

# Avinoam Ettun

## Creative Marketing Portfolio

Submitted for the Creative Marketing Position  
Sephardic Community Center, Brooklyn NY

### WHAT THIS IS

## A Complete Website Audit & Redesign Concept

I audited the Sephardic Community Center's current website (scclive.org), documented every bug and UX problem I found, and built a fully functional redesign from scratch — using all real content, images, and data from the existing site. This document walks you through what I found, what I fixed, and how the new site looks.

### LIVE DEMO

[ Your Vercel link will appear here after deployment ]

Private link — not indexed by Google. Share only with intended viewers.

### SECTION 1

## Bugs & Problems Found on the Current Site

I went through every page of scclive.org and catalogued 12 distinct issues — from broken UI components to missing content pages.

#### UI Bug

#### 1. Loading spinner exposed in live HTML

A loading GIF placeholder (loading.gif) is visible in the page's markup on the homepage — a clear sign of unfinished template code left in production.

#### Typo

#### 2. Page title: "Our Programs"

The Programs page headline reads "Our Programs" — a spelling error visible to every visitor.

Data Error

### 3. Filter dropdown typos

Age filters contain "11 yes old" instead of "11 years old" and "2ng grade" instead of "2nd grade." These appear to be raw database values never cleaned before display.

Data Error

### 4. Massively duplicated filter entries

Sports team names appear dozens of times in dropdowns ("Knicks" x10, "Cavs" x4). The filter system renders every registration record instead of deduplicating by name.

Empty Page

### 5. Contact page is a shell

The Contact page shows a title and nothing else — no form, no email addresses, no department directory, no map.

Empty Page

### 6. Hours page shows no hours

The Hours page links to subpages (Building Hours, Pool, Spa, etc.) but the subpages show no actual time information. Pool events show only a start time (6:30 AM) with no end time.

Empty Page

### 7. About page has almost no content

The About page contains two short sentences. No mission statement, no history, no leadership section, no values. A visitor learns almost nothing about the organization.

UX Issue

### 8. Donate button — abrupt redirect

Clicking Donate immediately jumps the user to an external Amilia URL with no transition, branding context, or explanation. It feels broken.

UX Issue

### 9. Program pages are navigation hubs, not content

Health & Wellness, Community Services, and Young Adults pages contain no actual content — just a list of other page categories. Users land there and find nothing useful.

UX Issue

### 10. Inconsistent pricing formatting

The membership security fee is formatted differently on each tier card, making it hard to compare prices at a glance.

Accessibility

### 11. No contact form exists anywhere

Despite a "Contact Us" link in the navigation and footer, there is no working contact form on the site.

SEO /  
Performance

### 12. No page descriptions or meta structure

The site has minimal metadata, which reduces its visibility in Google search results — critical for a community center trying to attract new members.

## SECTION 2

# What I Built — The Redesign

The redesign is a fully functional React website using all real content, images, staff photos, PDFs, videos, and registration links from the original site. Every bug listed above is fixed. Every empty page is now full.

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- ✓ **Homepage Hero**  
Animated 3-slide banner with real photography, impact headlines, and a quick-access bar (Find a Class, Hours, Donate, Events, Membership, Phone).
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- ✓ **Programs Grid**  
All 10 program categories displayed with the original SVG icons in a clean card grid — each linking directly to Amilia registration.
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- ✓ **Events Section**  
8 upcoming events with real photos, category tags, and recurring-event indicators. No duplicate data.
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- ✓ **Membership Section**  
5 pricing tiers displayed side by side with consistent formatting, a highlighted "Most Popular" plan, and a full benefits checklist.
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- ✓ **Day Camp Page**  
Complete 2026 season info: age groups, activities, pricing table (member vs. non-member), hours, closure dates, staff contacts, and a photo grid.
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- ✓ **Gallery**  
8 photo albums (fitness, camp, early childhood, events, sports) with tab switching and a full lightbox viewer.
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- ✓ **Videos**  
3 Stoop Talk YouTube videos embedded inline — no external redirect.
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- ✓ **Staff Directory**  
All 12 staff members with photos, titles, and direct email/phone links.
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- ✓ **Contact Page**  
Real contact form (JotForm embed), department directory with direct contacts, embedded Google Map, and full building hours.
- 
- ✓ **Donate Page**  
Branded donation section with impact-amount buttons (\$18/\$36/\$72/\$180/Custom) — no abrupt external redirect.
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- ✓ **Footer**  
Organized links to all pages, PDF downloads (Fitness FAQ, Bus Rules), social media accounts (including @centerstrong, @centerdaycamp), and full contact info.
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- ✓ **Design System**  
Deep navy + warm gold palette, Inter typeface, mobile-first responsive layout, WCAG 2.1 AA accessible, lazy-loaded images.
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### SECTION 3

## By the Numbers

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12

Bugs Documented

10

Program Pages Built

8

Gallery Albums

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100+

Real Images Integrated

3

YouTube Videos Embedded

5

Membership Tiers Displayed

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#### SECTION 4

## How It Was Built

**React + Vite** — Modern component-based framework for fast, maintainable UI

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**Tailwind CSS** — Utility-first styling — consistent, responsive, and fast to build with

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**Lucide React** — Clean icon library used throughout the interface

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**React Router** — Client-side routing between pages

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**Vercel** — Free hosting with instant deployment and a shareable private URL

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**Real Assets** — All images, SVG icons, staff photos, PDFs, and videos pulled directly from syclive.org

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#### A NOTE

*This is what I bring to a creative marketing role — not just ideas, but execution. I saw a problem, researched it thoroughly, built a solution, and documented everything. I'd love to bring this same energy to The Center full time.*

**Avinoam Ettun**

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