

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

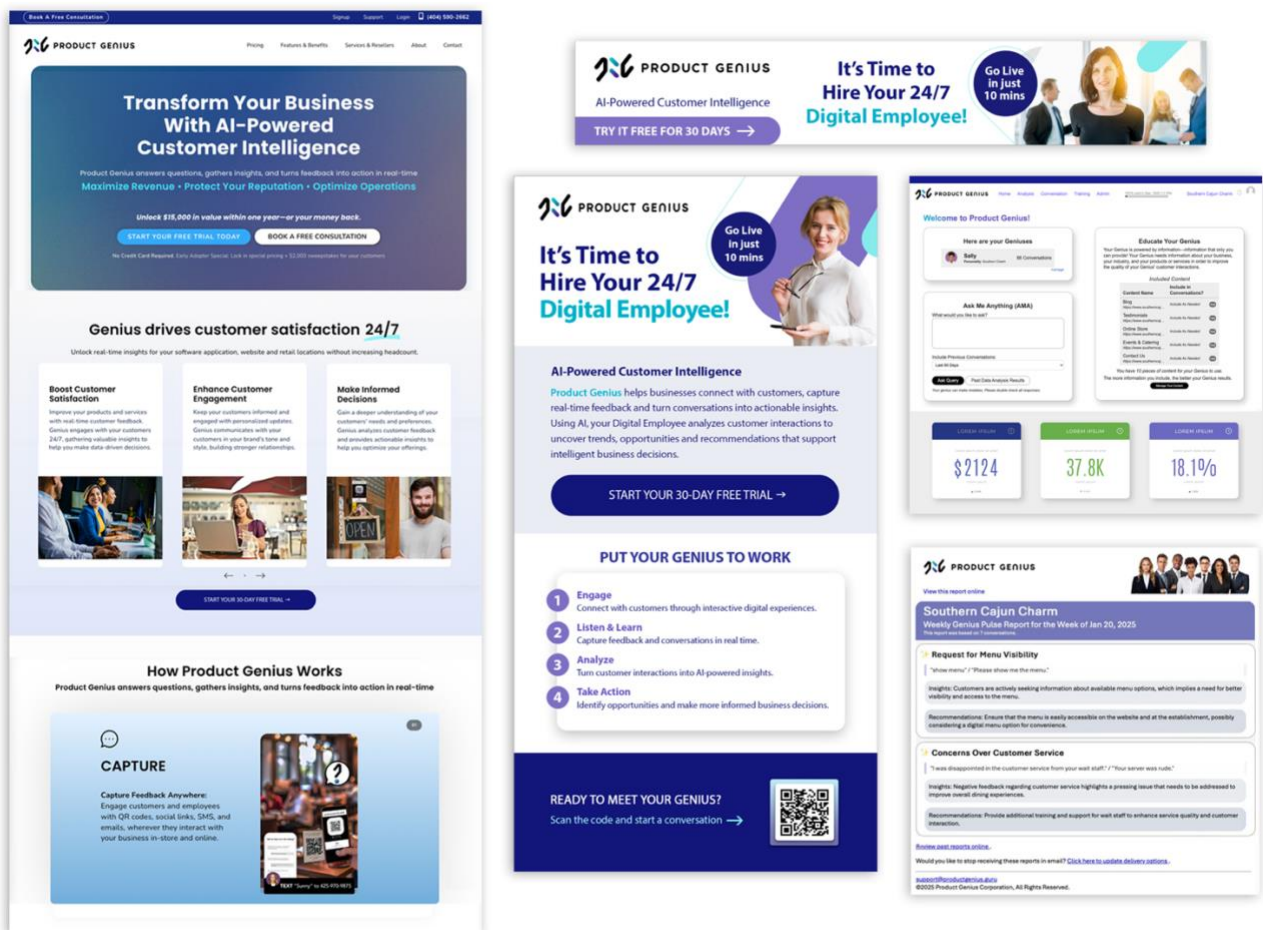
Logo Design · Color · Typography · Visual system

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



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.

PRODUCT GENIUS

Go Live in just 10 mins

It's Time to Hire Your 24/7 Digital Employee!

AI-Powered Customer Intelligence

30-Day Free Trial
← Try It Now

SCAN AND TALK TO OUR GENIUS
productgenius.guru

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- Get enterprise-level AI power for your business
- Actionable insights drive real growth
- Turn customer thought in 10-100x ROI
- Genius talks to your customers in store & website

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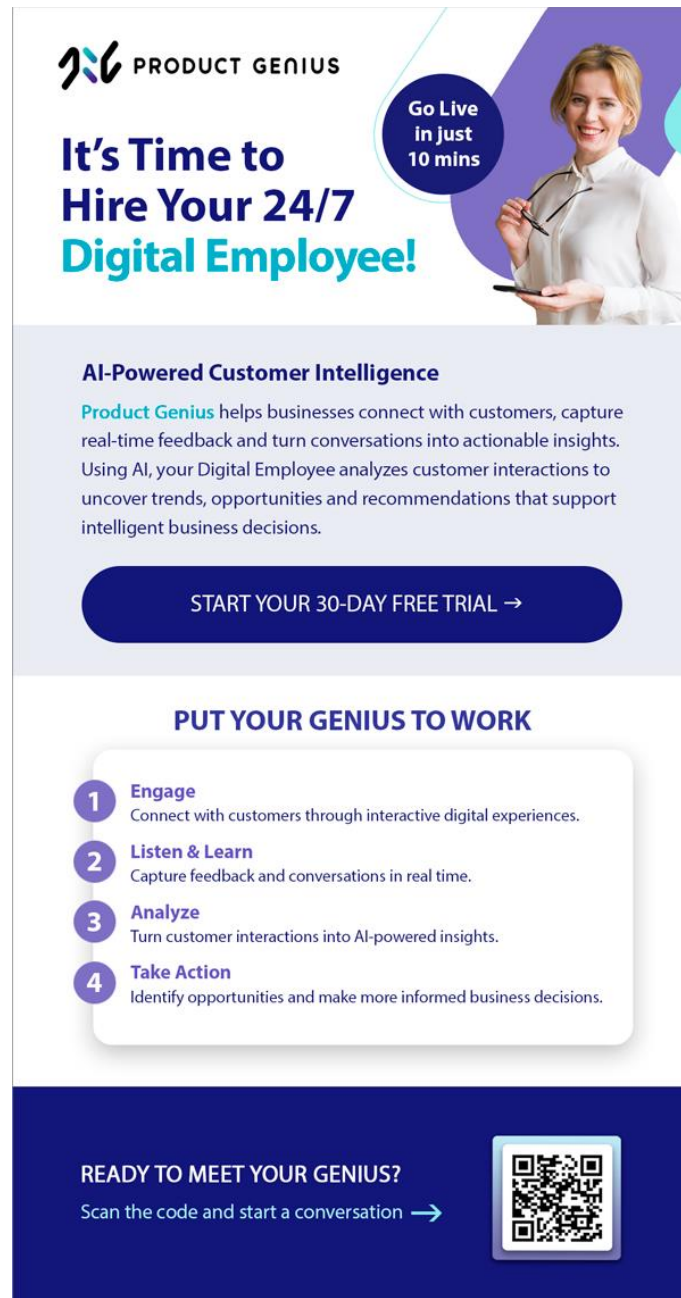
Go Live in just 10 mins

TRY IT FREE FOR 30 DAYS →

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



The email template is divided into several sections. The top section features the Product Genius logo, a headline, a sub-headline, a call to action button, and a photo of a woman. The middle section contains a list of four steps. The bottom section features a QR code and a call to action.

PRODUCT GENIUS

It's Time to Hire Your 24/7 Digital Employee!

Go Live in just 10 mins

AI-Powered Customer Intelligence

Product Genius helps businesses connect with customers, capture real-time feedback and turn conversations into actionable insights. Using AI, your Digital Employee analyzes customer interactions to uncover trends, opportunities and recommendations that support intelligent business decisions.

START YOUR 30-DAY FREE TRIAL →

PUT YOUR GENIUS TO WORK

- 1 Engage**
Connect with customers through interactive digital experiences.
- 2 Listen & Learn**
Capture feedback and conversations in real time.
- 3 Analyze**
Turn customer interactions into AI-powered insights.
- 4 Take Action**
Identify opportunities and make more informed business decisions.

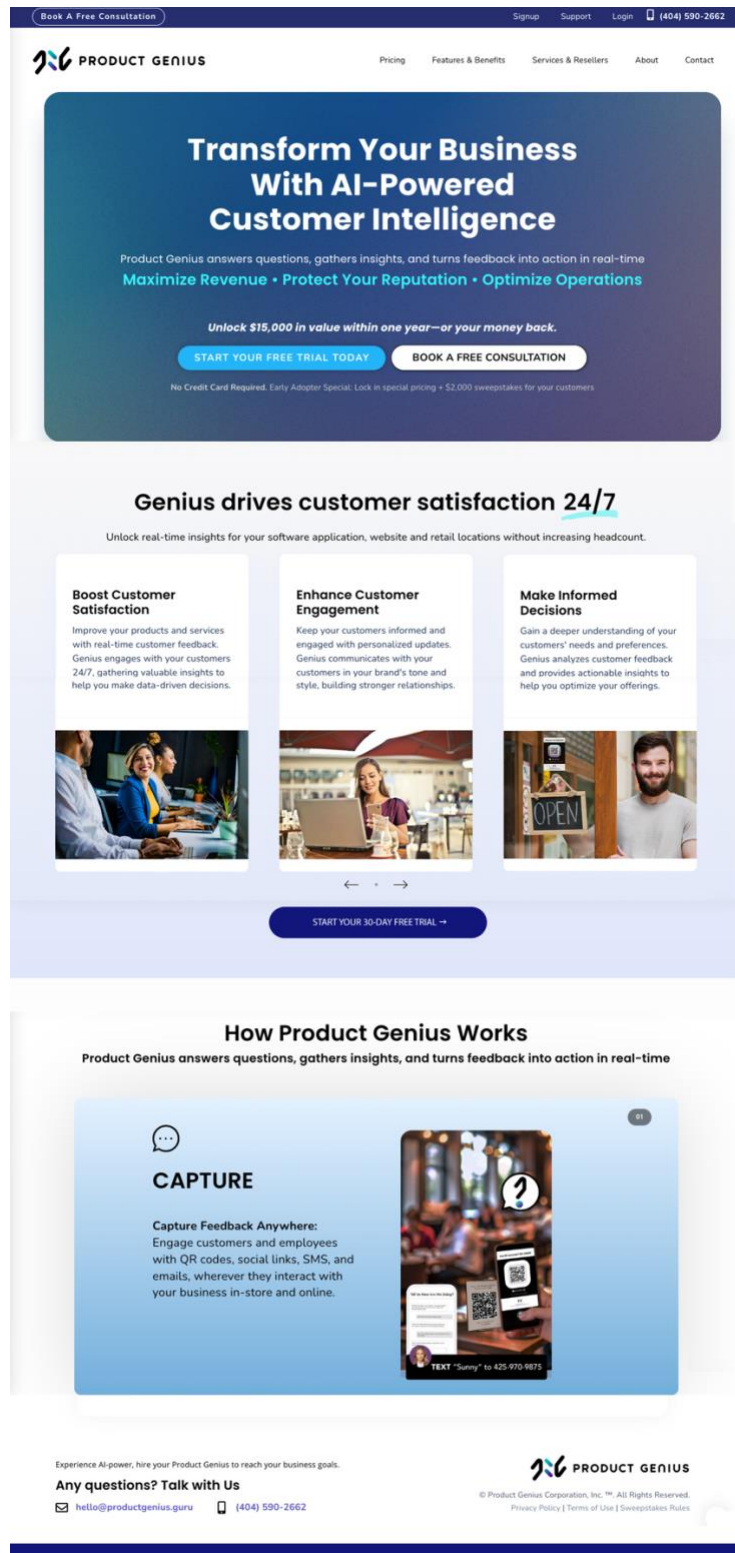
READY TO MEET YOUR GENIUS?
Scan the code and start a conversation →



HTML Email Template • Modular Sections • Reusable Components

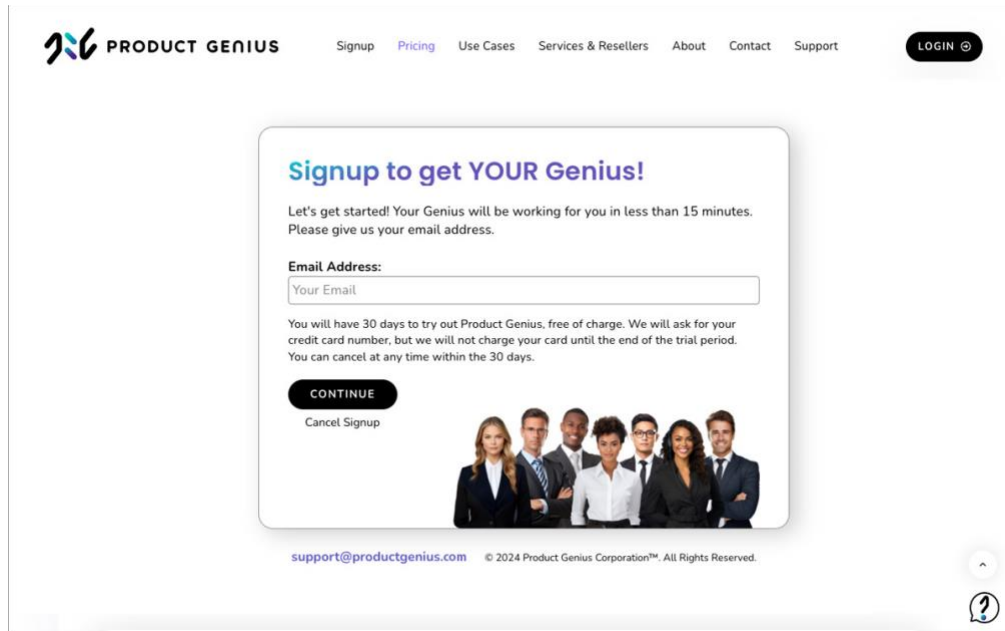
Website Design

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.



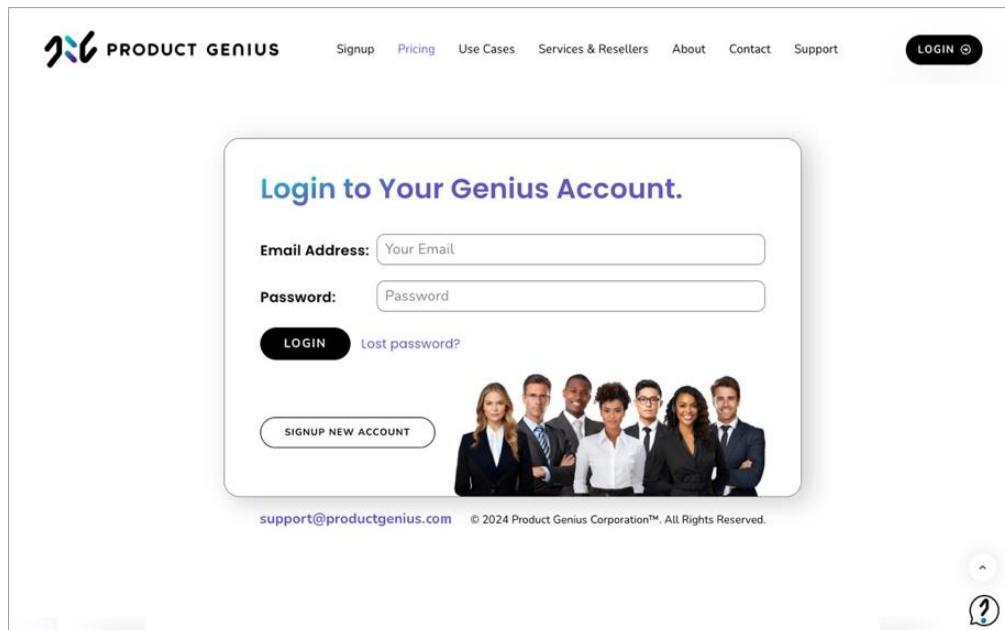
Onboarding & Account Access

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.



The screenshot shows the 'Signup to get YOUR Genius!' page. At the top is the Product Genius logo and a navigation menu with links: Signup, Pricing, Use Cases, Services & Resellers, About, Contact, and Support. A 'LOGIN' button is in the top right. The main content area has a heading 'Signup to get YOUR Genius!' followed by a subheading 'Let's get started! Your Genius will be working for you in less than 15 minutes. Please give us your email address.' Below this is an 'Email Address:' label and a text input field with the placeholder 'Your Email'. A paragraph explains the 30-day free trial and the need for a credit card. There are two buttons: a dark 'CONTINUE' button and a smaller 'Cancel Signup' link. At the bottom of the form is a group photo of seven diverse professionals. The footer includes the email 'support@productgenius.com', the copyright '© 2024 Product Genius Corporation™. All Rights Reserved.', and a help icon (question mark in a circle) in the bottom right corner.

Signup / Onboarding

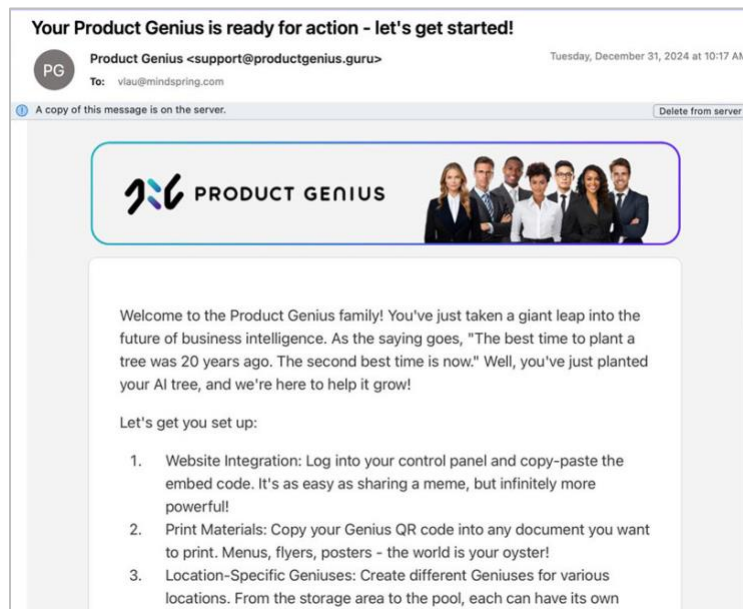


The screenshot shows the 'Login to Your Genius Account.' page. It features the same top navigation as the signup page. The main content area has a heading 'Login to Your Genius Account.' followed by two input fields: 'Email Address:' with the placeholder 'Your Email' and 'Password:' with the placeholder 'Password'. Below the password field is a dark 'LOGIN' button and a 'Lost password?' link. A 'SIGNUP NEW ACCOUNT' button is located below the login button. A group photo of seven diverse professionals is positioned to the right of the buttons. The footer is identical to the signup page, including the email 'support@productgenius.com', the copyright '© 2024 Product Genius Corporation™. All Rights Reserved.', and a help icon in the bottom right corner.

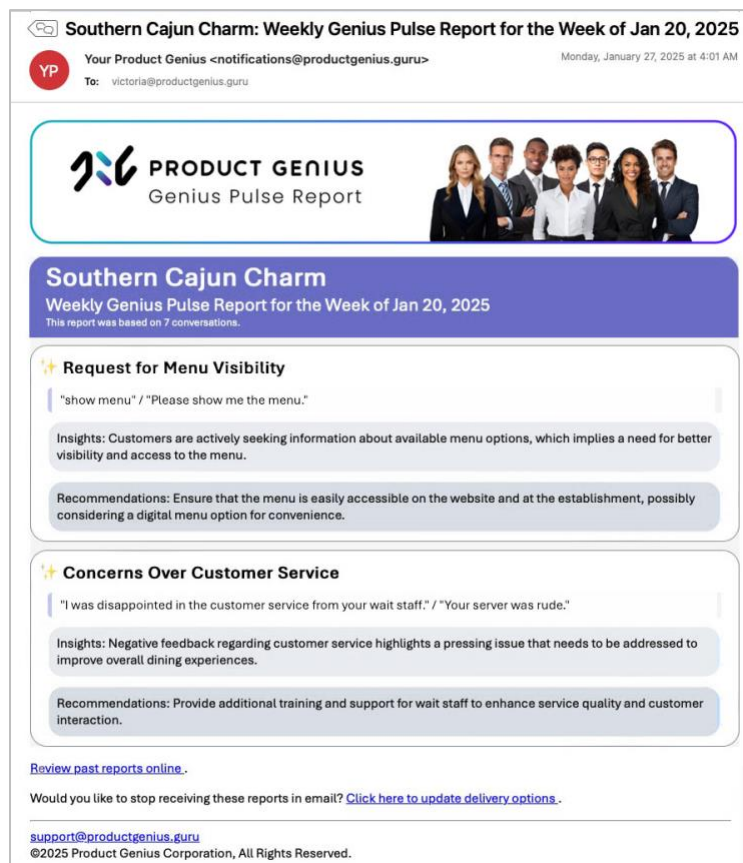
Returning User Login

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.



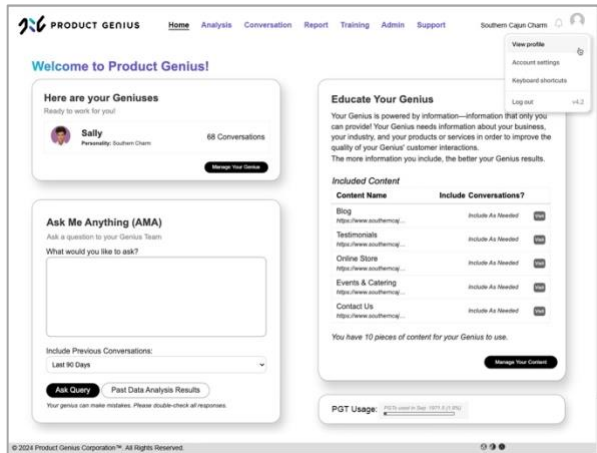
Welcome Email



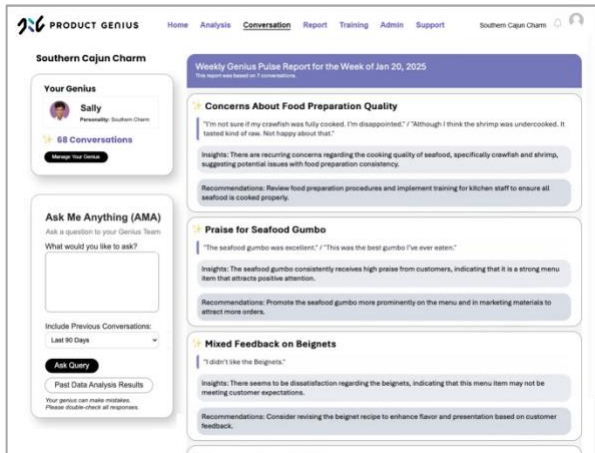
Weekly Customer Insights Report

Product Experience & Reporting

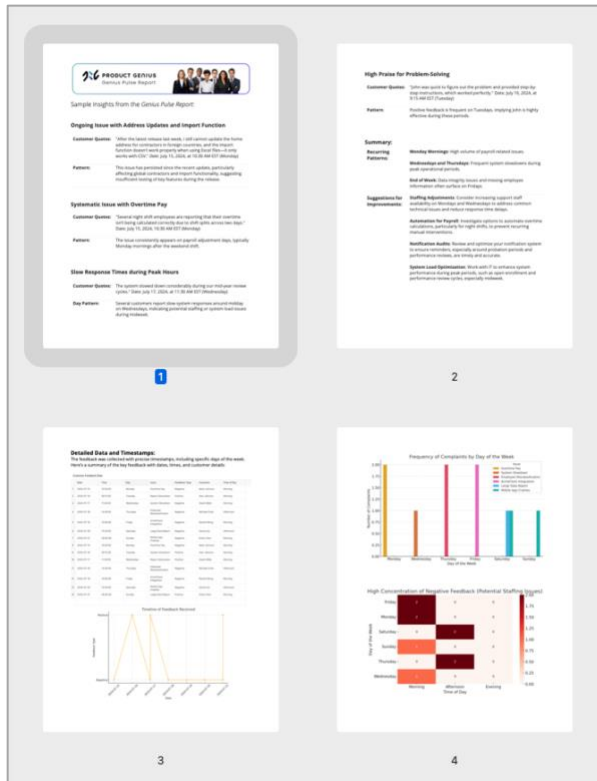
Designed and refined key product interfaces and reporting outputs to organize complex customer data, improve visual hierarchy, and make insights easier to understand and act on.



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.