CLS ROCKIES / CASE STUDY EVIDENCE

FROM FIGMA BUILD TO PRODUCT PLATFORM

How senior-level judgment and an AI-assisted workflow absorbed unexpected production complexity without compromising maintainability or delivery.

EXPANDED SCOPE. MAINTAINABLE DELIVERY. ORIGINAL ESTIMATE PRESERVED.

A deceptively simple website build became a content, data, CMS, SEO, and technical-recovery project.

The design was ready. The production inputs were not.

The original proposal anticipated a streamlined brochure-style WordPress implementation from approved Figma layouts, supported by reasonably prepared content and assets. During production, the work expanded into structured catalog architecture, technical-document research, data normalization, asset remediation, custom behavior, and inherited-theme recovery.

ORIGINAL BASELINE

Figma-to-WordPress build

- GeneratePress and GenerateBlocks implementation
- Homepage, inner pages, shared components, and responsive QA
- Approximately 5-7 hours for a single product/project layout
- Content, imagery, and brand assets assumed ready or easy to gather
- Dynamic templating and custom behavior identified as separate scope if required

COMPLEXITY DISCOVERED

A structured product platform

- Fragmented manufacturer data across PDFs, brochures, spreadsheets, webpages, and incomplete links
- Reusable product architecture, structured fields, classifications, templates, and ordering
- Missing imagery, SEO naming and metadata, WebP optimization, and asset replacement
- Inherited Lola V2 child-theme conflict requiring recovery and re-architecture
- Additional custom CSS, JavaScript, navigation, responsive refinements, and production QA

THE RESPONSE

Use AI to accelerate high-friction extraction and normalization; use experience to govern verification, architecture, prioritization, implementation, and final quality.

50h 39m	42-52h	14 days
COMPLETE HANDS-ON IMPLEMENTATION	ORIGINAL WORKING ESTIMATE	ACTIVE DEVELOPMENT DAYS

Time statement reflects Tony Lewis's complete hands-on technical implementation. Supporting review and coordination entries were logged separately.

AI-ASSISTED DELIVERY WORKFLOW

AI accelerated the friction. Experience governed the decisions.

A controlled workflow for turning incomplete inputs into a maintainable CMS

AI was used as a production accelerator inside a human-verified engineering process - not as a substitute for technical ownership.

1 DECODE

PDFs, brochures, spreadsheets, webpages, model names, images, and resource links.

2 EXTRACT

AI-assisted extraction, schema mapping, normalization drafts, and content cleanup.

3 VERIFY

Manual source checks, model reconciliation, category decisions, URL validation, and gap handling.

4 PUBLISH

Reusable WordPress fields, templates, queries, ordering, optimized assets, and responsive QA.

WHAT AI ACCELERATED

High-friction production work

- Extracting candidate product facts from semi-structured technical documents
- Normalizing descriptions, specifications, features, and resource information
- Identifying gaps, inconsistencies, duplicate patterns, and content-cleanup needs
- Drafting SEO-oriented filenames, metadata, alt text, QA lists, and transformation steps

WHAT EXPERIENCE OWNED

Technical judgment and accountability

- Verifying source accuracy and deciding what information was safe to publish
- Designing the content model, classifications, templates, queries, and maintainable admin workflow
- Isolating the inherited theme conflict and re-architecting on GeneratePress + GenerateBlocks
- Prioritizing scope, writing custom code, testing responsive behavior, and owning production quality

The maintainable platform that shipped

Verified architecture and production evidence - separate from the implementation-time claim.

- **Custom Product content type**
- **3 classification taxonomies**
- **11 structured ACF fields**
- **Business-controlled ordering**
- **SEO-ready WebP asset workflow**
- **Custom PHP / JavaScript**
- **Theme conflict remediation**
- **Responsive production QA**

CATALOG AT DOCUMENTED CAPTURE

51 equipment records | 31 published | 20 staged

Recorded separately from build-time attribution

Attribution: Project completed for CLS Rockies through Brindle Digital Marketing. Approved Figma designs were supplied; this brief documents technical architecture, implementation, AI-assisted workflow, content/data transformation, remediation, and delivery ownership.