#### **GENERAL COMMENTS**

CÉLINE LE GRAND



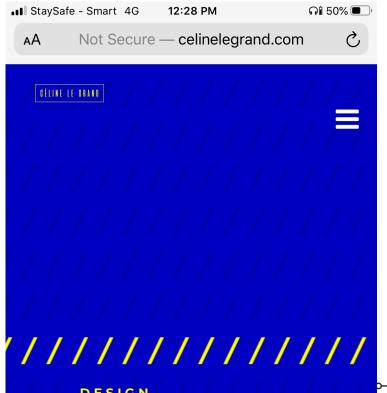
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"That combination of thought and action defines creative confidence: the ability to come up with new ideas and the courage to try them out."

-Tom Kelley-

logo a bit bigger on all the pages

pattern scale looks good only on this page, and should be the same on the others



#### DESIGN EXPERIENCES THAT MATTER.

Supporting unique ambitions of business and organizations who believe designing services that make sense for Tomorrow.

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overall comment:

logo a bit bigger on all the pages

#### Revised the proportions

- ///// lines should be smaller
- text "DESIGN EXPERIENCES THAT MATTER" should be bigger
- the background (blue graphic pattern) looks too big. Refer to page [About]

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 PEOPLE-CENTERED
 o
 add more space
 Title font size a bit bigger

An approach to create solutions for problems and opportunities through a focus on the needs, contexts, behaviors, and emotions of the people that the solutions will serve.

Know More.



image should be placed before the text







#### EXPERIENCE DESIGN

Create opportunities to connect, to imagine, to communicate, to learn, to delight. The focus of experience design is to think and design complete 'end-to-end' experiences, instead of optimizing the single touch point of a service. better in this order: Image, then title, then text, then button. Apply this sytem for the others.

Case Studies.

image / title / text / buton should be justified (either centrered or left)

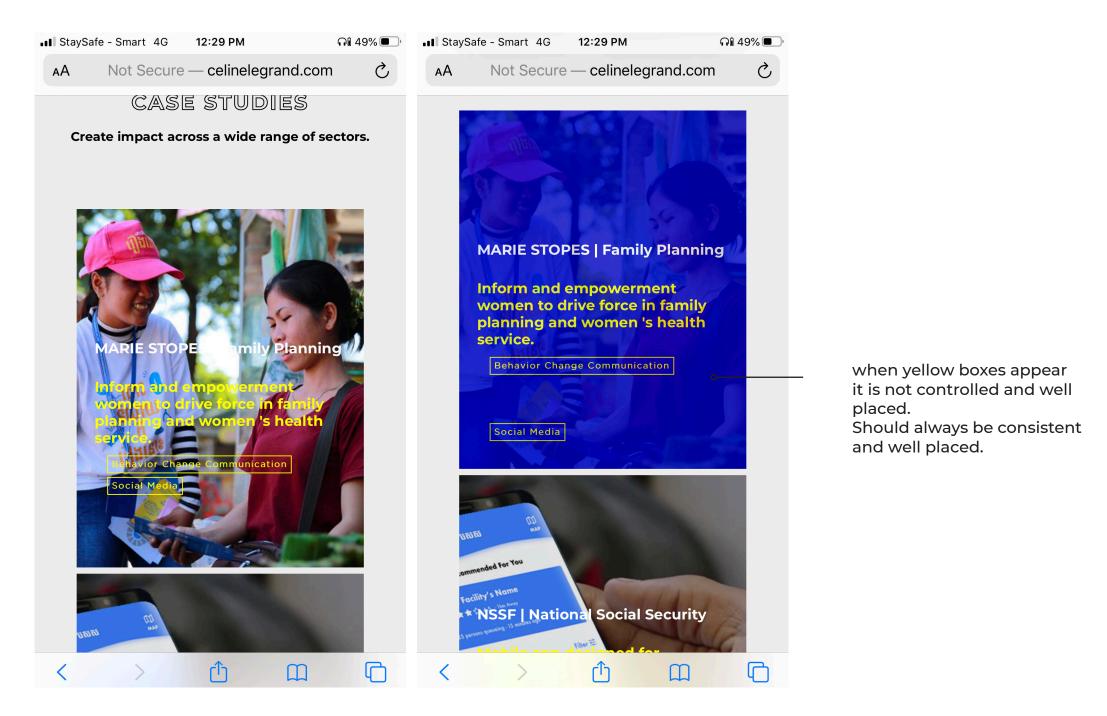
#### BRANDING & STORY-TELLING

ດໂ 49% 🔳 🤇 ■ StaySafe - Smart 4G 12:28 PM Not Secure — celinelegrand.com better in this order: Image, then title, then text, then button. 0 Apply this sytem for the others. BRANDING & STORY-TELLING Craft and design cohesive narrative that weaves together the facts and emotions that a brand evokes and in result transports people, simplifies information and provokes an emotional response and engage conversations

Know More.

image / title / text / buton should be justified (either centrered or left)





#### WORK



Size of "SHAPE EXPERIENCES" is good, but white text is too big. White text font size should be same as on [HOMEPAGE]:

add a bit more space

# 

#### DESIGN Experiences That Matter.

Supporting unique ambitions of business and organizations who believe designing services that make sense for Tomorrow.

#### WORK



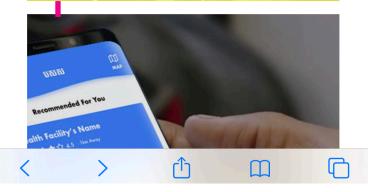


MARIE STOPES | Family Planning

0

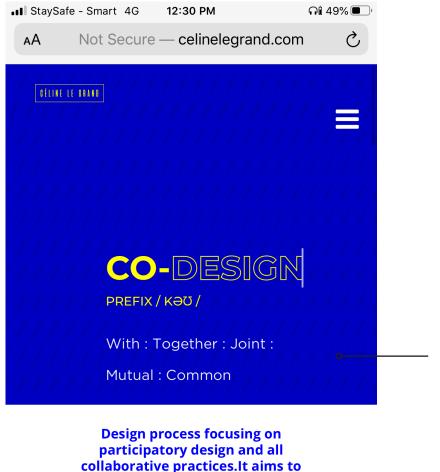
Inform and empowerment women to drive force in family planning and women 's health service.

Behavior Change Communication Social Media



Title / text / boxes should be justified left the same way

#### SERVICES



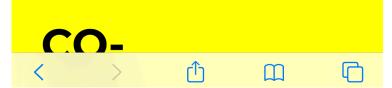
reduce a bit the text in white. White text font size should be same as on [HOMEPAGE]:

- should be black color



#### DESIGN EXPERIENCES THAT MATTER.

Supporting unique ambitions of business and organizations who believe designing services that make sense for Tomorrow.



actively include the end

into the creative process to deliver

effective solutions.

users, stakeholders, researchers, experts

#### SERVICES

■ StaySafe - Smart 4G 12:30 PM Not Secure — celinelegrand.com effective solutions.

CO-Define

CO-CREATE

CO-EXPERIMENT

CO-OPERATE 

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Design process focusing on participatory design and all collaborative practices.It aims to actively include the end users,stakeholders,researchers,experts into the creative process to deliver effective solutions.

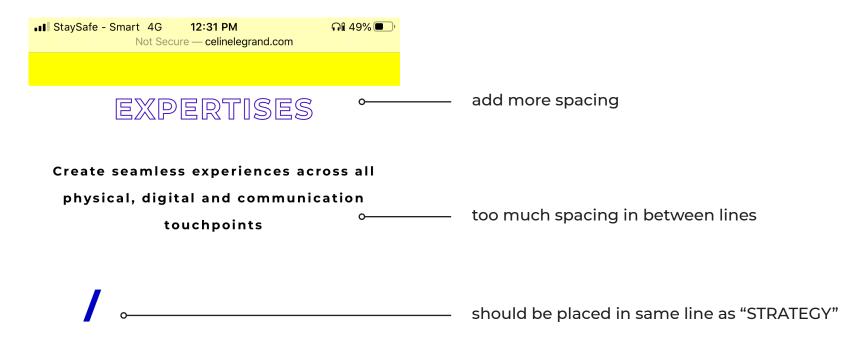


To engage actively end users, stakeholders, experts into the creative process.

111111111111

CO-EXPERIMENT Those ones should look like square boxes. This representation is not good

#### SERVICES



### **STRATEGY**

/ Research based on Human-centered Design Methodology

/ User Journey Mapping

/ Brand Strategy

/ Communication Strategy

#### ABOUT

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## Let's talk !

do not hesitate to tell me your story, I will be happy to share mine. Text should appear first, and then image, then "let's Talk"



I am a strategic thinker and multidisciplinary designer who conceive, draw, and build out ideas with passion to generate positive impact.

Living in places that I don't

# IN StaySafe - Smart 4G 12:31 PM Not Secure — celinelegrand.com

I am a strategic thinker and multidisciplinary designer who conceive, draw, and build out ideas with passion to generate positive impact.

Living in places that I don't

Text should be placed with yellow background

## DESIGN WITH PASSION, FOR PEOPLE, WITH PEOPLE.

I am a strategic thinker and multidisciplinary designer who conceive, draw, and build out ideas with passion to generate positive impact.

Living in places that I don't belong to, required me to put aside my learning, culture, knowledge, opinions, and worldview purposefully in order to understanding other peoples' experiences of things deeply and meaningfully. Everyday I have to seek to abandon my preconceived idea and biases allowing me to gain awareness of other peoples' needs, wants, motivations and goals. Understanding of the people for whom I am designing for is for me as designer essential.