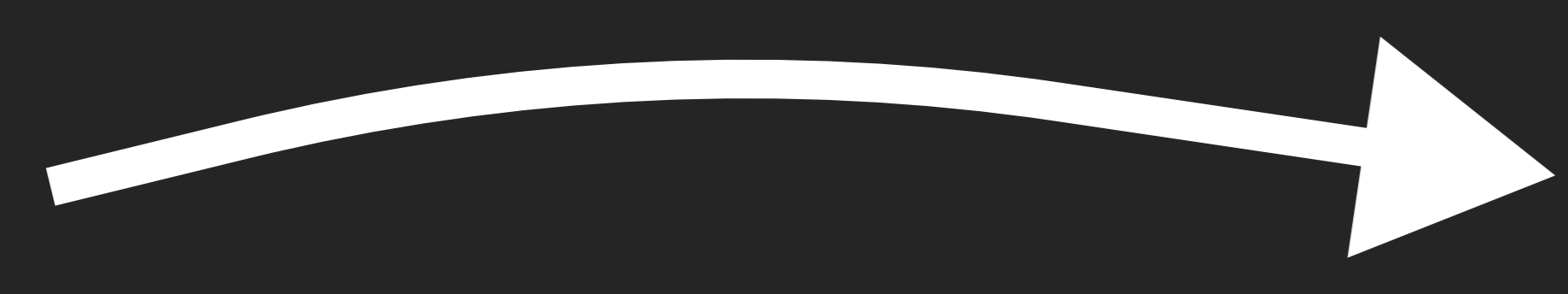
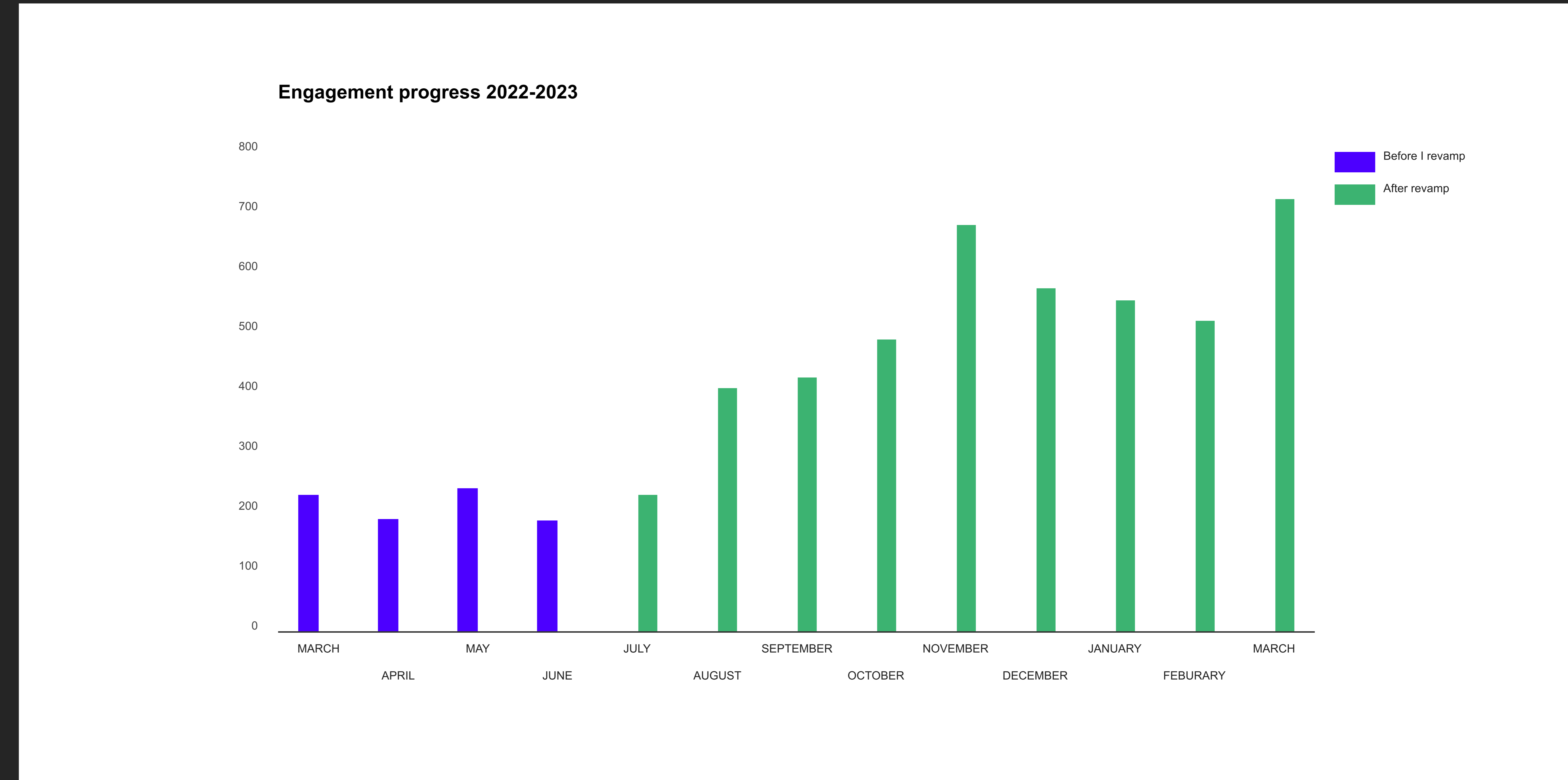
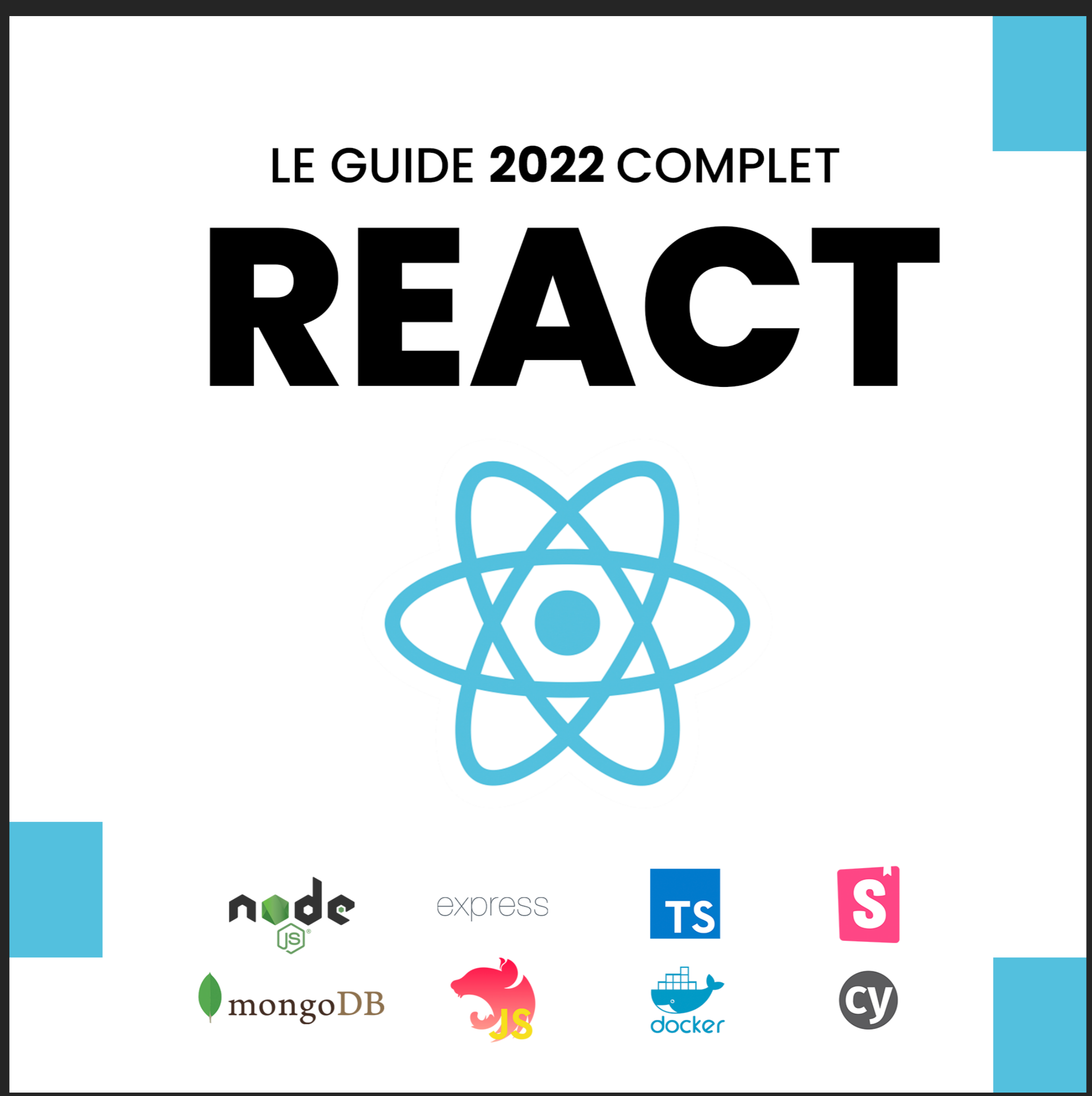


MY JOURNEY AT SINTEGRA

After joining Singetra Consulting I was in charge of the content creation and I had to work with premade templates. I felt that those templates were restricting the creativity of content creators and the product and the information were not well highlighted. So I worked on revamping the templates with a minimalistic one and I continued to upgrade them with borders to centralize the info, QR code for accessibility, and well-written copy.

The redesign of the IT news content (french) had a positive impact on views and engagement on different social media platforms and other collaborators adopted my design and still use it to this day. The purpose is too keep the audience engaged and interested.

FROM  TO



MOSAIC OF MY WORK

UP TO 210% ENGAGEMENT

AFTER THE REDESIGN