

Marketta Nimo for Grand Prairie City Council (At-Large Place 7)

Client: Marketta Nimo

Project Type: Campaign Website Strategy, Design & Build

Platform: WordPress (used as a framework) with Breakdance and custom HTML & CSS

Role: Digital Strategist · UX/UI Designer · Front-End Developer

Timeline: Fast-turn, deadline-driven campaign build

The Challenge

Local campaigns don't usually lose support because of bad policy; they lose attention because their digital presence feels **generic, cluttered, or unfinished**.

Marketta Nimo's campaign needed a website that could do three things immediately:

1. **Establish credibility** with voters, donors, and community leaders
2. **Communicate priorities clearly** without relying on boilerplate political language
3. **Convert interest into action** by email signups, volunteers, and engagement

This wasn't a template-and-launch situation. The site needed to feel **custom, intentional, and serious**, while remaining flexible enough to evolve during an active campaign.

Strategy & Approach

This project was **custom-designed and custom-built**, using WordPress and Breakdance strictly as a framework — not as a prebuilt theme or drag-and-drop solution. All layout, structure, and styling decisions were made specifically for this campaign.

1. Conversion-First Structure

Rather than burying calls to action, the site was organized around **clear decision points**:

- Who the candidate is
- What she stands for
- Why it matters now

- What the visitor should do next

Each major section intentionally leads to the next step: join, learn more, or get involved — without overwhelming the user.

2. Clear Messaging Without Political Noise

Campaign websites often overload visitors with vague promises and dense copy. This site prioritizes:

- **Plain-language priorities** (public safety, responsible spending, smart growth)
- Short, scannable sections optimized for mobile users
- A confident, civic-minded tone: steady and professional, not ideological or buzzword-heavy

The goal was authority without theatrics.

3. Custom Design System & Custom Code

The site was **fully custom-designed and custom-coded** within Breakdance; no off-the-shelf layouts, no prebuilt sections, and no generic campaign themes.

The design system was built specifically for this project using:

- Hand-written CSS design tokens for color, spacing, typography, and hierarchy
- Custom component classes for cards, buttons, grids, and forms
- Section-specific styling logic to control contrast, responsiveness, and accessibility

This approach allowed the site to remain visually consistent, performant, and easy to extend as campaign needs evolved.

What I Built

Homepage (End-to-End)

- Custom hero layout with campaign positioning and clear CTAs
- Visual hierarchy optimized for both desktop and mobile
- Immediate clarity around office sought and campaign focus

Priorities Section

- Card-based layout for fast scanning
- Voter-centric language instead of abstract policy statements
- Designed to scale as additional priorities are introduced

“Meet Marketta” / About Section

- Narrative-driven bio grounded in lived experience and service
- Community involvement highlighted through structured visual elements
- Balanced credibility with approachability

Email & Volunteer Conversion

- Custom email signup and engagement blocks
- Accessibility-conscious, mobile-first form design
- Built to integrate cleanly with campaign email tools

Navigation & UX

- Clean, distraction-free navigation
- Logical page flow without excessive menus

- Optimized for speed, clarity, and ease of use

Technical Execution

- WordPress used as a **content framework**, not a theme system
- Custom HTML markup for full structural control and semantic clarity
- Custom-coded CSS using modular components and design tokens
- Hand-built UI components (cards, CTAs, grids, badges, forms)
- Mobile-first layout with hand-tuned breakpoints
- Performance-conscious build (no autoplay media or heavy libraries)
- SEO-ready structure with semantic headings and clean markup

Outcome

The final site delivers a **professional, trustworthy digital presence** that supports the campaign's real goals: clarity, credibility, and engagement. It communicates priorities quickly, guides visitors naturally toward action, and provides a stable foundation that can evolve throughout the campaign cycle.

Why This Project Matters

This project demonstrates my ability to:

- Build **custom campaign websites under real deadlines**
- Balance design restraint with strategic clarity
- Write clear, persuasive content for civic audiences
- Deliver fast, reliable results without sacrificing quality