

Designing with Empathy & Strategy

Every project is different - but my process always starts with people. Whether I'm designing from scratch or improving an existing site, I focus on building experiences that align with business goals and user needs. Here's how I do it:

01 Discovery

I map out key user flows, pain points, and desired actions. Then I create low-fidelity wireframes to visualize the structure and get early alignment on layout and hierarchy.

I start by getting clear on goals—yours and your users'. I review existing assets, analytics, and brand identity to inform structure and tone. This sets the foundation for a purposeful design

02 User Journey Mapping & Wireframes

03 Visual Design

I build interactive prototypes that simulate real user interactions. This allows for stakeholder feedback, early testing, and refinements before development.

Using Figma or Adobe XD, I craft responsive mockups that bring the brand to life. I focus on usability, accessibility, and design systems that support consistency.

04 Prototyping

05 Feedback & Refinement

I support implementation (or build in tools like WordPress or Elementor), review for performance, and suggest optimization opportunities based on early user behavior and conversion data.

Design is an iterative process. I collaborate closely with clients and stakeholders, applying feedback, reviewing across devices, and fine-tuning before hand-off.

06 Launch & Optimization