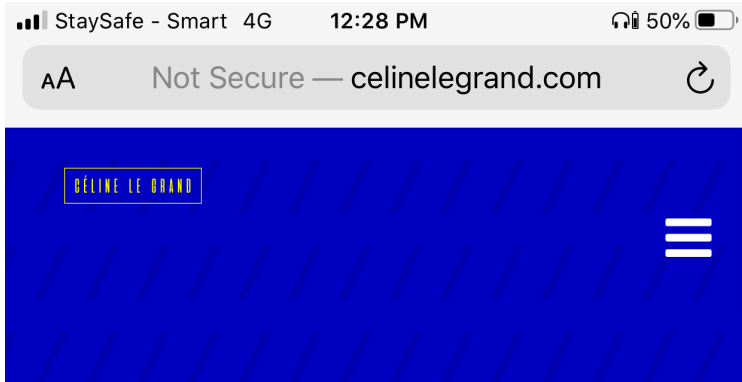
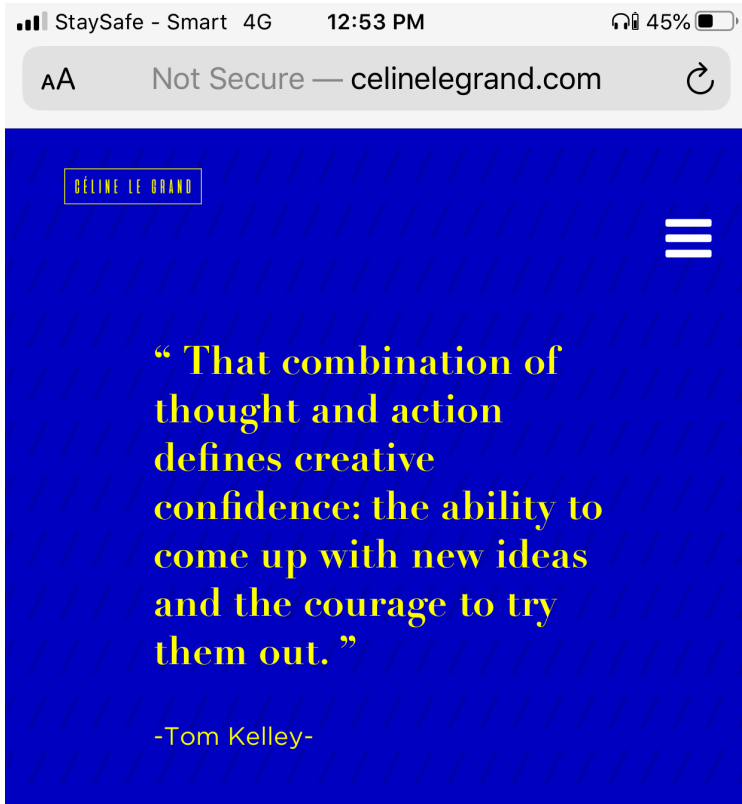


GENERAL COMMENTS

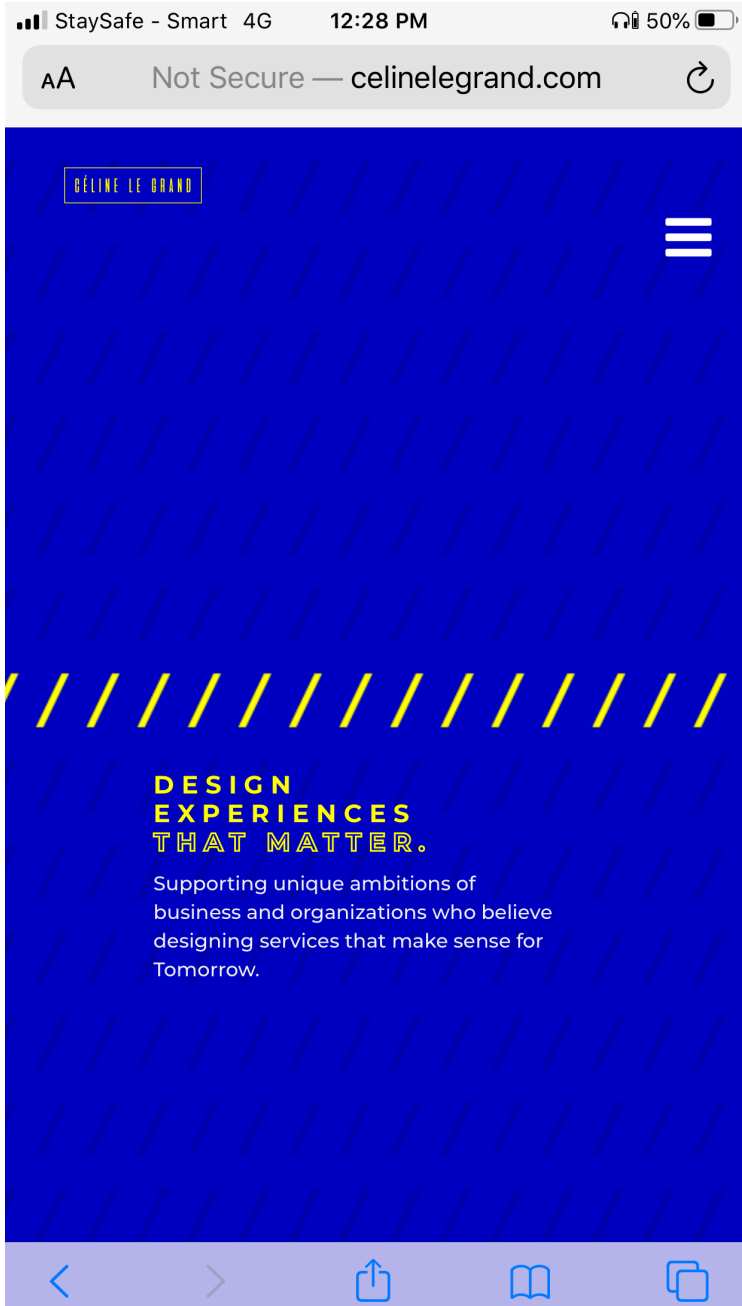


logo a bit bigger on all the pages



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

HOME PAGE

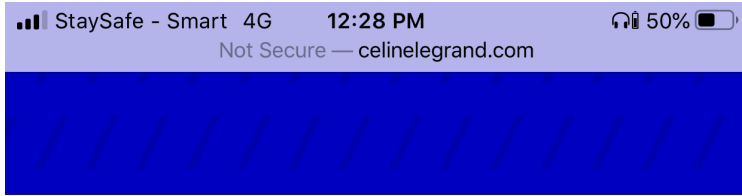


overall comment:

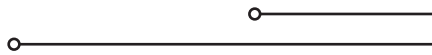
logo a bit bigger on all the pages

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]



PEOPLE-CENTERED CREATIVITY



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.

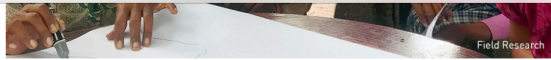
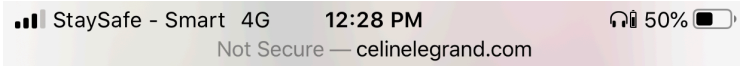
Know More.



image should be placed before the text



HOME PAGE



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.

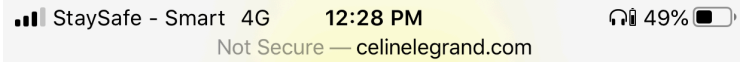
Case Studies.

BRANDING & STORY-TELLING

○ ————— better in this order: Image, then title, then text, then button. Apply this system for the others.

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

HOME PAGE



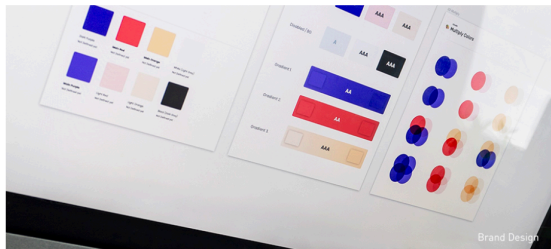
BRANDING & STORY-TELLING

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.

○ ————— better in this order: Image, then title, then text, then button.
Apply this system for the others.

○ ————— image / title / text / buton should be justified (either centered or left)



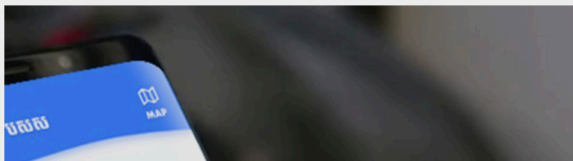
HOME PAGE

StaySafe - Smart 4G 12:29 PM 49%

AA Not Secure — celinelegrand.com

CASE STUDIES

Create impact across a wide range of sectors.

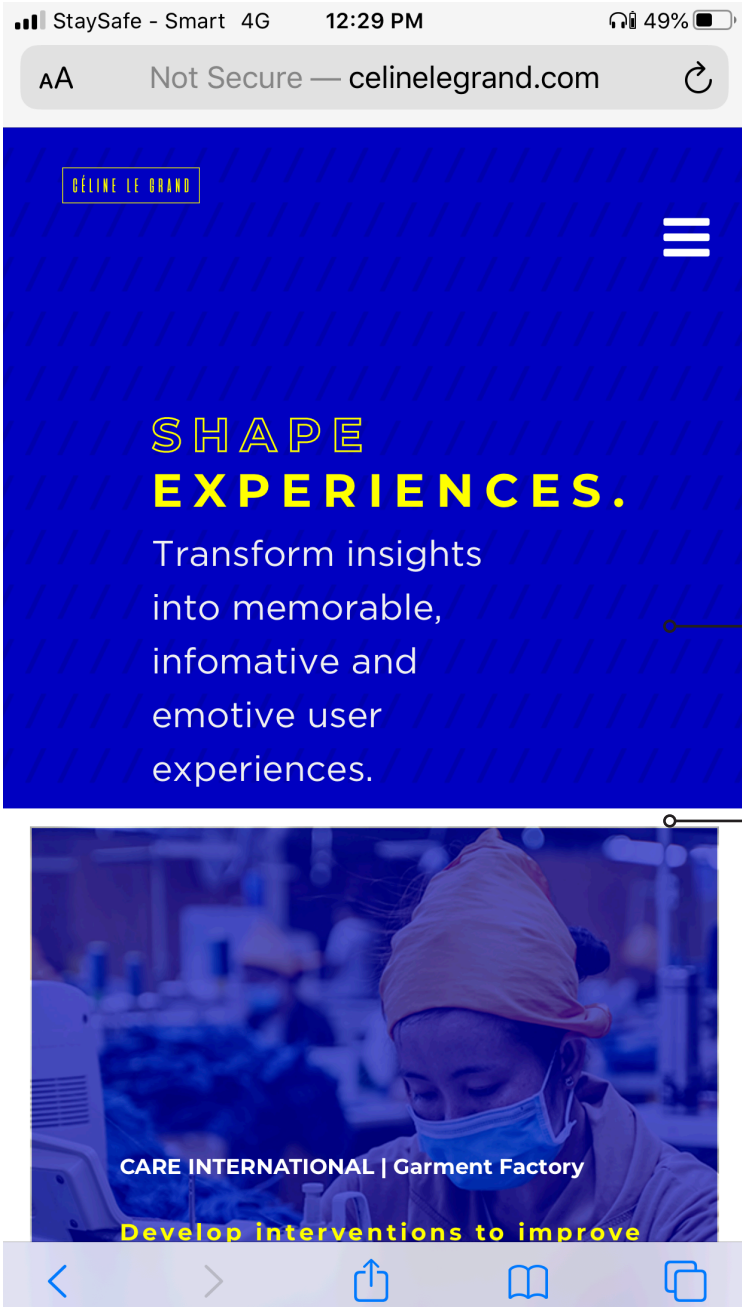


StaySafe - Smart 4G 12:29 PM 49%

AA Not Secure — celinelegrand.com



when yellow boxes appear it is not controlled and well placed. Should always be consistent and well placed.

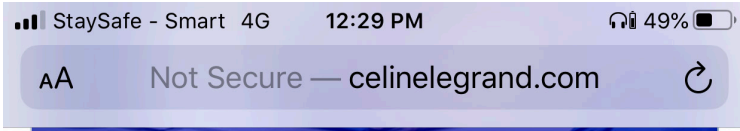


Size of "SHAPE EXPERIENCES" is good, but white text is too big. White text font size should be same as on [HOMEPAGE]:

add a bit more space



WORK

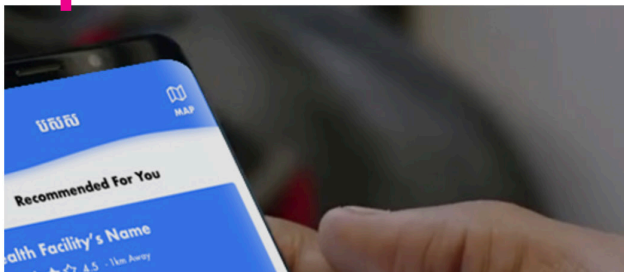


MARIE STOPES | Family Planning

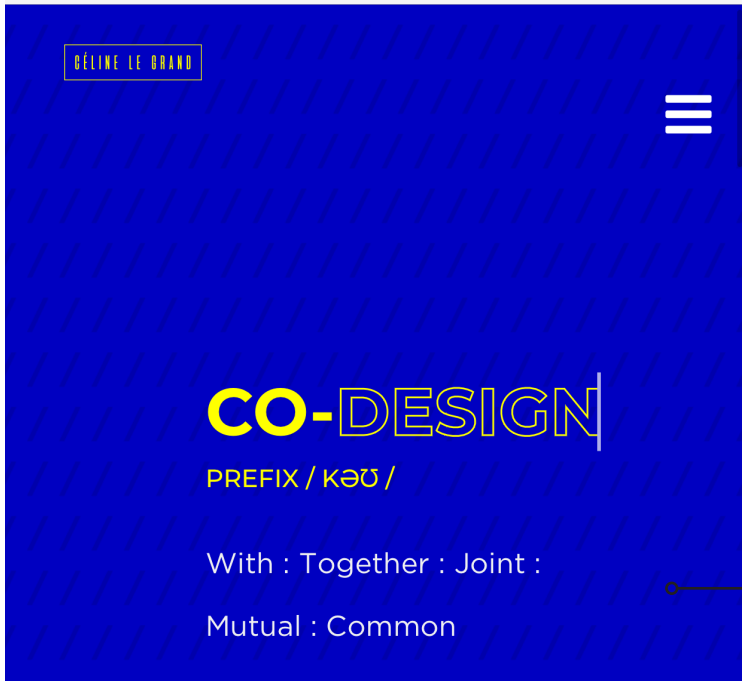
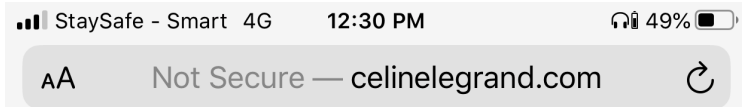
Inform and empowerment women to drive force in family planning and women's health service.

Behavior Change Communication Social Media

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



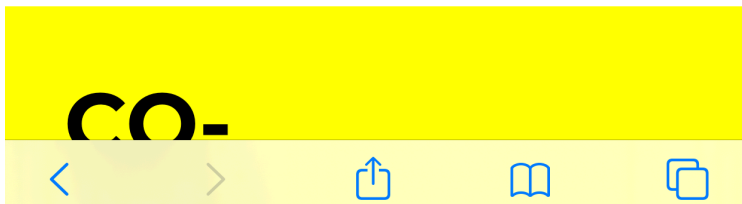
SERVICES



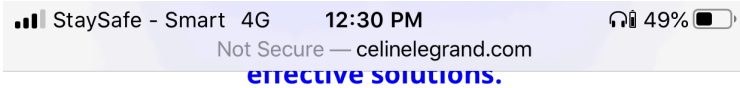
reduce a bit the text in white.
White text font size should be same as on [HOMEPAGE]:

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.

should be black color



SERVICES

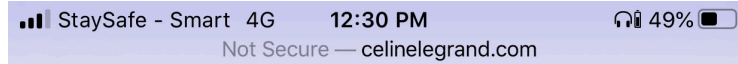


CO-
DEFINE

CO-
CREATE

CO-
EXPERIMENT

CO-
OPERATE



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.



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

CO-
EXPERIMENT

SERVICES

StaySafe - Smart 4G 12:31 PM 49%
Not Secure — celinelegrand.com

EXPERTISES

○ — add more spacing

Create seamless experiences across all
physical, digital and communication
touchpoints

○ — too much spacing in between lines

/

○ — should be placed in same line as "STRATEGY"

STRATEGY

/ Research based on Human-centered
Design Methodology

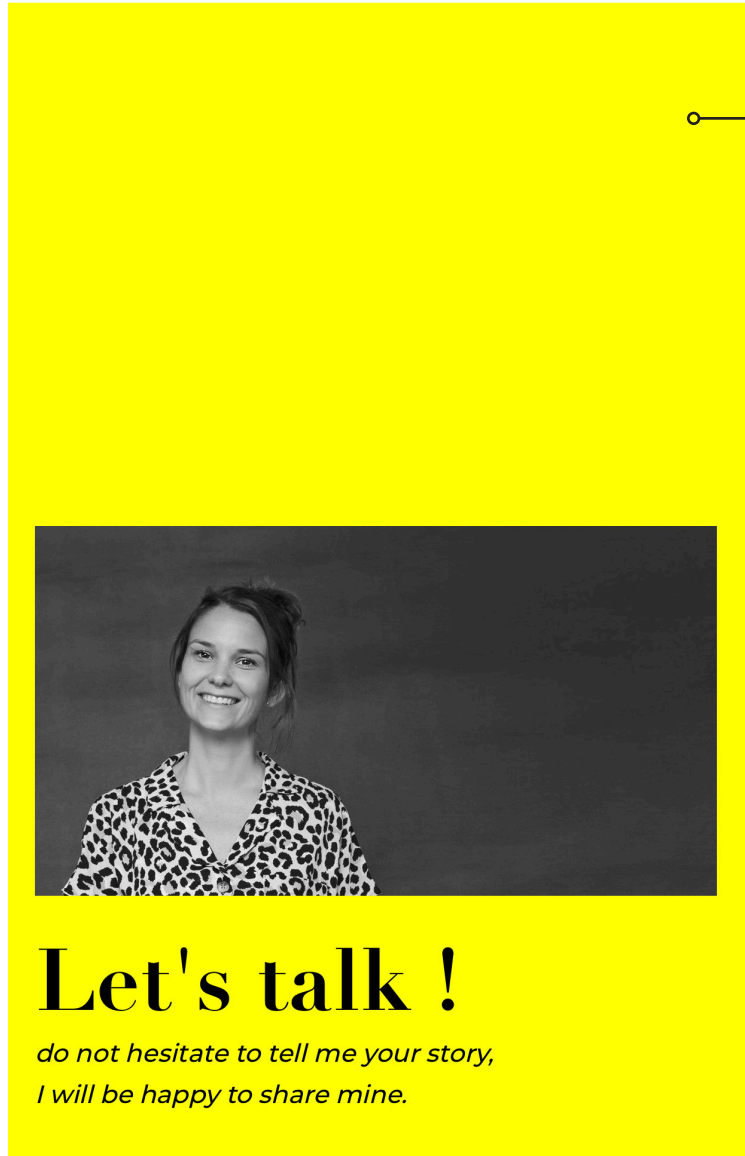
/ User Journey Mapping

/ Brand Strategy

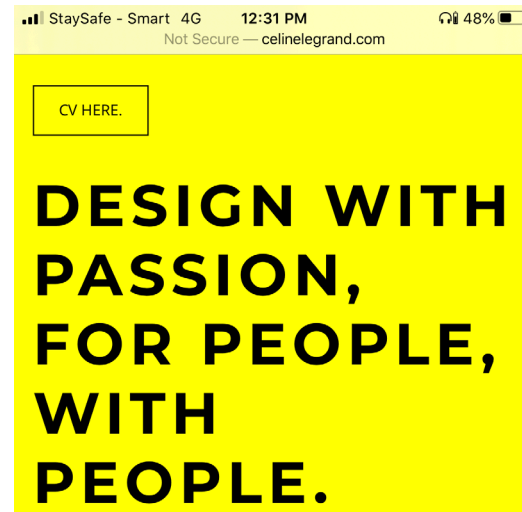
/ Communication Strategy

ABOUT

StaySafe - Smart 4G 12:31 PM 48%
Not Secure — celinelegrand.com

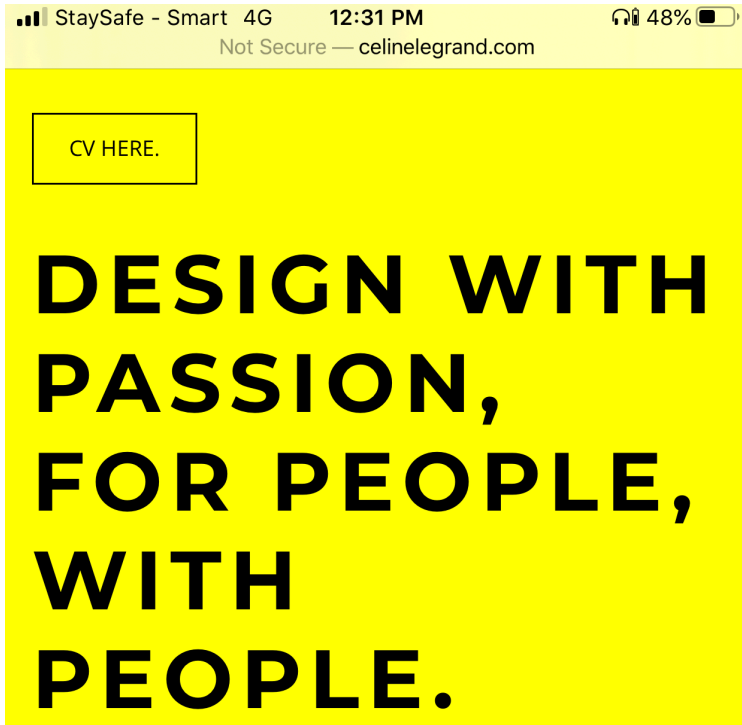


Text should appear first, and then image, then “let’s Talk”



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



Text should be placed with yellow background



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