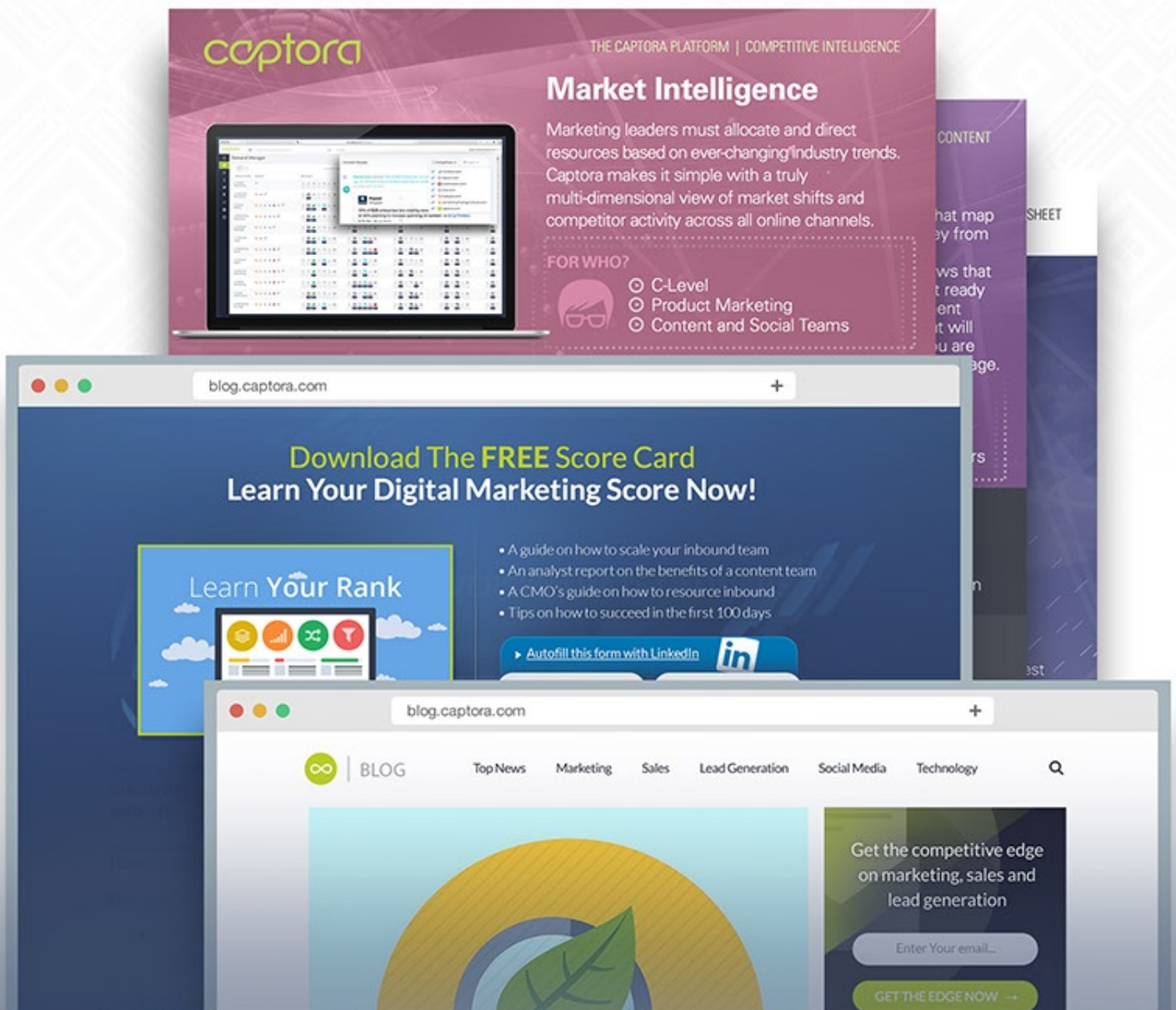


Captora

UI Design, Print Brochure Design

Captora is a SaaS platform in the competing space as Hubspot. They have a marketing insights and analytics platform that helps their customers increase conversions.

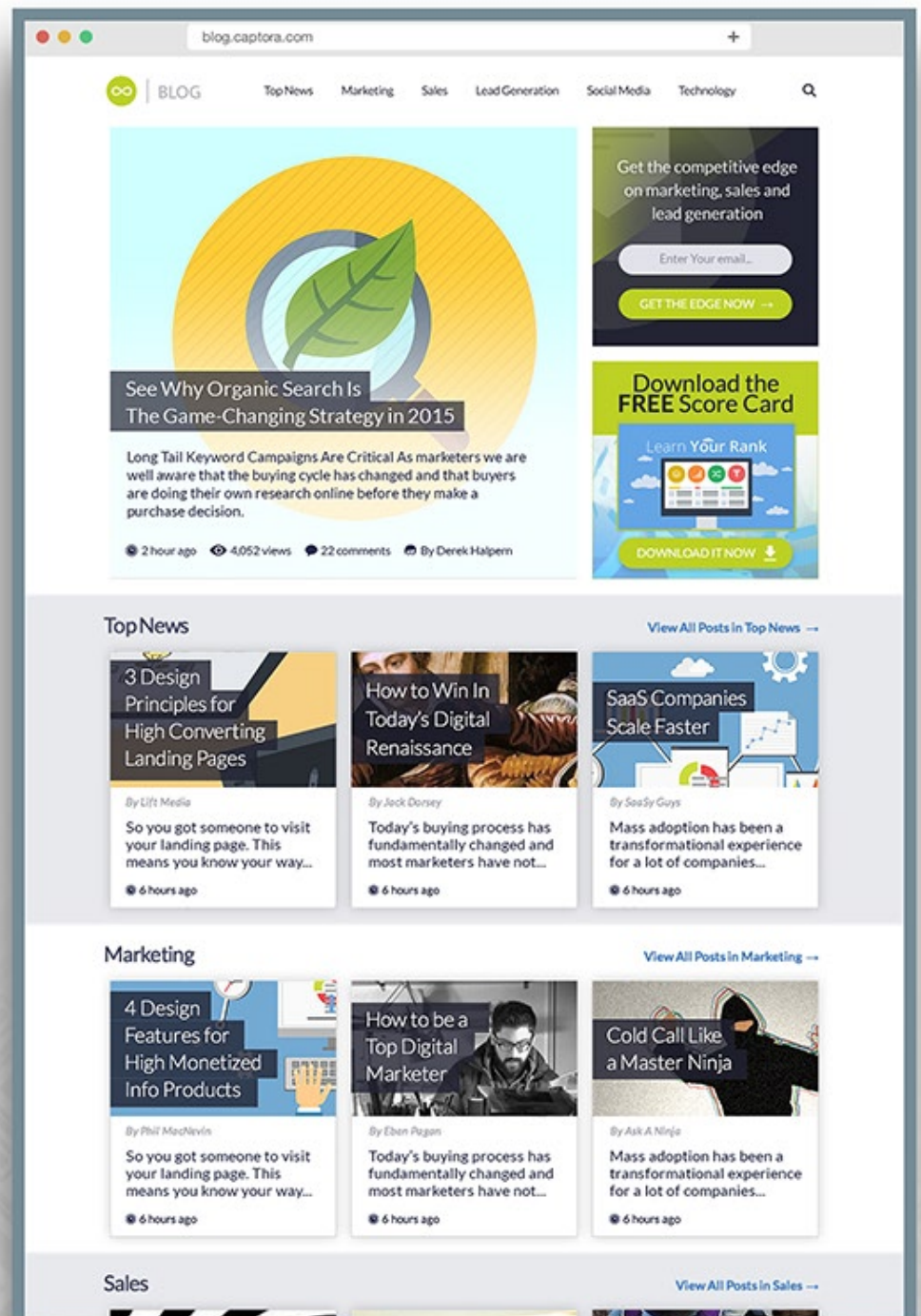
I created their blog home page, 2-stage email opt-in funnels and print brochures for new customers acquisitions.



Blog Home Page

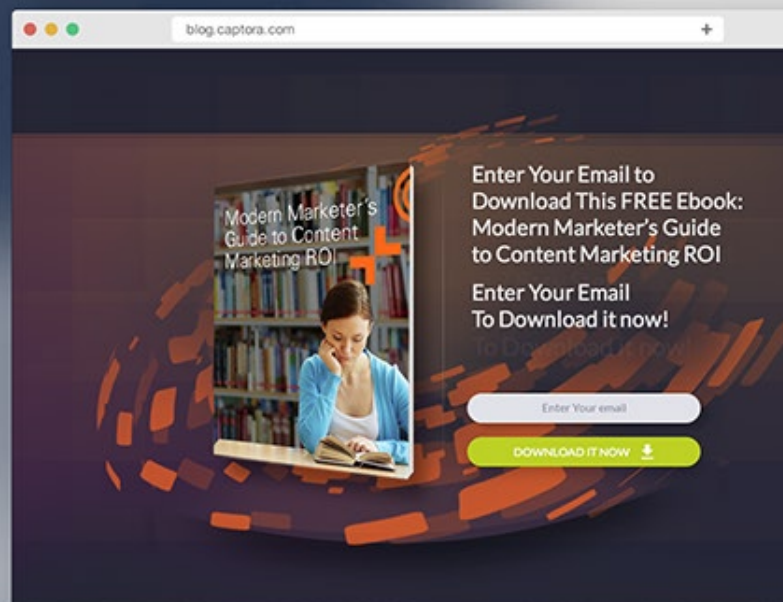
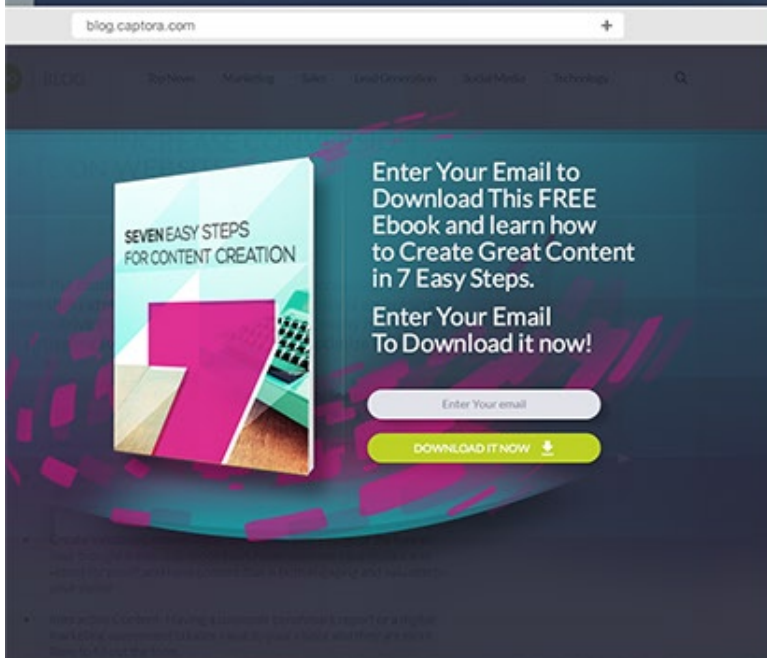
I needed to create a new blog home page for Captora and was given a wireframe mock-up (below, left) as the starting point in the design. I did an analysis of best practices of other blog home pages, such as TheNextWeb.com. These steps, along with team and client meetings, refined the design to completion (below, right).

The page adheres to a 12 column grid layout (bottom, left) and is made responsively.



Email Opt-In

Captora made several e-books and wanted to leverage these great assets to increase their blog subscriber list. I was tasked to create a Hubspot-esque subscribe box on the blog side bar. I suggested we go for a two stage opt-in, so the reader will be met with the more desirable download button first. After first click this they would fill in their info on the resulting overlaid pop-up. The auto-fill with LinkedIn feature of course will make it that much more highly converting.



The Data-sheets

These data-sheets are part of a mini-print brochure outlining the Captora platform feature highlights, used for new customer acquisitions. I needed to make this technical information easy to understand, and little more visually rewarding to look at.



More Data-sheets

Additional pages of the printed data-sheets. The task was to organize and display lots of information and niche-specific lingo into a visually appealing and understandable document.

