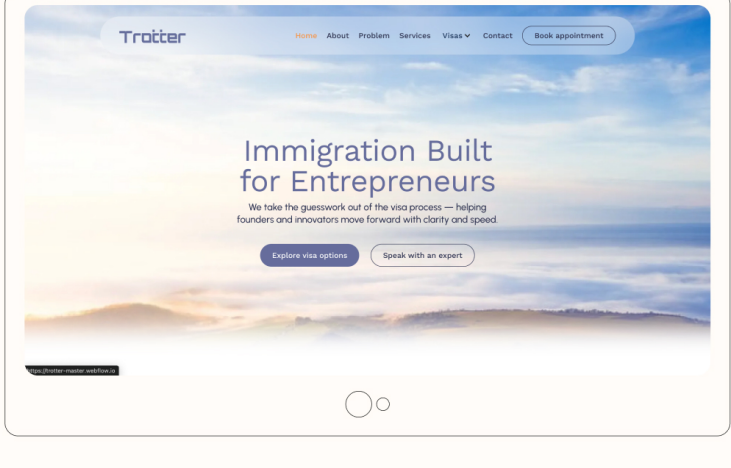




Industry: Immigration Services | Relocation | Consulting

2025 - 6 Month (ongoing collaboration)

My Role: Visual Identity, Information Architecture, Content Strategy

Tools: Figma, Figma, Adobe Creative Suite, Webflow

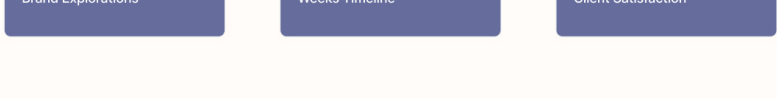
The Challenge

Create a modern, trustworthy brand identity for an immigration service that would appeal to entrepreneurs, professionals, and families while differentiating from traditional, outdated immigration services. The brand needed to convey innovation, efficiency, and human-centered service in a traditionally bureaucratic industry.

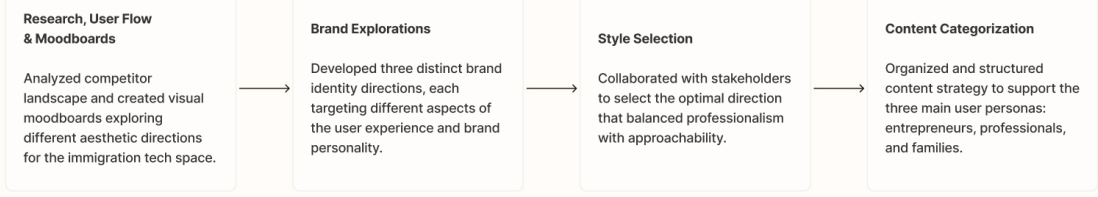
The Solution

Developed a comprehensive brand identity combining modern technology aesthetics with approachable, human elements. The result is a brand that feels both professional and accessible.

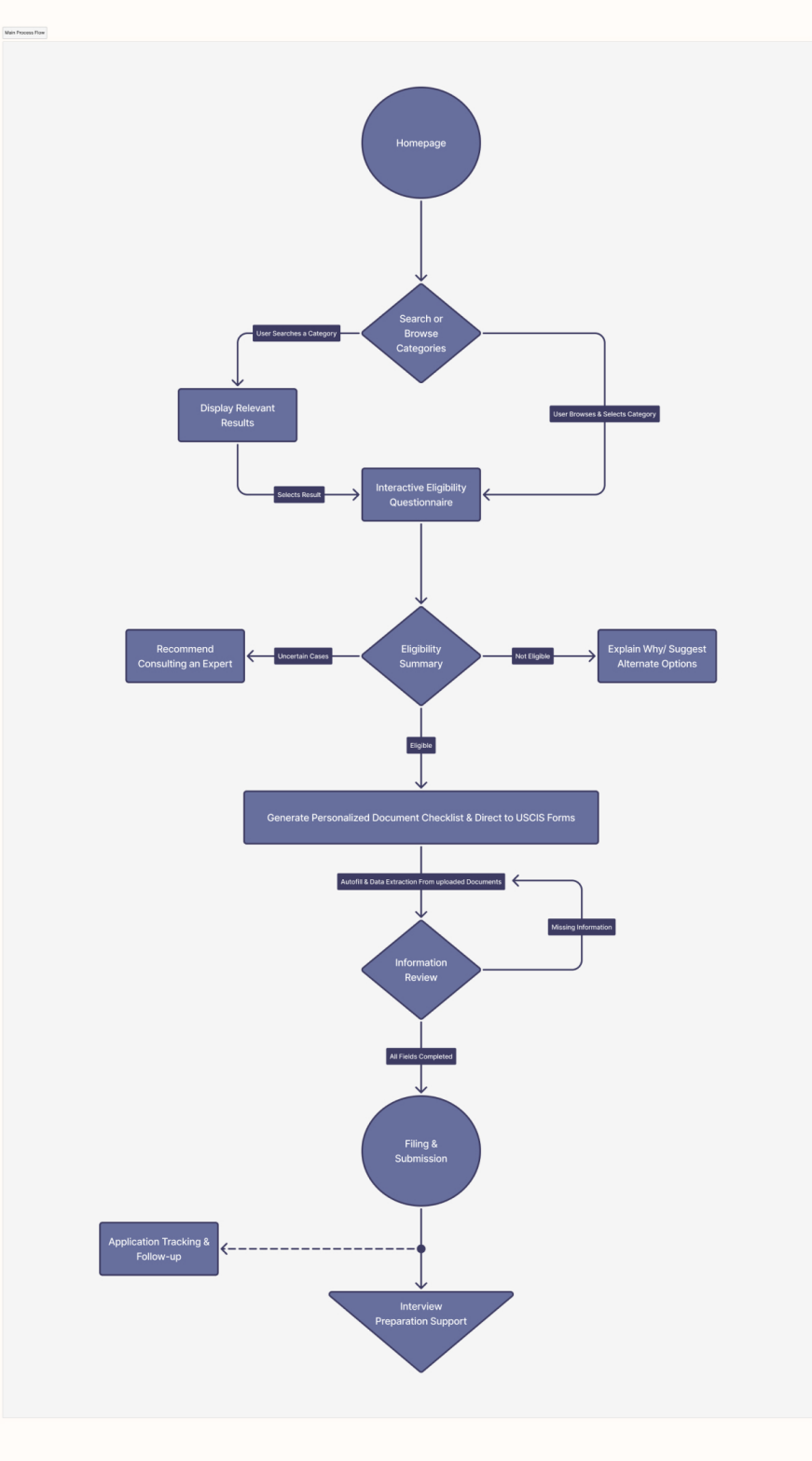
Created a cohesive visual system that works across digital touchpoints while maintaining clarity and trust.



Process followed



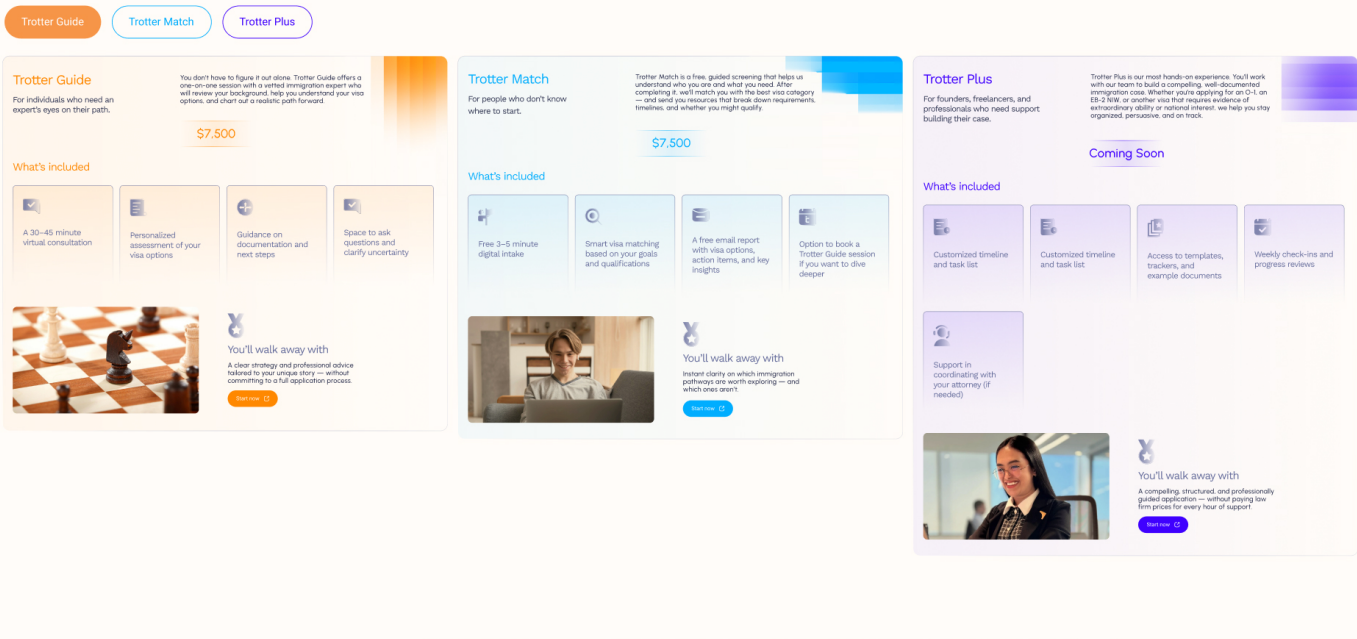
Information Architecture



Brand Identity Explorations



Service Tier Architecture



Content Mapping Strategy



Results & Impact

