

Case Study:

Multilingual Identity & Accessibility-First Redesign for

kreafe

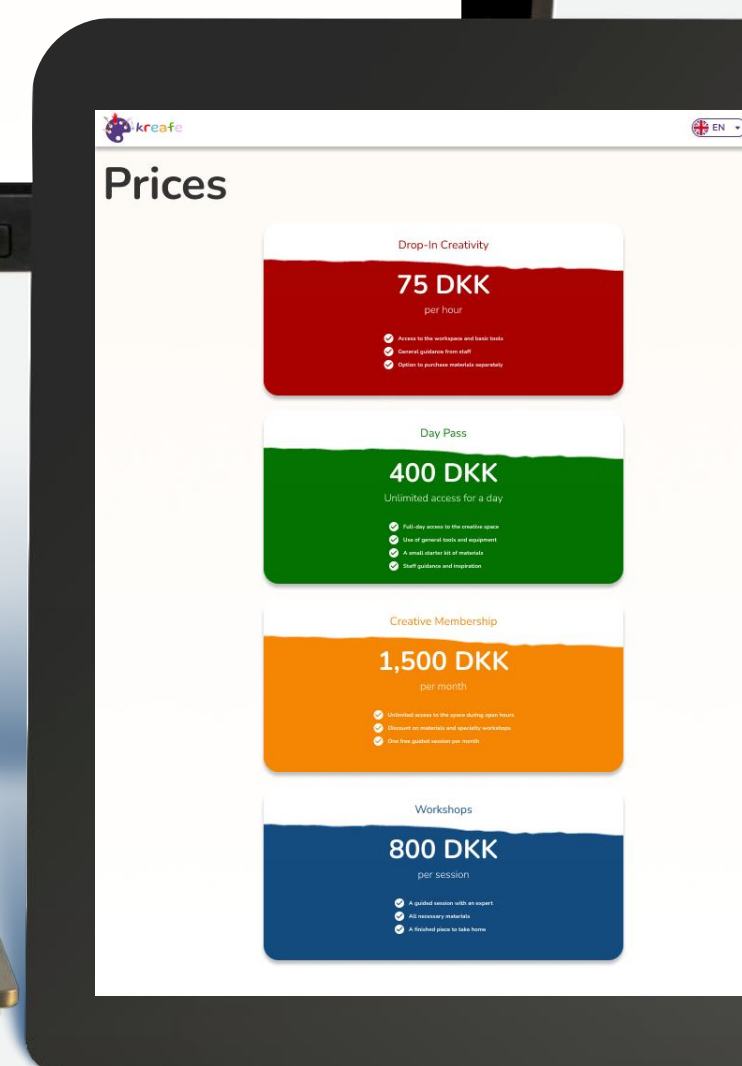
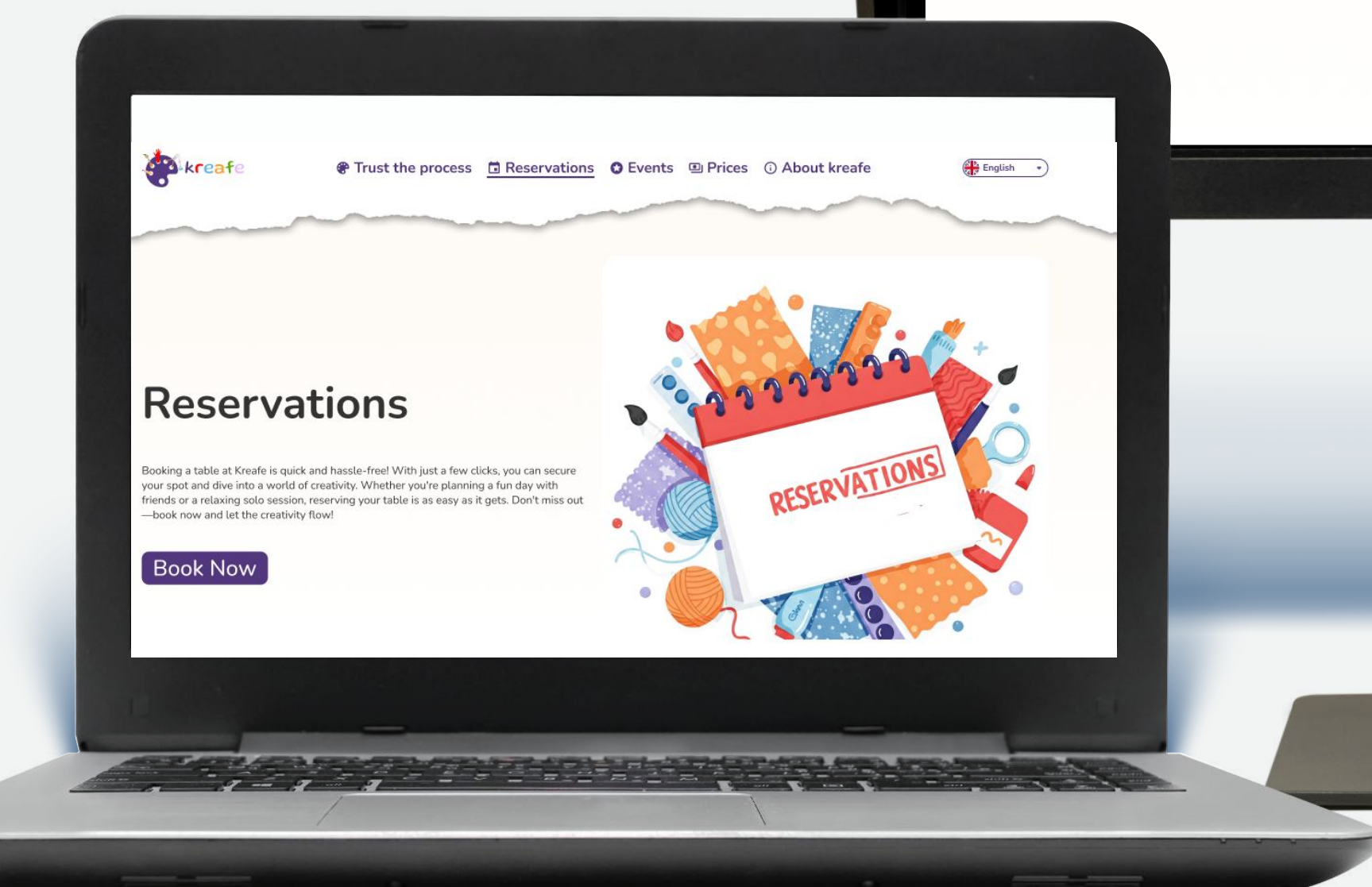


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Project Overview

Case Study: Multilingual Identity & Accessibility-First Redesign for Krefe
Scaling a Crafting Brand via a Custom Figma-to-WordPress Design System

Role
UX/UI Designer &
UX Engineer (Freelance)

Client
Krefe
(Stakeholder: Tine Ziegler Jensen)

Duration
~3 Weeks (April 2025)

Core Impact
Engineered a fully responsive, multilingual (English, Danish, German) WordPress platform backed by a custom Figma design system, achieving a certified WCAG AA accessibility rating.

The Challenge

Brand Evolution & Global Localization

Krefe, a unique crafting brand required a complete digital redesign to reflect its evolving identity.

Information Architecture

The original navigation structure was limited, failing to accommodate Krefe's expanding service offerings and critical customer journeys.



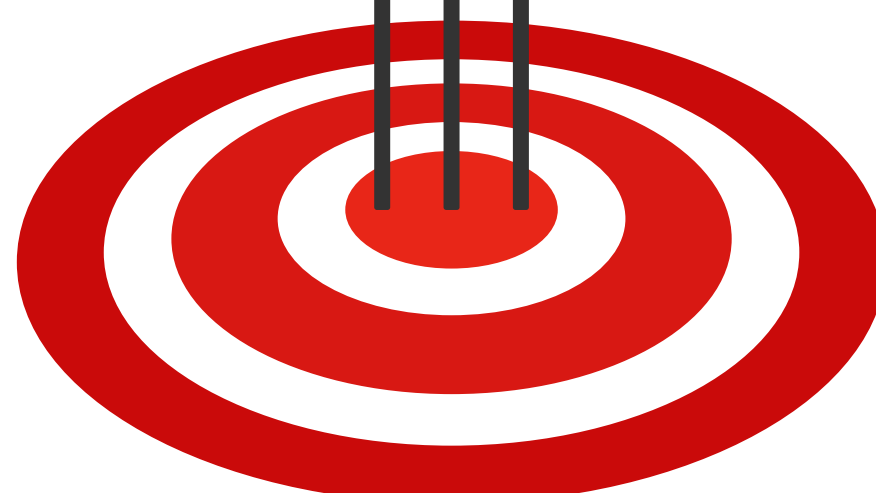
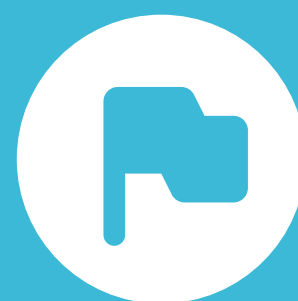
Multilingual Scalability

The interface had to support three languages seamlessly without breaking layout systems, shifting typography alignment, or degrading performance.



Rigorous Accessibility Boundaries

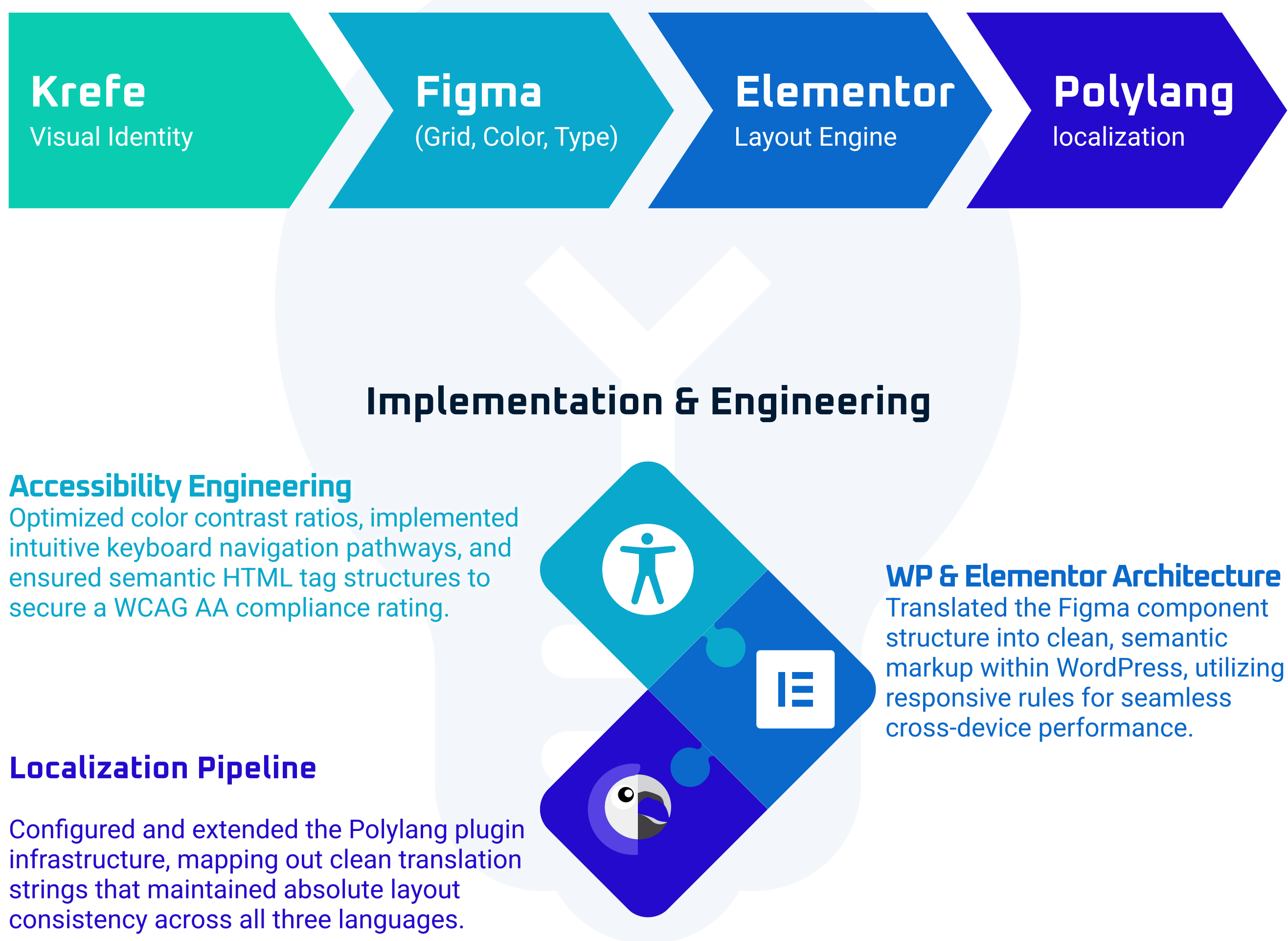
The brand demanded an inclusive experience that met strict WCAG AA standards, built within a highly customized WordPress ecosystem.





Strategy

To guarantee long-term visual consistency and eliminate layout friction during the localization phase, I created a design system within Figma before development.





- **Dedicated Aftercare Workflows:** Guiding users how to care for their arts and crafts.
- **Dynamic Opening Hours:** Providing clear, localized scheduling expectations.



- **Language Switcher Clarity:** Ensuring users could switch between English, Danish and German instantly without losing their contextual place on the site.
- **Contact Visibility Hierarchy:** Streamlining access to immediate communication channels.

Current Footer Design

25. maj – 28. juni
Mandag – torsdag efter aftale
Fredag – søndag 11.00 – 15.00
OBS! ferielukket 7. – 19. juni
29. juni – 9. august
Hver dag 10.00 – 18.00

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Outcomes & Business Value



Verified Inclusivity

Achieved a verified WCAG AA accessibility rating, significantly broadening Kreafe's market reach to encompass diverse user groups.



Multilingual Market Readiness

Successfully launched localizations in English, Danish, and German with zero layout breakage or structural drift.



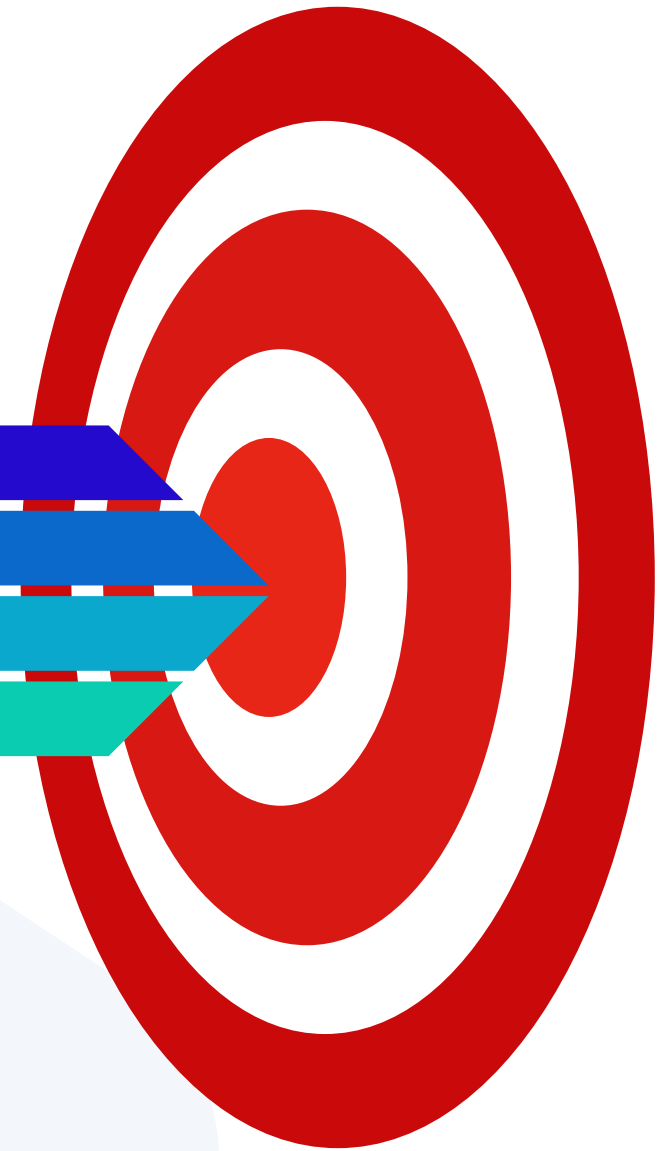
Elevated User Engagement

Qualitative feedback and preliminary analytics indicated reduced user confusion, a clearer path to conversion, and increased overall session duration.



Autonomy & No Design Debt

Delivered a highly organized, scalable back-end environment that empowers Kreafe to update content and scale service offerings completely independently.





Key Learnings

1

Co-Creation Breeds Excellence

Working closely with Tine Ziegler Jensen demonstrated that high stakeholder trust, paired with a clear brand vision, accelerates creative decision-making and project velocity.

2

Accessibility Facilitates Better UX for Everyone

Designing for WCAG AA parameters didn't restrict visual elegance; instead, it forced cleaner layouts, stronger contrast patterns, and an altogether more polished, intuitive user journey.

3

Localization Dictates Component Flexibility

Text expansion variables vary wildly between English, Danish, and German. Building flexible "data-agnostic" containers in the design system prevented layout breaks when translated copy required more real estate.