PRODUCT GENIUS
Brand, Digital & UX/UI Design

Overview

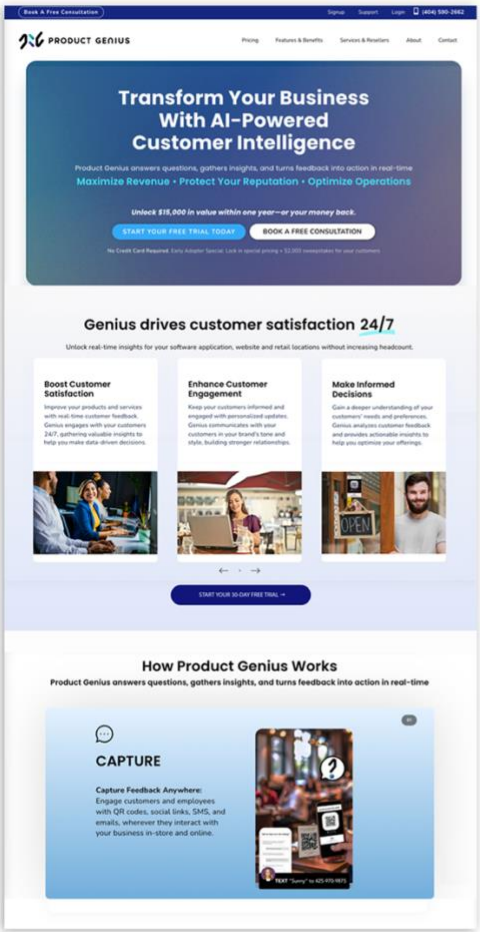
Product Genius is an AI-powered customer intelligence platform that helps businesses engage customers, capture real-time feedback, and turn conversations into actionable insights. I helped shape and evolve the brand across digital touchpoints, creating a cohesive visual experience across the website, product interface, customer communications, and marketing materials.

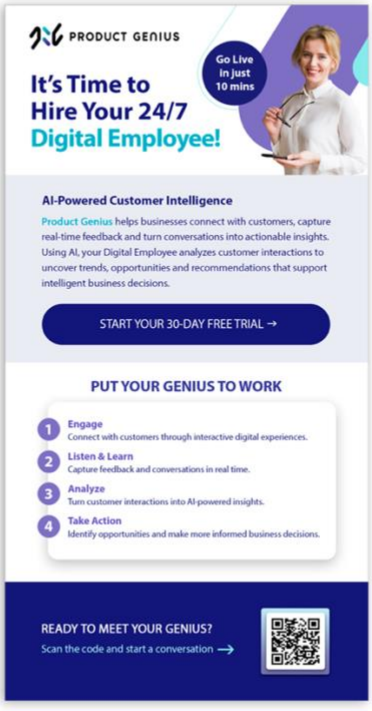
Role & Contributions

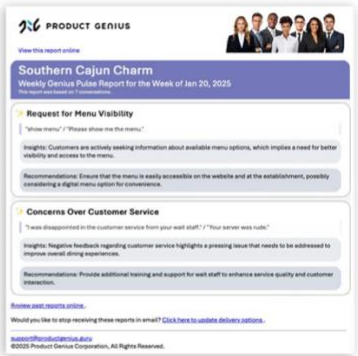
Brand & Visual Design
Logo Design · Color · Typography · Visual system

Digital Experience
Website · UX/UI · Responsive design · HTML/CSS · Front-end implementation

Marketing & Communications
Digital advertising · Email design · Customer communications · Reports







Brand & Visual Identity

Developed a flexible visual identity for Product Genius, creating a consistent foundation across product, web, and marketing applications.

LOGO

COLOR PALETTE

#202274	#7f6fc4	#02aec8	#a9ebeb	#eaecf4	#e1f2f5	#e9e9e9

TYPOGRAPHY

Aero BC – *Logo Typeface*

Poppins – *Website & Digital Product Typeface*

HEADING 1 / Heading 1

HEADING 2 / Heading 2

HEADING 3 / Heading 3

HEADING 4 / Heading 4

BODY TEST / Body Text
Example: Genius drives customer satisfaction 24/7
Unlock real-time insights for your software application, website and even retail locations without increasing headcount.
Boost Customer Satisfaction – Improve your products and services with real-time customer feedback. Genius engages with your customers 24/7, gathering valuable insights to help you make data-driven decisions.

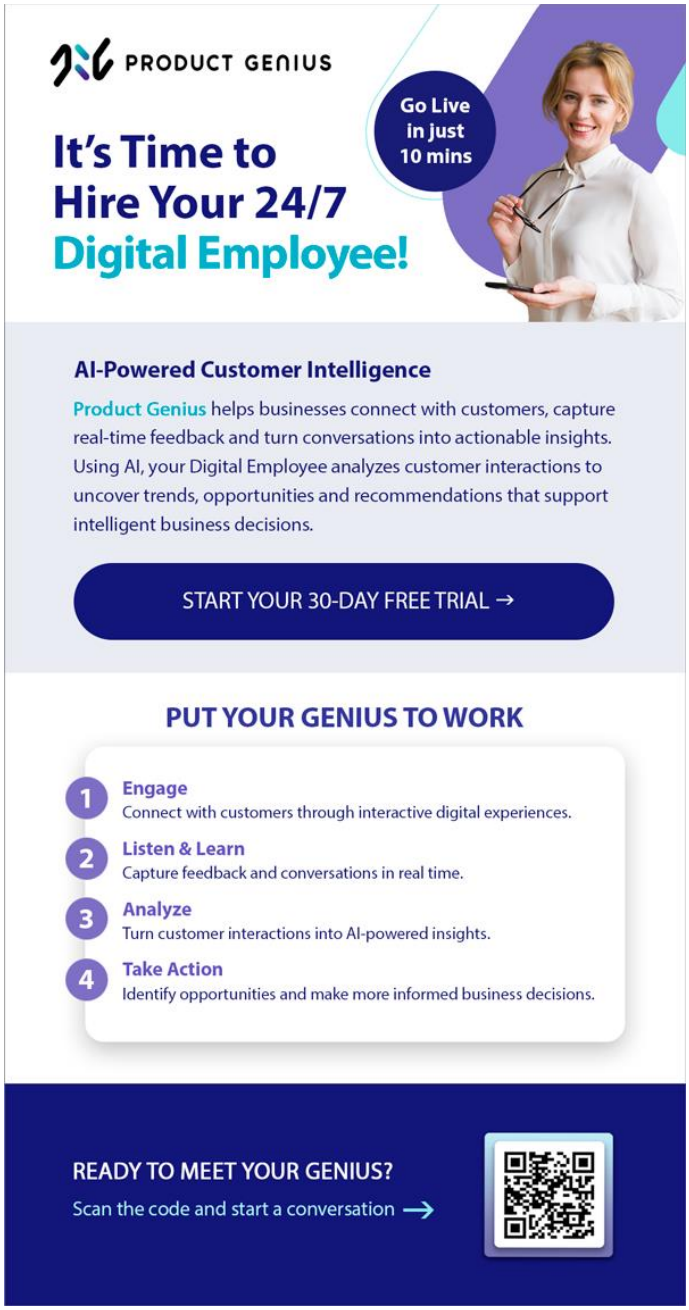
Marketing & Campaign Design

Extended the Product Genius visual identity across digital advertising and promotional campaigns, creating adaptable layouts for multiple formats and placements.

Email • Customer Communications

Designed and developed branded HTML email communications using reusable, modular content sections for efficient campaign production across marketing and customer communications.

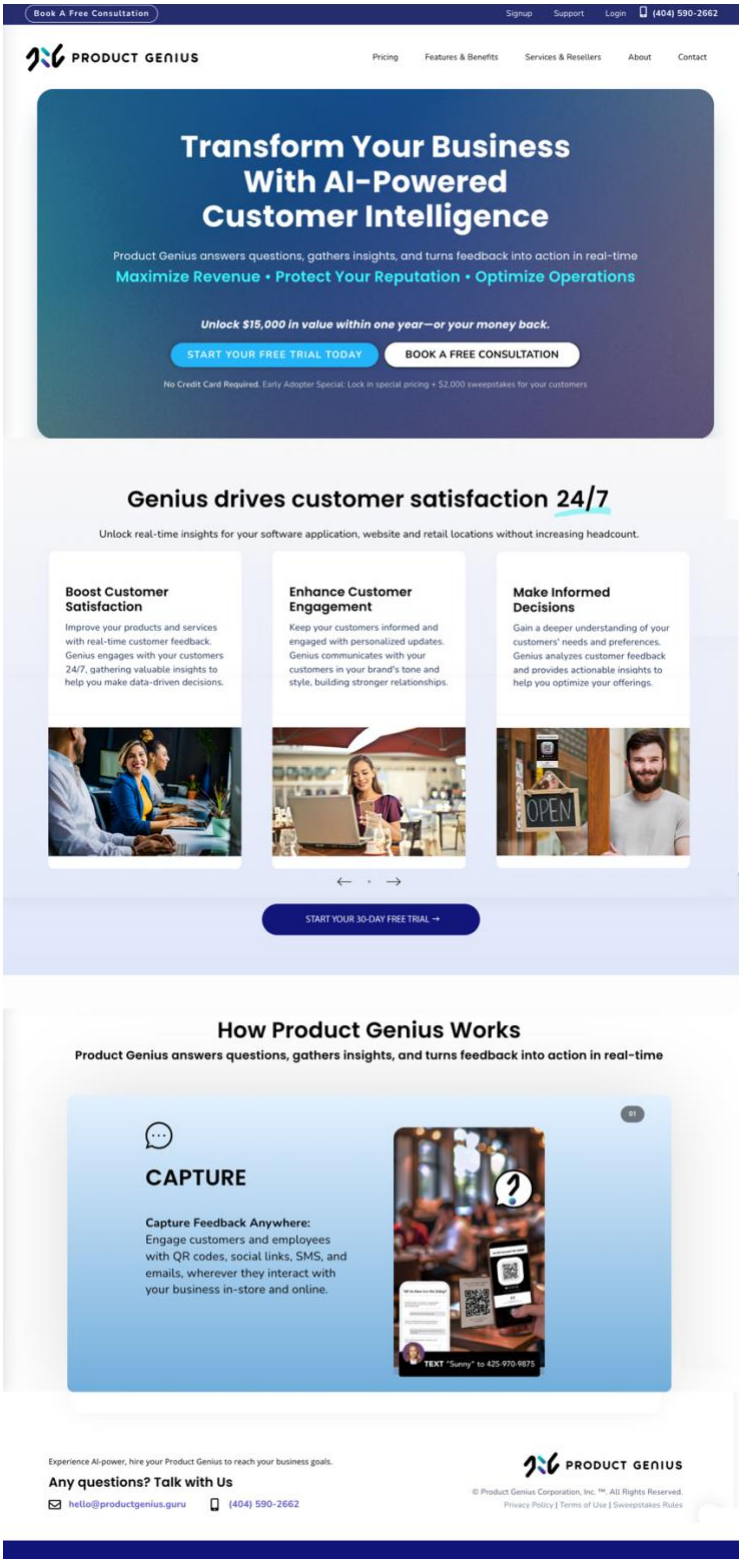
MARKETING EMAIL



HTML Email Template · Modular Sections · Reusable Components

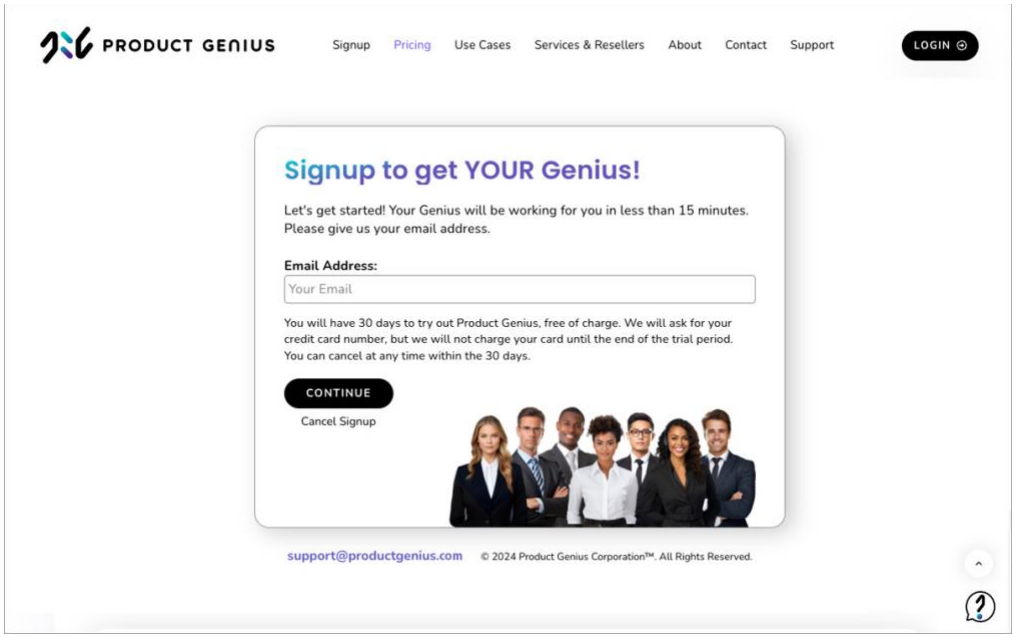
Website Design

Designed and developed the Product Genius website, translating the brand into a cohesive digital experience through clear messaging, strong visual hierarchy, responsive layouts, and HTML/CSS front-end development.

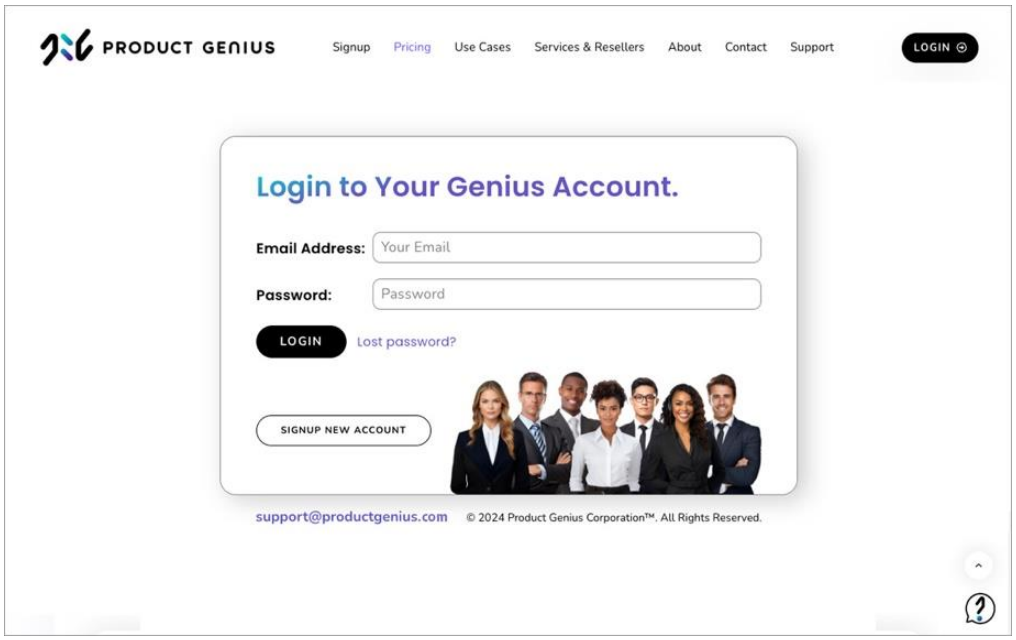


Onboarding & Account Access

Designed a streamlined onboarding and account access experience, creating clear entry points from initial signup through returning-user login. The interface introduces each client's AI-powered Genius agents as part of the branded product experience.



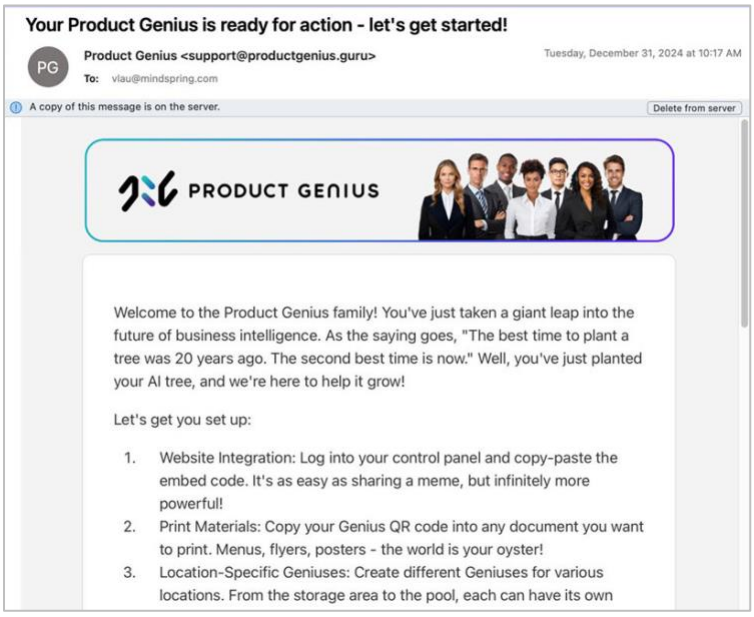
Signup / Onboarding



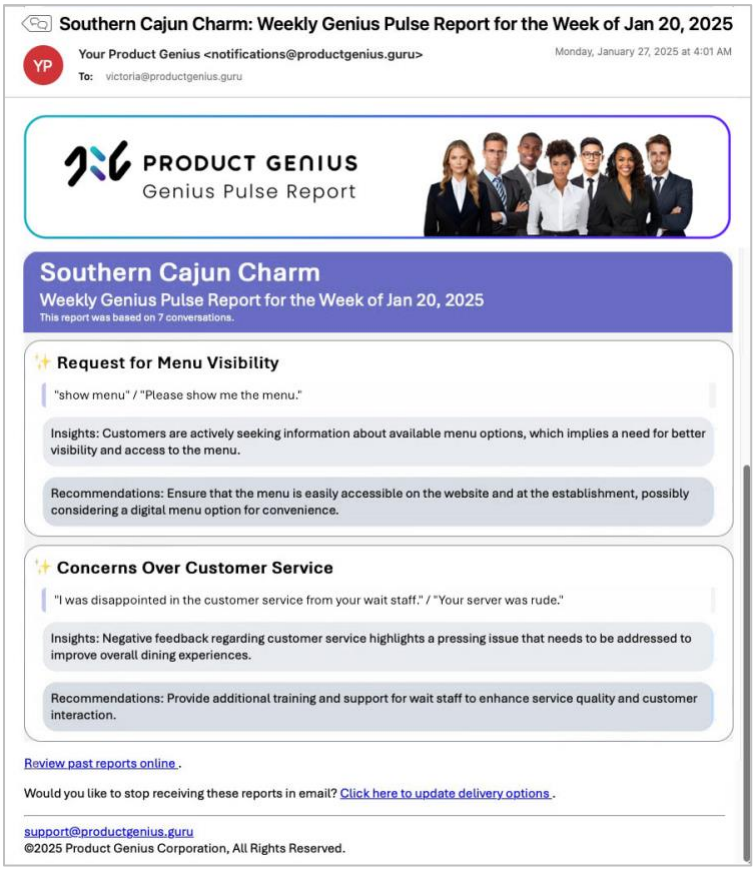
Returning User Login

Client Communications

Designed branded communications for Product Genius clients across onboarding and ongoing reporting. Customer-specific headers reinforce account identity, while the people imagery represents each business's AI-powered Genius agents.



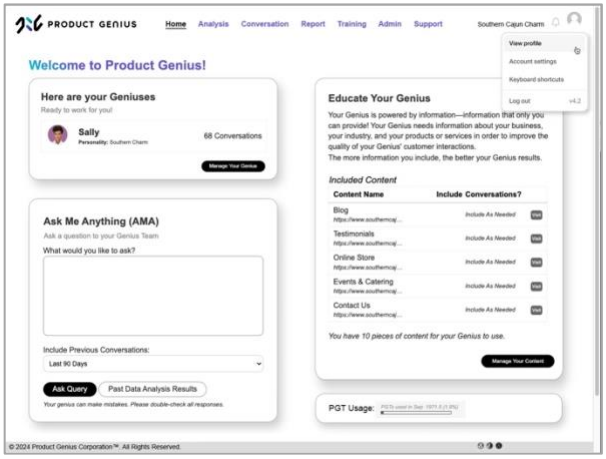
Welcome Email



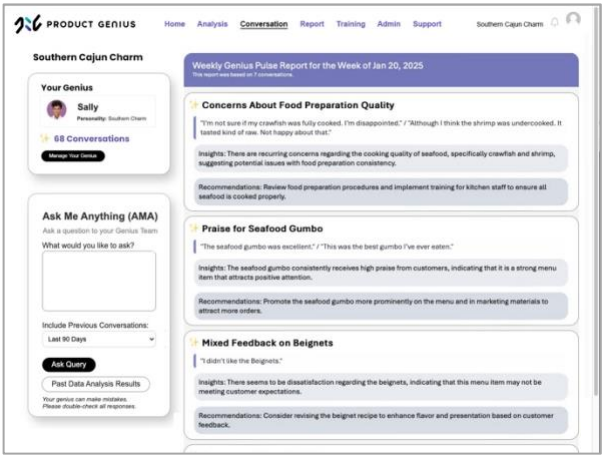
Weekly Customer Insights Report

Product Experience & Reporting

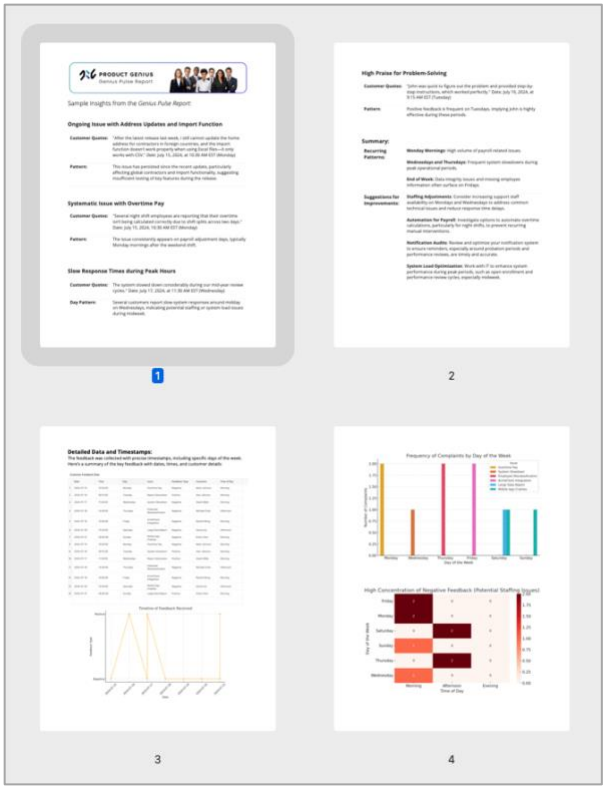
Designed and refined key product interfaces and reporting outputs to organize complex customer data, improve visual hierarchy, and make insights easier to understand and act on.



Client Dashboard



AI Conversations & Insights



PDF Insights Report

DESIGN SUMMARY

This work demonstrates the ability to translate complex business needs into cohesive, user-focused digital experiences across brand, marketing, web, and product applications.