STONE OAK
& EVANS

ARTURO VILLAGOMEZ / PORTFOLIO CASE STUDY

Information to assess an opportunity

Identity and digital experience for informed enquiries

Identity · Digital experience · Technical SEO

Explore the website / stoneoakevans.com/es

Identity applied to the brand's materials
An identity example; not a completed construction project

Conceptual scene



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Conceptual scene · Arturo Villagomez

THE PROBLEM / MY CONTRIBUTION

Understand the opportunity before making an enquiry

To assess a real estate opportunity, people need to understand its location, characteristics and surroundings, and know how to explore further. The challenge was to organise that information into a coherent experience in English and Spanish.



MY CONTRIBUTION

I led the identity and digital experience: editorial design, property information, maps, contextual photography and enquiry journeys. The scope included technical SEO, structured data, image, font and stylesheet optimisation, and consent controls for analytics.

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HOW I APPROACHED IT

Understand the opportunity Support the enquiry

01

Locate

Make the location and its characteristics understandable.

02

Connect

Link property information, maps and bilingual enquiries.

03

Check

Preserve sources, performance and consent.



Conceptual architectural study

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OUTCOME / CAPABILITIES

Connecting information with the enquiry

The solution brings location, visual and commercial information together in an accessible structure. My contribution was to connect the audience's needs with content, design and development decisions, preserving source accuracy and making the limits of the information clear.

CAPABILITIES

Information architecture

Editorial design and web development

SEO and consent-based analytics

SCOPE

The examples illustrate communication and the digital experience. They contain no commercial terms or private financial information.

Explore the website / stoneoakevans.com/es

