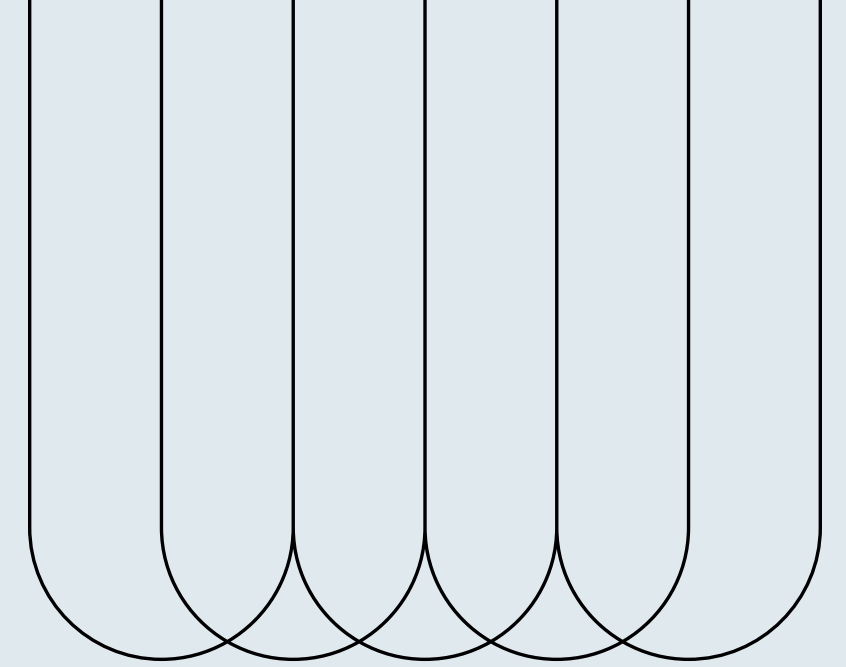# ELEVATING E-COMMERCE EXPERIENCE
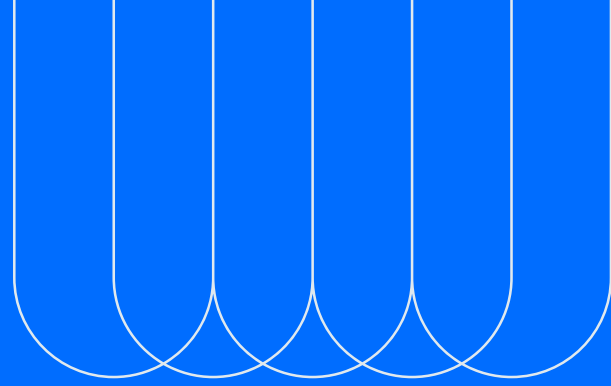
full-stack
development
program

capstone
project

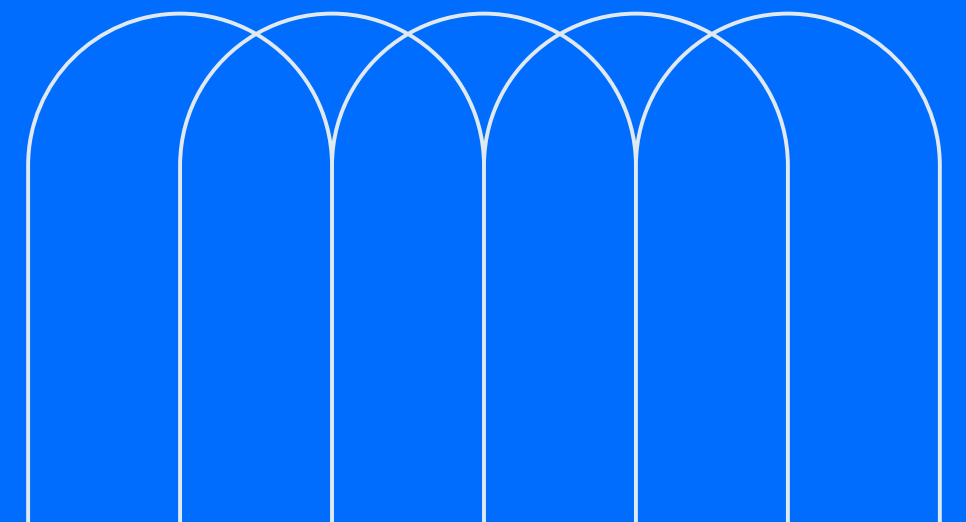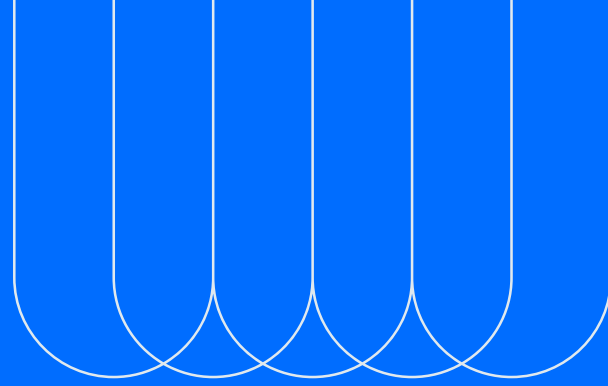DEVELOPED & DESIGNED
BY:
LUCIA G. SCHLEGEL

introduction

about my project

I designed and developed an interactive, user-centered, and fully responsive e-commerce platform from scratch.

The project focuses on providing a seamless shopping experience, integrating authentication, a secure checkout process, and a dynamic product management system.
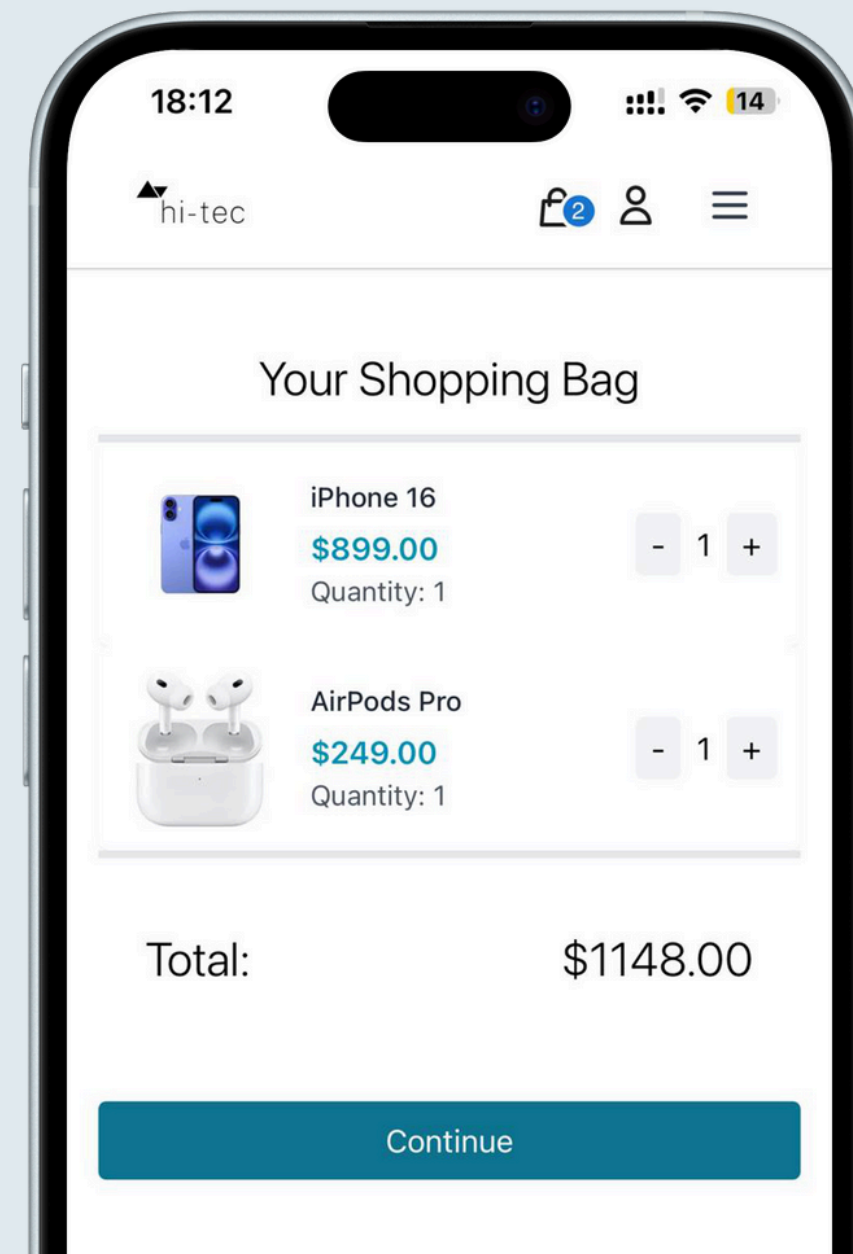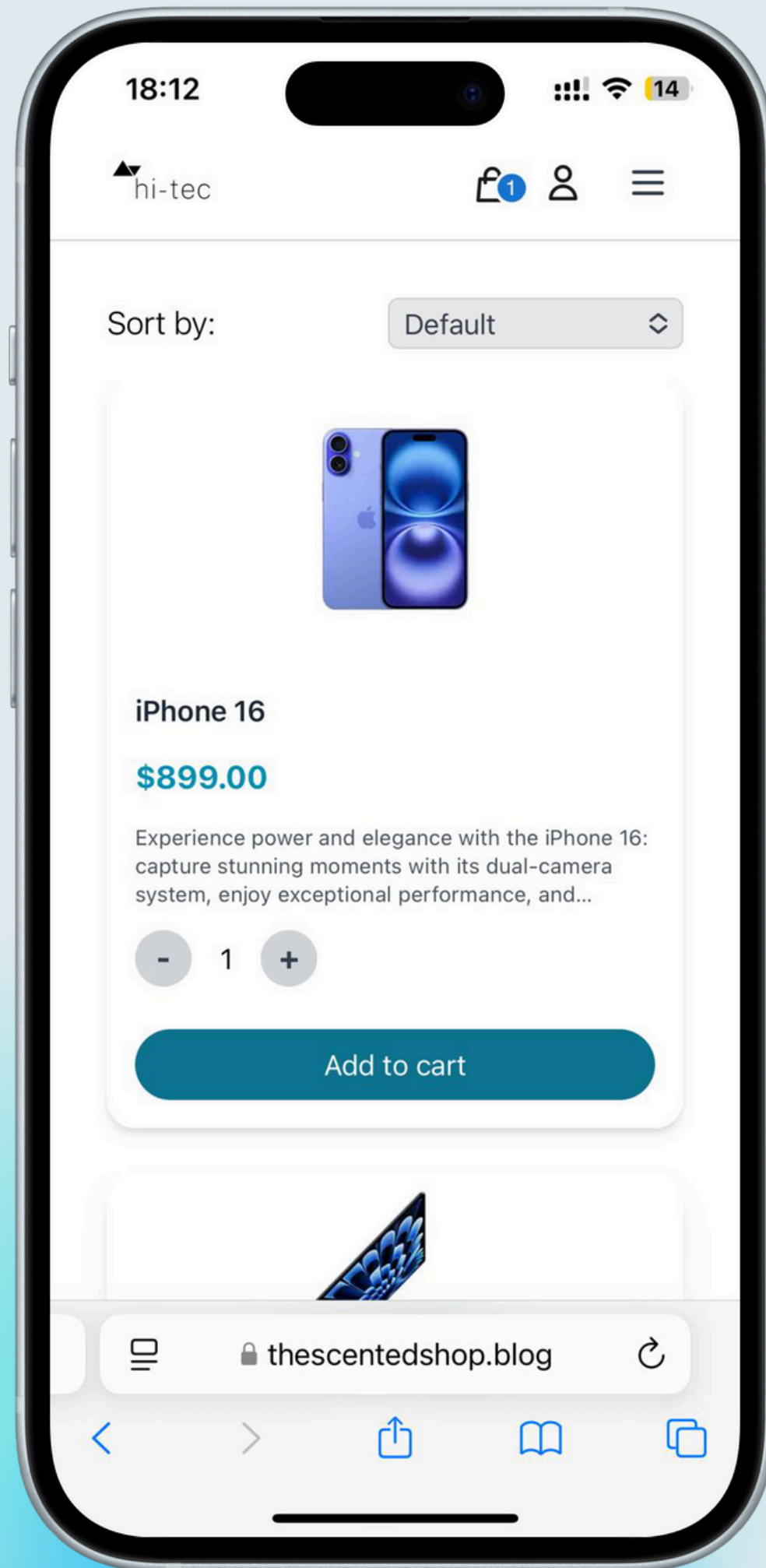
I used to believe functionality was paramount. However, I've come to realize that design is what truly engages users. Even the most advanced technology can be overlooked if it doesn't captivate the eye. That's why I prioritize design and user experience first—and then build functionality around them.
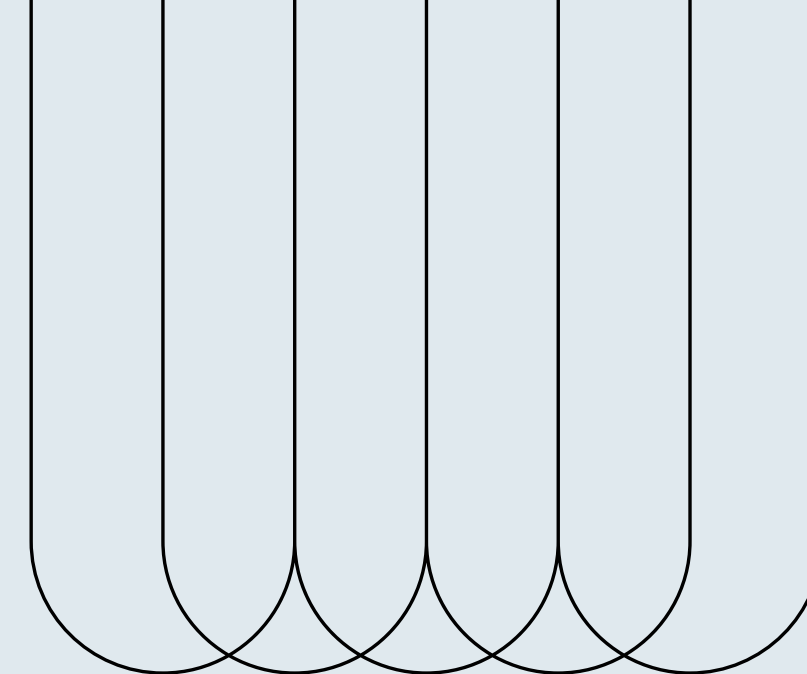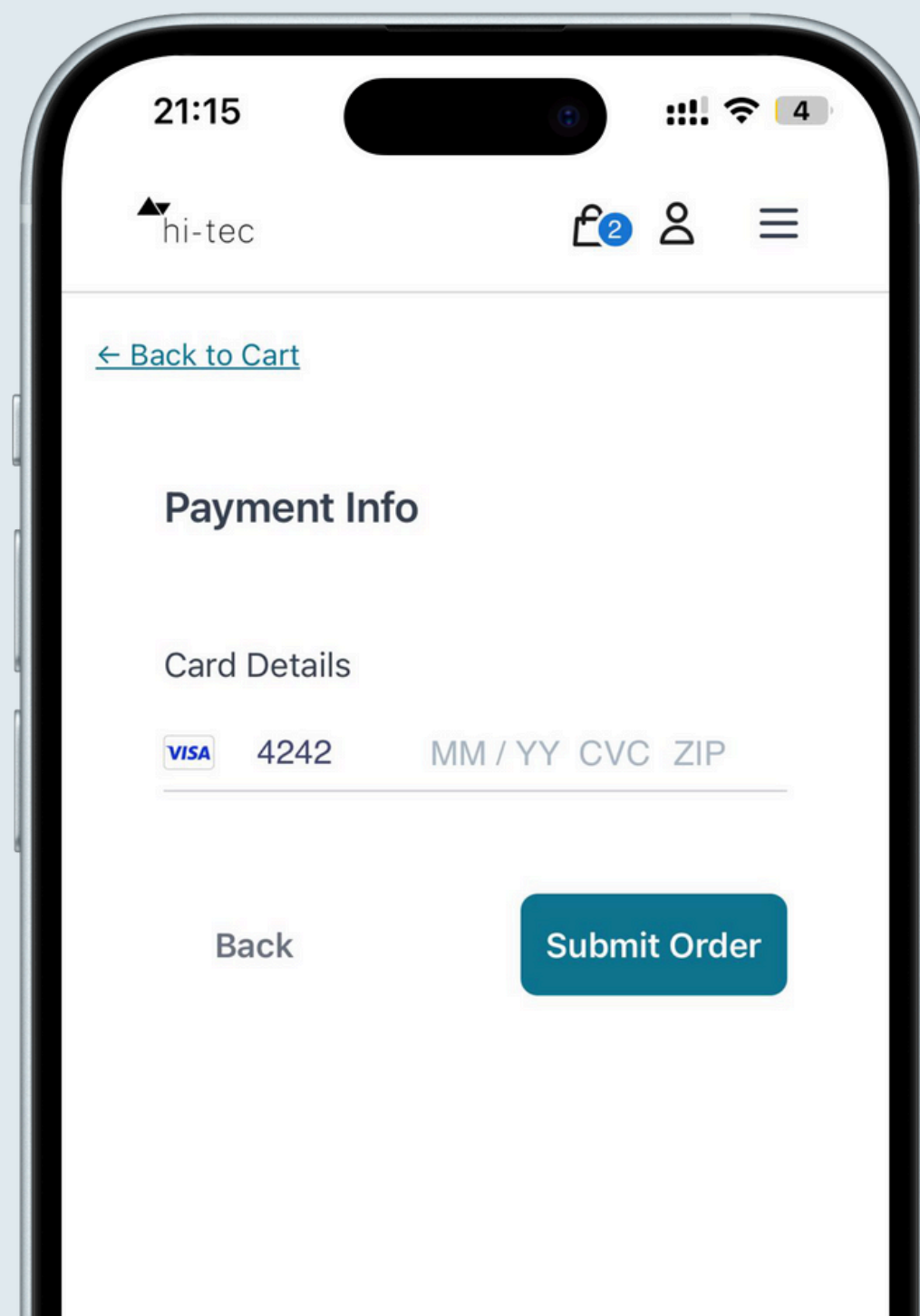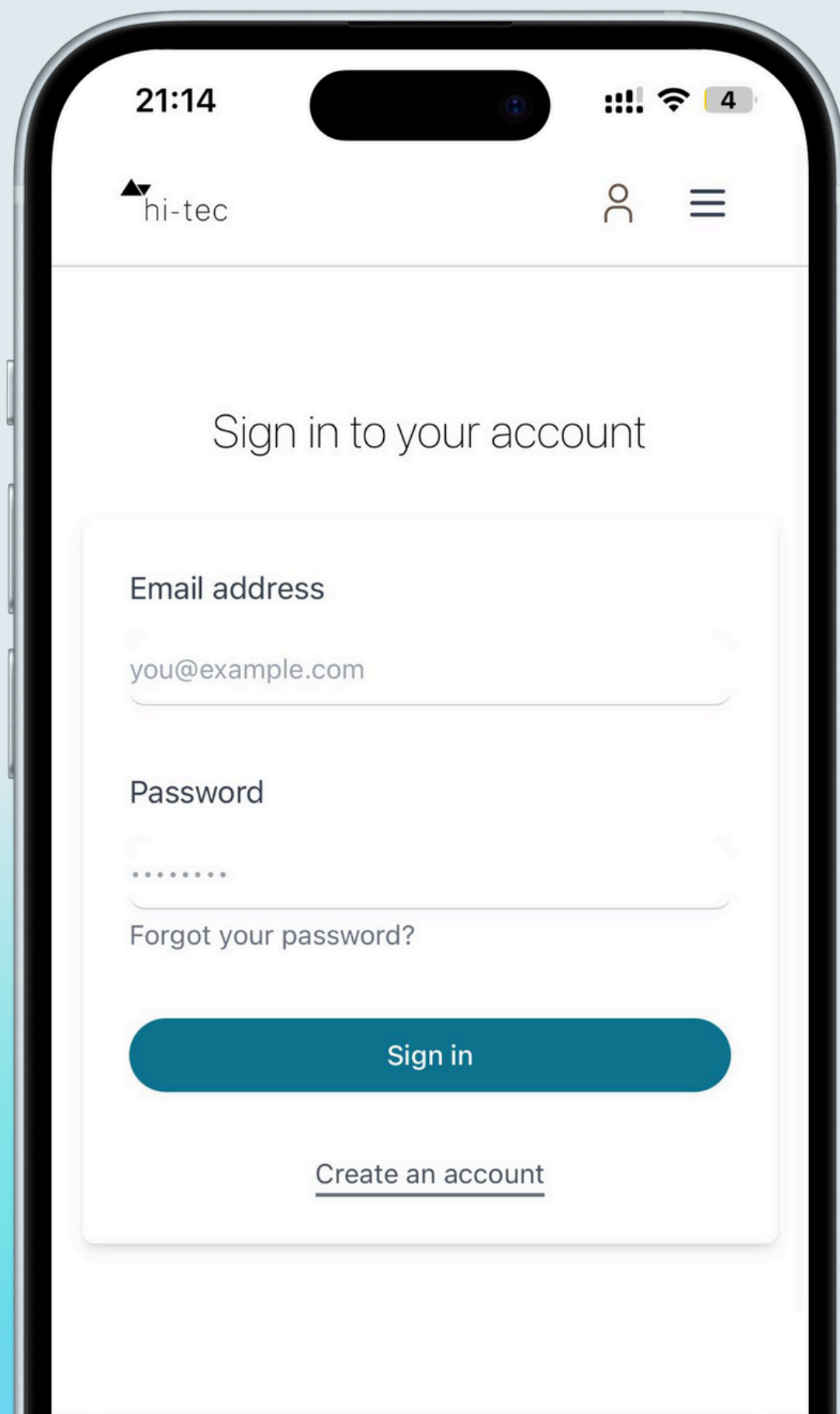
KEY FEATURES

User-Centered Shopping Experience

Cart & Checkout System

Order Tracking & Management

Responsive & Engaging UI

Secure Authentication & Authorization

Payment Integration

Product Management

tech stack

front-end

⚛️React & Next.JS – Dynamic, server-rendered UI for seamless navigation.

🟨 JavaScript & TypeScript – Flexibility + strong typing for robust code.

🎨 Tailwind CSS & Material UI – Modern, responsive, and sleek design.

back-end

🚀 Express – Fast, scalable API server.

🗄️ TypeORM & PostgreSQL – Efficient database management and queries.

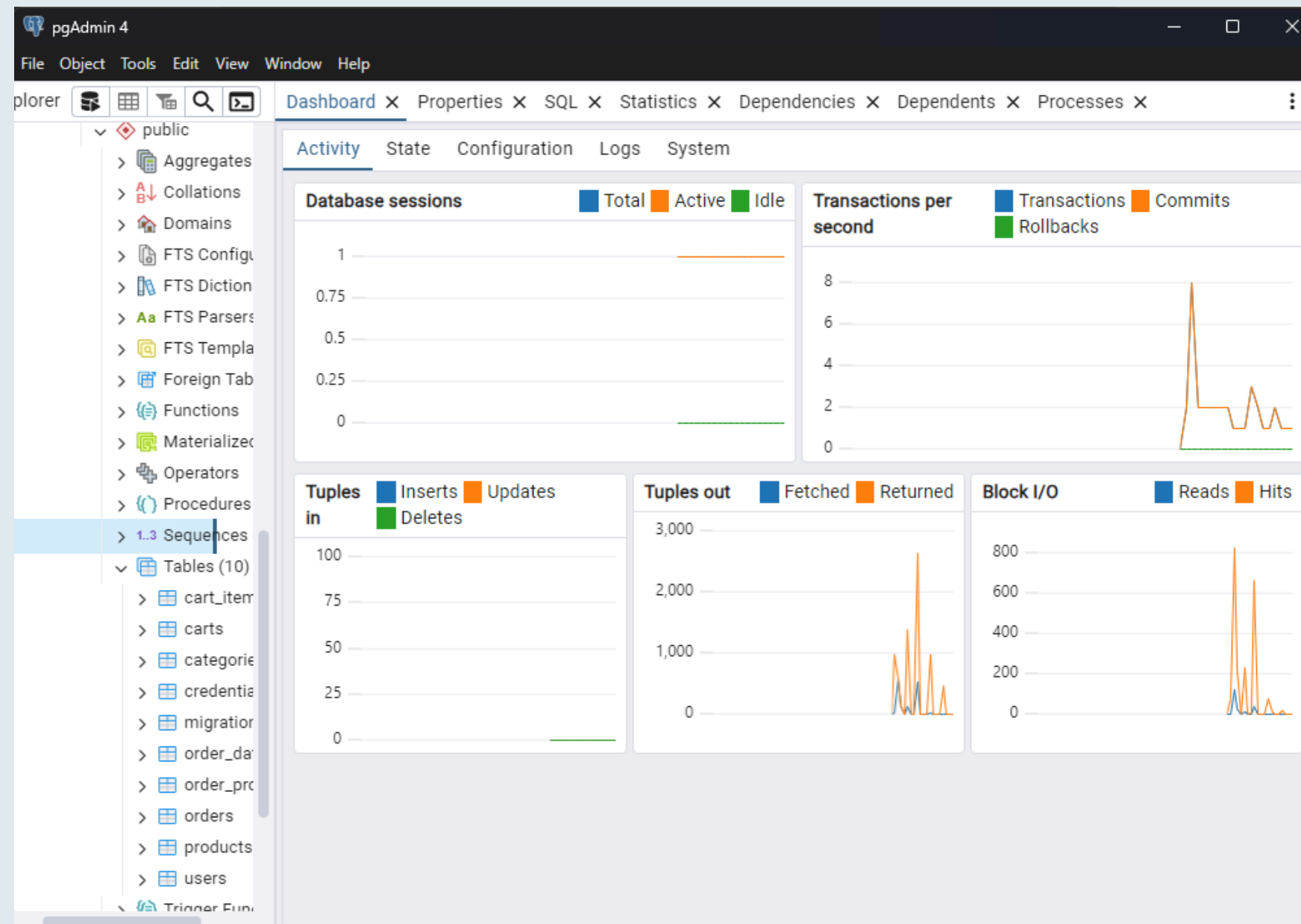🔐 Cookie-Based Token Authentication – Secure user sessions & data.

INTEGRATION

🖥 coding & development

I used VS Code as my primary IDE, optimizing my workflow with extensions for better debugging, code formatting, and Git integration.

🗄 database management

I worked with PgAdmin to manage and interact with my PostgreSQL database, ensuring efficient data handling and structured queries.
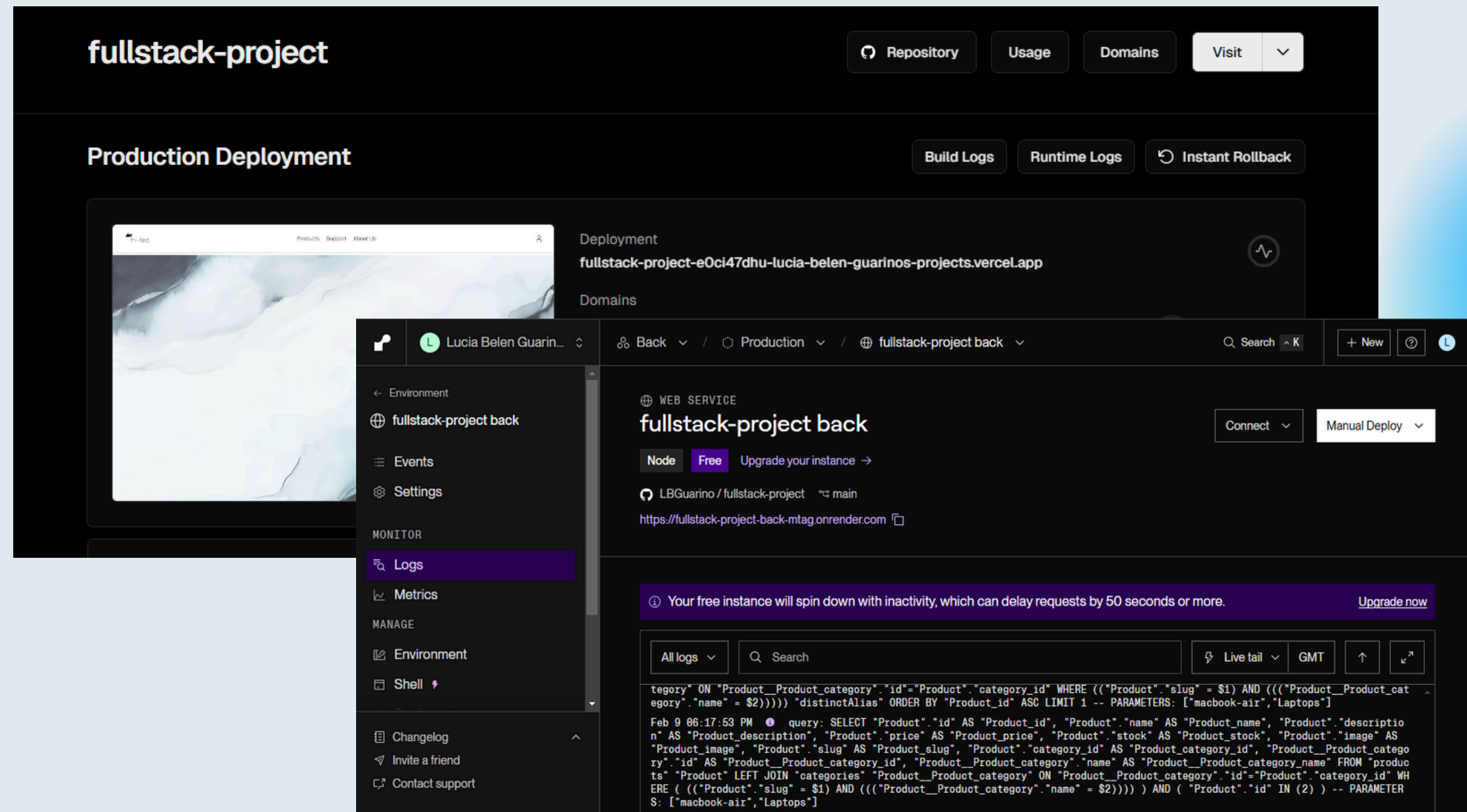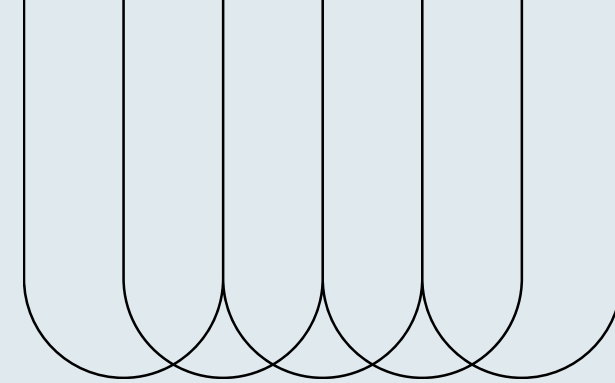
MANTEINANCE & SCALABILITY

🚀 deployment & hosting

I deployed the frontend on Vercel for seamless Next.js hosting, while the backend was deployed on Render, ensuring scalability and reliability.

🔗 api integrations

Google Maps API for location-based features.
Stripe for secure and efficient payment processing.

THANK YOU