

Bold Brands.

Websites That Convert.

Brand Strategist & Web Designer

2026
portfolio



craftedbymido.com
hi@craftedbymido.com
[@craftedbymido](https://www.instagram.com/craftedbymido)

CLARITY WINS

Most brands don't have a design problem.

They have a **clarity** problem.

Websites look good.

But don't convert.

I don't start with design.

I start with strategy.

Structure.

Positioning.

How your brand sells.

Strategy first.

Design second.

Conversion always.

I don't design for likes.

I design for results.

OFFER

I build brands that are clear, strong,
and built to convert.

Brand Strategy

Positioning, messaging, and
direction.

Everything your brand
stands on.

Brand Identity

Logo, colors, typography,
and system.

Designed to be consistent
and memorable.

Web Design

Shopify or WordPress
websites.

Structured to guide users
and drive action.

Conversion Focus

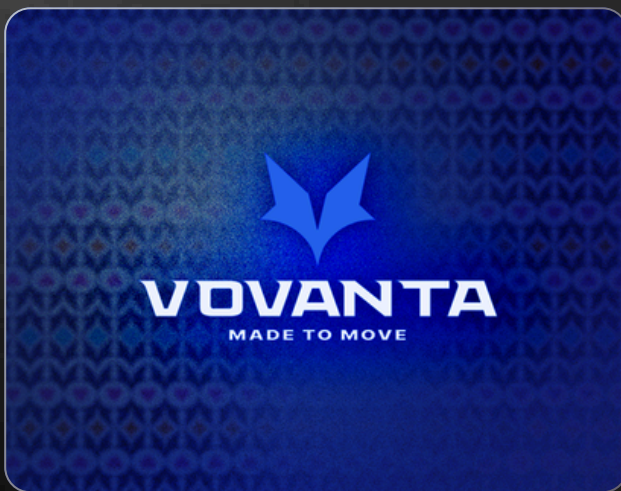
Every decision has a
purpose.

Nothing is random.

This is not just design. **This is how your brand performs.**

SELECTED WORK

A selection of brands and websites built with strategy and purpose.



See more projects here: <https://craftedbymido.com/projects>



VOVANTA

Created a full brand identity and Shopify store for a digital nomad platform



See full project here: <https://craftedbymido.com/vovanta>



GOLD CLUSTER

Crafted a clean luxury brand identity for a jewelry business

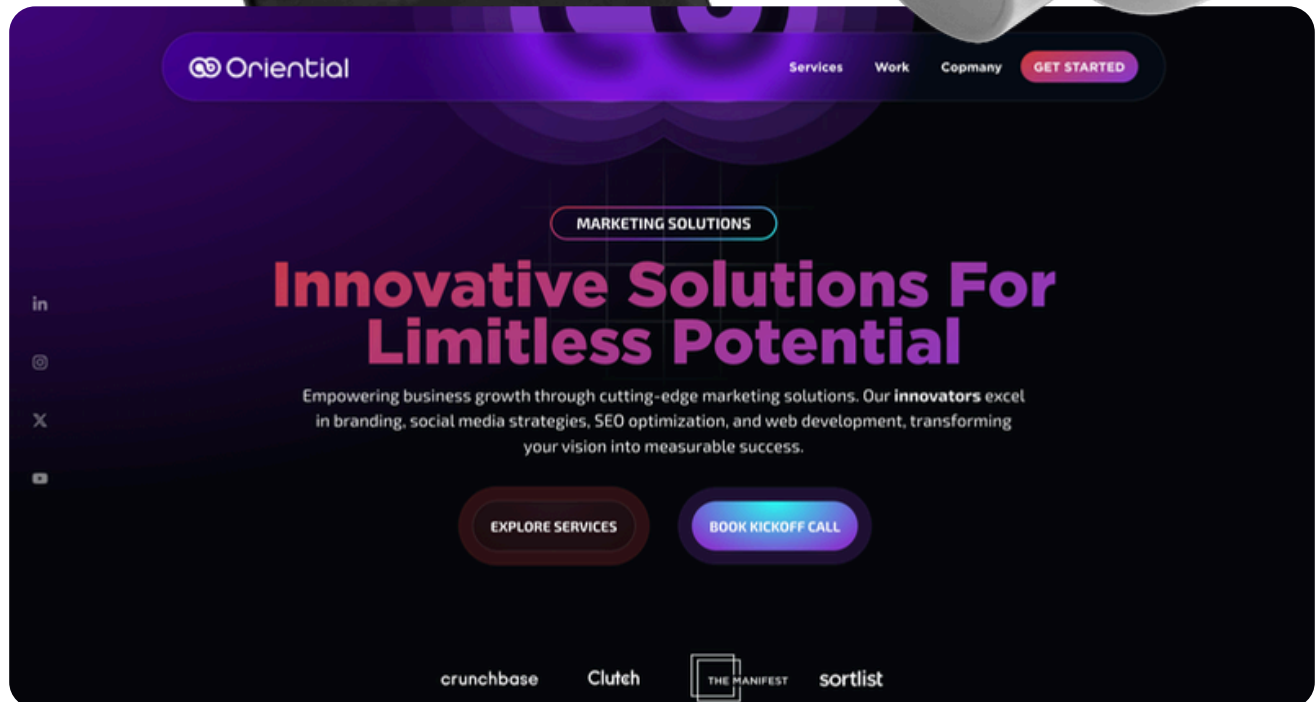


See full project here: <https://craftedbymido.com/gold-cluster>

Oriental

ORIENTAL

Created a full brand identity and WordPress website for a digital marketing company



Take a look at Oriental's website: <https://oriental.com>

WHARZY

Travel Essentials and Beyond

WHARZY

Built a full eCommerce ecosystem, including brand, store, and mobile application.



App Store Connect navigation: Apps, Analytics, Trends, Reports, Users and Access, Agreements, Mido ABT, Wharzy LLC

Wharzy App Store Services TestFlight Xcode Cloud

iOS App 2.9 Ready for Sale

Version Information

App Previews and Screenshots

See full project here: <https://craftedbymido.com/wharzy>

METHOD

Strategy first.

Everything starts with clarity.

01. Discover

Understand your brand, audience, and goals.

02. Define

Positioning, structure, and direction.

03. Design

Visual identity and website experience.

04. Build

Shopify or WordPress. Clean and functional.

05. Optimize

Refine for clarity and conversion.

Every step has a purpose.

Nothing is random.

EDGE

Most designers focus on visuals.

I focus on how your brand performs.

I don't follow trends.

I build structure.

Every decision has a purpose.

Every element supports conversion.

Strategy before design.

Clarity before creativity.

I don't design for attention.

I design for results.

GET IN TOUCH

If you're serious about your brand, we should work together.



Email & Website

craftedbymido.com
hi@craftedbymido.com



Social Media

@craftedbymido

BRAND STRATEGY.

BUILT TO CONVERT.

WEB DESIGN.

clean. direct. no friction.

BOOK YOUR PROJECT

Available for selected projects only.