

KRISTY SANTOS *→+

Creating & Leaving things better for people along the way.

WEBSITE REDESIGN, SAAS DESIGN & NEW CMS | ACORN.IO

Website Link: [Acorn.io](https://acorn.io)

PROJECT GOAL:

Acorn is developing an open-source LLM stack for organizations to deliver AI-powered services using private data, internal systems, and critical applications.

To support this, Acorn aimed to unify its brand experience by aligning its website with its SaaS product design. The website redesign prioritized improving the content publishing process via a new headless CMS, increasing product registrations, and enhancing the user experience for returning visitors.

BUDGET & TIMELINE

- 95K
- 4 Months

MY ROLE | PROJECT MANAGER + ACCOUNT MANAGER

At Propane Agency, I led a \$95K, 4 month Agile project with 2 releases, managing the rebrand and design of Acorn's marketing website and SaaS product. I coordinated across internal teams, client stakeholders, vendors, and contractors, overseeing everything from kickoff through design, development, and retrospective. The site was built on Strapi for flexible content management. Leading all client communications and weekly check-ins

- Facilitating daily internal standups with cross-functional teams and removing any roadblockers
- Leading all client communications and weekly check-ins
- Creating and maintaining project timelines, Gantt charting, risk matrix, budgets, change orders and contracts
- Managing scope, deliverables, and resource allocation
- Writing up creative briefs for vendors
- Capturing website requirements, features and functionality for current and future launches
- Overseeing documentation, meeting notes, and status reporting
- Tracking milestones and ensuring on-time delivery
- Managing all vendor ecosystems, tracking, reporting and invoicing
- Collaborating with internal stakeholders and vendors to spec future requirements, estimate implementation costs, and prioritize initiatives with the client.
- Coordinating between client stakeholders, internal teams, and third-party vendors
- Proactively identifying risks and resolving blockers to keep the project on track
- Acting as the main point of contact, ensuring alignment across creative, development, and strategy
- Managing on going SLA agreement and client communications
- CMS Training
- Q/A features and functionality

My dual role ensured a smooth workflow, consistent communication, and seamless collaboration, ultimately delivering the project on time, on budget, and with high client satisfaction.

PROJECT HIGHLIGHTS:

- Project roadmap artifact (Figma board)
- Competitor Review Brief

- Technical Architecture Map
- Information Architecture map
- SaaS Product UX artifact (PDF)
- Wireframes (12-15 templates) for desktop and mobile
- Website concept and design (desktop & mobile designs 16-20)
- SaaS concept and design (10 components based on wireframes)
- Development (FED/BED)
- Environment setup
- API document migration
- Deployment
- Provide CMS training

PROPANE PROJECT TEAM

CXO, PM, Strategist, Creative Director, Sr. UX Designer, Sr. UI Designer, Sr. Illustrator, Motion Designer, Graphic Designer, Copywriter, Sr. Developer, Jr. Developer

CLIENT PROJECT TEAM

CEO, CMO, Marketing Manager, SEO Agency, Sr. Developer

PROJECT OUTCOME

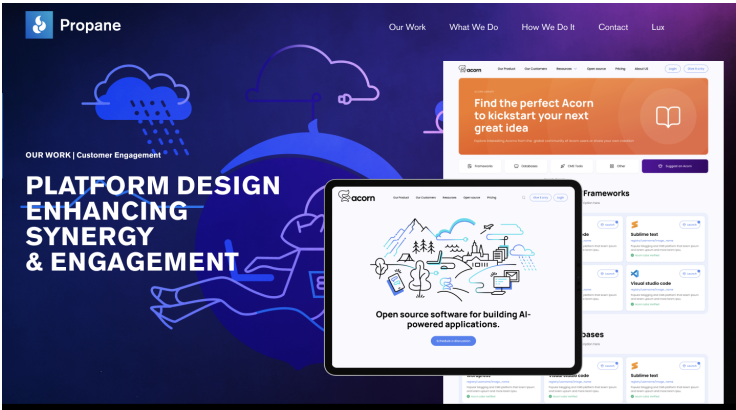
Delivered on time, within budget, and aligned with client goals. Despite three change orders, all adjustments were smoothly integrated. Messaging and visuals remained consistent across platforms. The success led to a continued Time & Materials (T&M) contract for maintenance and future enhancements.

PROJECT TIMELINE

SCHEDULE

			Week																								
Phase	Propane Work Stream	Start	End	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
1	Discovery & Strategy																										
	Kick-off	1	1																								
	Roadmapping	1	1																								
	Competitor Review Brief	2	3																								
	Information Architecture	2	3																								
2	User Experience																										
	Wireframes (12-15)	3	5																								
	SaaS Product UX	5	7																								
	Copywriting (from Client)	4	7																								
3	Detailed Design																										
	Creative Concepts	5	6																								
	Detailed Design Website	6	9																								
	Detailed Design for SaaS Product	8	11																								
4	Technical Development																										
	Design Production	9	11																								
	Development & QA Sprint 1	8	14																								
	UAT & Launch Sprint 1	13	15																								
	Development & QA Sprint 2	15	20																								
	UAT & Launch Sprint 2	19	20																								

SAMPLE BLADES FROM WEBSITE



Page 3

