

Lidia Paints Site

Lead UX Design · Sep 2024 - Jan 2025 · Figma

Solo end-to-end



Problem

The art educator lacked an online presence and needed a frictionless way for students to discover and sign up for courses.

Solution

A warm, pastel-themed responsive site with flat navigation and hover-reveal course cards guiding users to a personalized sign-up flow.

Process Highlights

- Client interview & brand mood-board.
- Pastel palette + brush-texture logo for friendly tone.
- Affirmation-based sign-up form to embed motivation.

Takeaway

Balancing expressiveness with usability showed that minimal clutter and ample whitespace drive both aesthetics and clarity.

[View full case study →](#)