

Built from the Inside Out: A School Website Design that Embodies Campus Life



OVERVIEW

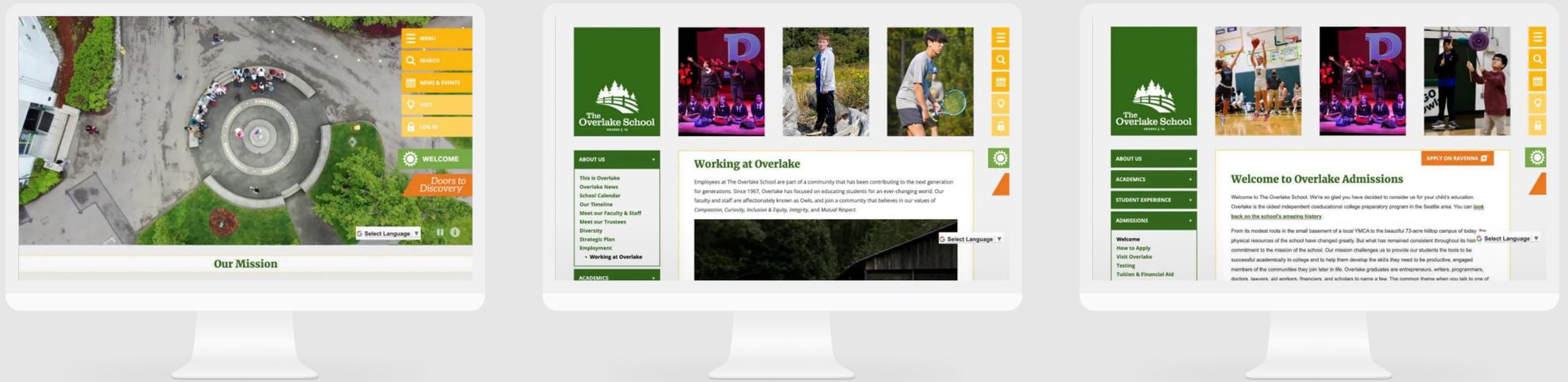
The Overlake School is a living, breathing educational community for those in grades 5-12 where curiosity is encouraged, character is shaped, and students are known deeply as individuals. With a breathtakingly beautiful campus just outside Seattle, Overlake blends academic rigor with joy, purpose, and a genuine sense of belonging.

DISCOVERY

When we began this school website redesign, one thing was clear: the old website was misrepresenting Overlake.

It focused heavily on academics but undersold the warmth, balance, and student-centered culture that families feel the moment they step on campus.

Through a discovery questionnaire, key stakeholder interviews, a full website audit, and a competitive audit, we uncovered a gap between perception and reality. Prospective families weren't fully seeing the "whole child" experience Overlake lives every day. To truly understand the school's spirit, we visited their campus to observe assemblies, participate with learning inside of classrooms, run focus groups, and soak in the vibe that makes Overlake special.



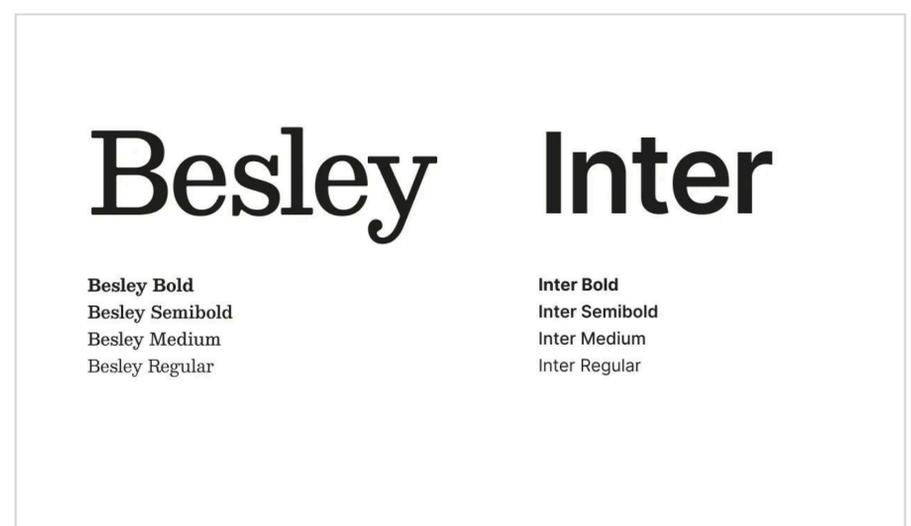
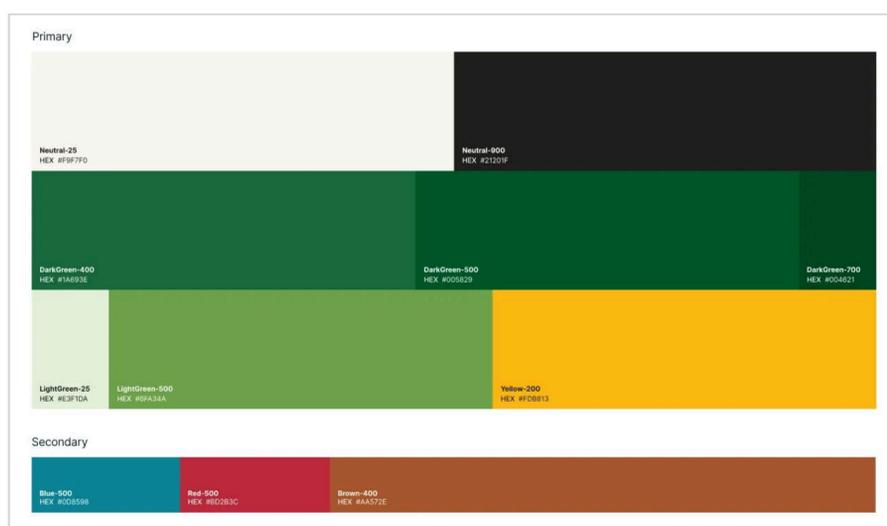
Before

UX STRATEGY

Our UX strategy for this school website redesign centered on storytelling and clarity.

We developed a content strategy that put students at the heart of every page while clearly guiding parents, donors, and faculty to what mattered most to them.

An in-depth sitemap allowed us to map every page and section, shaping the information architecture for a clear and user-friendly structure. We reworked the navigation structure to be intuitive and welcoming, defined visitor flows for key journeys like admissions and giving, and mapped out conversion funnels that felt helpful, not pushy.



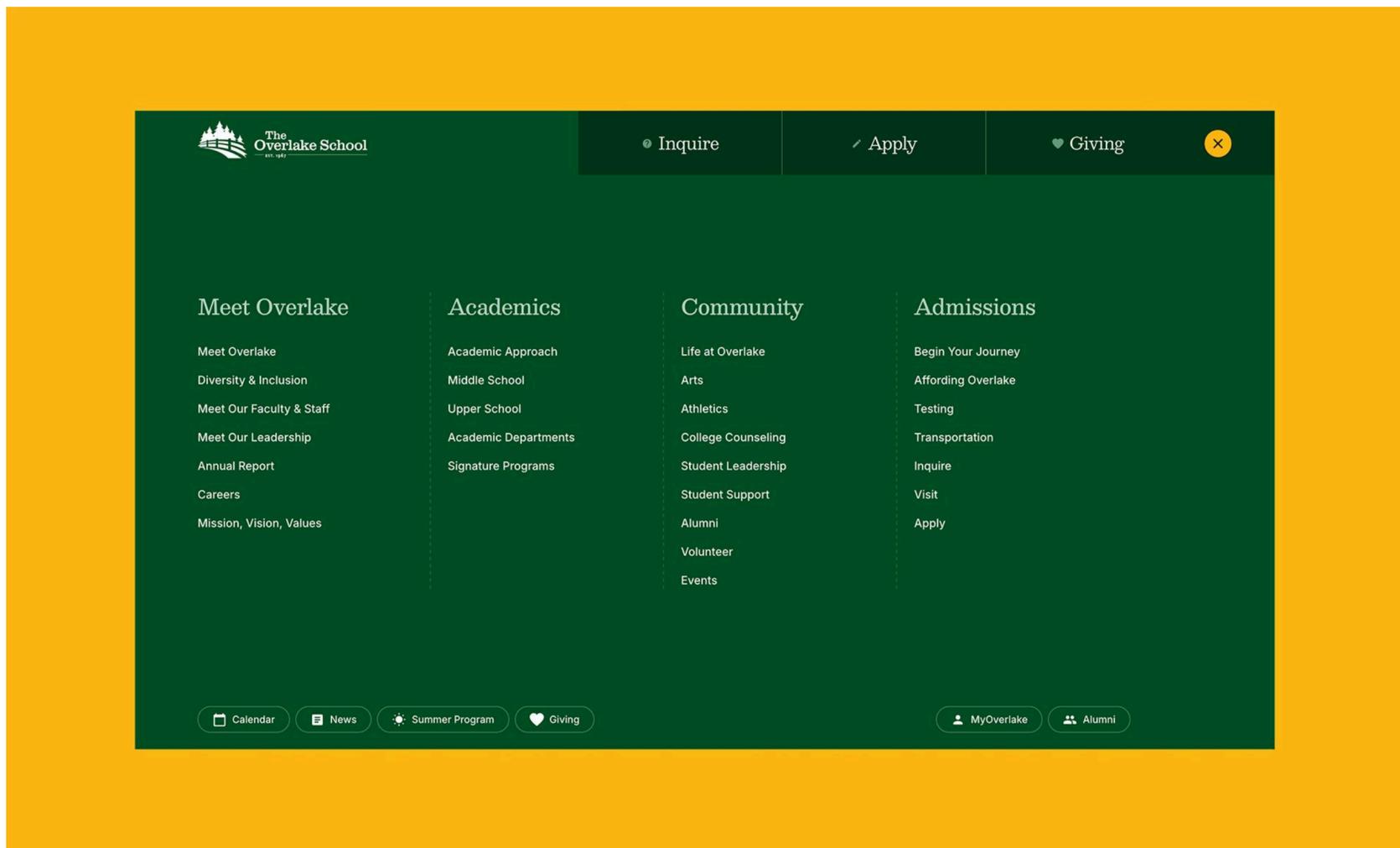
BUILD

With strategy locked, we moved into copywriting, design, and custom Drupal development.

The site features a refreshed color palette and a thoughtful typography pairing that feels both academic and warm—grounded, but never stiff. Visually, we explored imagery and video that feel real and human, supported by custom illustrations that reflect daily life on campus rather than staged perfection.

We led a comprehensive copywriting phase to define the school's voice and positioning, shaping language that is clear, welcoming, and purpose-driven. Through multiple rounds of writing and review, we aligned messaging across the site with stakeholder expectations while staying true to the school's values and student-centered philosophy.

Subtle animations add moments of delight as visitors scroll, helping the experience feel alive without distracting from the content. On the technical side, we built the site on Drupal with a modern development workflow using CircleCI and Docker to ensure consistency and scalability. Every component was designed to be flexible, empowering the team to evolve content as the school continues to grow.

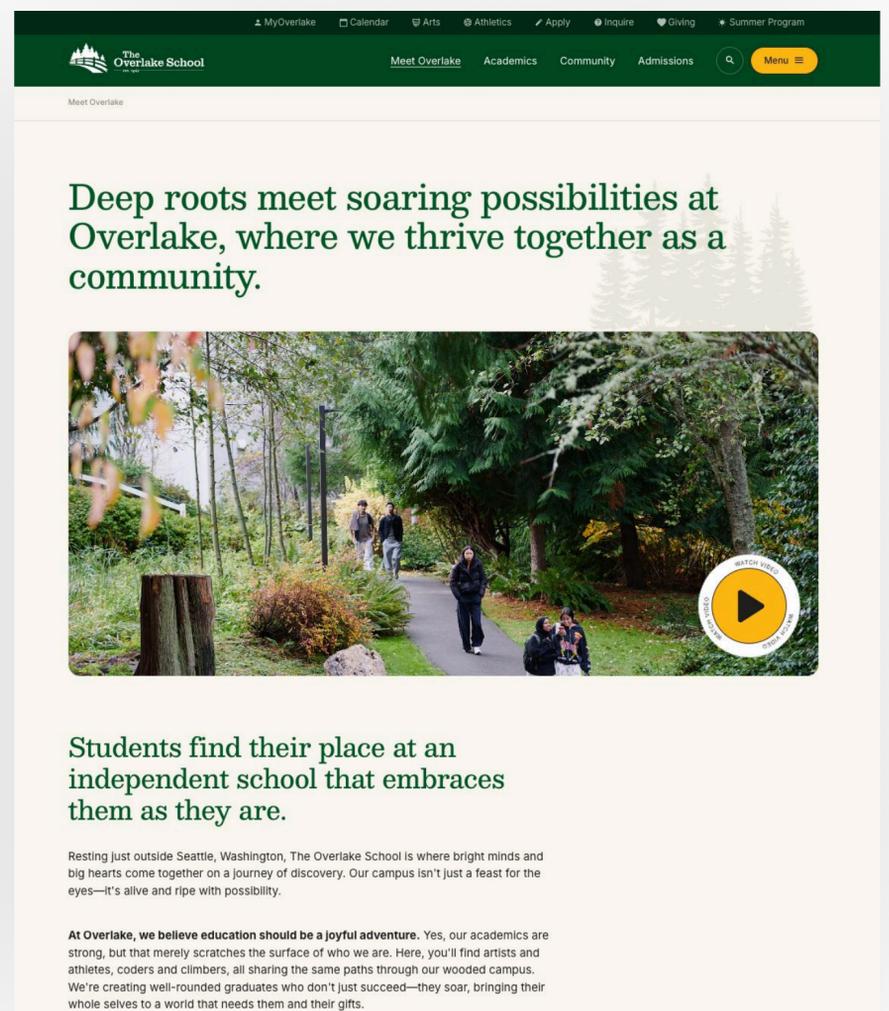
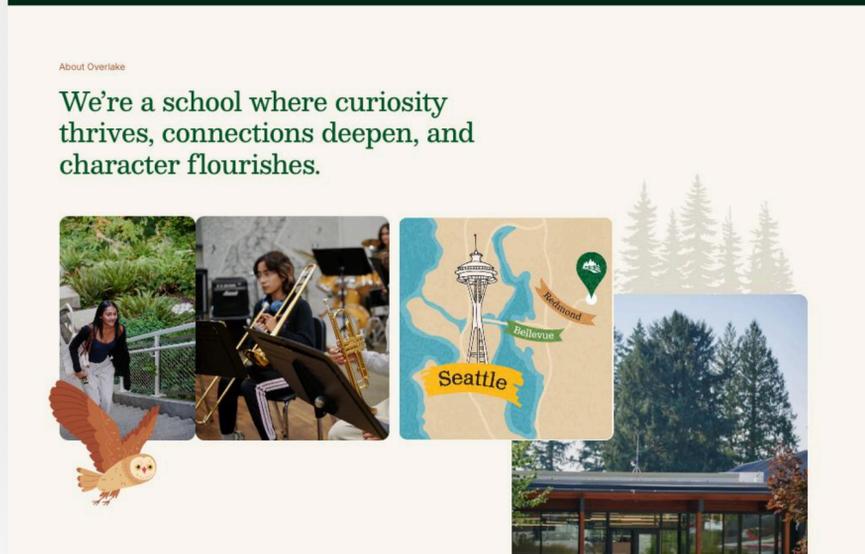


TEST & LAUNCH

Before launch, we tested everything across browsers, devices, and screen sizes to ensure a seamless experience for every visitor.

From navigation to forms to performance, nothing was left unchecked. Hosting on Pantheon gave the school's website a secure, reliable foundation with room to grow. Once everything was approved, we launched with confidence, knowing the site was ready for real families, real questions, and real moments.

RESULTS



MyOverlake | Calendar | Arts | Athletics | Apply | Inquire | Giving | Summer Program

The Overlake School | Meet Overlake | Academics | Community | Admissions | Menu

Meet Overlake / Staff Directory

Faculty & Staff

At Overlake, talented educators and staff work together to create an environment where students feel known, supported, and challenged. Meet the professionals who bring our mission to life every day.

Search By Name

All Departments



Madhu Alapaty
Front Office Manager
malapaty@overlake.org



Mo Al-Shahrani
Bus Driver
mal-shahrani@overlake.org



Bill Armstrong
School Archivist
warmstrong@overlake.org



Kate Asgari
Director of College Counseling
kaszari@overlake.org



Kristal Balboa
Cashier and Operations Assistant
kbalboa@overlake.org



Jenni Baldwin
Director of Alumni Engagement
jbaldwin@overlake.org



Nicole Balin



Caroline Balitzer

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Community / Athletics

Beyond the scoreboard, team sports teach life skills.




Forging character through competition.

At Overlake, athletics is about more than winning games; it's about growing as people and forging bonds between teammates as they develop hard-earned life skills. Students who participate in sports not only yield friendships and leadership abilities, they also maintain strong academic performance and fortify healthy habits that serve them well into adulthood. For many learners, the experience of being on a team becomes a treasured opportunity and a memorable time in their lives.

Character

Teaching character in a fun.

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Academics / Arts

Academic Departments

Overview | **Arts** | English | Experiential Education | Math & Comp Sci | Physical Education | Science | Social Studies

World Languages

Arts

The Overlake Arts department mission is to engage students in creative thinking through a broad spectrum of opportunities.

With the goal of inspiring life-long involvement in and appreciation for the visual and performing arts, we strive to provide spaces where students can be expressive, safely take risks, share ideas, and collaborate in the creative process. Courses in the arts support each student in embracing a mindset that is curious, cooperative, and inclusive of all perspectives.

The arts have a unique place in our school, our community, and our world. We value experiences that will foster compassion and empathy, cultivating an understanding of ourselves and the ever-changing world around us. We believe that students learn best in an environment that is participatory and cooperative, one that honors each perspective while encouraging students to think deeply, critically, and independently about their work. To this end, we value hands-on, experiential learning, with projects and performances designed to challenge and inspire each student as artist, performer, designer, collaborator, observer, and audience member.

Visual Art

Visual Art I	Visual Art II
Visual Art III	Visual Art IV
Visual Art V	Visual Art VI
Visual Art VII	Visual Art VIII
Visual Art IX	Visual Art X
Visual Art XI	Visual Art XII

Music

Music I	Music II
Music III	Music IV
Music V	Music VI
Music VII	Music VIII
Music IX	Music X
Music XI	Music XII

Theater

Theater I	Theater II
Theater III	Theater IV
Theater V	Theater VI
Theater VII	Theater VIII
Theater IX	Theater X
Theater XI	Theater XII

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Admissions / Apply

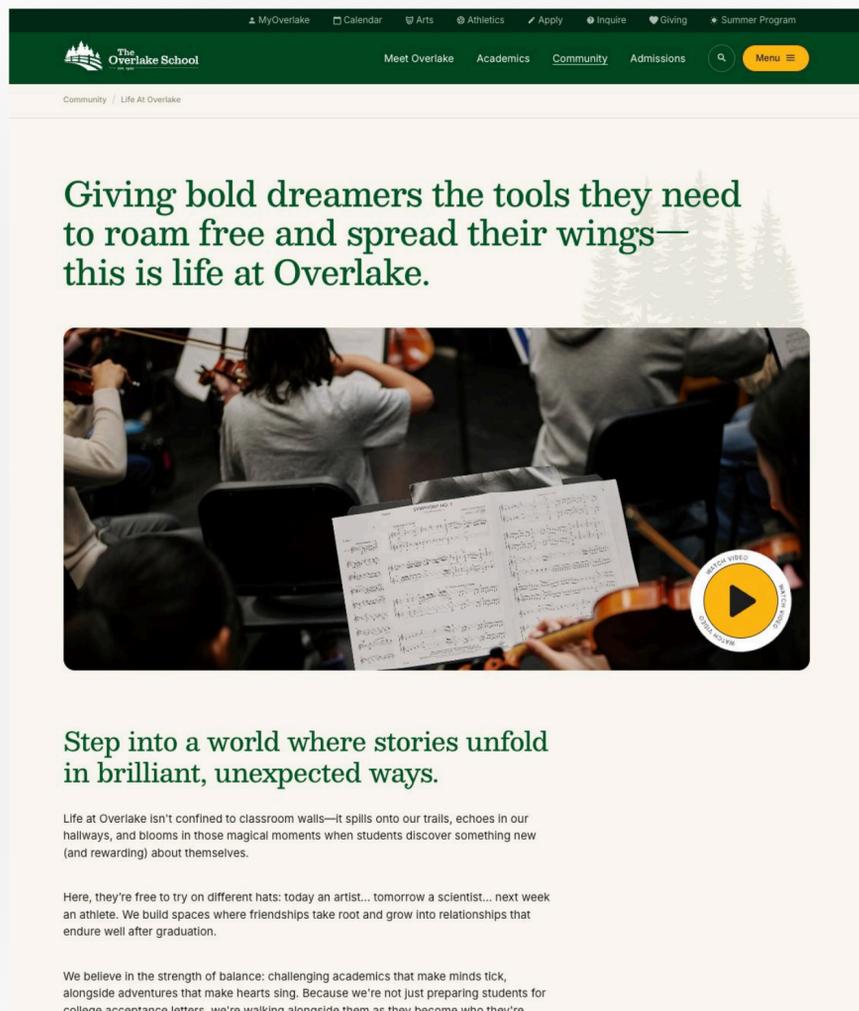
A dynamic education awaits you, and it starts here.




Find your place as a changemaker at Overlake.

We're thrilled you're considering joining our Overlake community for the upcoming school year. Our admissions process allows us to get to know your student while providing you with ample opportunity to get to know us.

Everything you need for your application lives in one easy-to-navigate place: Ravenna. Here you can submit materials, track your progress, and sign up for Open Houses—all in one place.



CLOSING THOUGHTS

This redesign wasn't about changing who Overlake is. It was about creating a school website that reflects how the school actually feels: thoughtful, engaged, and focused on students. The result is a site that's easy to use, easy to grow, and true to the real Overlake experience.

[Visit Site](#)

Finding an agency who understands your digital needs is hard.

Let our amazing team help you craft your digital strategy today.

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CHAT WITH US

[213.894.9933](tel:213.894.9933)

hello@spinxdigital.com

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