

Ridge Nelson

I design websites, Shopify stores and brand identities, then build the systems behind them.

7+client projects

3live products of my own

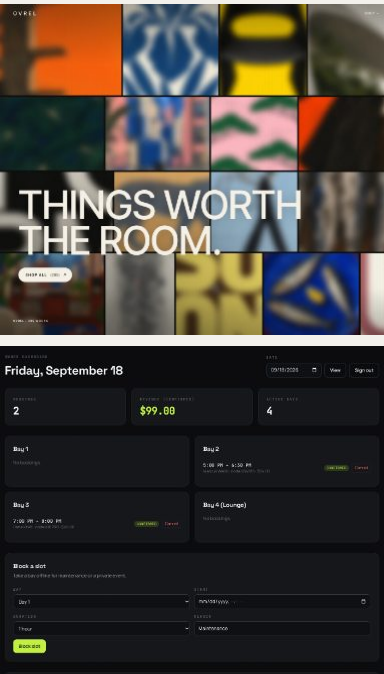
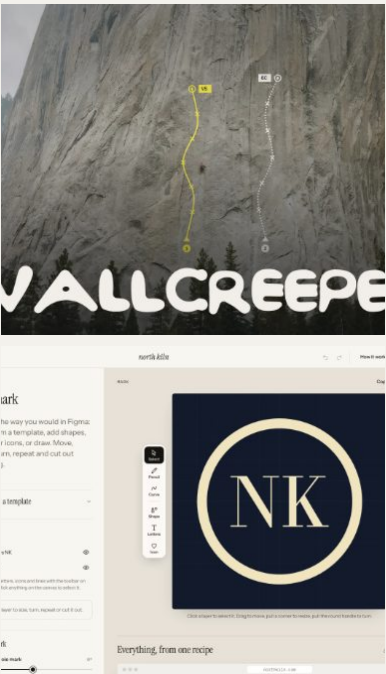
\$50K+in resale

Open to remote roles and selected contract work.
Mountain Time.

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CV	One page, PDF
WEB	ridge-nelson-portfolio.netlify.app



THE RECORD SET - ONE ROW PER BUSINESS				REDACTED ILLUSTRATION - FIELDS AND STAGES ARE REAL, ROWS ARE NOT				
#	BUSINESS	TRADE	AREA	SITE	FINDING	CONTACT	CAMPAIGN	STAGE
0412		roofing		flagged	no mobile layout	owner	trades-01	replied
0413		hvac		ok	none	none	none	skipped
0414		concrete		flagged	quote form below the fold	owner	trades-01	sent
0415		plumbing		flagged	phone number not tappable	office	trades-01	opened
0416		roofing		flagged	outdated build	owner	trades-02	follow-up 2
0417		landscaping		ok	none	none	none	skipped
0418		electrical		flagged	contact form broken	owner	trades-02	call booked
0419		hvac		flagged	no mobile layout	owner	trades-02	queued



01	Ümbe Studio	Identity and website	p . 2
02	OVREL	Store and order system	p . 3
03	Wallcreeper	Identity, packaging and films	p . 5
04	MARK / FIELD	Identity studio, live	p . 7
05	Facility OS	Booking and door access	p . 8
06	Acquisition engine	Lead generation	p . 10

OWNED · 2026 · LIVE

Ümbe Studio

A home page built as a poster:
lettering drawn for the studio, printed
marks, and two-colour sheets after it.

ROLE	Founder. Lettering, identity and front end, written with Claude Code.
PROOF	Lighthouse 100 in all four scores, mobile and desktop. 0 axe violations on 9 pages.
STACK	HTML, CSS, SVG, no framework. Inter Tight, Hanken Grotesk, Switzer



OWNED · 2026 · LIVE

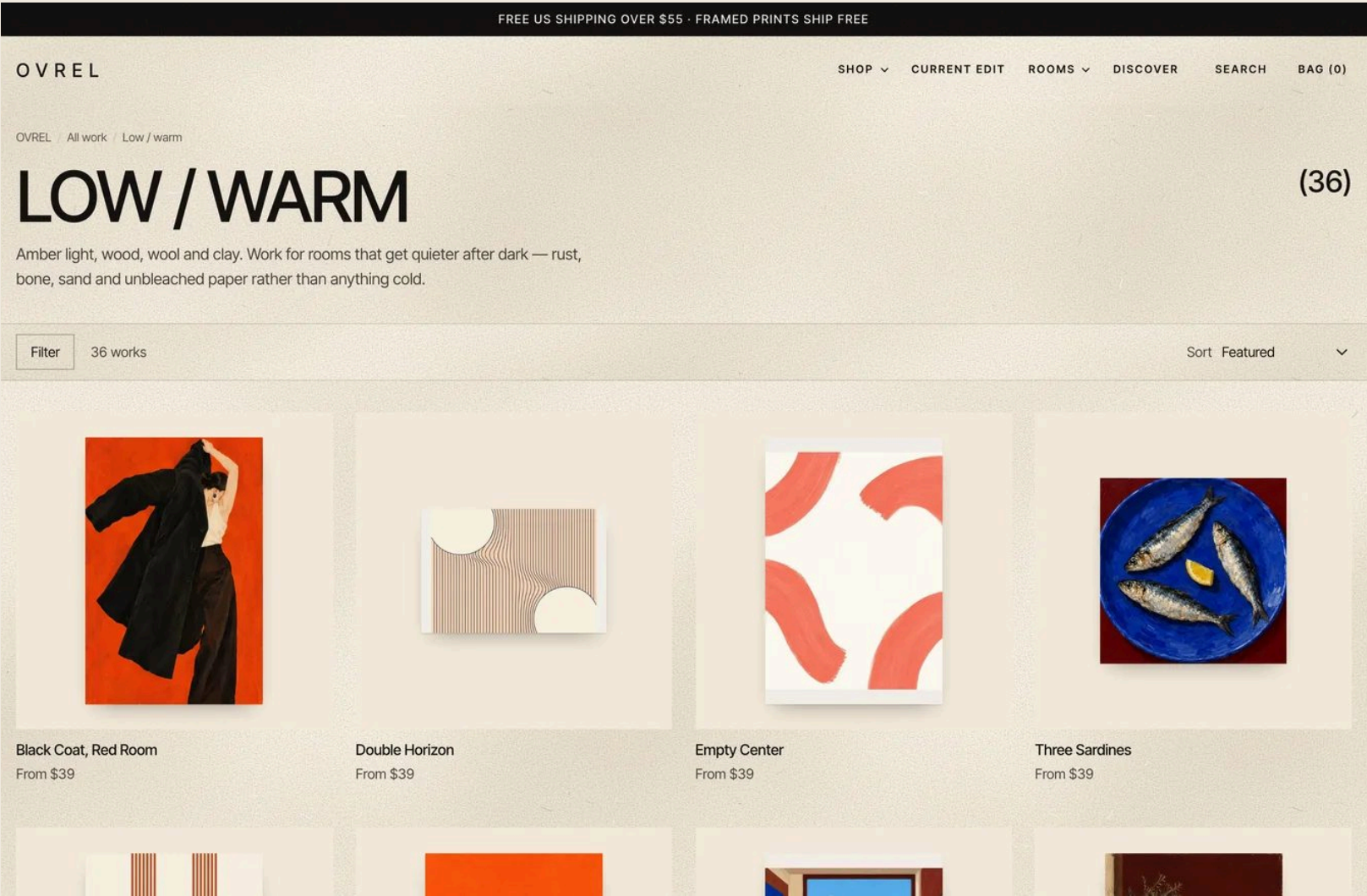
OVREL

An art-print label with a store arranged the way people choose art for a wall.

ROLE	Founder. Art direction, the Shopify store and the order service, built with Claude Code.
PROOF	285 works from \$39, tiered by hand. 968 tests on the order service.
STACK	Shopify, Liquid, Node.js, PostgreSQL, Inngest



Four ways in, and an order that can't be placed twice.



My tiers, not the model's

A blind model review put 18 of my 23 lead works in its bottom two. Its scores now only catch defects.

One delivery, one order

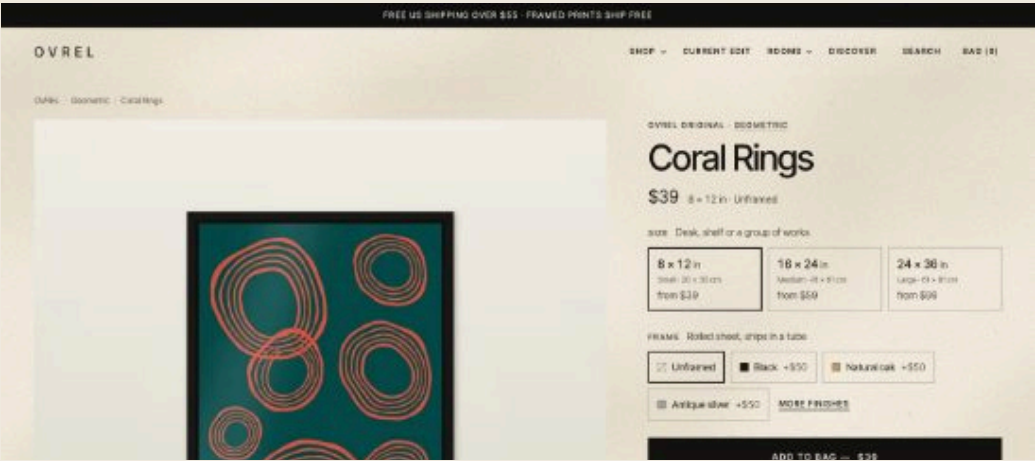
Signatures are checked, repeats are dropped, and every purchase order carries a key from its supplier, order and lines.

Unknown is not zero

A missing cost holds the line instead of reading as free, and spending stops at a cap.



Shop by room



Product page

SELF-INITIATED · 2026 · CONCEPT

Wallcreeper

A climbing chalk bag label, taken all the way from a bird on a cliff to a 52 page brand book and a 4K identity reel.

ROLE	Everything: strategy, the seal and lettering, packaging, the storefront and the films, made with Claude Code, Gemini and Upscayl.
PROOF	52 pages of guidelines, 48 logo files, 17 applications and a responsive storefront.
STACK	Python, canvas, Playwright, shapely, potrace, Gemini, Upscayl

[Full case →](#)



A bird for the mark, a guidebook for the system.



Refill pouch and mailer

Grey on purpose

Slate twill hides wear and shows the chalk. The palette follows the bird: grey fields and one loud yellow.

Borrowed from the guidebook

The topo line, with its start, bolts, anchor and grade, reads as climbing on every surface without a cliché.



Storefront



Brand book, 9 of 52 pages

Photos made, marks kept

AI made the concept photography. Every logo on it is the approved file, placed in code, never generated.

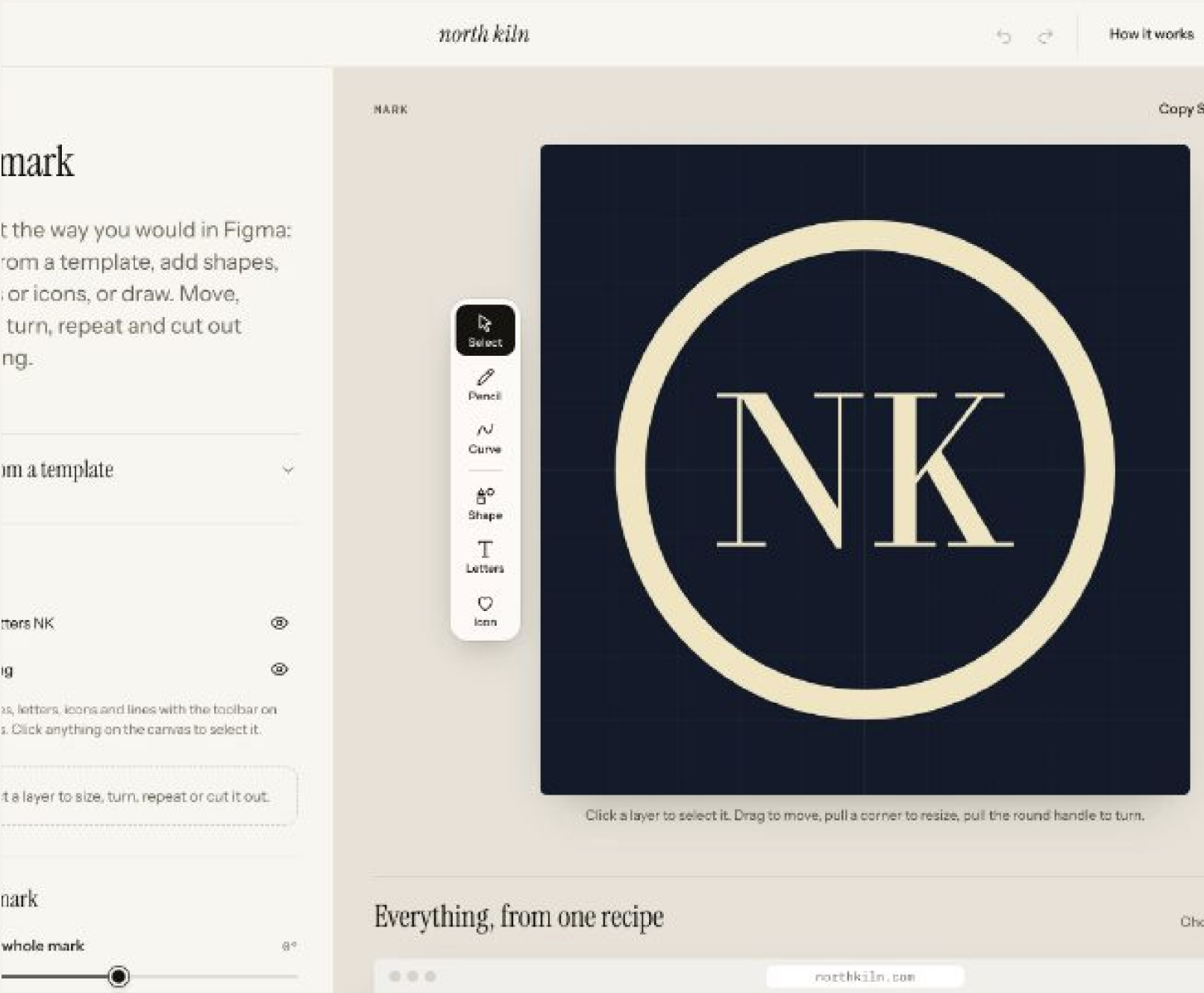
SELF-INITIATED · 2026 · BUILT

MARK / FIELD

Type a name, build a mark, and leave with a whole identity that matches.

ROLE	Product, interaction and front end, built with Claude Code over ten versions.
PROOF	76 unit tests and 137 browser checks. No uploads, no AI generation.
STACK	React, TypeScript, Vite, Playwright

[Full screen ↗](#) [How it was made →](#)



Try the real studio at ridge-nelson-portfolio.netlify.app/mark-field.

CLIENT · 2026 · BUILT

Facility OS

Booking, payment and timed door access for a facility with nobody on site.

ROLE	Product design and build, with the owner.
PROOF	43 tests, including concurrency and time zones. Payments and the lock run on mock providers today.
STACK	Next.js, TypeScript, PostgreSQL, Stripe, Tailwind

[Full case →](#)

OWNER DASHBOARD

DATE

09/18/2026

View

Sign out

BOOKINGS

2

REVENUE (CONFIRMED)

\$99.00

ACTIVE BAYS

4

Bay 1

No bookings.

Bay 2

5:00 PM - 6:30 PM

Marcus Webb · code 204815 · \$54.00

CONFIRMED

Cancel

Bay 3

7:00 PM - 8:00 PM

Dana Pratt · code 881290 · \$45.00

CONFIRMED

Cancel

Bay 4 (Lounge)

No bookings.

Block a slot

Take a bay offline for maintenance or a private event.

BAY

Bay 1

START

mm/dd/yyyy, -- --

DURATION

1 hour

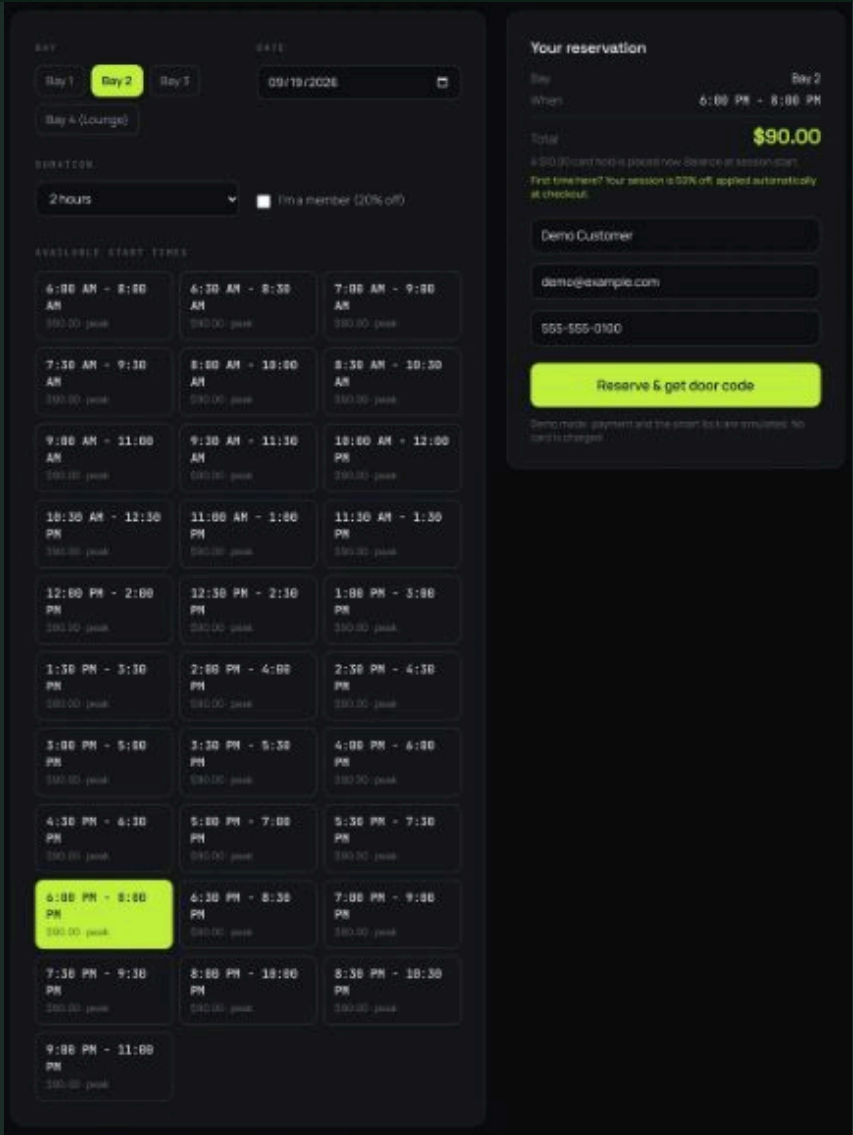
REASON

Maintenance

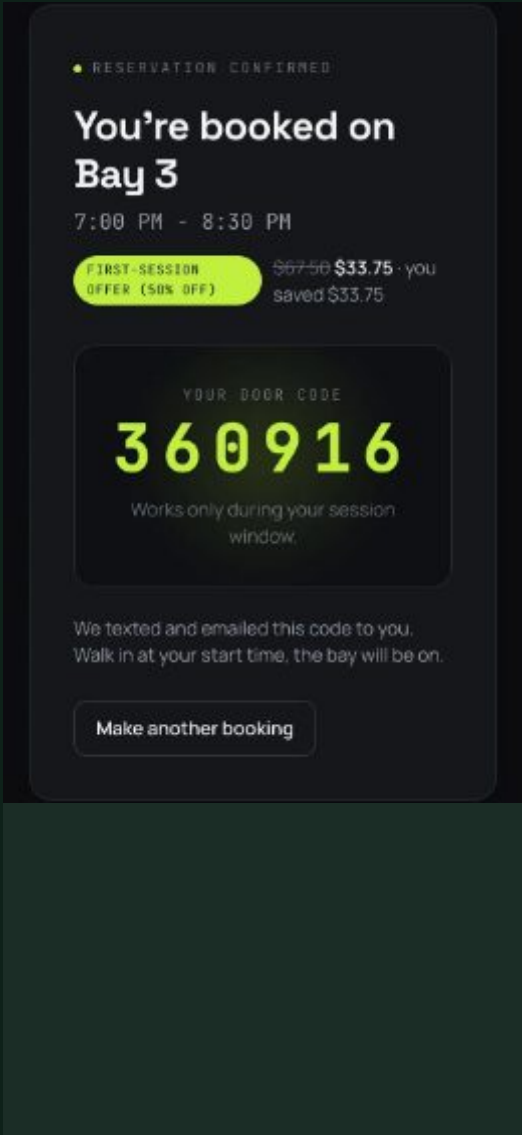
Block slot

Owner dashboard, demo data

Payment can succeed while the lock fails. That case gets its own state, not an automatic refund.



Only free times are offered



A code for that session only

01 Reserved Slot held	02 Paid Captured once
03 paid_needs_code The lock failed	04 Confirmed Owner retries

One slot, one winner
A database constraint per bay, tested with two simultaneous requests.

The venue's clock, not the server's
Every slot and code window is computed in the venue's time zone, and tested at both offsets.

OWNED · 2026 · IN USE

Acquisition engine

The system I run to find my own clients. A map search goes in, a booked call comes out.

ROLE	Mine end to end: targeting, data, integrations and copy.
PROOF	Thousands of businesses sourced. I have no reply figures I would defend, so none are claimed.

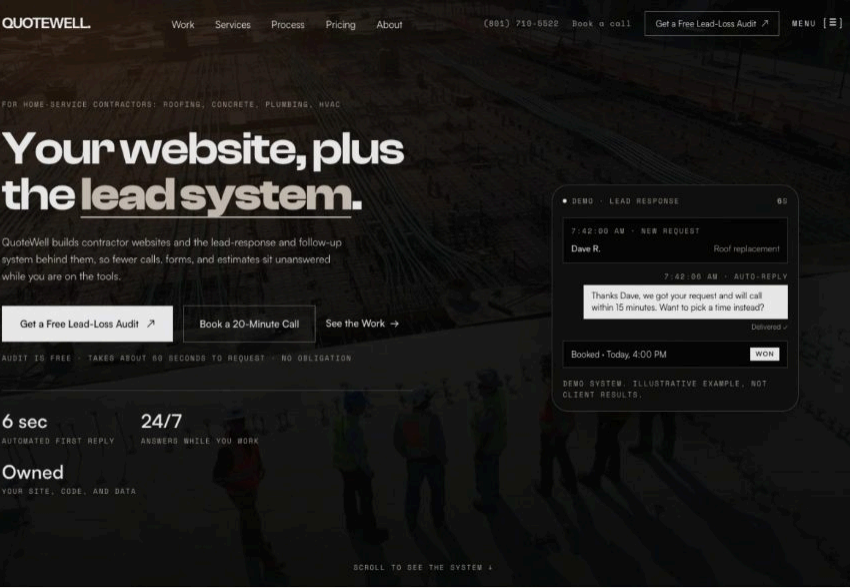
Full case →

01	02	03	04	05	06	07		
Source	Analyze	Structure	Personalize	Send	Track	Schedule		
THE RECORD SET · ONE ROW PER BUSINESS			REDACTED ILLUSTRATION · FIELDS AND STAGES ARE REAL, ROWS ARE NOT					
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0419		hvac		flagged	no mobile layout	owner	trades-02	queued

One record per business. Redacted illustration, the rows are not real.

WHAT THE OWNER RECEIVES

Hi first_name, I pulled up business’s site on my phone this morning. site_finding. For a trade business that’s usually where the quote request gets lost.

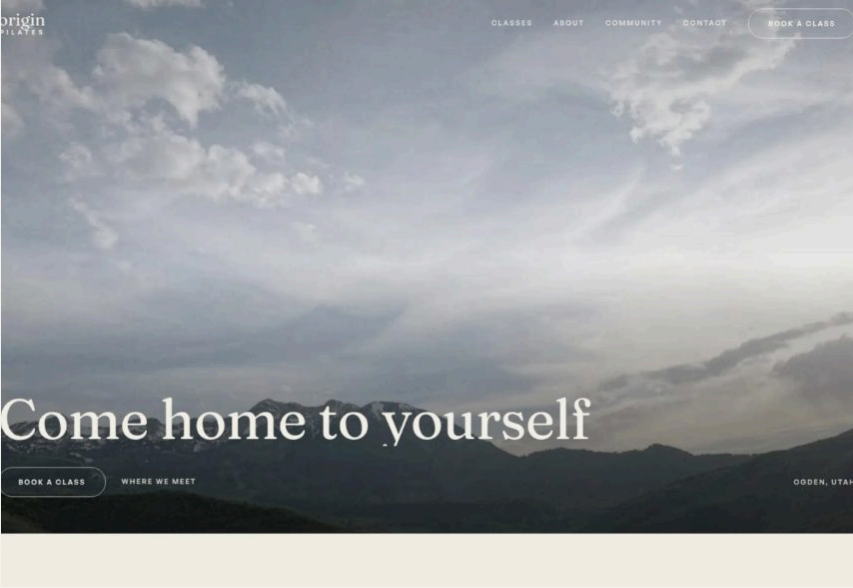


QuoteWell

OWNED · LIVE

A website and lead system, sold to contractors.

quotewell.net [↗](#) [Full case →](#)

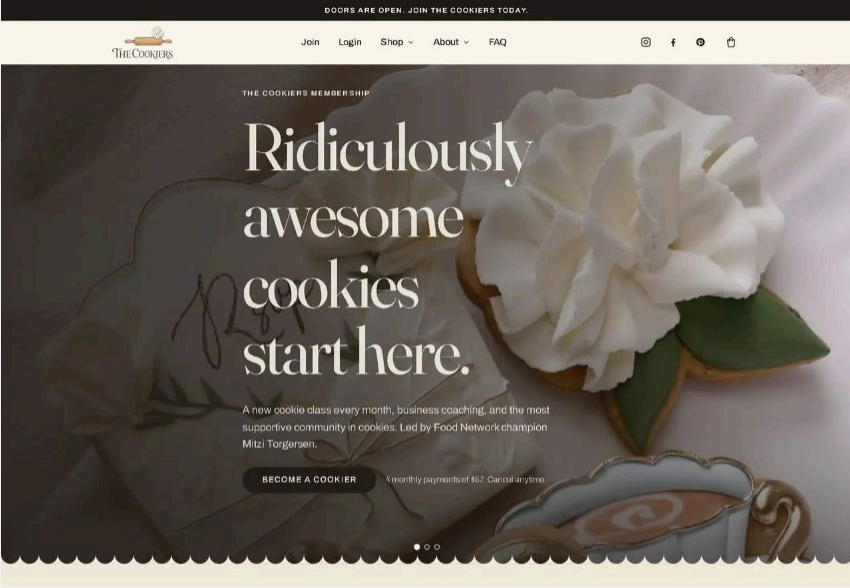


Origin Pilates

CLIENT · LIVE

A mobile-first studio website.

origin-pilates.netlify.app [↗](#)



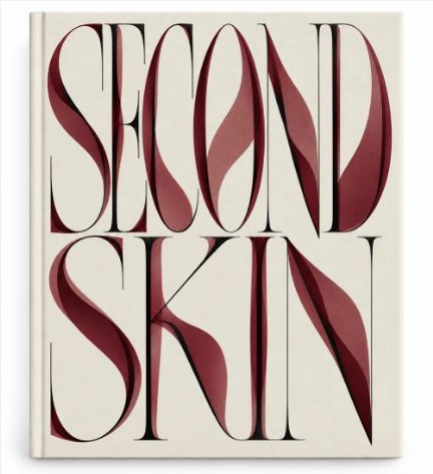
The Cookiers

CLIENT · IN BUILD

A Shopify store with memberships and Stripe subscriptions.



Umbe Apparel → Eleven pieces, from silhouette to specification.



Studies → Four covers, one system each.

I build with AI coding tools. The architecture, the review, the tests and the call on what ships are mine.

DESIGN

Art direction, identity, typography, product UI, motion. Figma, Photoshop, Illustrator, Higgsfield.

WEB AND SHOPIFY

Responsive sites, themes, booking flows, accessibility. Liquid, Next.js, React, TypeScript, Tailwind, GSAP.

SYSTEMS

APIs, data models, sign-in, background jobs. Node.js, PostgreSQL, Prisma, Supabase, GraphQL, Hono.

AUTOMATION

Webhooks, CRM, payments, AI workflows. Inngest, n8n, Shopify APIs, Stripe, Instantly, Claude Code.

PRODUCTION

Deploys, monitoring, testing, retries. GitHub Actions, Railway, Vercel, Sentry, Playwright, axe.

7+ client projects

Facility OS, Origin Pilates, The Cookiers, The Happy Flavor, and document automation for a private client.

3 live products

My own: [OVREL](#), [QuoteWell](#) and [Ümbe Studio](#).

\$50K+ in resale

Clothing on Depop, eBay and Grailed.

Ten systems built

From order routing to document extraction. [See all ten →](#)

Ridge Nelson

Open to remote roles and selected contract work. Web design, Shopify, brand and the systems behind them. Mountain Time.

Roles and hiring ridgenelson1234@gmail.com

Client and studio work ridge@umbe.studio

Call or text [801 710 5522](tel:8017105522)

Résumé [PDF, one page](#)

Portfolio online ridge-nelson-portfolio.netlify.app

[How I made a webhook-driven workflow safe to retry](#) [Systems](#) · [Notes](#)