

My Design Process

I strongly believe in following a design process in order to ensure we have a successful partnership and project outcome. While sticking to a strict process may seem like a challenge, especially when a deadline is leering right around the corner, it has a proven track record of:

1. Reducing miscommunication
2. Limiting the amount of back and forth communication
3. Ensuring project alignment
4. Promising the highest-quality of results

The following outline walks you through my start-to-finish design process.

CONSULTATION

Getting to know you and your design needs

Understanding you and your organization's needs before jumping into a project is a crucial step to starting our partnership off on the right foot. During this phase, we will have a 30-minute discussion about you, your business and your overall design goals/needs.

PROPOSAL + QUOTE

What would our partnership look like?

After our consultation, I will send you a proposal which includes an outline of the project scope or project recommendations based on our conversation, an estimated quote and estimated timeline.

CONTRACT + INVOICE

Solidifying our partnership

If you decide that you would like to work together and once the proposal is approved, I will send you a contract (and vice versa if you have one) and invoice for a deposit. Upon the signing of the contract and payment of the deposit, we are ready to begin!

KICK-OFF

Setting expectations, deadlines and deliverables

To ensure we stay on track and are completely aligned on our roles and responsibilities, you will be provided with an online portal which houses your contract, invoices, list of deliverables and due dates for everyone involved in the design process. We will use this as a reference throughout the entire engagement.

DISCOVERY

Getting to know you and your company

You will fill out a short questionnaire that will help me to better understand the design look and feel you are envisioning. This is also the time to pass along any branding guidelines and design considerations your company may have. If we are collaborating on a brand design, you will fill out the self-guided branding toolkit.

PRESENTING THE 1ST DRAFT *

Putting it all together

Rather than just sending you a PDF and crossing my fingers that you like it, I believe in presenting the finished project through a short 10-15 minute presentation either in-person or virtually. There is no pressure for you to provide feedback at this time, in fact I prefer you to sit with the design for a couple of days before telling me what you think.

FEEDBACK + REVISIONS

Iterate until we get it right

During this phase, you will be provided with 2 rounds of revisions. If I don't quite capture your suggestions by the end of 2 rounds, I will go back to perfecting the design until we get it right, however no new revision requests are permitted at this time.

WRAPPING UP

Handover and partnership evaluation

During the final phase, I'll handover all relevant files so you're ready to hit the ground running! And as I'm always looking for ways to improve my services, we will end the project with a brief online partnership evaluation.

** Presentations are exclusive to logo design, brand development and website designs. The handover of drafts for all other design engagements are done via email.*