01 / CLIENT PROJECTS

# Miss Roberta

Online shop, merchandise systems and IT considered together.

View online

COMPANY REFERENCE

Shop support, merchandise systems and IT infrastructure within one project context. The Miss Roberta reference shows why digital commerce processes do not stop at the boundary of the online shop.




Miss Roberta: brand and collection image · Brand, product or event image.

AREAS OF WORK

**Shop support · Merchandise systems · IT & CRM**

## The project in context

The published portfolio describes support for Miss Roberta's online shop and related offline workflows through internal shop and merchandise-management systems. It also mentions IT infrastructure and process administration through an in-house CRM. The focus is therefore on connected retail operations. I selected this reference because it goes beyond a one-off website build and connects shop operations, internal systems and technical support.

## Brief & objectives

Online sales, merchandise management and internal IT need to be considered together. The documented task covers support and process administration, not sole development of every system used.

## My project connection

I present Miss Roberta as a company reference for the historically described scope: online-shop support, inventory-system processes, IT infrastructure and CRM-supported workflows. Its particular value is the connection between customer-facing functions and the work behind the shop.

## What distinguishes this reference

### Shop support

Support for the online shop is an explicit part of the account.

### Merchandise workflows

Internal shop and merchandise systems connect the web presence with offline processes.

### IT & CRM

Infrastructure support and process management through an in-house CRM complete the scope.

## System thinking & context

The key principle is an end-to-end view: the shop interface, internal processing and IT operations affect each other. For comparable tasks, I plan around the complete workflow.

## Practical value

Shop operations, internal systems and technical support are considered together. The reference shows how digital-commerce work can extend well beyond the public website.

## Context & documentation

The technical account is based on the older publicly available portfolio. It describes company work and does not establish my sole personal authorship of the entire project.

## Could this approach work for your project?

Want to align your shop, merchandise systems and internal workflows? I help organise responsibilities, interfaces and the next implementation steps.

# A closer look at the project



Collection in an outdoor setting · Brand, product or event image.



Fashion and accessories · Brand, product or event image.



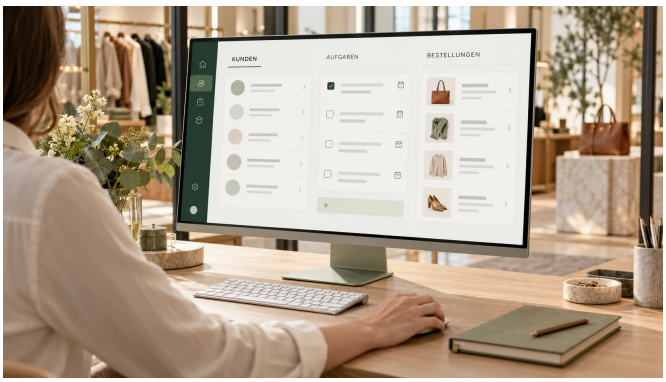
Shop-window display · Brand, product or event image.



Shoes and handbag styling · Brand, product or event image.



Collection photograph with handbag · Brand, product or event image.




Digital administration view · Image related to the subject.



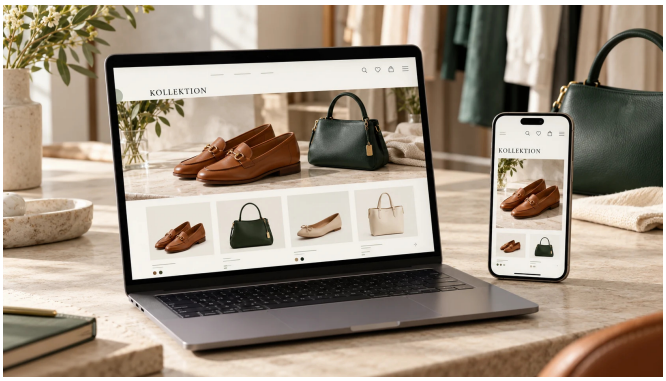
Shoes and leather accessories · Image related to the subject.



Product preparation and dispatch · Image related to the subject.



Collection in a retail setting · Image related to the subject.




Online collection across devices · Image related to the subject.



Technical support in a retail setting · Image related to the subject.

# Further insights

### Public reference source

External project documentation.

### Watch public video

**Explore the project online** →

**Arrange an initial conversation** →

**All references online**