

SHOPIFY STORE DESIGN PORTFOLIO

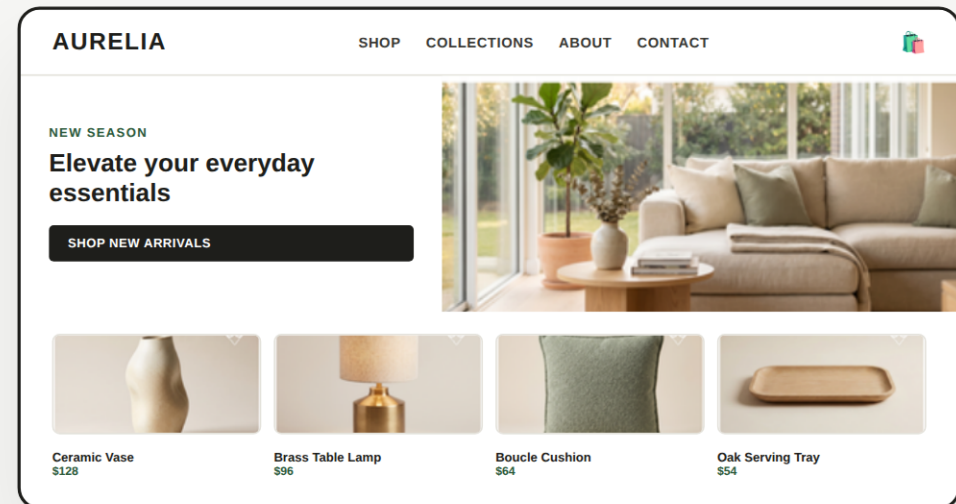
PROFESSIONAL | MODERN | RESPONSIVE

A focused portfolio showcasing premium e-commerce storefront design, store redesign, responsive presentation, and clear purchase-focused layout.

Custom Design

Mobile Responsive

Purchase-Focused Layout



ABOUT THE DESIGNER

A short introduction before diving into the concept project.

HAMAD KHAN

I'm an e-commerce designer currently building my professional experience in Shopify and online store design. My focus is on creating clean, modern, and user-friendly Shopify stores that present products clearly and work smoothly across desktop and mobile.

WHAT I WORK WITH

● Shopify & Dawn Theme

● AI-Assisted Visual & Content Creation

● Homepage Design & Redesign

● Mobile-Responsive Presentation

● Shopify Theme Editor

● Store Layout & Navigation

● Product & Collection Page Setup

● E-Commerce Visual Design

Shopify Store Design

Clean, Modern Layouts

Mobile-First Presentation

WORK PROCESS

How a project like this moves from idea to a finished Shopify store.

1

Discovery

Understand the brand, products, and goals for the store.

2

Structure & Wireframe

Plan page layout, navigation, and content flow.

3

Visual Design

Define the look and feel — colors, typography, product presentation.

4

Shopify Build

Build the design inside Shopify using the Dawn theme.

5

Responsive Testing

Check and refine the experience across desktop, tablet, and mobile.

6

Handover

Deliver a store that's ready to launch.

PROJECT SCOPE

What this concept project covers, and what it's for.

This is a **self-initiated concept project**, created to demonstrate design and layout capability for a home-goods style Shopify store. It is not a paid client project.



Homepage Design



Product Detail Page



Collection / Category Page



Cart / Mini-Cart



Mobile-Responsive Views



Store Redesign Exercise

AURELIA and all products shown are fictional and created for demonstration purposes only.

05 HOMEPAGE DESIGN

Clean visual hierarchy, realistic product presentation, and a polished e-commerce experience.

AURELIA

SHOPCOLLECTIONSABOUTCONTACT

NEW SEASON

Elevate your everyday essentials

SHOP NEW ARRIVALS



BEST SELLERS



Ceramic Vase
\$128



Brass Table Lamp
\$96



Boucle Cushion
\$64



Oak Serving Tray
\$54

✓ Responsive Design

✓ E-Commerce Store

✓ Purchase-Focused Layout

SHOPIFY STORE DESIGN PORTFOLIO

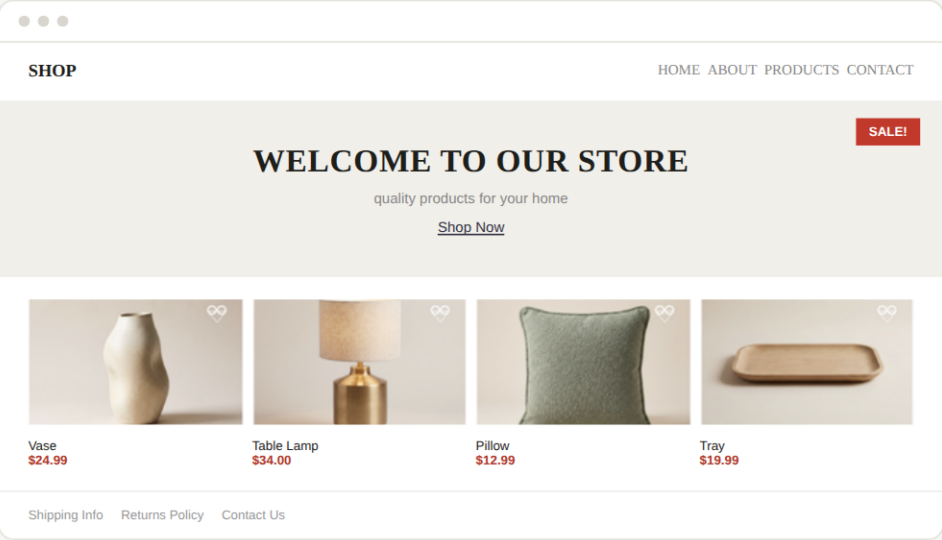
05

06 STORE REDESIGN

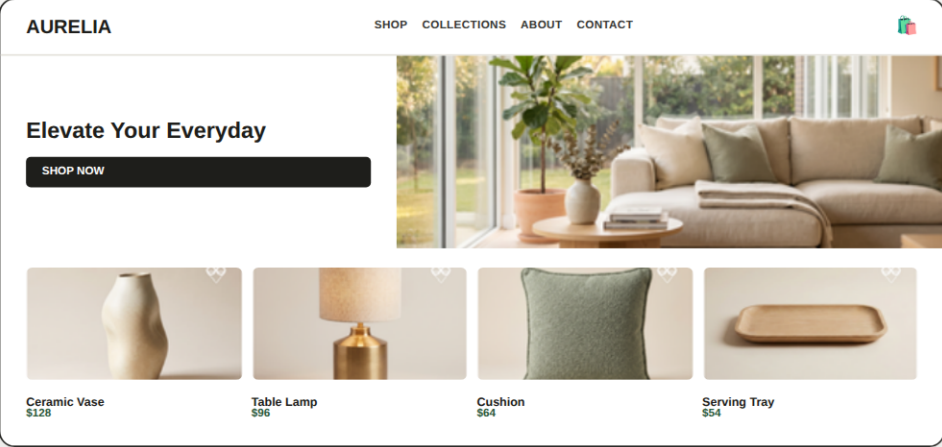
FROM BASIC TO PREMIUM

A clearer structure, stronger product presentation, improved spacing, and a more refined shopping experience.

BEFORE



AFTER



MODERN DESIGN • BETTER UX • CLEAR PURCHASE PATH

07 PRODUCT DETAIL PAGE

Clear product presentation with gallery, pricing, and purchase details.

AURELIA

SHOPCOLLECTIONSABOUTCONTACT







Home / Best Sellers / Ceramic Vase

Ceramic Vase

\$128

A tall, hand-finished ceramic vase with an organic sculptural silhouette. A soft matte glaze brings warmth to any shelf, console, or dining table.

-1+

ADD TO CART

Details

+

Shipping

+

Returns

+

YOU MAY ALSO LIKE



Brass Table Lamp

\$96



Boucle Cushion

\$64



Oak Serving Tray

\$54

08 COLLECTION PAGE

Organized product browsing with clear sorting and consistent card layout.

AURELIA

SHOPCOLLECTIONSABOUTCONTACT



Home / Collections

Best Sellers

Filter: AllCategoryPrice

Sort by: Featured ▼



Ceramic Vase
\$128



Brass Table Lamp
\$96



Boucle Cushion
\$64

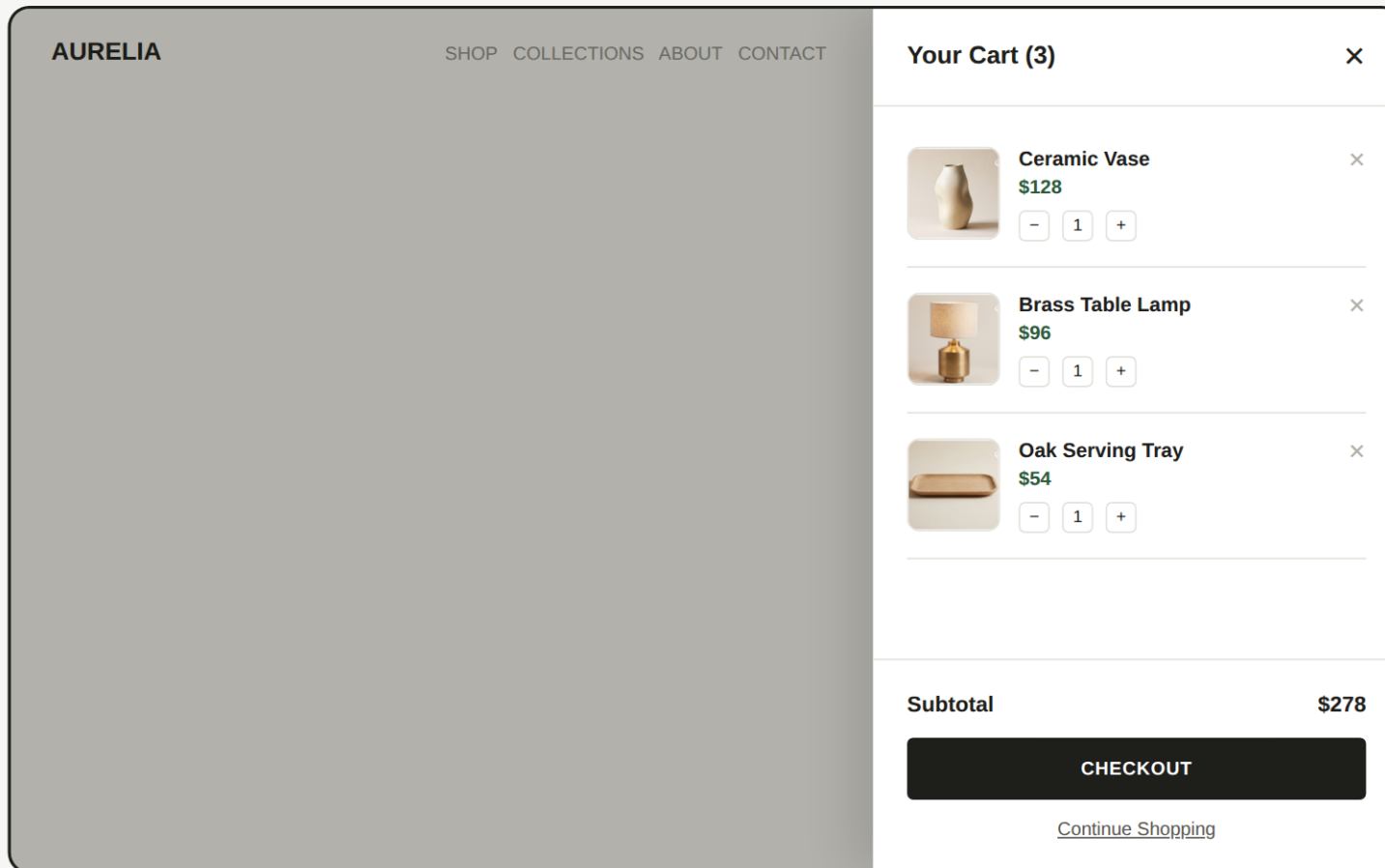


Oak Serving Tray
\$54

09 CART / MINI-CART

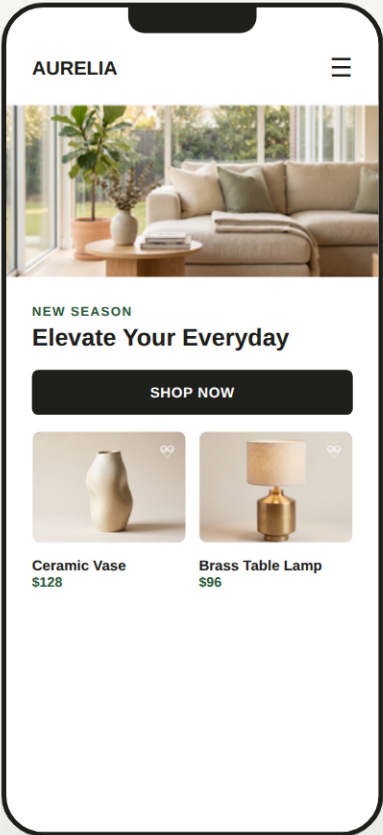
A clean, minimal cart panel that keeps checkout simple.

CONCEPT PROJECT

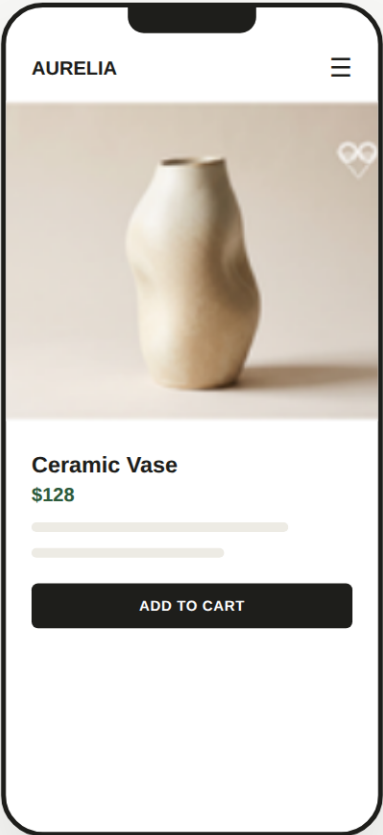


10 MOBILE VIEWS

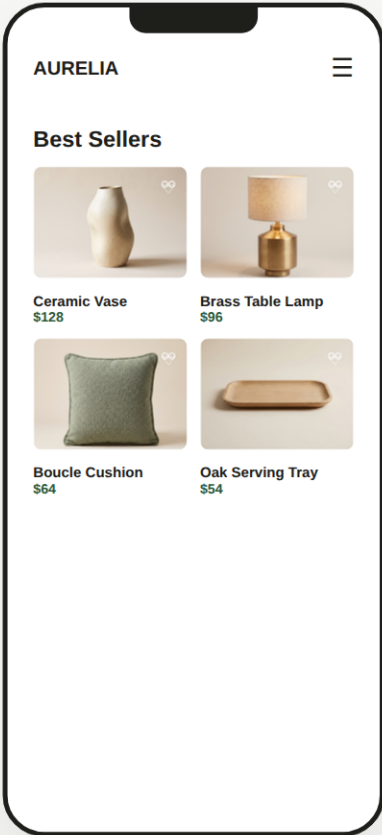
A consistent shopping experience across desktop and mobile.



Mobile Homepage



Mobile Product Page



Mobile Collection Grid

WHAT I CAN DESIGN

A clean, cohesive Shopify storefront built around your products and brand presentation.

- **Custom Store Design**

Professional storefront layout and visual presentation.

→ [See Page 05](#)

- **Mobile Responsive**

A consistent shopping experience across screen sizes.

→ [See Page 10](#)

- **Product Page Design**

Clear, polished pages that showcase products effectively.

→ [See Page 07](#)

- **Collection Setup**

Organized collection presentation for easier browsing.

→ [See Page 08](#)

- **Navigation & Layout**

Simple structure that helps shoppers move through the store.

→ [See Pages 05 & 08](#)

- **Clear Purchase-Focused Design**

Clear hierarchy and calls-to-action throughout the experience.

→ [See Page 06](#)



READY TO BUILD A PROFESSIONAL SHOPIFY STORE?

Available for Shopify Store Design & Redesign on Fiverr

Hamad Khan

MODERN | RESPONSIVE | PROFESSIONAL

AURELIA is a self-initiated concept project created for portfolio demonstration purposes — not a paid client project.