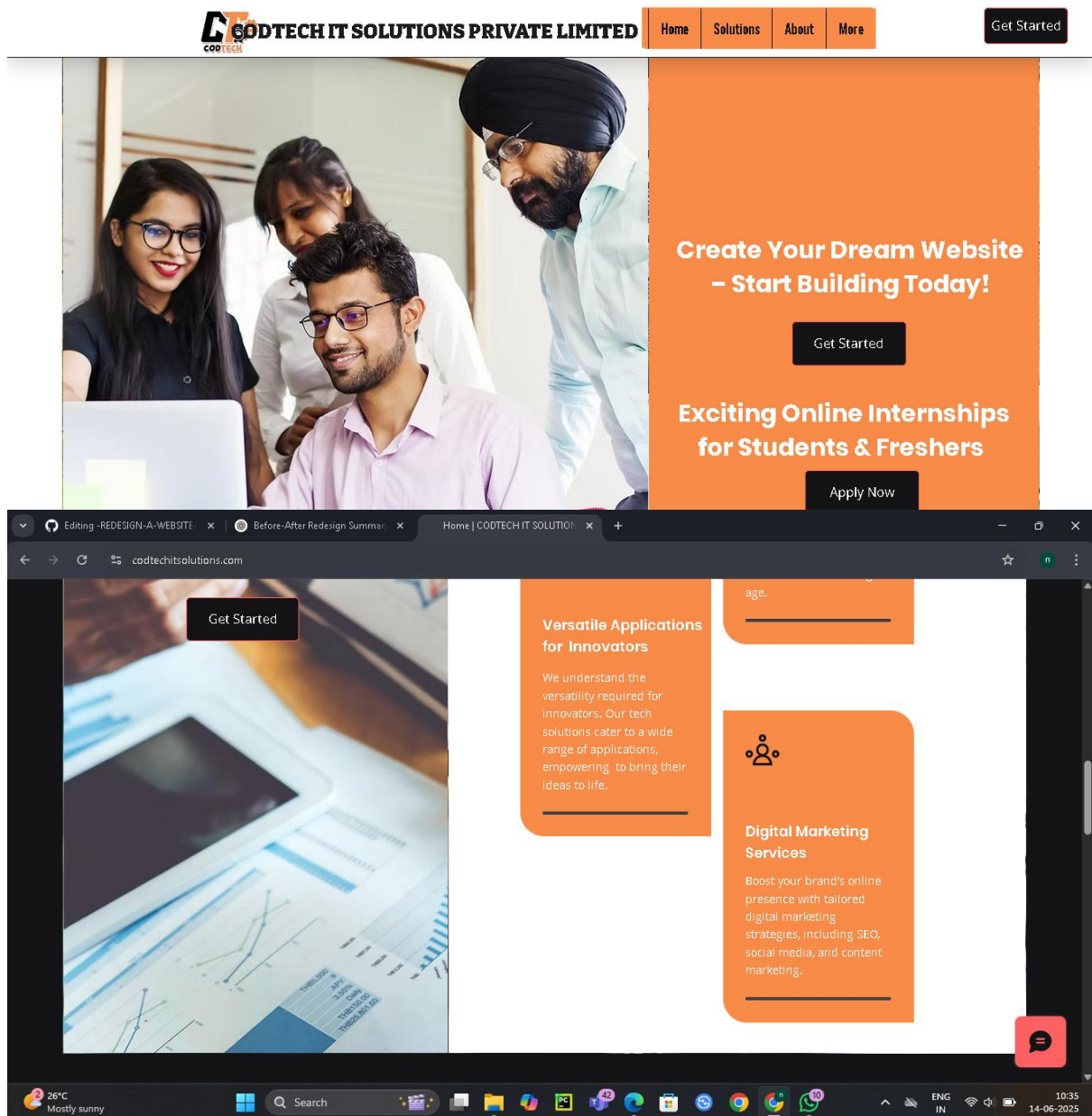
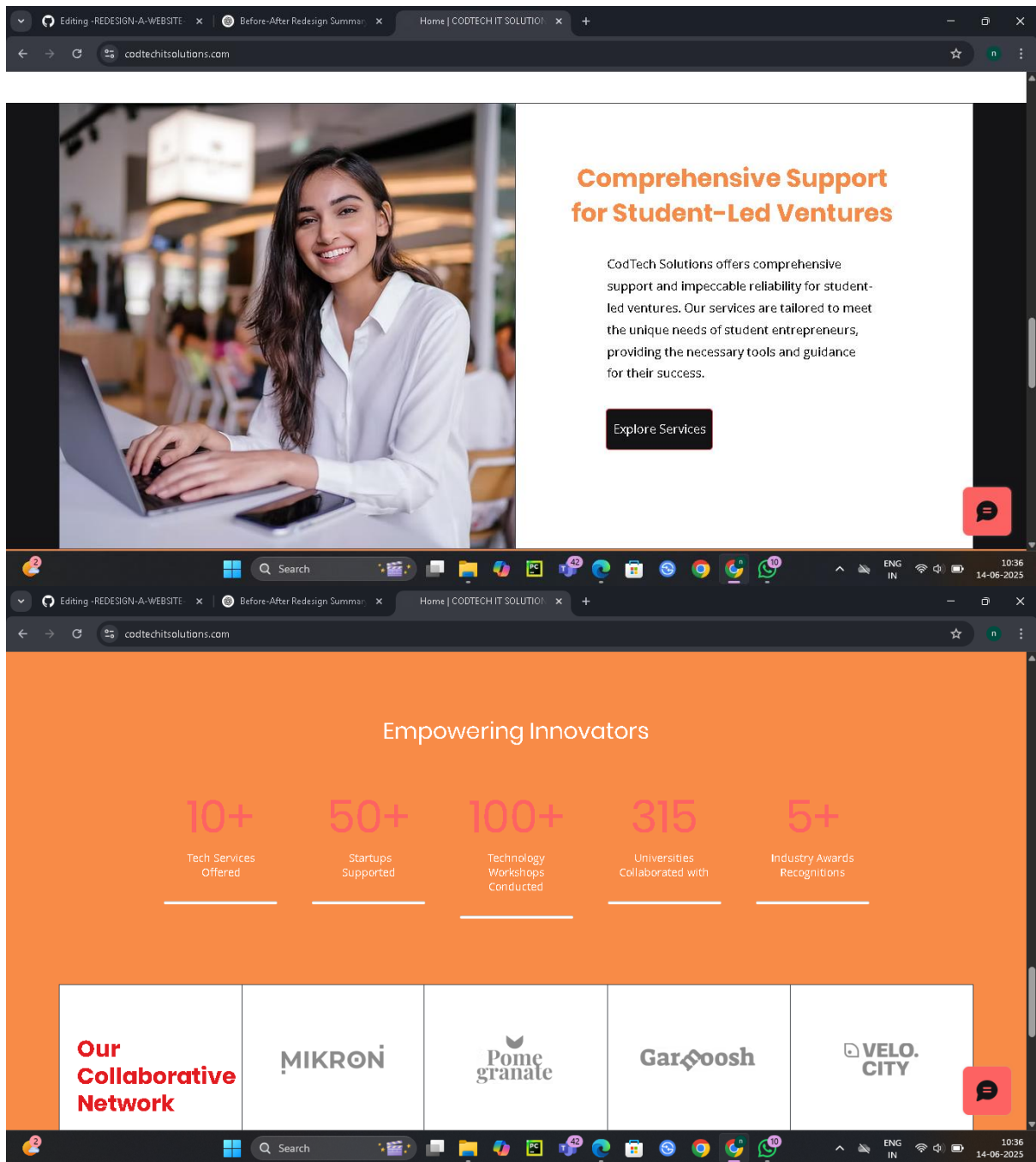
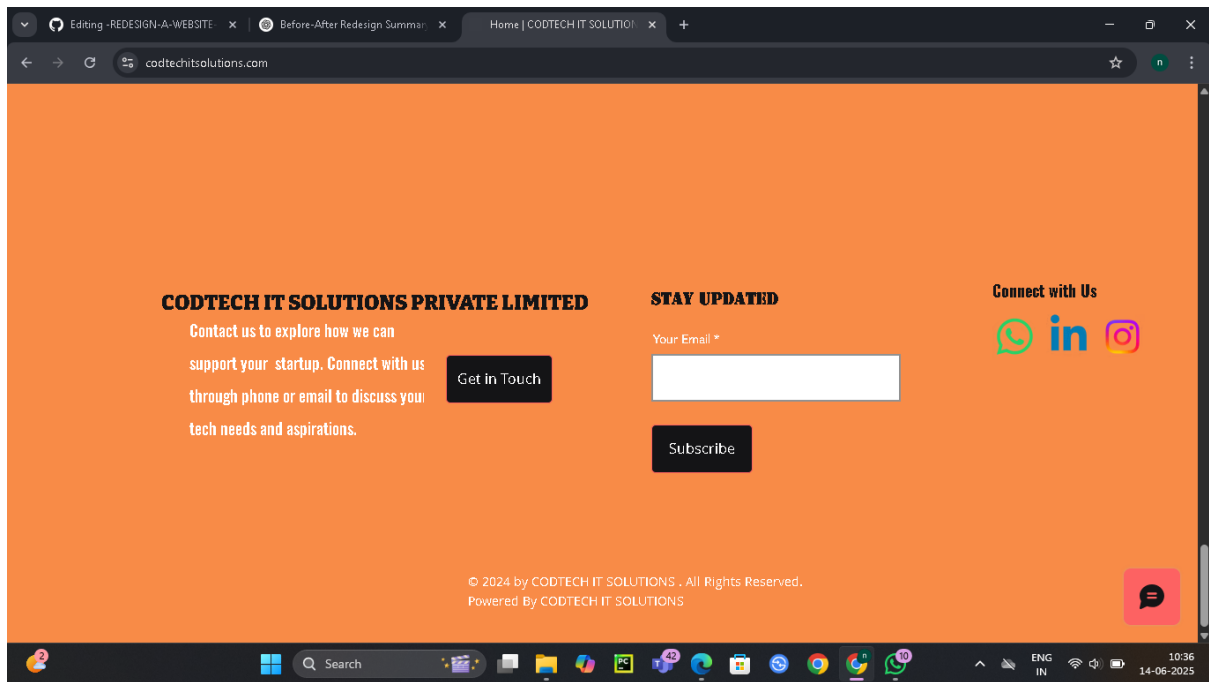


✦ Before-and-After Visuals and Design Decisions

◆ 1. Before Redesign –







Original Issues Identified:

- Poor layout alignment and spacing
- Inconsistent font usage and colors
- Low visual hierarchy and no clear call-to-action
- Not mobile-friendly
- Cluttered interface, overwhelming for users

◆ 2. After Redesign –



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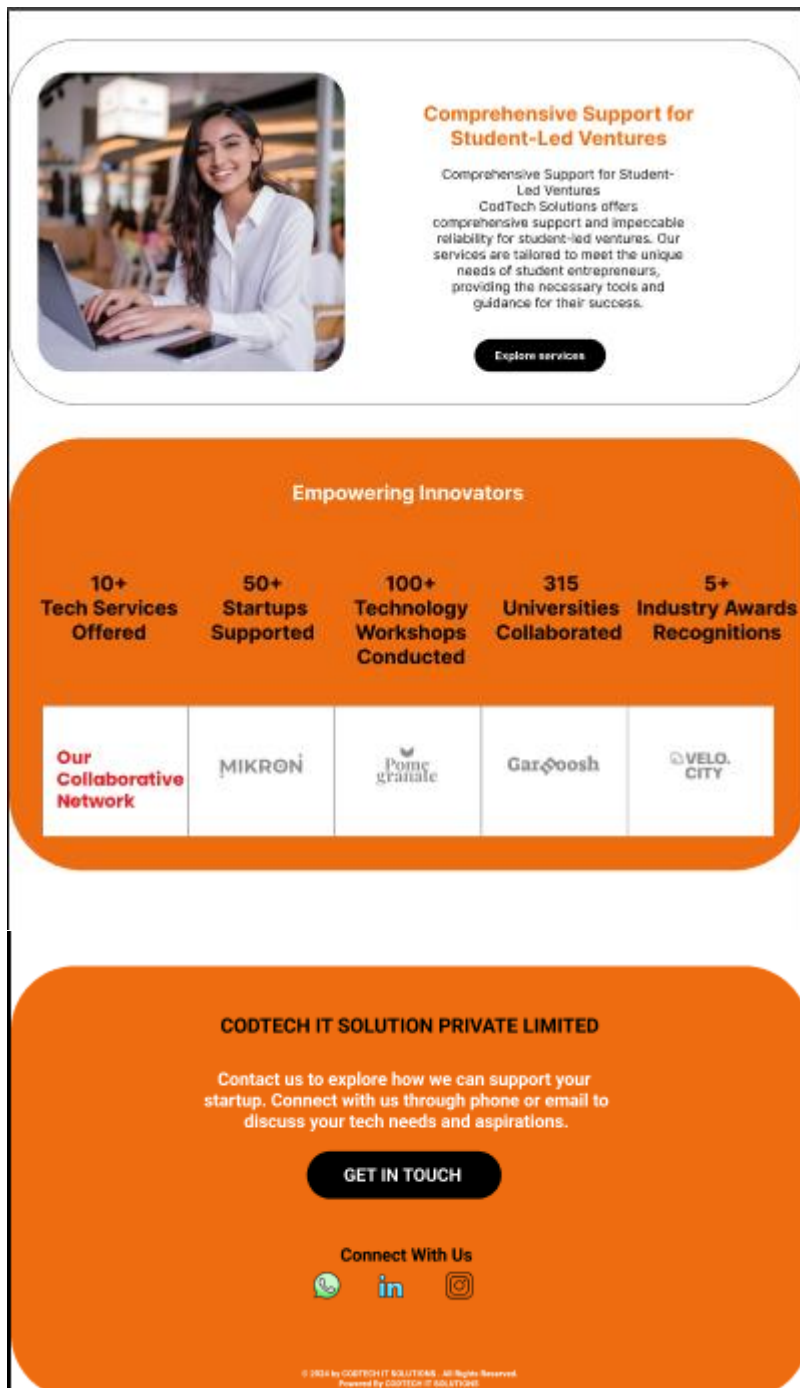
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✂️Key Design Decisions:

- **Improved Layout:** Used grid-based structure for clean alignment
- **Typography:** Applied consistent font families (e.g., Montserrat for headings, Roboto for body text)
- **Color Scheme:** Chose a professional, light theme with accent colors for CTAs
- **Visual Hierarchy:** Defined clear H1, H2, and button styles
- **Icons & Spacing:** Added modern icons, increased white space to reduce cognitive load
- **Mobile Responsiveness:** Ensured UI adapts to various screen sizes
- **Accessibility:** Enhanced contrast, added alt texts, improved touch targets

