

Course

Brand Concepts

Process

Branding
Design
Technology
Systems Thinking
User Experience

Student

Maya Kapur

Brand Creation

The design and strategy behind an original idea for freelance software.

Project

Overtime, freelancing has become more and more common especially in the design space.

The aim of this project is to create an inclusive platform for freelancers and their clients, who own or operate startups.

It will provide a user friendly and more detailed mode of communicating with clients about their project needs.

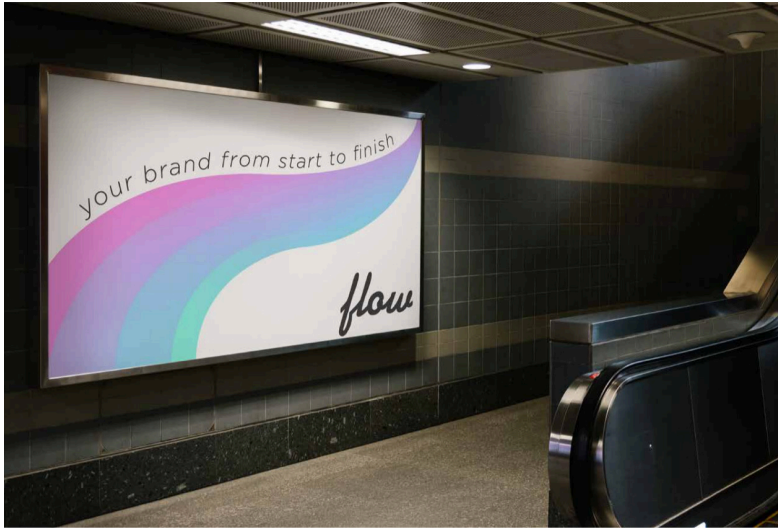
Challenge

Some points of frustration that they feel about the process include the need to faster communication with a client, understanding what the client wants without guessing, and involving the client with the creative process to ultimately have high transparency and ease.

Outcome

Technology should be able to grow with the change in design process and client relationship.

With this platform, freelancers will no longer struggle to have complete integration from start to finish and have a high turnover rate.



Brand applications business cards, conference pass, app home design, subway ad, and software packaging for Flow, the freelance design software.