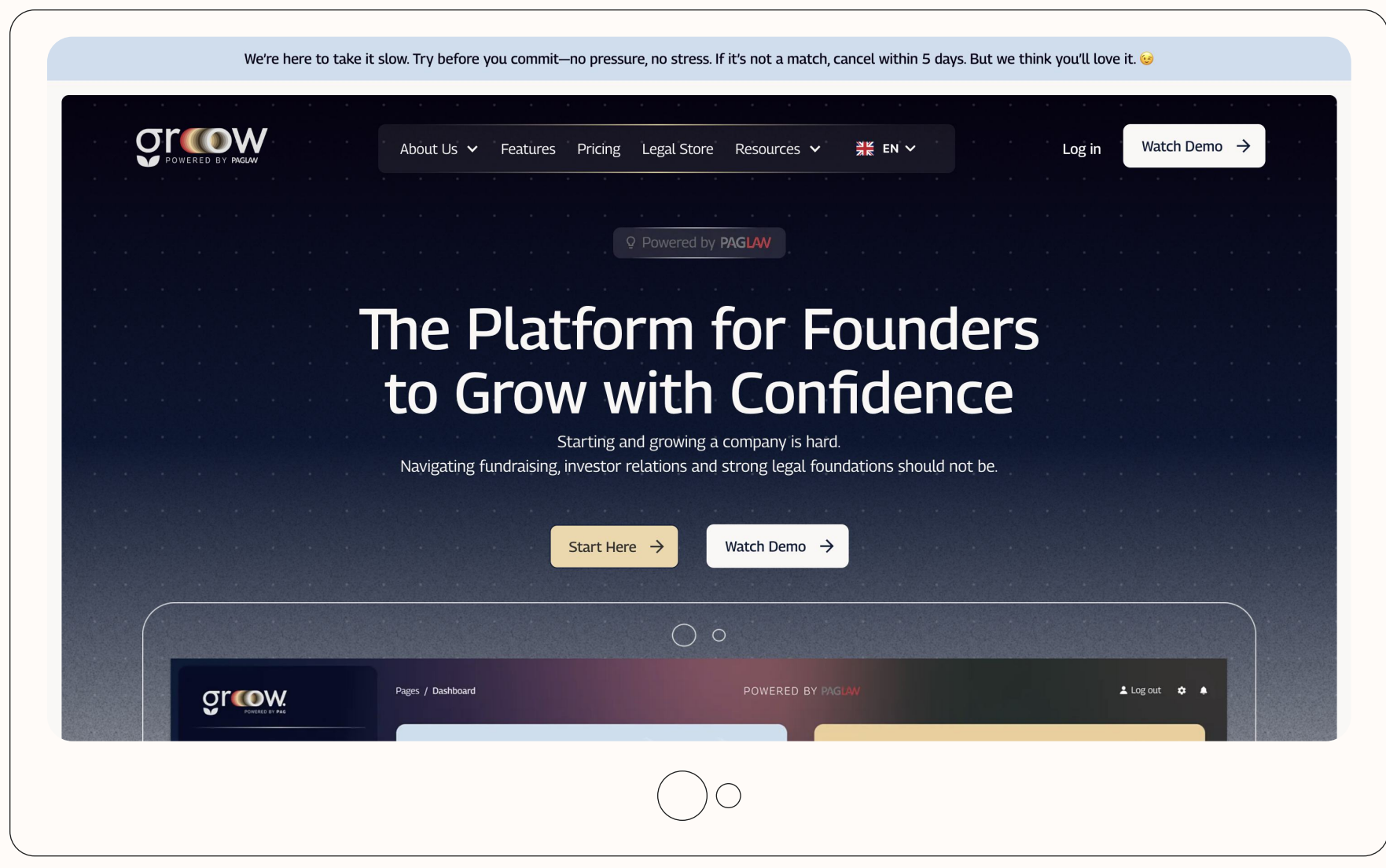




Industry: LegalTech | B2B SaaS | FinTech | SMB

2025 - 6 Month (ongoing collaboration)

My Role: Strategy, Visual Identity, UX/UI Design, User Journey Mapping

Figma, Figjam, Adobe Creative Suite, Webflow

Project Overview

PAG Law, an established startup law firm, wanted to launch Grow - a modern platform that makes professional legal services accessible to founders. The challenge was designing a founder-first solution that could evolve through multiple business pivots while staying user-focused.

We led the complete design process - from strategy and visual identity to UX/UI design and user journey mapping. The platform went through several iterations based on market feedback, ultimately becoming a streamlined solution that bridges expensive traditional law firms and basic DIY legal tools.

The Challenge

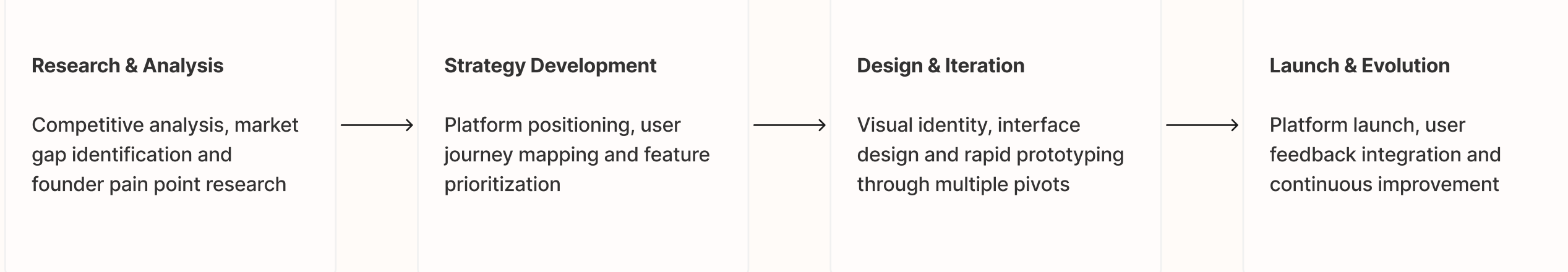
Founders need a way to access professional legal services without the complexity and high costs of traditional law firms.

PAG Law wanted to create a modern platform bridging expensive traditional firms and basic DIY legal tools. The challenge was designing a solution that could evolve with rapidly changing business requirements while maintaining founder focus.

The Solution

We designed a founder-first platform combining expert legal guidance with modern, accessible delivery. The solution evolved through multiple iterations, responding to market feedback and business pivots, ultimately creating a streamlined platform that makes professional legal services approachable and actionable.

Process followed



Research & Competitive Analysis

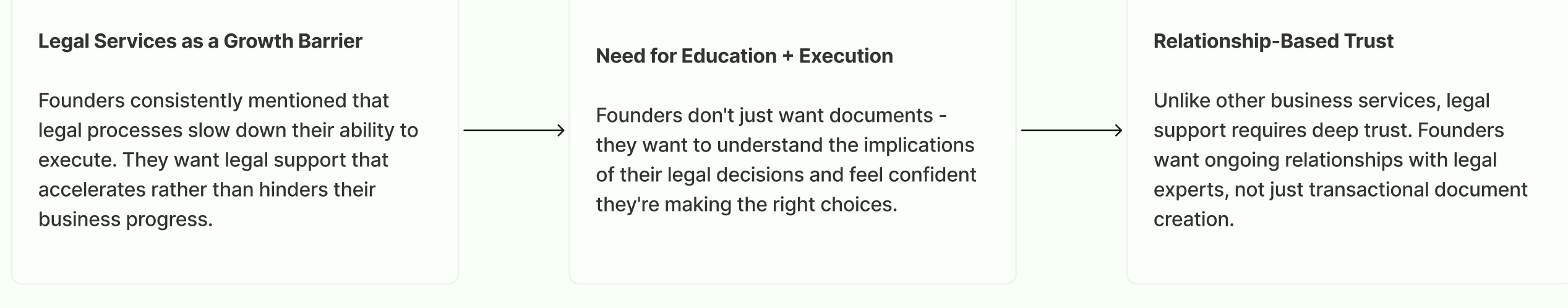


Market Opportunity

The Gap We Identified | Grow's Positioning

- Expert guidance at accessible prices
- Modern, founder-friendly processes
- Transparent pricing (\$99/month)
- Technology-enabled efficiency
- Ongoing relationship support

Key Research Insights



Product Evolution Journey

One of the most valuable aspects of this project was navigating multiple strategic pivots while maintaining design coherence and user focus. Here's how the platform evolved:

Phase 1: Comprehensive Platform Vision

Initial Concept:
All-in-one founder platform combining Flowie's fundraising intelligence with PAG Law's legal expertise (\$99/month subscription)

Key Features:
Investor database, fundraising tools, legal template library, compliance tracking, expert chat support

My Design Focus:
Created comprehensive dashboard experience with complex user flows and...

Feedbacks from existing clients

"I signed up for fundraising help but got lost trying to find the investor database. There's legal stuff, Flowie tools, templates... I just want to raise my Series A." - A

"The \$99/month is fair, but I'm paying for features I don't need yet, I'm pre-revenue - why do I need investor pipeline tools?!" - A

Phase 2: Legal Store Separation

Strategic Pivot:
Split legal services into separate marketplace to simplify core platform and create additional revenue stream

Key Features:
Standalone legal document store, template marketplace, guided document completion, expert review services

My Design Focus:
Designed separate e-commerce experience for legal templates while maintaining brand...

Phase 3: Simplified Core Platform (current)

Market Response:
User feedback indicated preference for focused tools over feature complexity

Key Features:
Streamlined fundraising support, essential legal guidance, direct attorney access, transparent pricing

My Design Focus:
Redesigned with progressive disclosure, simplified onboarding, and clearer value proposition

Feedbacks from existing clients

Much better! Now I can see exactly how this helps my fundraising process. The legal guidance feels connected to what I'm actually doing- A

"The onboarding actually asks about my stage and shows relevant tools. Finally feels built for founders like me." - A

Phase 4: Integrated Professional Services (ongoing)

Final Evolution:
Positioned as modern professional services firm leveraging technology for efficiency

Key Features:
Legal store integrated within PAG Law site, Grow as lead generation tool, focus on human expertise + technology

My Design Focus:
Created cohesive brand experience across touchpoints while maintaining distinct platform identity

Visual Identity & Branding (ongoing)

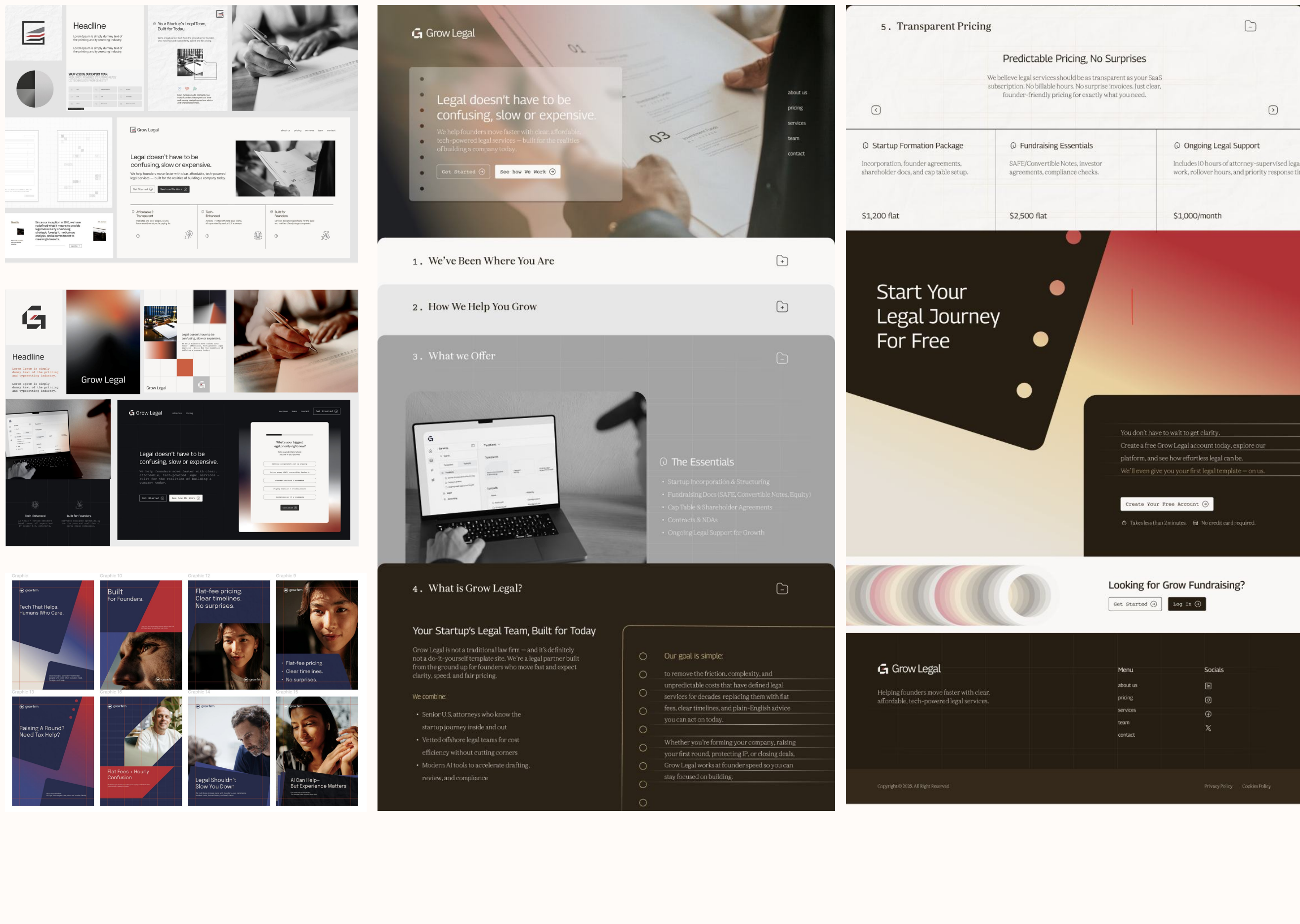
Positioning: "Professional legal services, delivered simply"

Visual Approach: Clean, modern interface that reduces complexity while maintaining professional credibility. Used strategic color psychology to build trust and confidence.

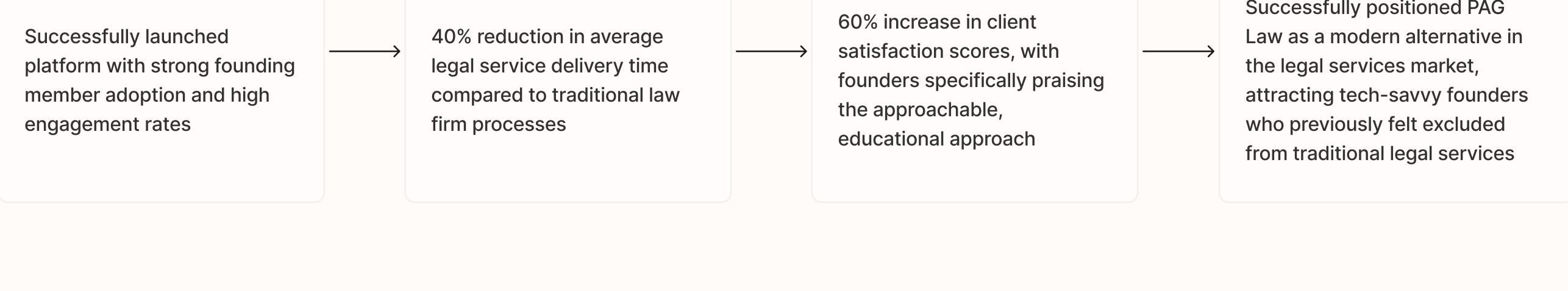
Color Palette: Navy blue for trust and professionalism, bright green for growth and success states, clean whites and grays for clarity and focus

Typography: Modern sans-serif for accessibility and clarity, with strategic serif accents for legal credibility and authority

Design Philosophy: Progressive disclosure - start simple, reveal complexity only when needed. Every element serves the goal of making legal services feel approachable and actionable.



Business Impact



Future Opportunities

This project established a strong foundation for modernizing legal services delivery. Based on user feedback and market opportunities, potential enhancements include:

AI-Powered Document Analysis

Integrate machine learning for initial document review and analysis, speeding up expert review processes while maintaining human oversight for critical decisions.

Integrated Compliance Monitoring

Proactive alerts and reminders for regulatory requirements, helping founders stay compliant without constant manual tracking.

Advanced Analytics Dashboard

Insights into fundraising progress, legal compliance status, and benchmark comparisons to help founders make data-driven decisions.

My Reflection

Working in a Dynamic Environment

This project challenged me to design under constraints typical of startup environments - rapid pivots, changing requirements, and limited traditional research time. Rather than seeing this as a limitation, I learned to leverage these constraints as design opportunities.