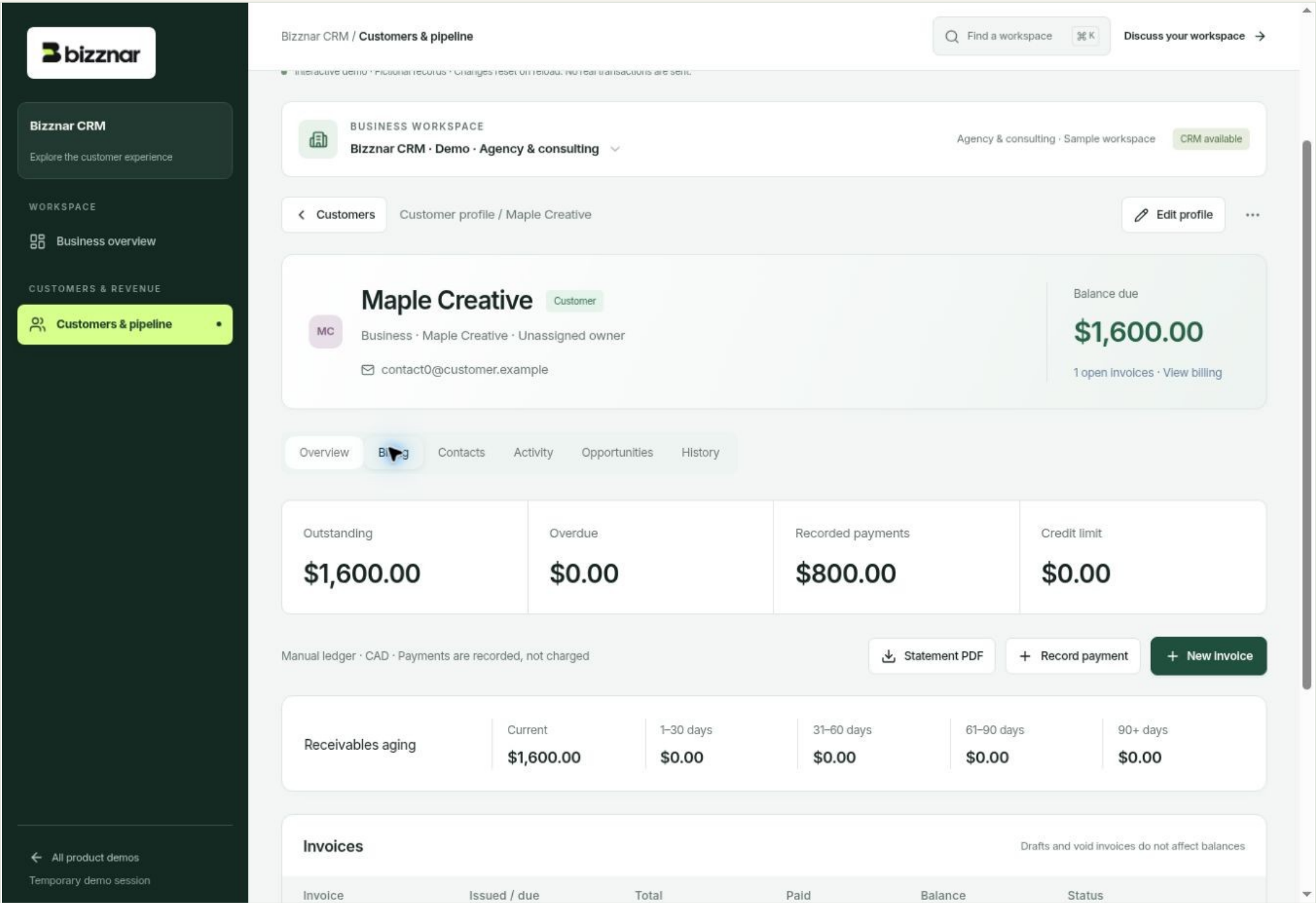
DESIGN DECISION

Keep the customer record useful for the next person who picks up the conversation.

[Explore the project](#)

Customer billing that keeps its context

A customer view brings issued invoices, payments and the remaining balance together.



WHAT I BUILT

I implemented billing states and linked customer records to business documents.

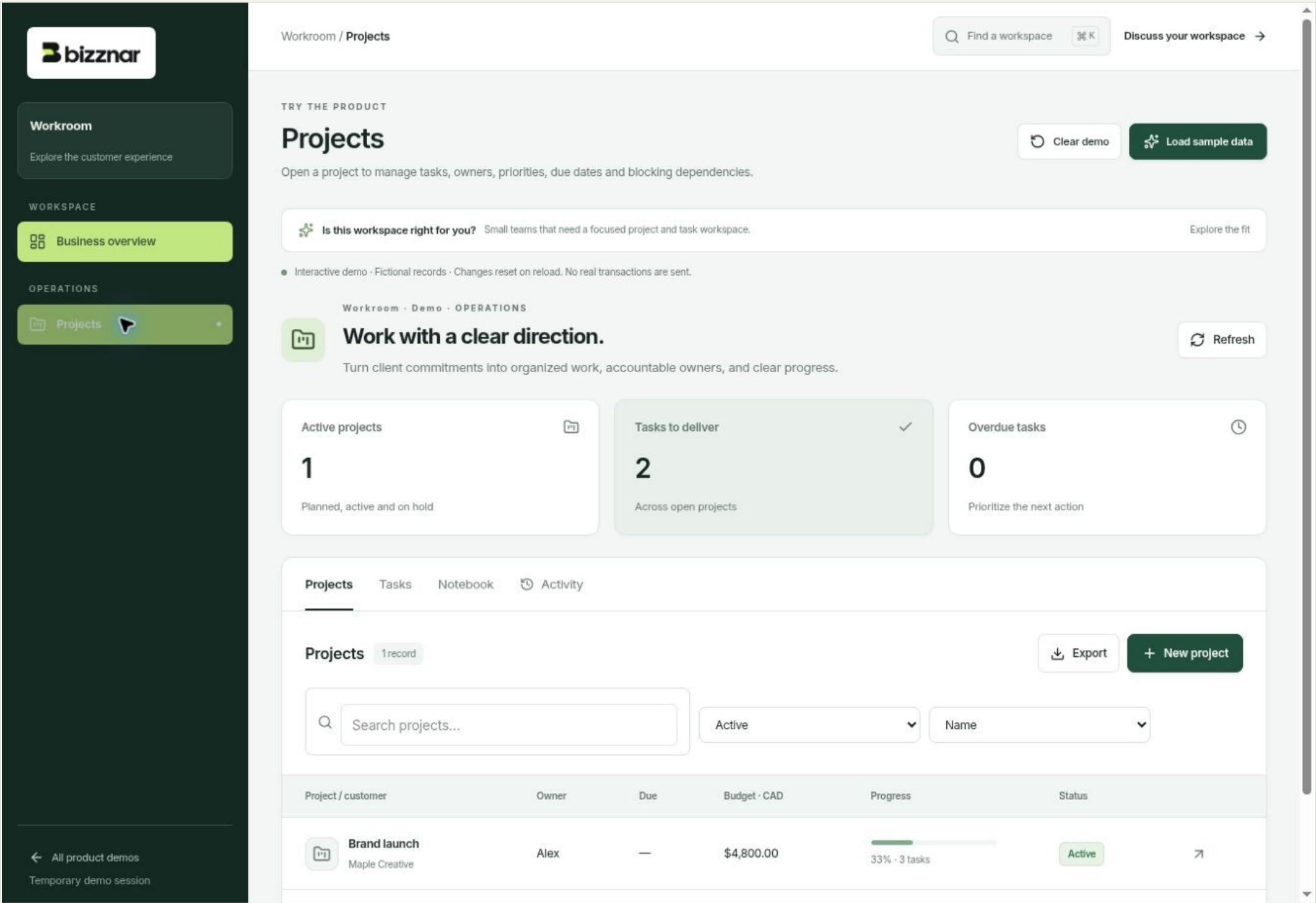
DESIGN DECISION

Make the balance traceable to the records entered in the workspace.

[Explore the project](#)

Workroom: projects with a visible next step

Projects, task owners, priorities and dependencies make work easier to follow.



WHAT I BUILT

I designed and built the project workspace, task organization and workflow behavior.

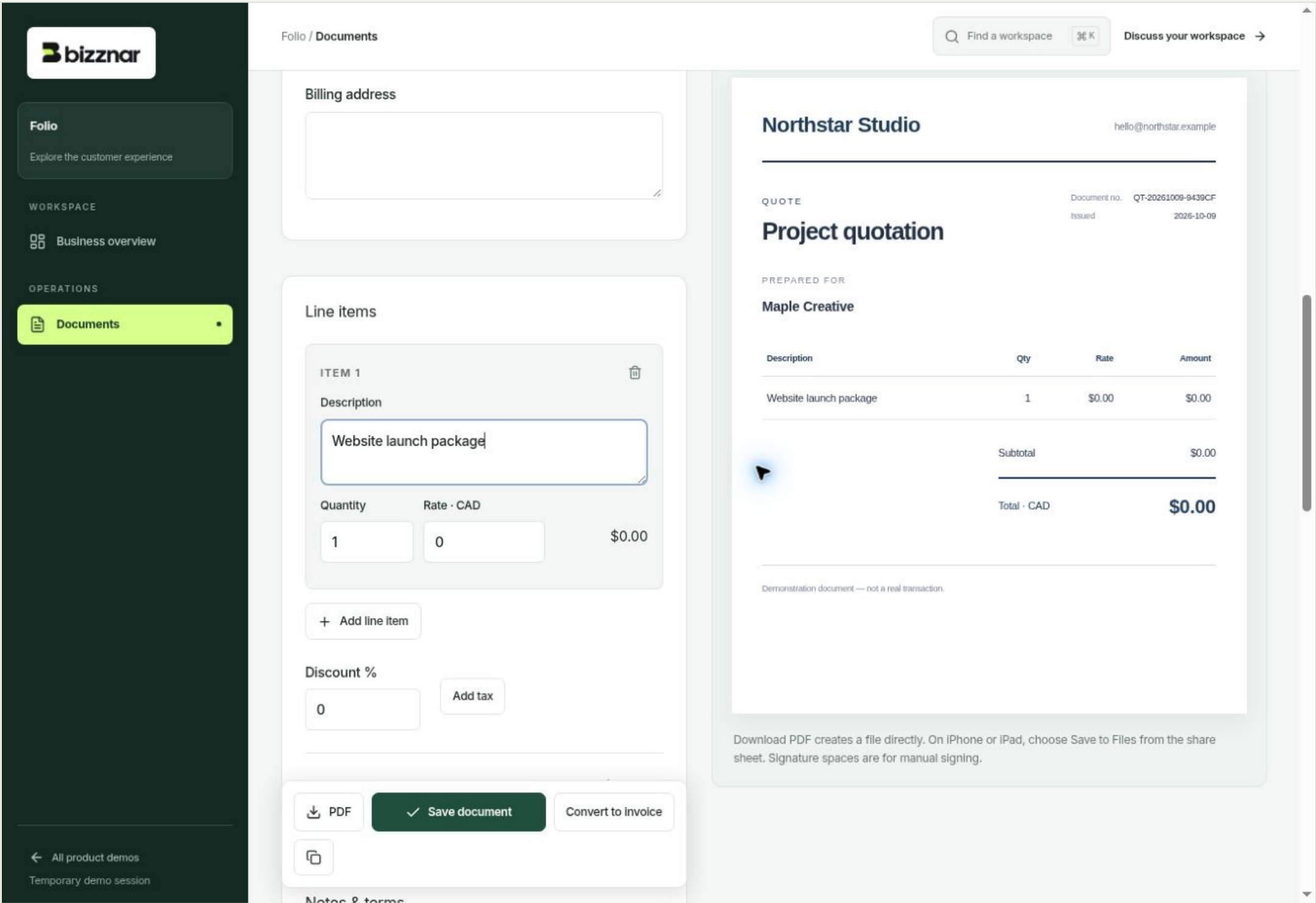
DESIGN DECISION

Show what can move now and what must wait for another task.

[Explore the project](#)

Folio: documents with a business identity

Editable fields, letterhead and PDF output turn a repeated document task into a reusable tool.



WHAT I BUILT

I built the document editor, branding controls and PDF-output workflow.

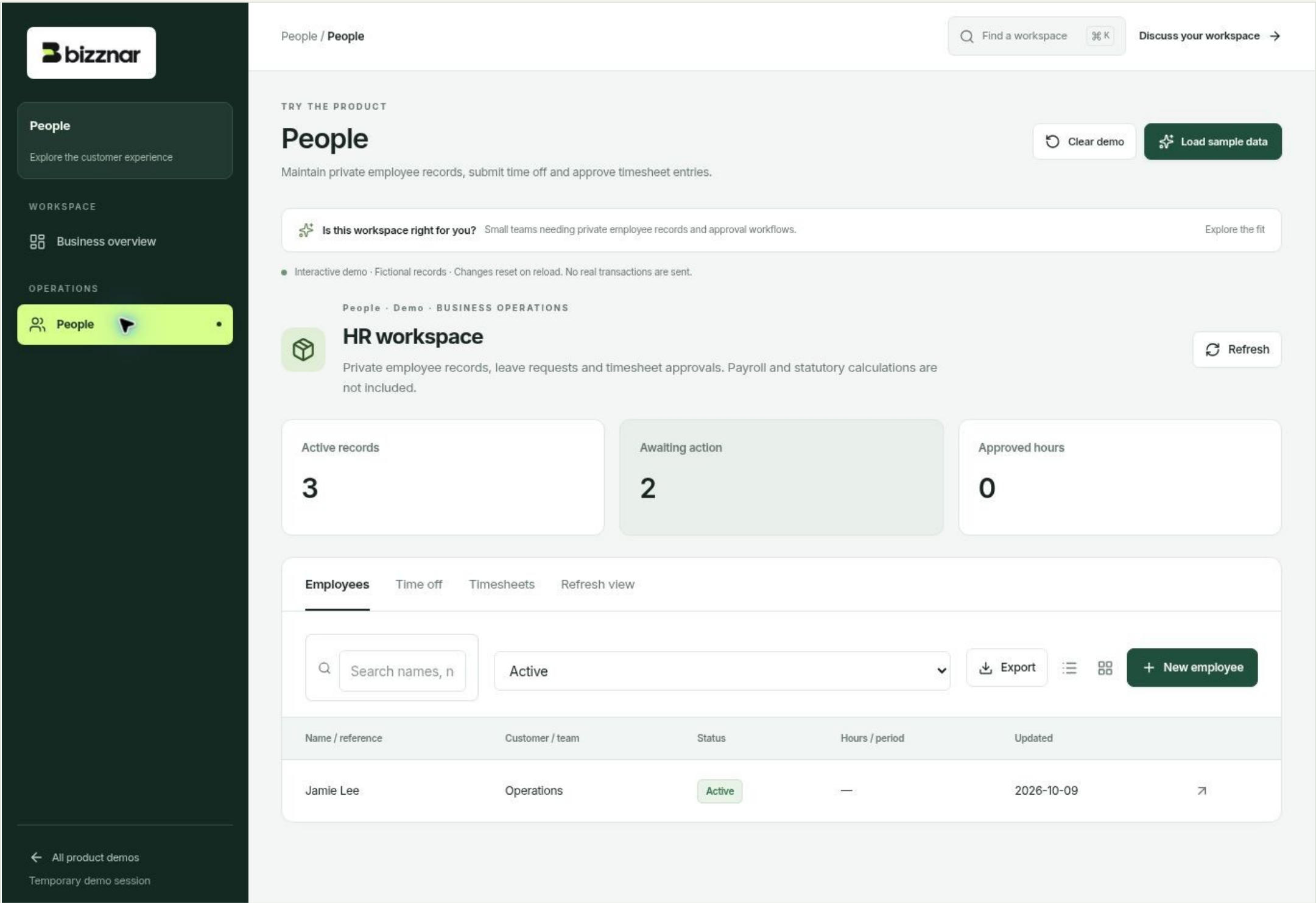
DESIGN DECISION

Keep a clear relationship between the entered information and the resulting PDF.

[Explore the project](#)

People: a place for everyday administration

Employee profiles, time-off requests and timesheet approvals share an administrative workspace.



WHAT I BUILT

I designed and built employee records, time-off workflows and timesheet review screens.

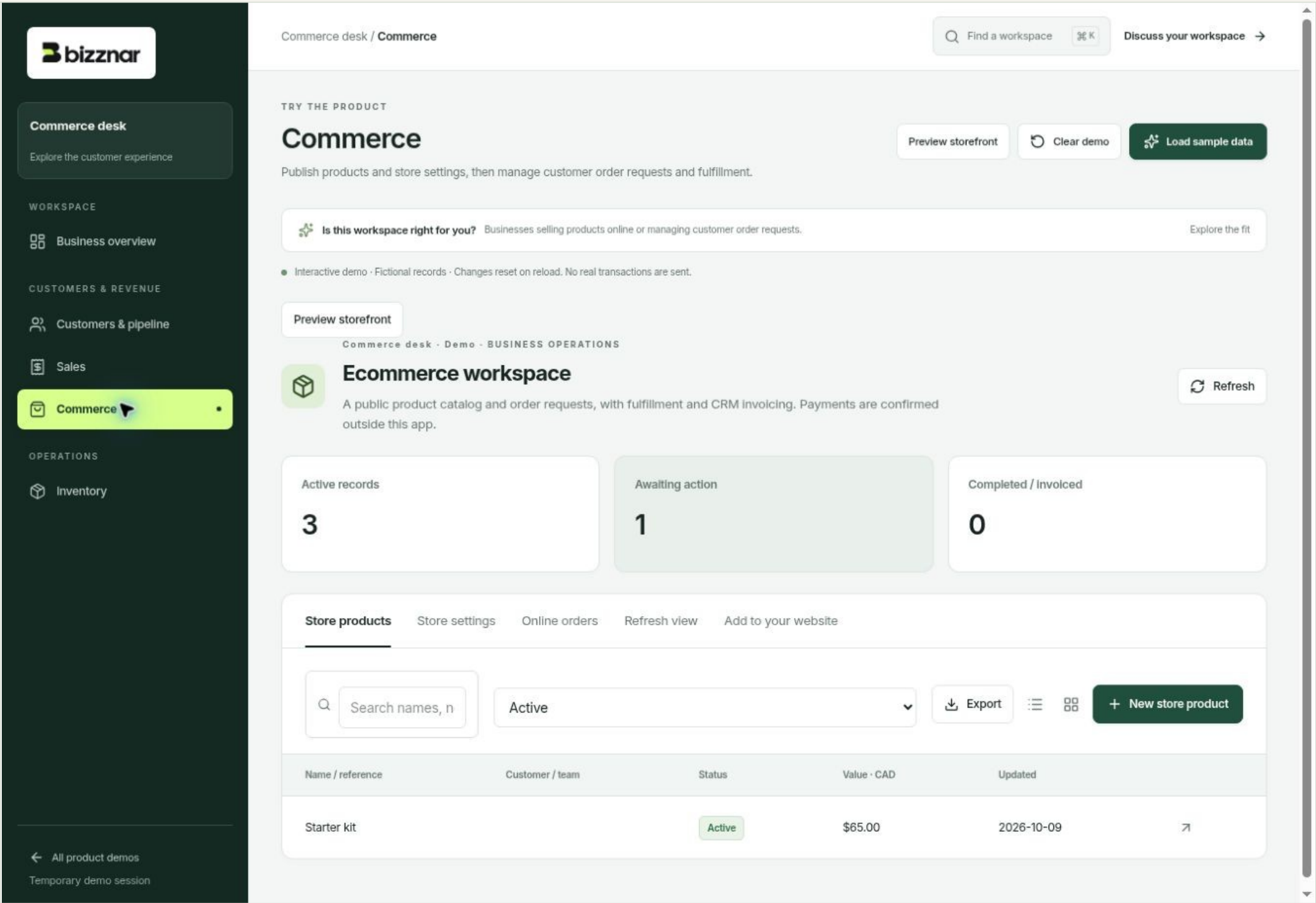
DESIGN DECISION

Separate recording and approval. This focused app does not demonstrate payroll processing.

[Explore the project](#)

Commerce desk: the work after an order

Product publishing, order requests and fulfillment connect to customer billing.



WHAT I BUILT

I implemented the catalog-to-order workflow and its connection to CRM invoices.

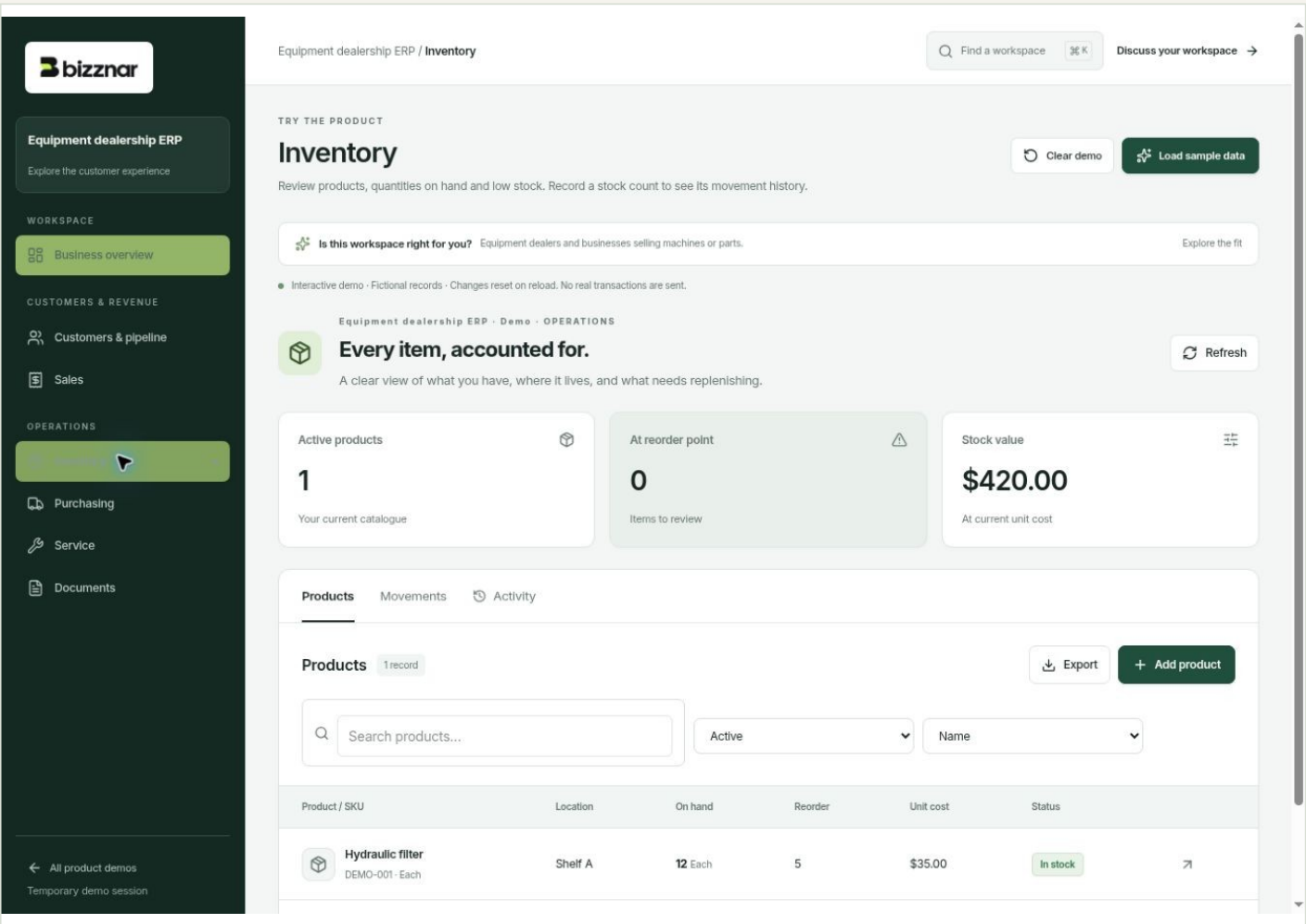
DESIGN DECISION

Keep order handling visible. Live payments, taxes and carriers require project setup.

[Explore the project](#)

The stock picture and the supplier handoff

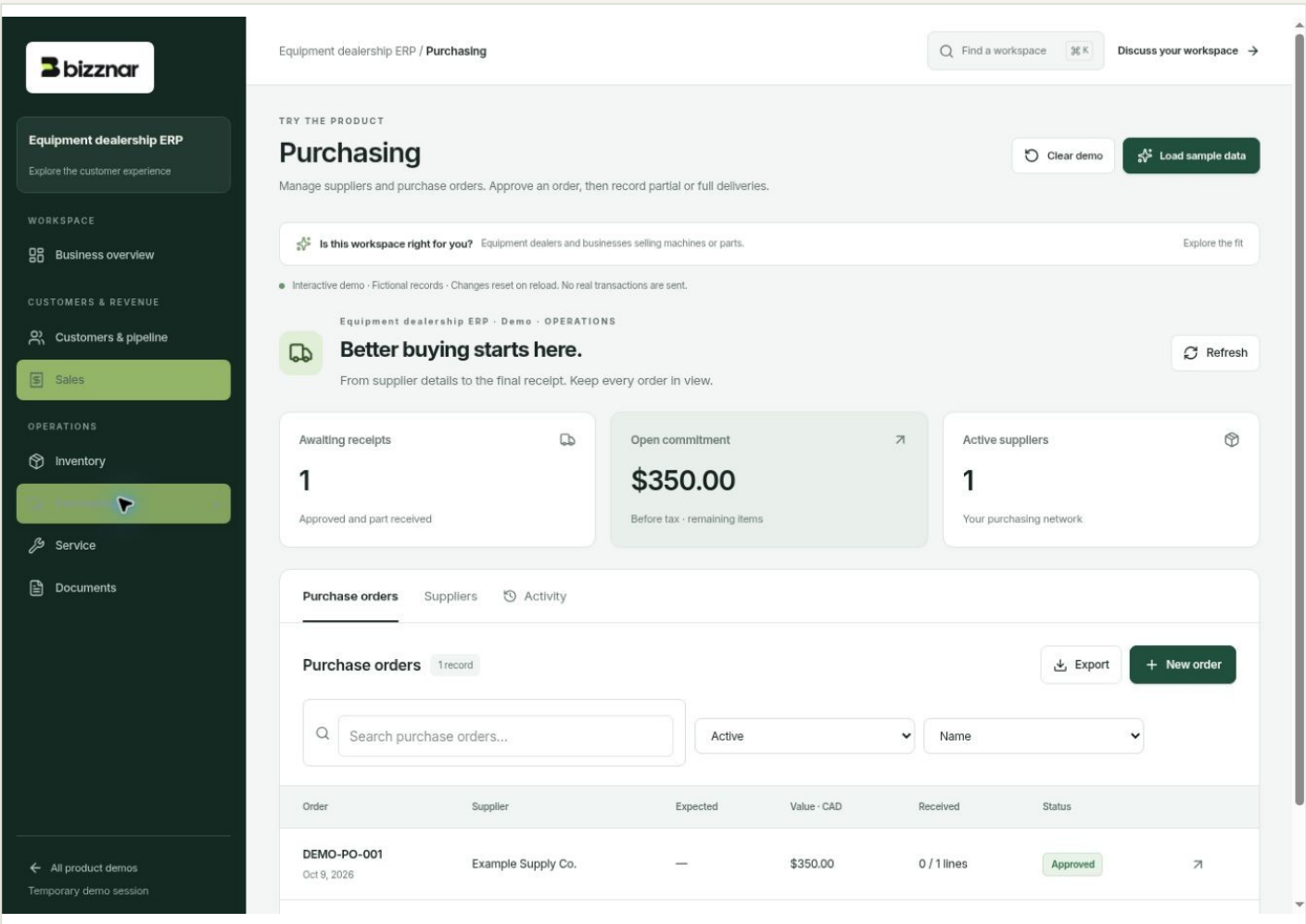
Inventory records and purchase receipts are related steps in the same operational process.



Inventory

Products, quantities, locations and reorder information.

[View example](#)



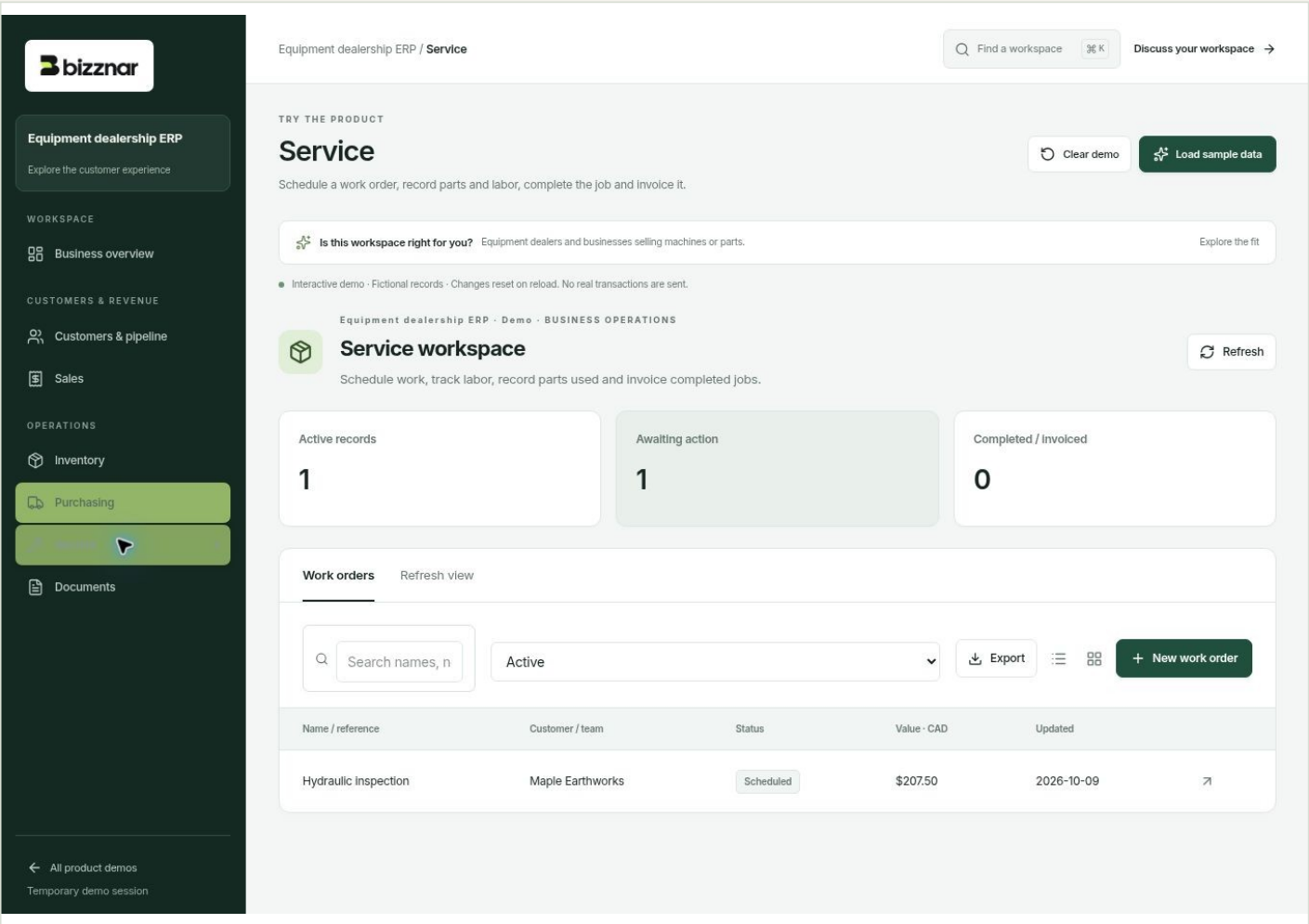
Purchasing

Supplier orders, partial receipts and resulting stock changes.

[View example](#)

Work commitments need their own structure

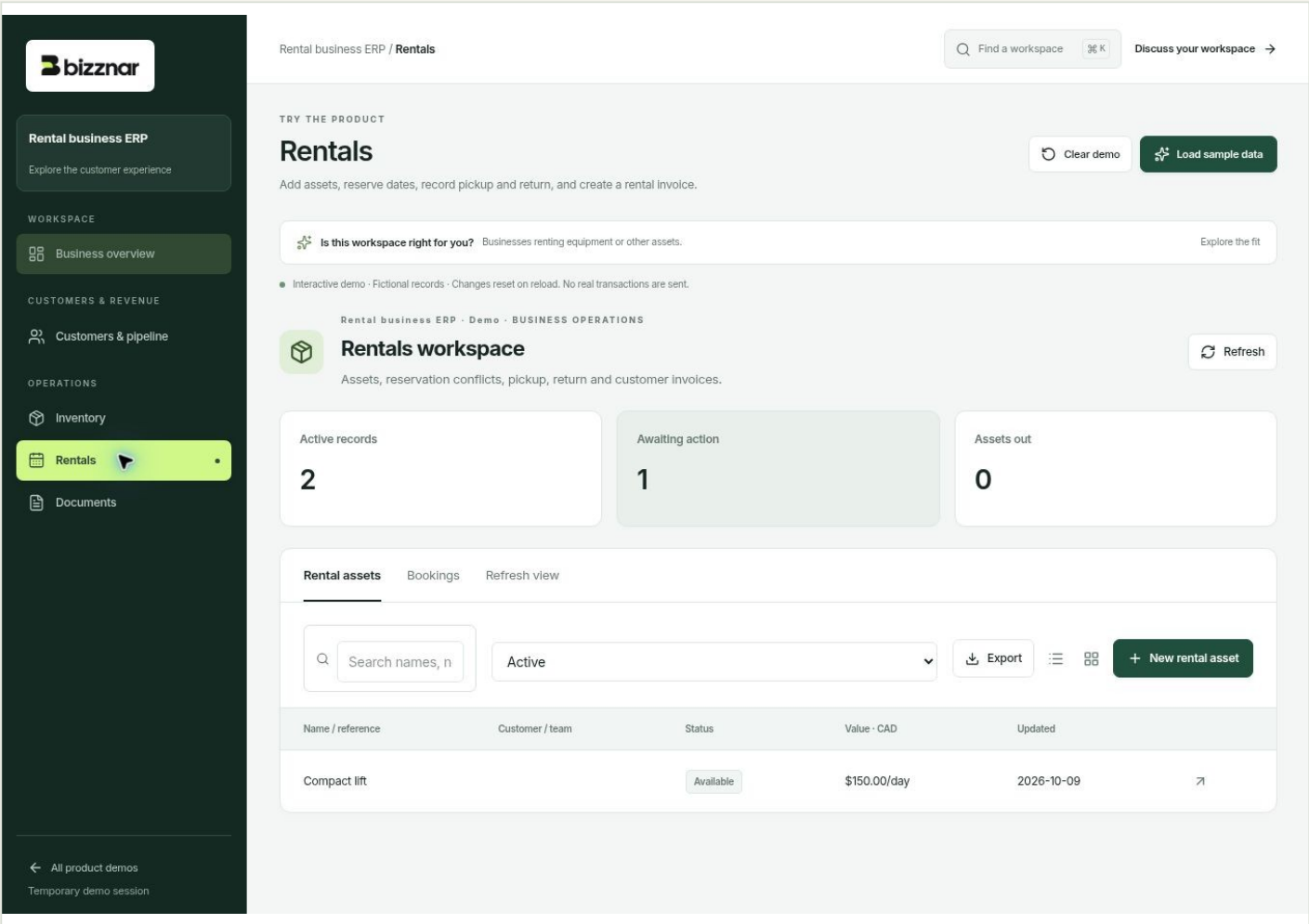
Service jobs and rental bookings share customer information, but need different operating records.



Service

Work orders, reported issues, technicians, labour and parts.

[View example](#)



Rental

Assets, dates, reservations, pickup and return workflows.

[View example](#)

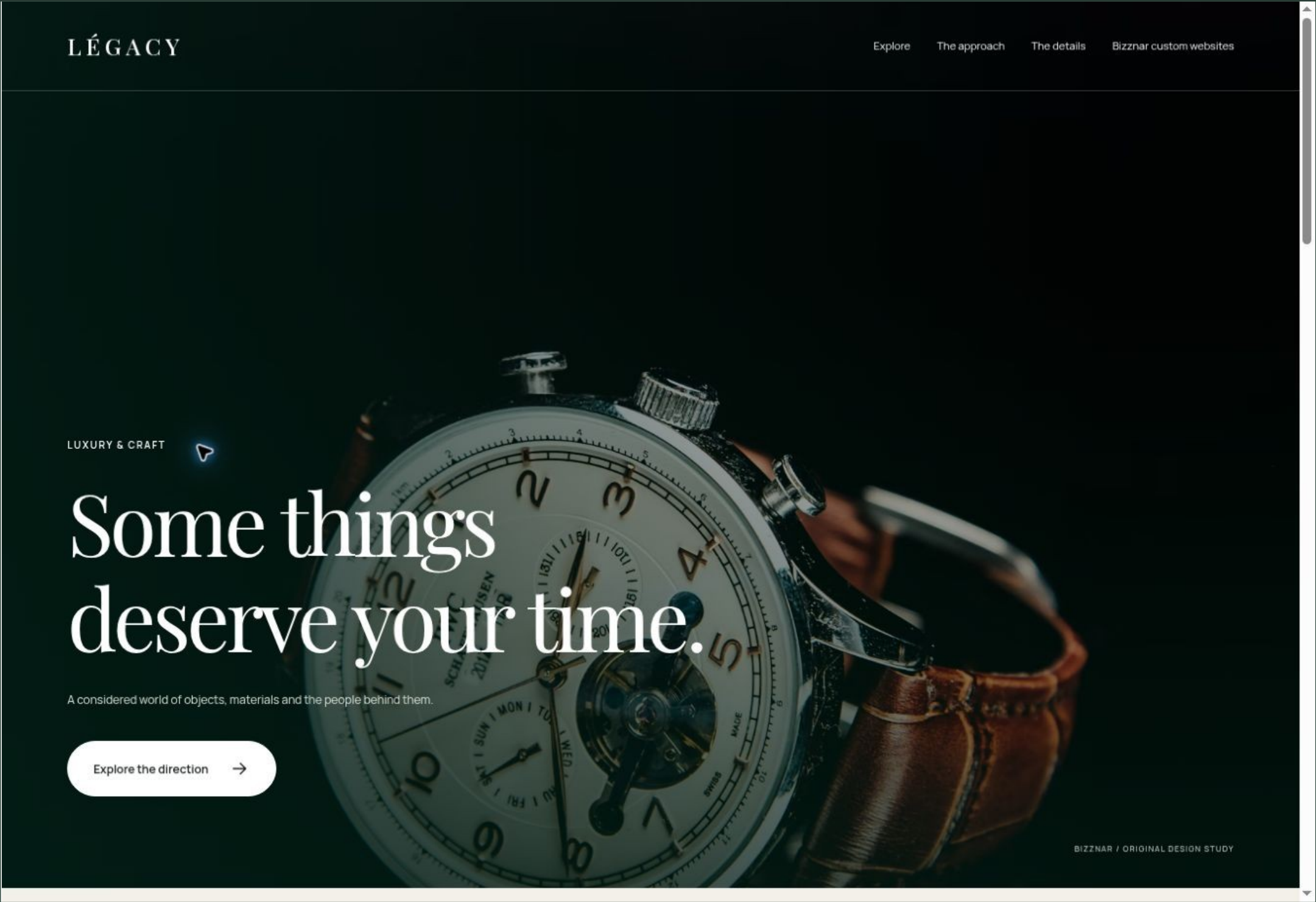
The same foundation, different daily work

I built six ERP presets that organize shared modules around each business type. These are product demonstrations, not claims of six separate client deployments.

Equipment dealership	CRM, inventory, sales, purchasing, service and documents.	Open demo
Retail & ecommerce	Customer records, product stock, sales and supplier receipts.	Open demo
Service & repair	Customer history, work orders, inventory and business documents.	Open demo
Rental business	Customer records, assets, reservations and rental documents.	Open demo
Agency & consulting	Clients, projects, tasks, proposals and agreements.	Open demo
Contractor	Customer information, projects, purchases and documents.	Open demo

LÉGACY

A custom website study for luxury, craft and the detail behind a product.



WHAT I BUILT

I designed and built this website study myself, from the visual layout and content structure to the browsing experience.

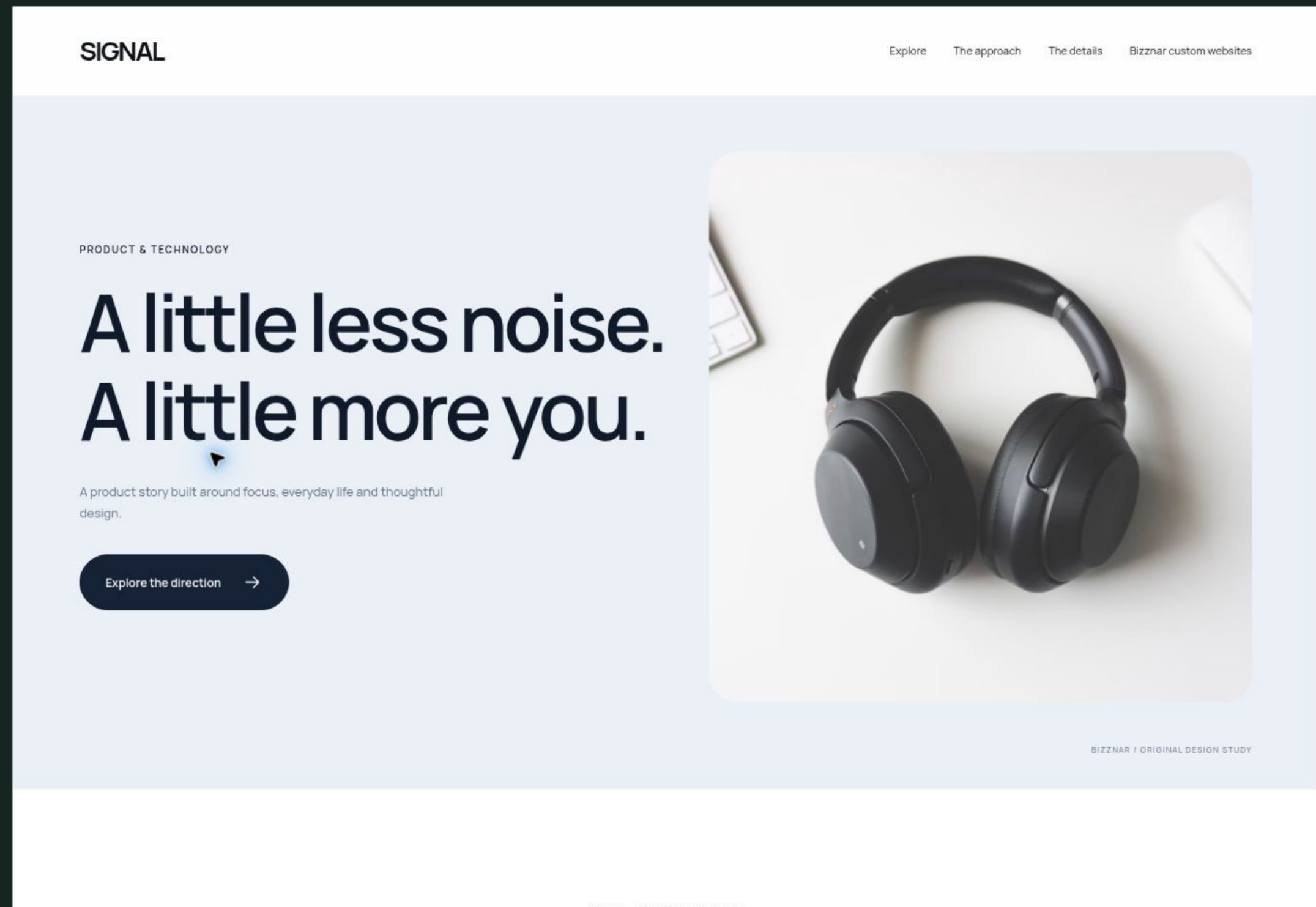
DESIGN DECISION

Use restrained typography, generous imagery and an editorial pace.

[Explore the project](#)

SIGNAL

A custom technology and product study with a focused introduction.



WHAT I BUILT

I designed and built this website study myself, from the visual layout and content structure to the browsing experience.

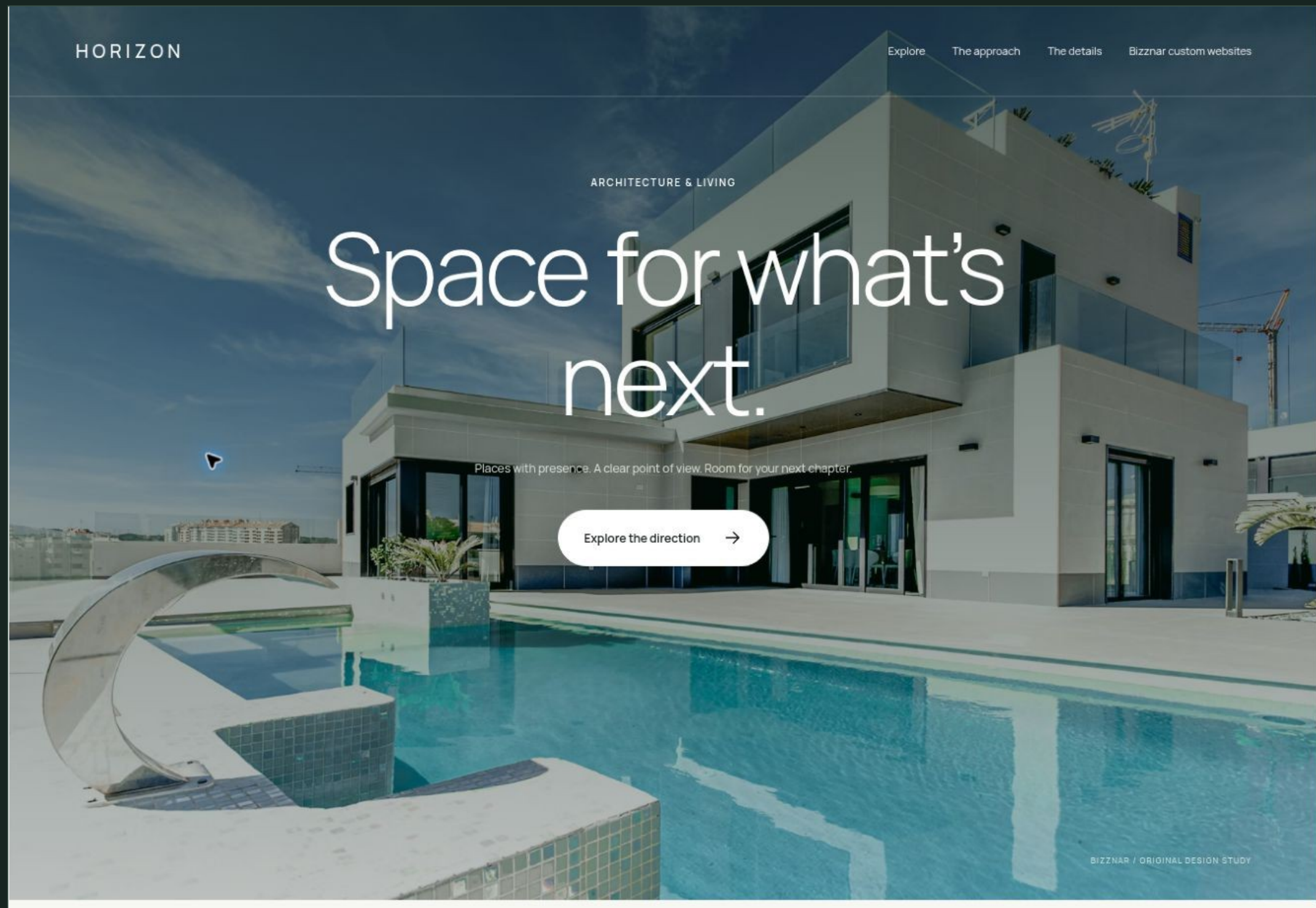
DESIGN DECISION

Make one product easy to understand through clear hierarchy and disciplined contrast.

[Explore the project](#)

HORIZON

A custom architecture and property study organized around place and atmosphere.



WHAT I BUILT

I designed and built this website study myself, from the visual layout and content structure to the browsing experience.

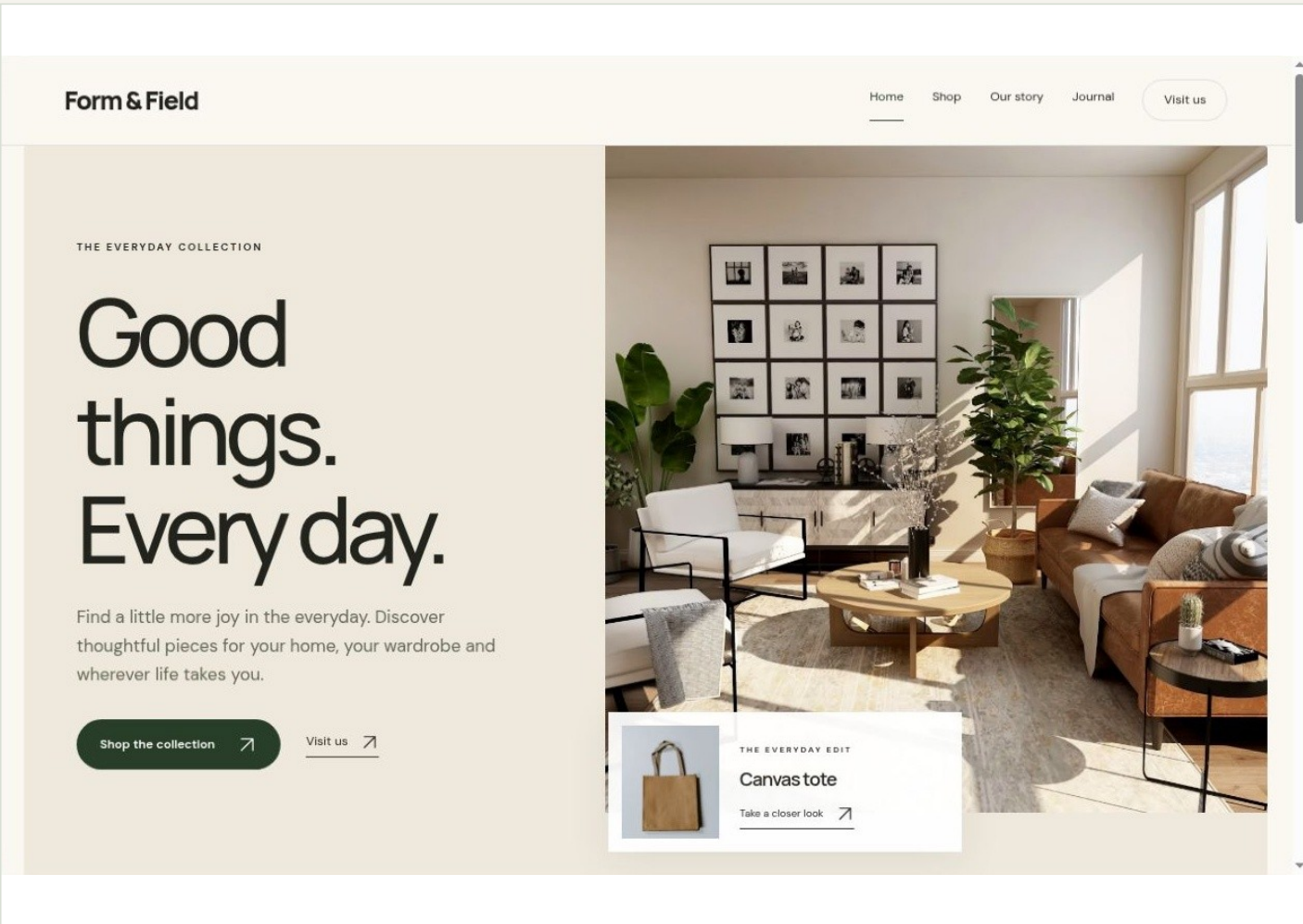
DESIGN DECISION

Give architectural photography a leading role while preserving a clear inquiry path.

[Explore the project](#)

Retail & equipment

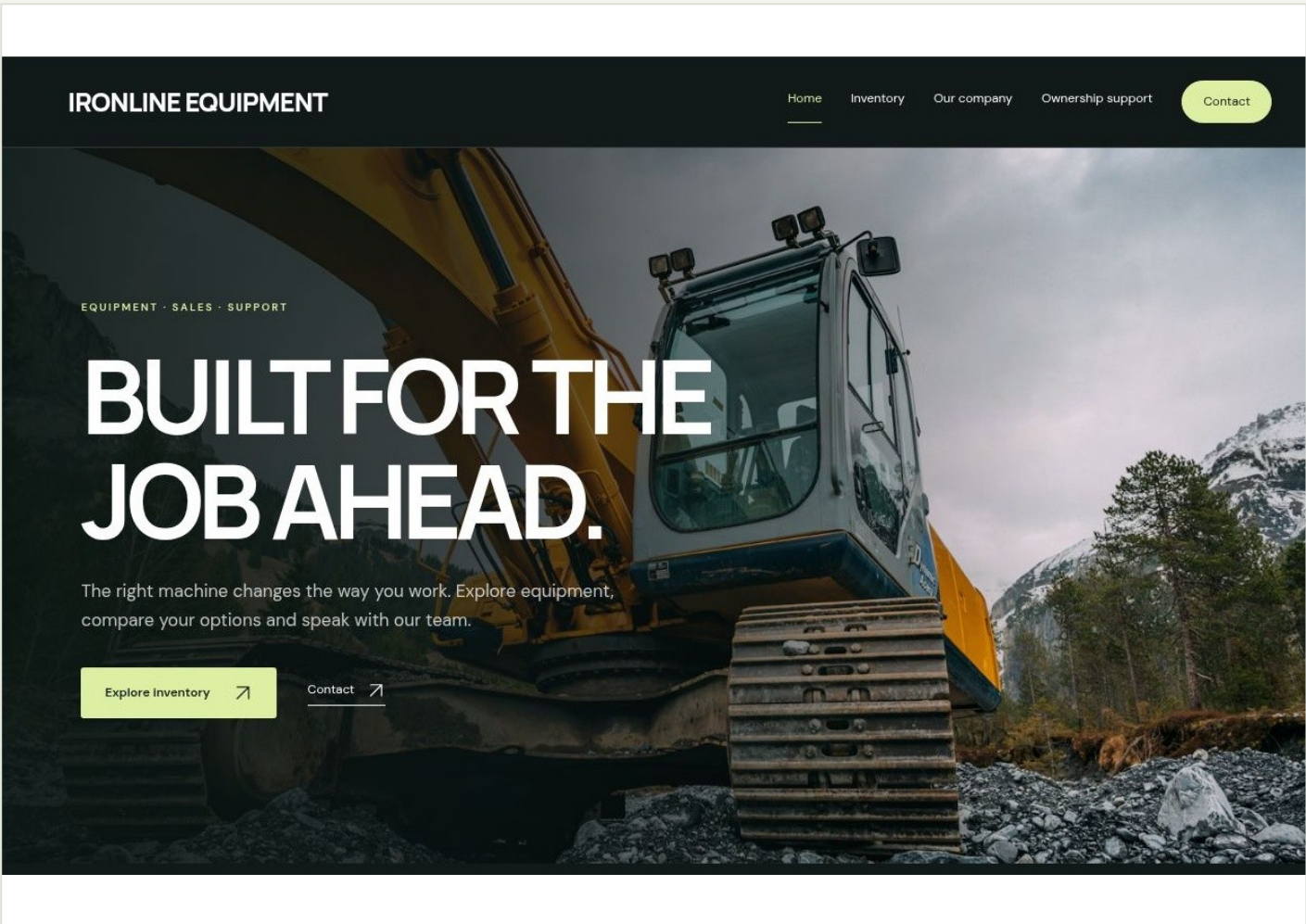
Product browsing calls for a different visual approach in a lifestyle shop and an equipment showroom.



Form & Field

Retail and lifestyle commerce

[View example](#)



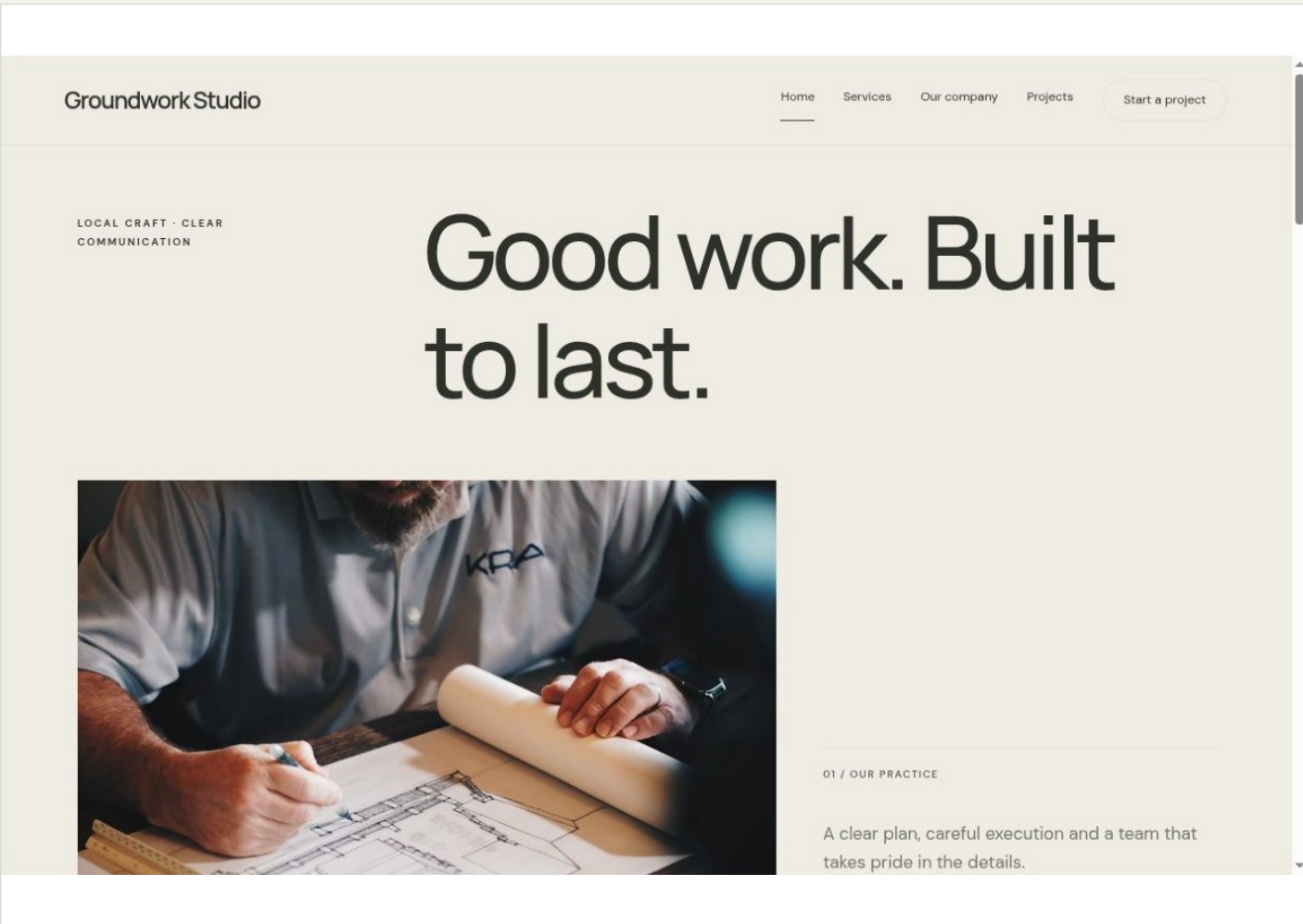
Ironline

Equipment and dealership presentation

[View example](#)

Trades & advisory

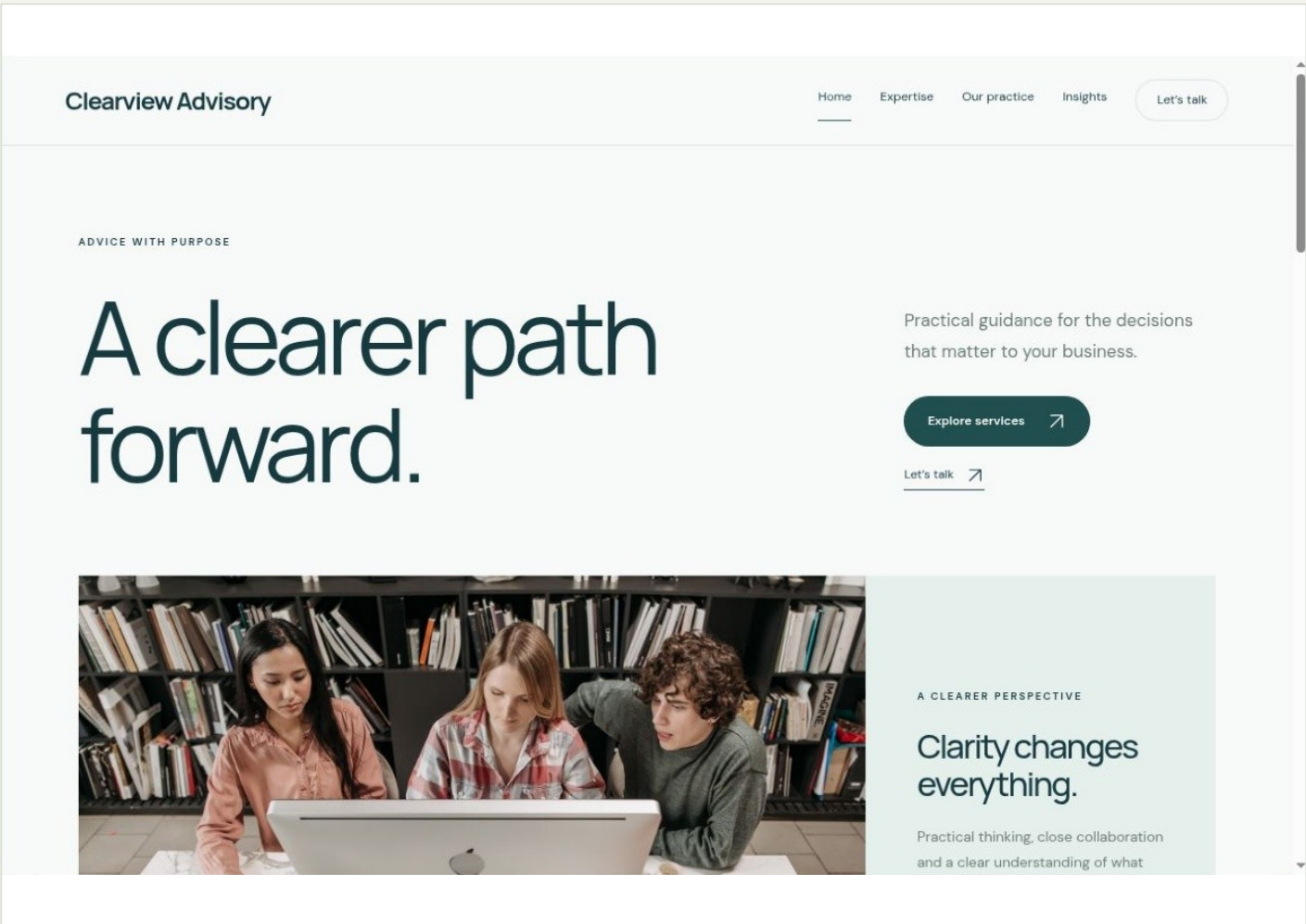
Two service businesses, with different ways to establish expertise and explain the work.



Groundwork

Construction and trades

[View example](#)



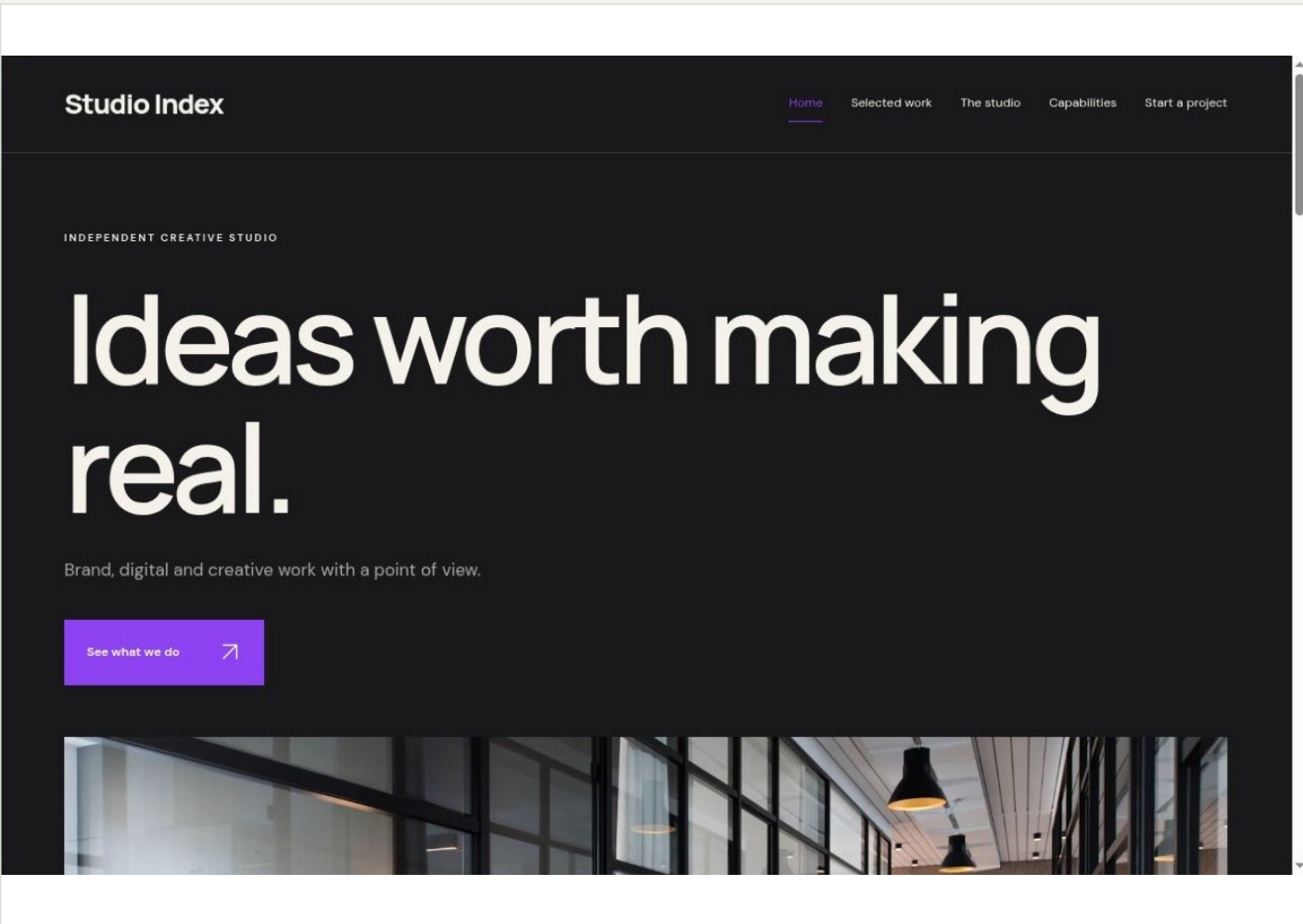
Clearview

Professional services and advisory

[View example](#)

Creative work & hospitality

A portfolio-led agency and an atmosphere-led restaurant need different entry points.



Studio Index

Creative work and agency services

[View example](#)

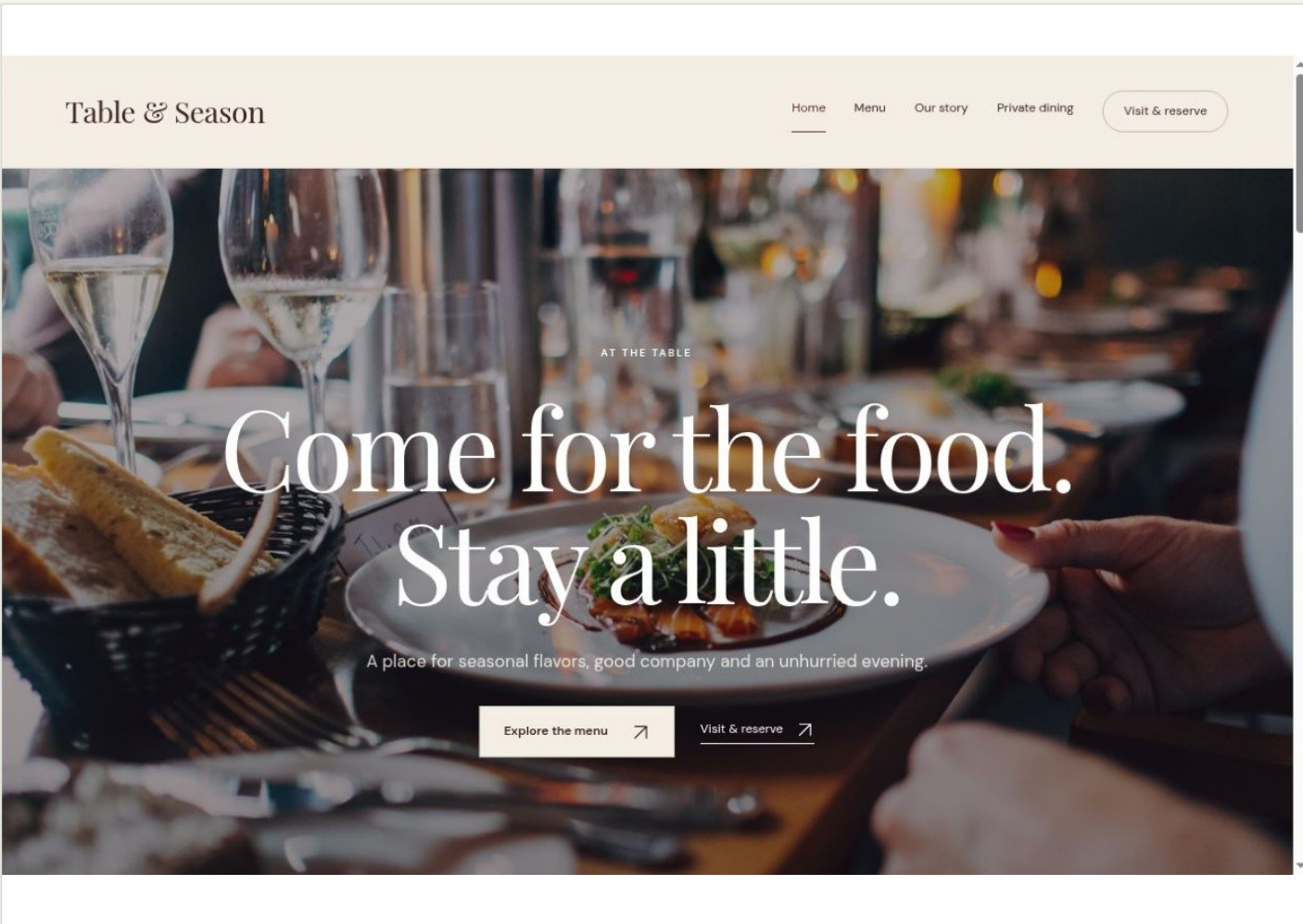


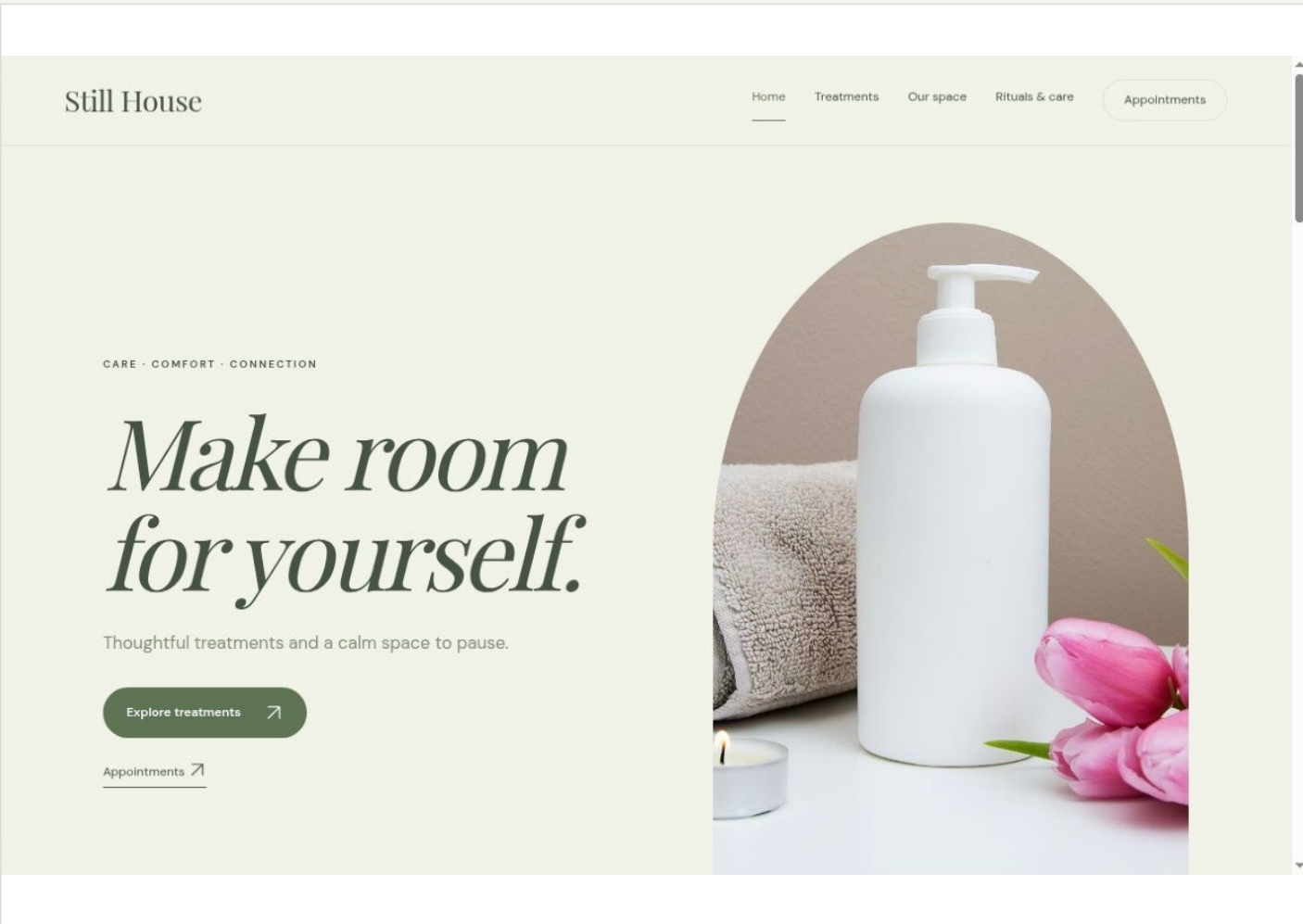
Table & Season

Restaurants and food

[View example](#)

Wellness & experiences

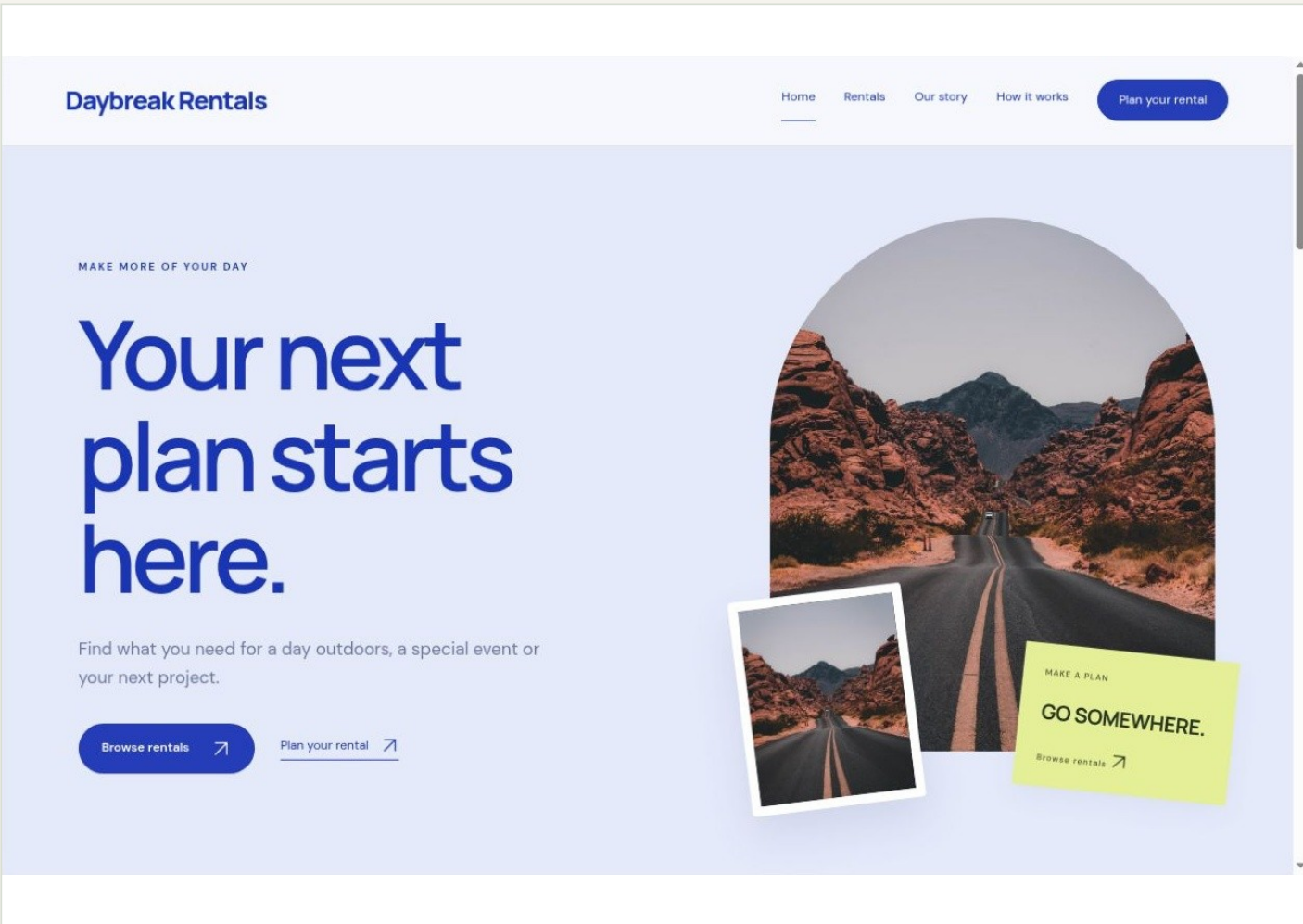
Space, tone and imagery set expectations before a visitor makes an inquiry.



Still House

Beauty and wellness

[View example](#)



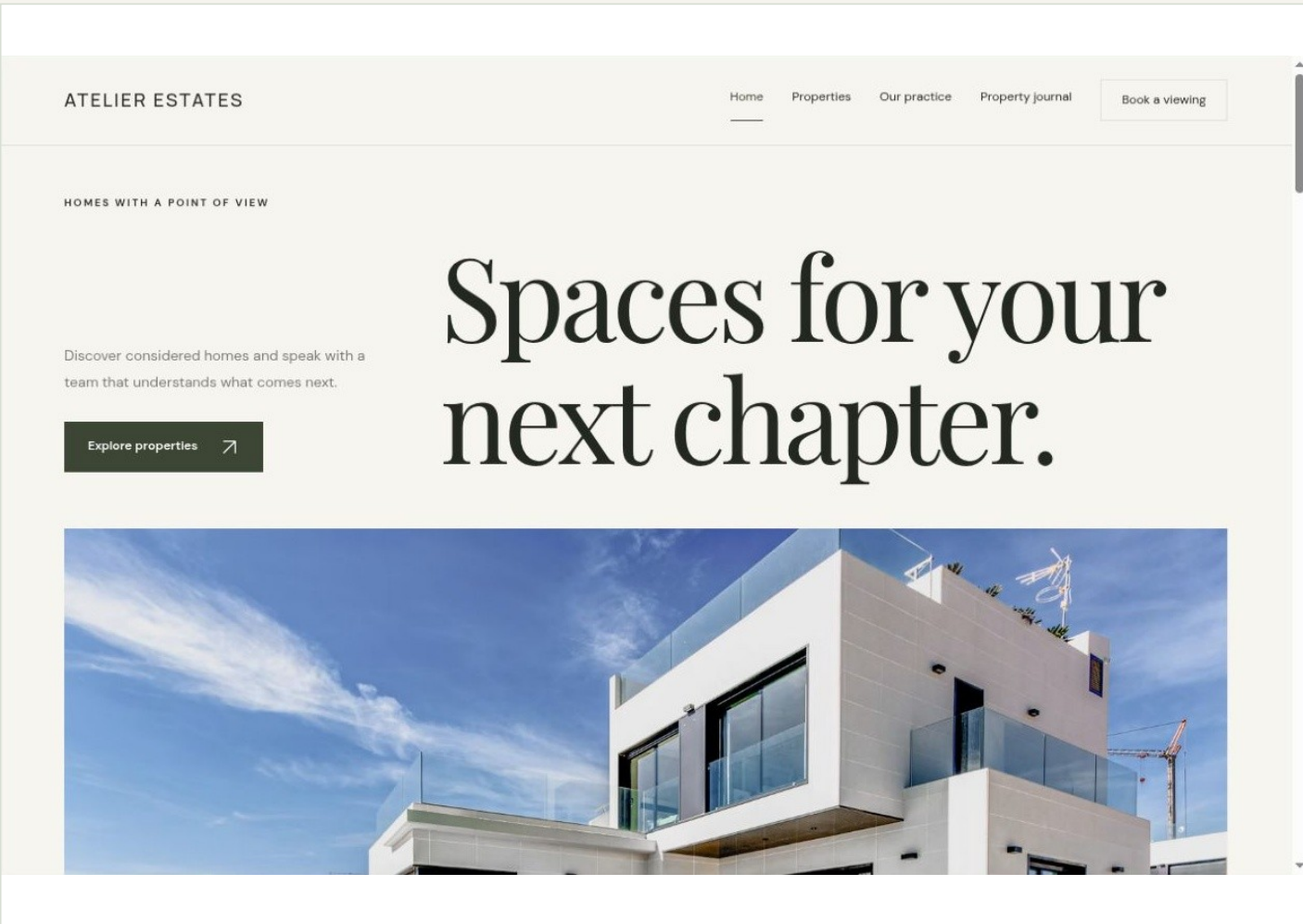
Daybreak Rentals

Rentals and experiences

[View example](#)

Property & technology

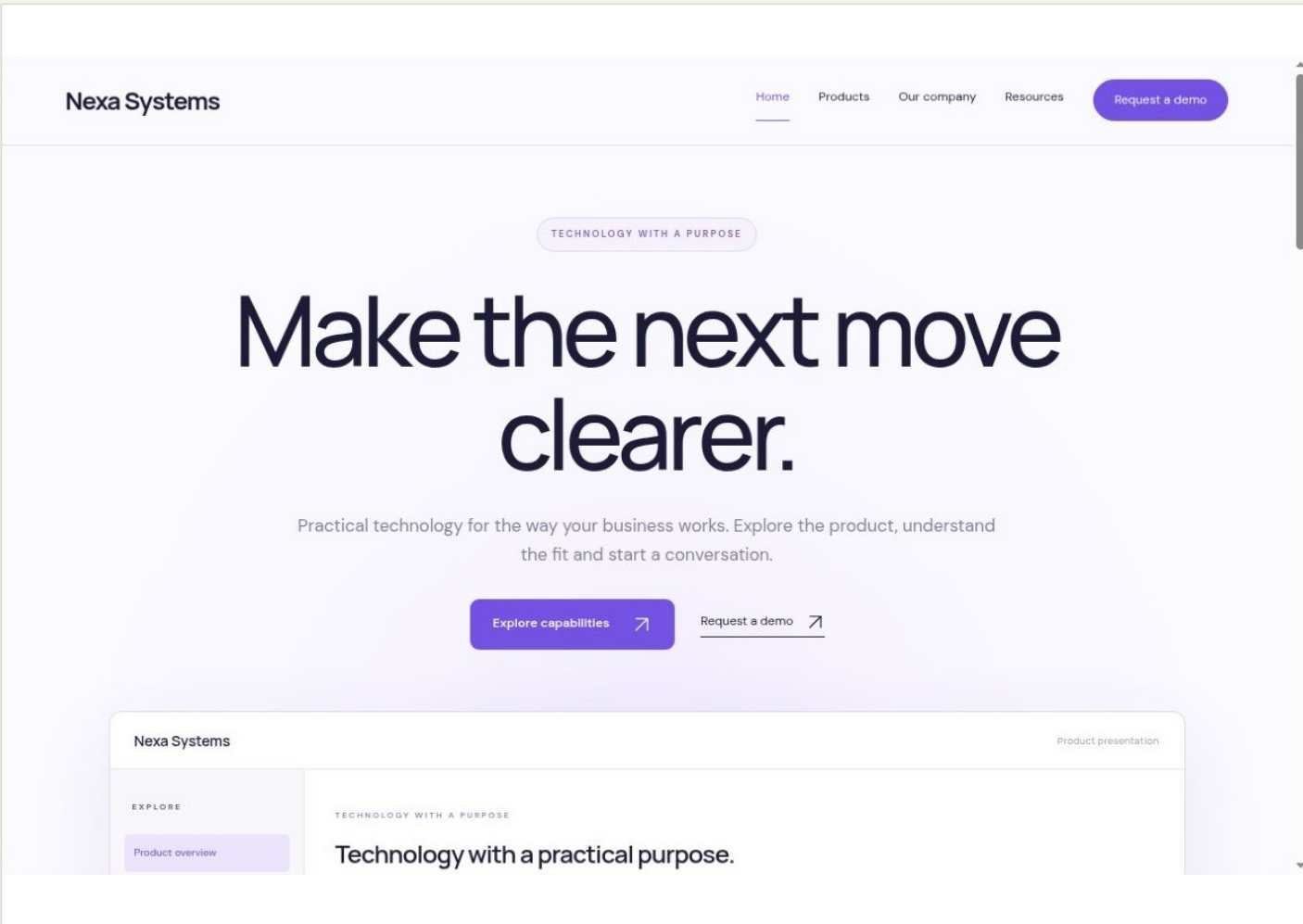
Architectural imagery and software messaging create two distinct routes into the offer.



Atelier Estates

Real estate and property

[View example](#)



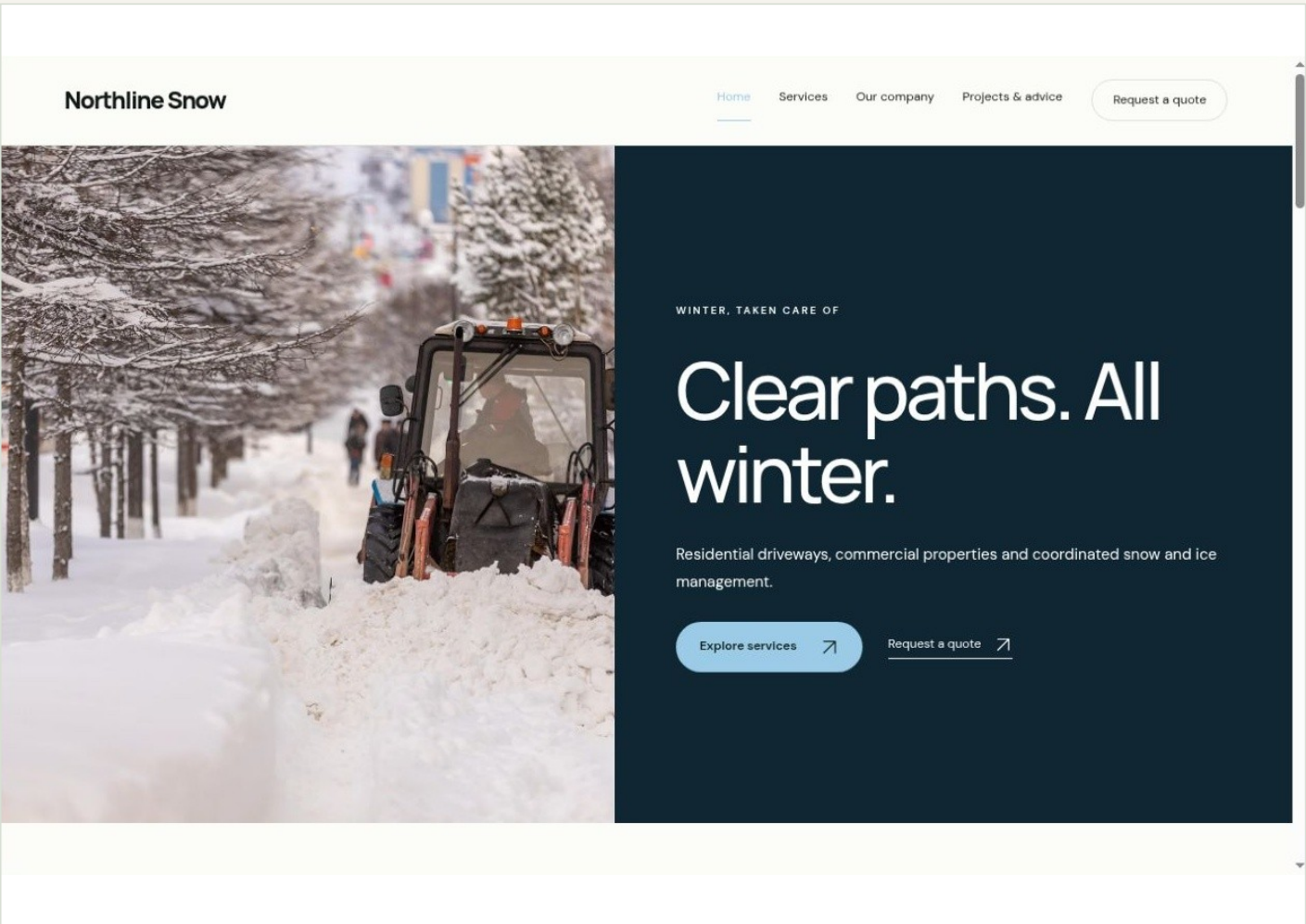
Nexa Systems

Technology and SaaS

[View example](#)

Seasonal services & automotive

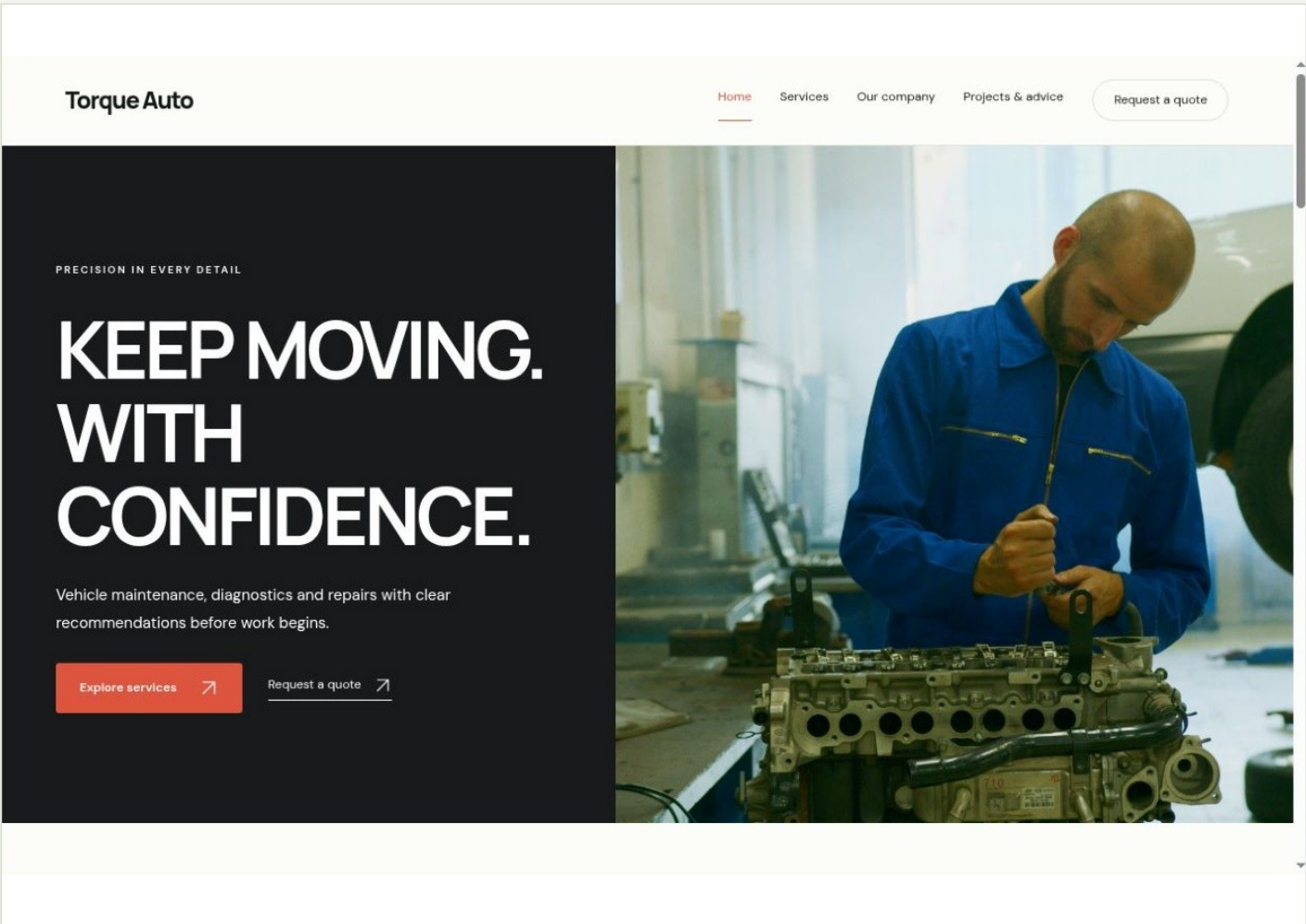
Clear services and contact paths matter when customers arrive with an immediate practical need.



Northline Snow

Snow removal and seasonal service

[View example](#)



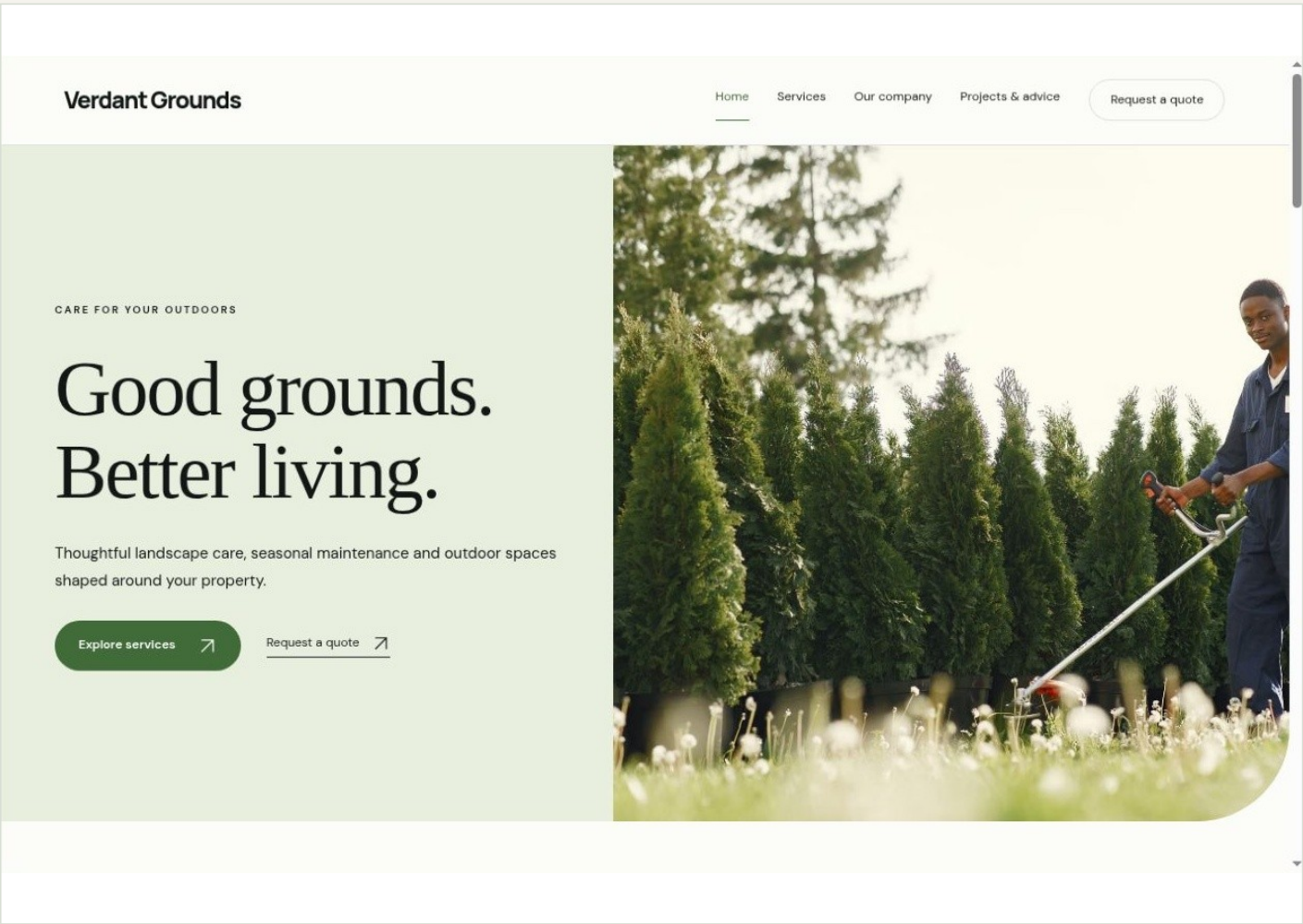
Torque Auto

Automotive services

[View example](#)

Landscape & forestry

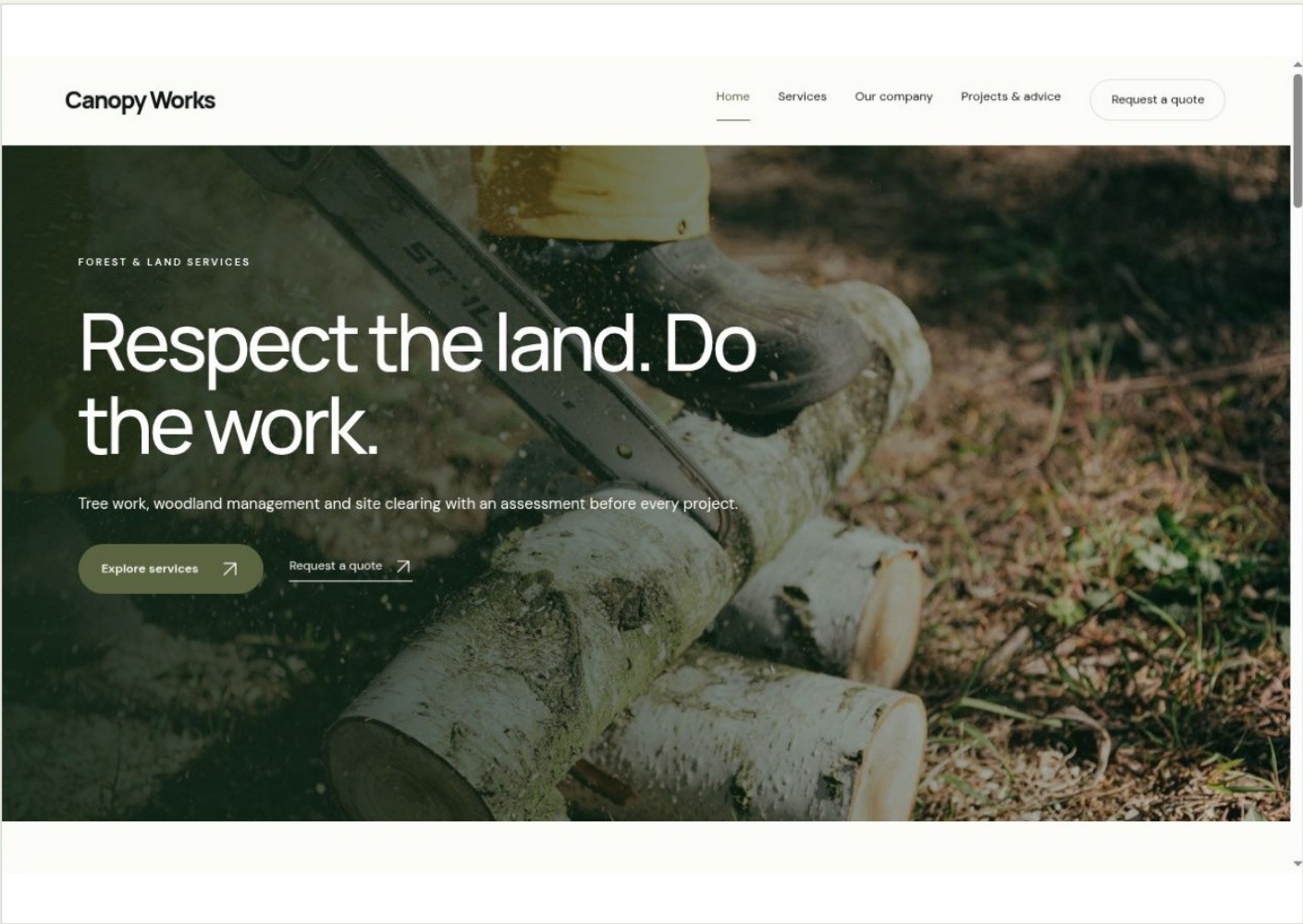
Outdoor work needs strong imagery and a clear explanation of the service area and project scope.



Verdant Grounds

Landscaping and outdoor care

[View example](#)



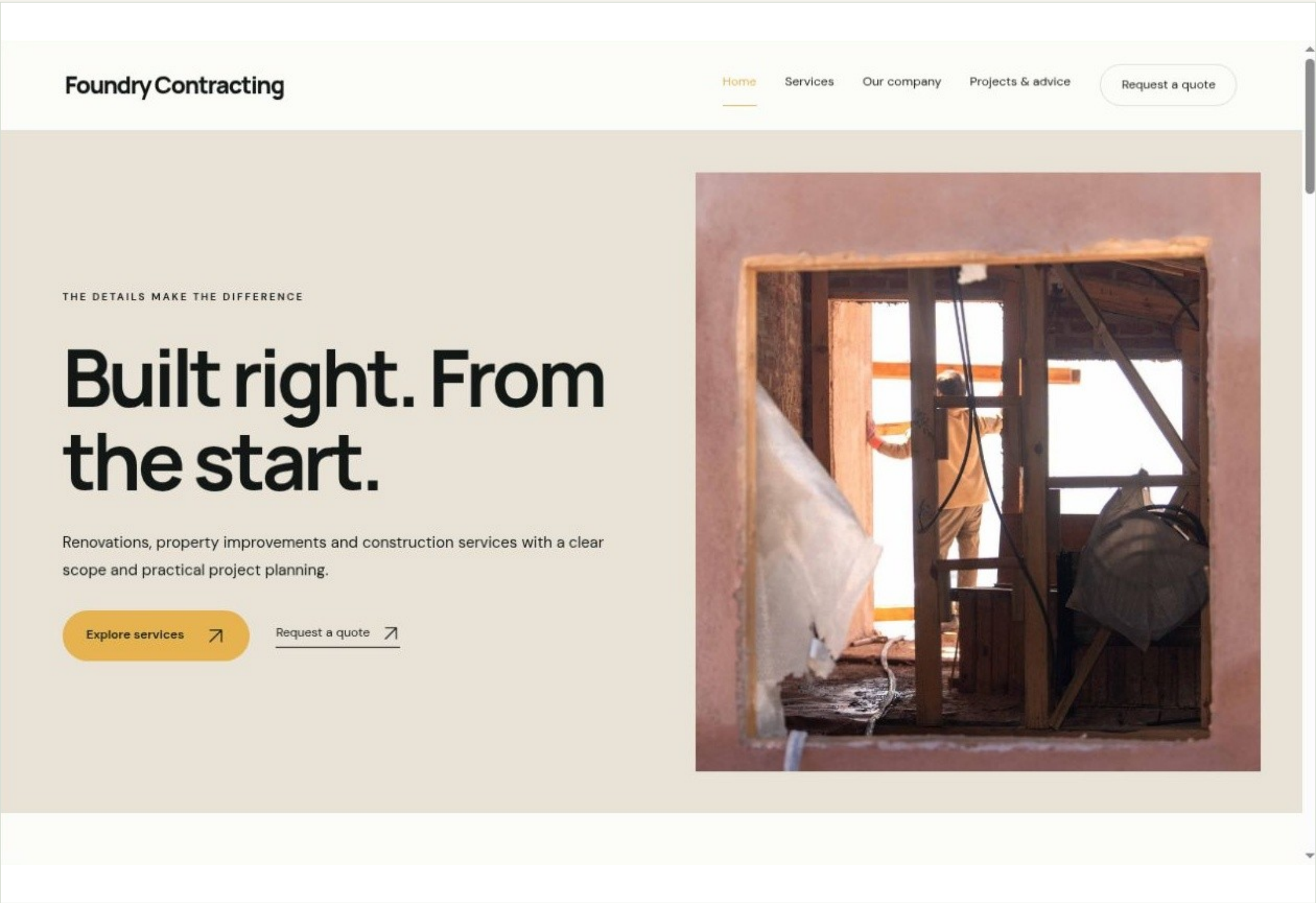
Canopy Works

Forestry and land services

[View example](#)

Foundry Contracting

Construction services



WHAT I BUILT

I designed and built this reusable website template, including its layout, content structure and inquiry experience.

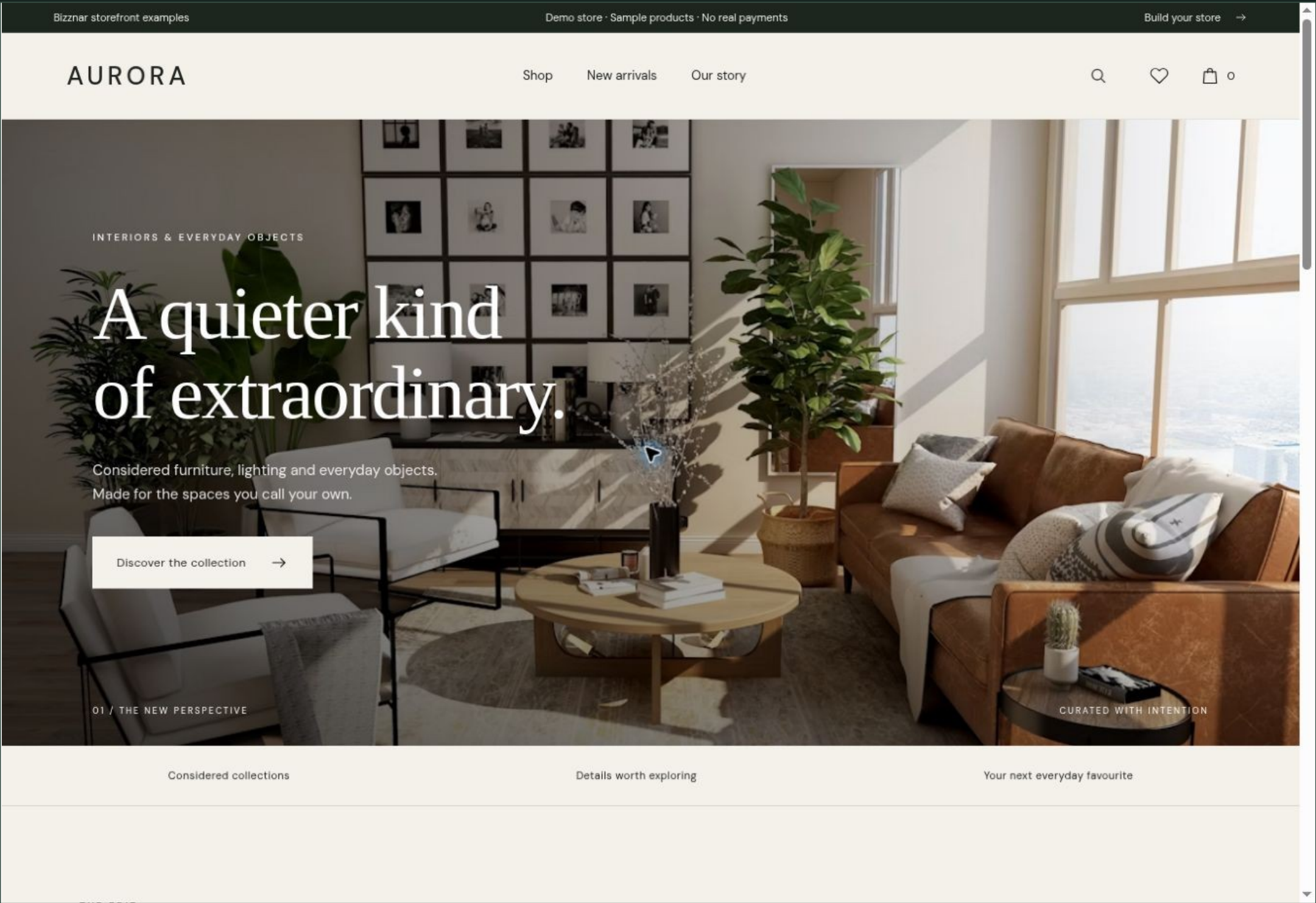
DESIGN DECISION

Give the business a recognizable point of view while keeping navigation and inquiries clear.

[Explore the project](#)

AURORA

An editorial storefront for home and lifestyle products.



WHAT I BUILT

I designed and built this storefront concept myself, including the visual layout, content structure and browsing experience.

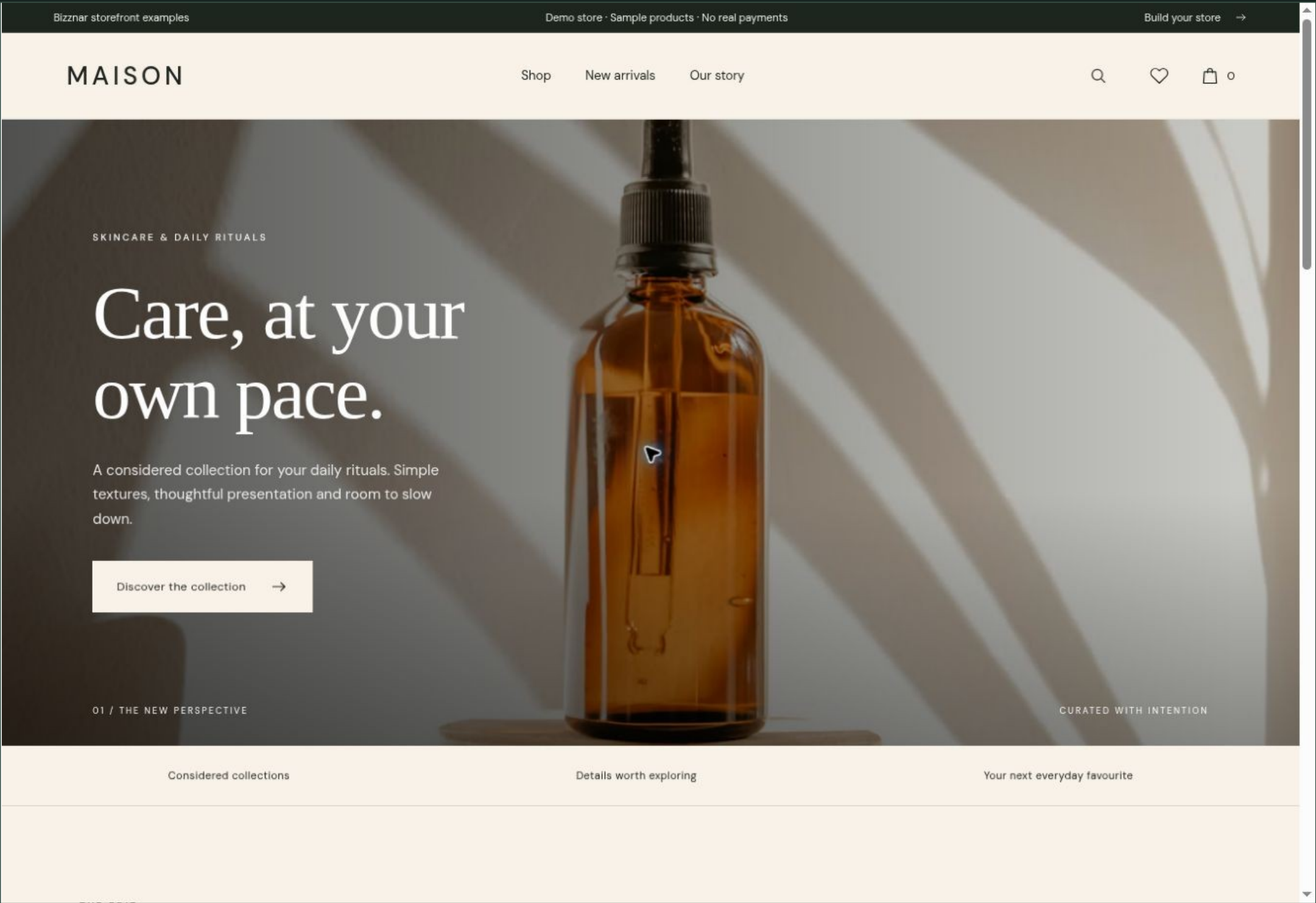
DESIGN DECISION

Let collections and product imagery carry the browsing experience.

[Explore the project](#)

MAISON

A softer storefront concept for beauty, wellness and personal care.



WHAT I BUILT

I designed and built this storefront concept myself, including the visual layout, content structure and browsing experience.

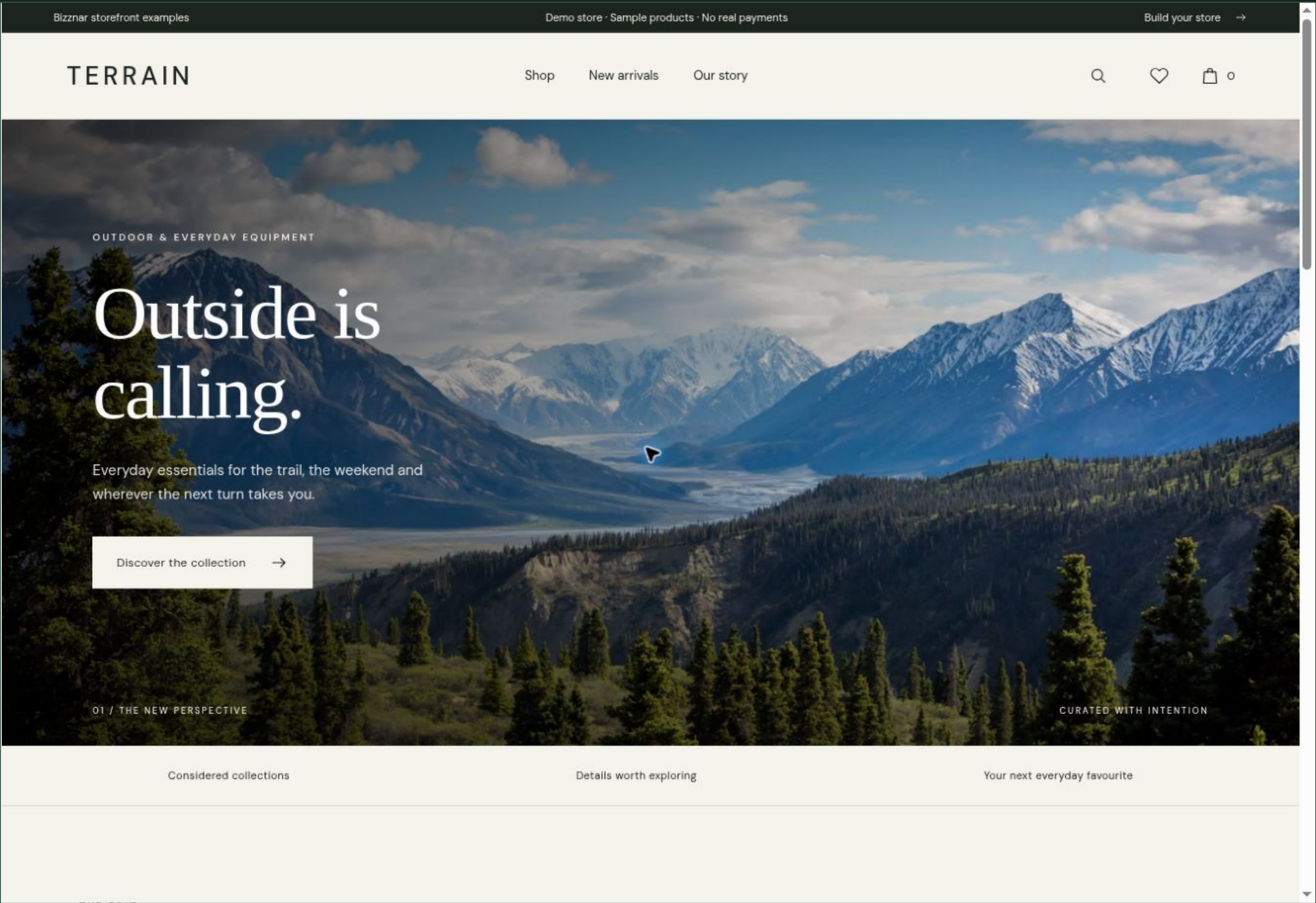
DESIGN DECISION

Use a calm visual rhythm and product-focused content.

[Explore the project](#)

TERRAIN

An outdoor storefront concept built around movement and the landscape.



WHAT I BUILT

I designed and built this storefront concept myself, including the visual layout, content structure and browsing experience.

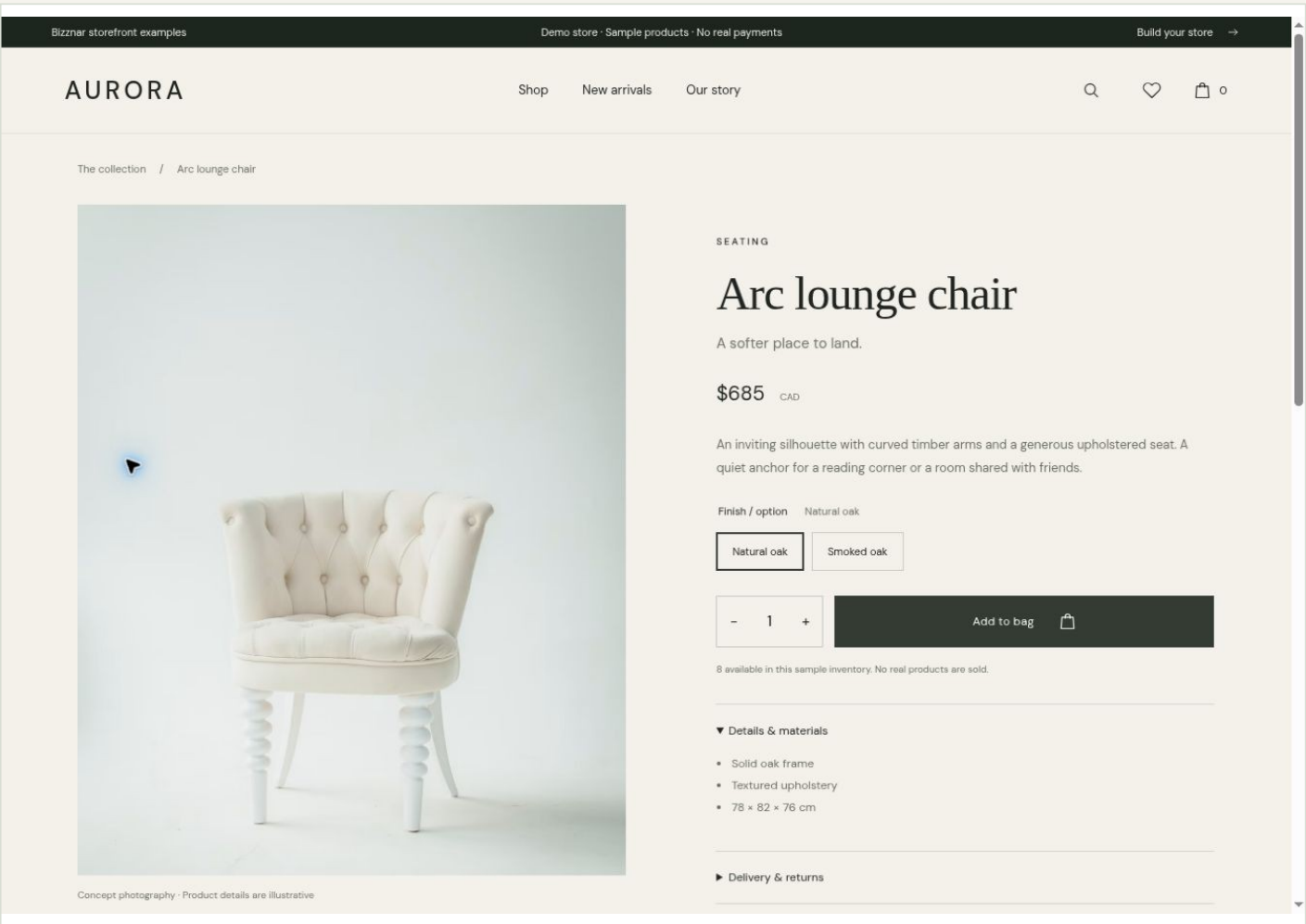
DESIGN DECISION

Give products a use context while keeping the route to the catalog clear.

[Explore the project](#)

The pages are only part of the product

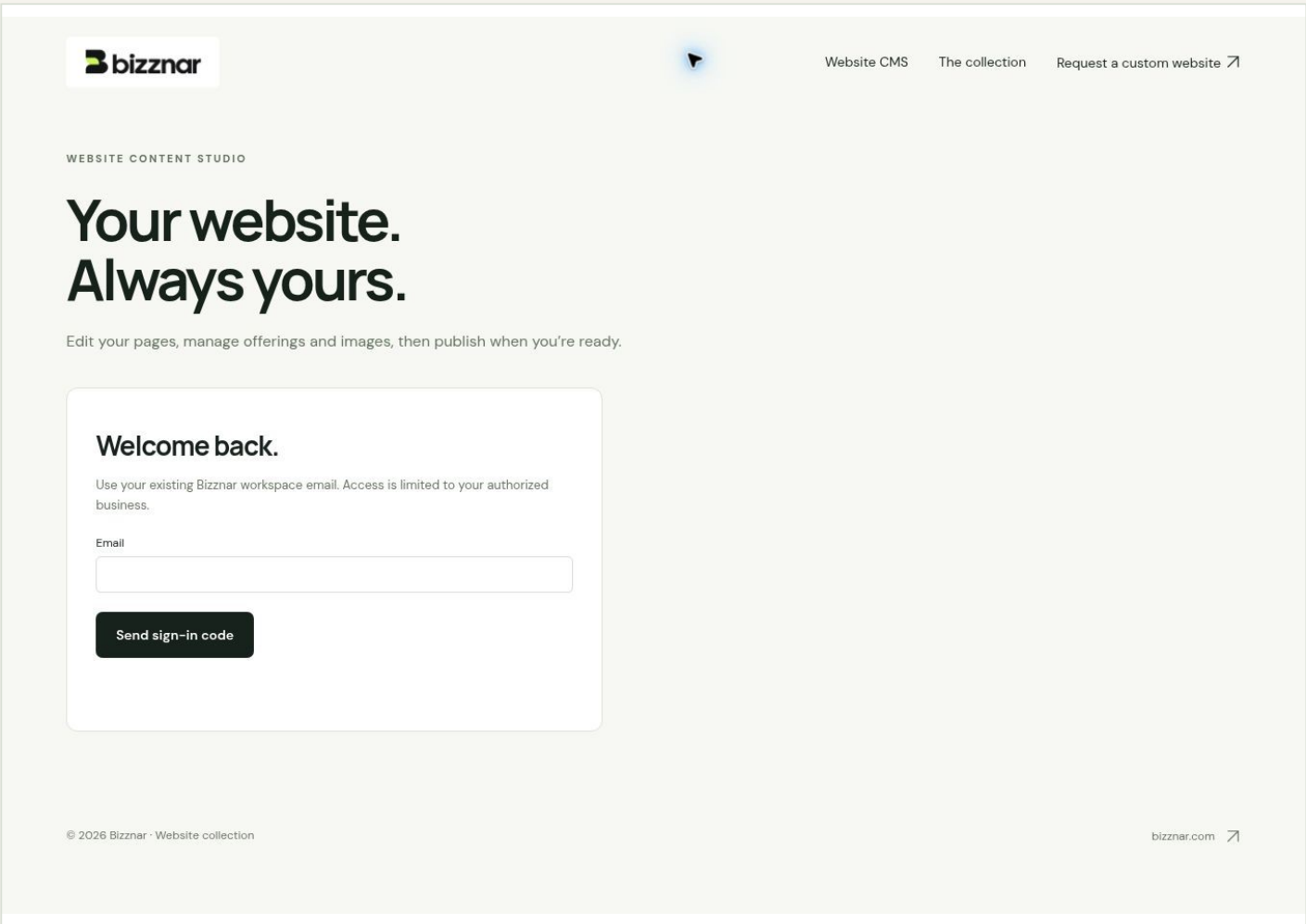
Customer browsing and ongoing content ownership need attention after the initial design.



Product detail

A sample product page connects imagery, information and purchase choices.

[View example](#)



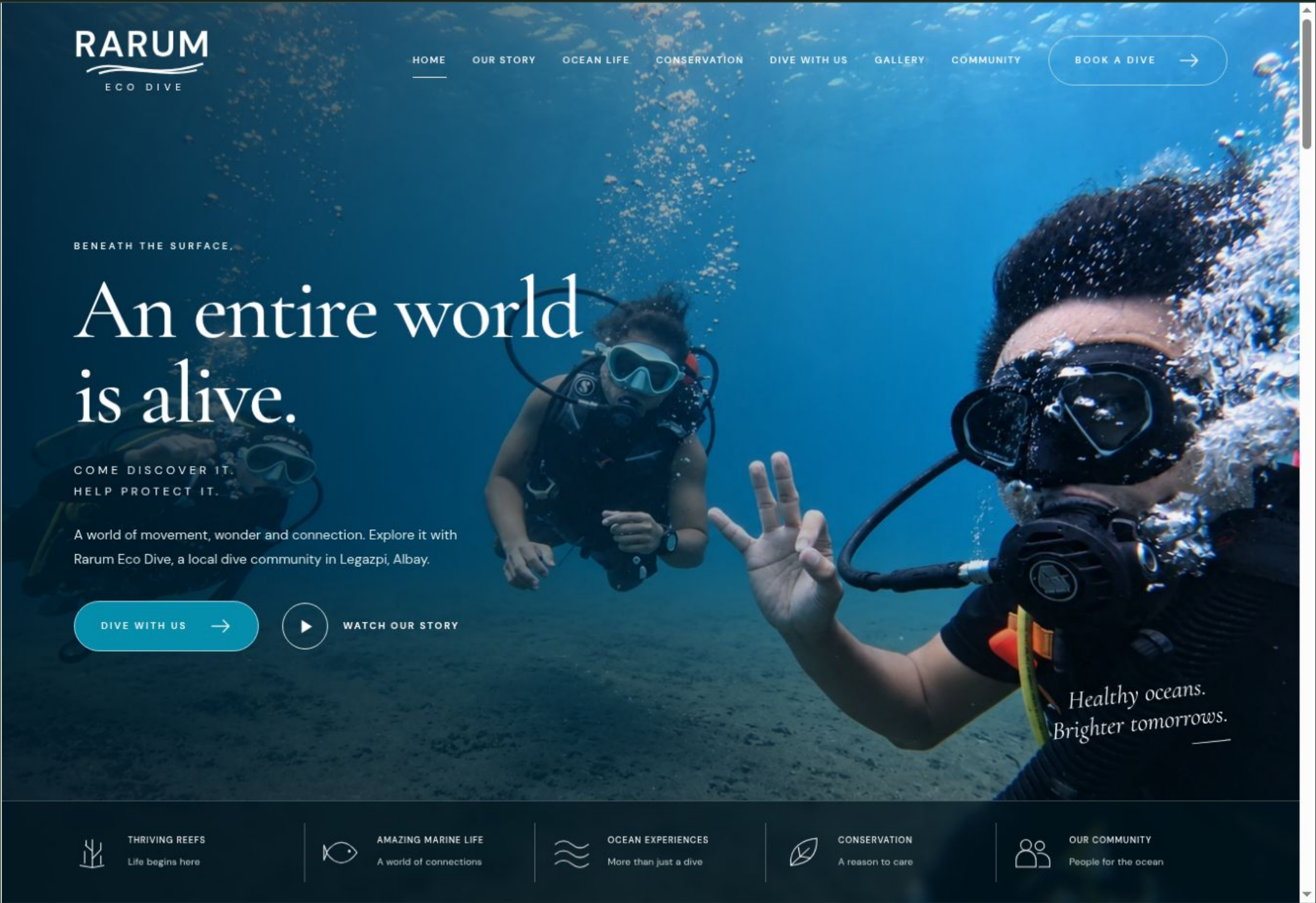
Website CMS entry

A protected content-management entry point. An authenticated editor is not shown.

[View example](#)

I translated Rarum’s story into a website

I designed and built the website connecting diving, marine life and Rarum's local community in Legazpi, Albay.



WHAT I BUILT

I designed and built the website, including its visual layout, page structure and story-led content.

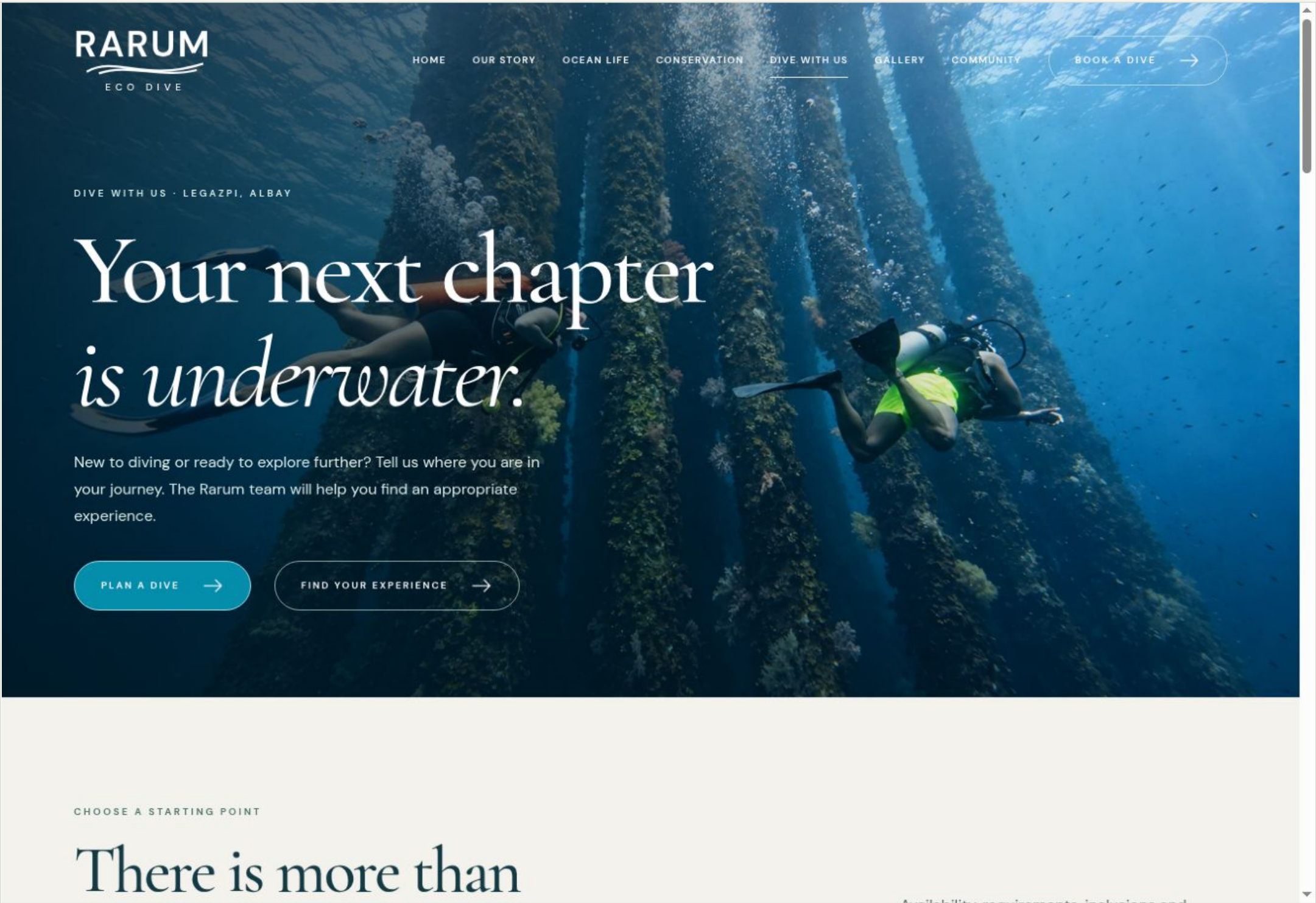
DESIGN DECISION

Let Rarum’s own photography lead. Give each experience and conservation story room beyond the homepage.

[Explore the project](#)

A clear invitation to start a conversation

The dive experience pages help visitors choose a starting point, understand what to ask and contact the team.



WHAT I BUILT

I designed and built the experience pages, inquiry flow and supporting content-management tools.

DESIGN DECISION

An inquiry should not pretend to be a confirmed booking. Availability and requirements stay with the dive team.

[Explore the project](#)

Brand thinking before and beyond the website

A visual language rooted in the coast

I created this identity study using creative and AI-assisted tools. Ocean, coral and Albay landscape references explore an emblem, social icon and apparel applications.

The live website uses a different wordmark treatment. This board shows design exploration, not proof of manufactured merchandise.



The work also includes smaller, useful tools

	A	B	C	D	E	F	G	H	I	J
1	BIZZ NAR BUSINESS DOCUMENT KIT • ONE WORKBOOK • PROFESSIONAL OUTPUT									
2										
3										
4										
5										
6										
7	QUOTE Professional estimates			INVOICE Customer billing				PURCHASE ORDER Supplier purchasing		
8										
9										
10										
11										
12										
13										
14	WORK ORDER Service documentation			INSPECTION Condition reports				HISTORY Document register		
15										
16										
17										
18										
19										
20										
21										
22	SETUP ONCE. USE INDEFINITELY.									
23										
24										
25										
26	Start in SETTINGS. Enter the business information, tax numbers and numbering prefixes. Maintain customers, products/services and suppliers in the master-data sheets.									
27										
28										

Business document kits

Spreadsheet-based starting points for quotes, invoices, purchase orders, work orders and inspections. An earlier step toward reusable business software.

ADDITIONAL PROJECTS

Cha’s Workroom

A personal project board and notebook with projects, task stages and quick notes. Saved project content confirms the interface; private live screens are not reproduced.

Bizznar Voice

A sales-assistant workspace prototype with a contact queue, conversation records and provider setup. Live calling is not demonstrated in this portfolio.

I turn an undefined need into a reviewable solution

I start with the work itself: who needs the information, what happens next and where a handoff can fail. I then design and build the process, interface and content myself, using development, creative and AI-assisted tools.

01	02	03	04
Understand	Define	Build & review	Put it into use
Map the existing work and find the points where information or ownership gets lost.	Write the requirements, screen behavior, rules and acceptance criteria.	Build with development and AI-assisted tools. Inspect, debug and test realistic scenarios.	Prepare releases, write documentation, hand over the work and implement the next fixes.

Business analysis · Design & implementation · Workflow design · UX and content · Brand creation · AI-assisted development

A portfolio of work, with clear boundaries

My account records the handover, infrastructure takeover, commercial negotiation, owner collaboration, branch planning and ongoing marketing. The saved Granby rendering is a planned architectural concept. Screenshots, test interfaces, concepts and illustrative images are identified throughout.

Excelko website	March 26 screenshot and current captures. Former US\$1,000/month charge, six months free and revised \$300/month fee: my account; no net savings calculated.	Visit
Infrastructure takeover	My account of legacy email repair, domain migration, office IT ownership and Ubuntu deployment. Images are illustrative; total costs and uptime are not audited.	
Excelko Hub	Service QA, parts layout and demo contract snapshots. Synthetic records; these do not certify every live workflow.	
Bizznar apps & ERP	Current public demo directory and CRM checked. Other app images extracted from the saved October 9 showcase.	Visit
Website collection	15 template concepts, 3 custom studies and 3 storefront samples from the saved showcase. Sample brands and products.	Visit
Rarum Eco Dive	Current public website checked. CMS and inquiry scope supported by the October 9 admin release record.	Visit
Protected & prototype work	Command Center entry only. Cha's Workroom and Bizznar Voice use saved project descriptions; private screens are not shown.	

Inventory and ads: saved June correspondence + July CMS export; multi-image behavior described by me. Meta Catalog, Merchant Center and ad-rendering screenshots await account access. No quantified commercial uplift is claimed.

Initiative, ownership and delivery

Limitations do not stop me.

I build a way forward.

Working directly with the owner, I contribute to branch planning and partner sourcing. I lead marketing, creative production and paid campaigns, and take ownership of infrastructure, websites, inventory feeds and a custom ERP. I use development, creative and AI-assisted tools to build and refine the work. The notes identify the evidence shown.

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