PrimeClinic.sk Redesign Case study

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Website redesign for a premium aesthetic clinic with a focus on conversion, luxurious visuals, and responsiveness for a modern clientele.

Overview

Role	UX & UI Design Web Development Training
Focus	Visual Identity Responsive design Conversion optimization
Tools	Wordpress, Elementor, Photoshop, Illustrator, Lucid Chart, Figma, Trello
Duration	Oct. 2021 - Oct. 2022 (12 weeks in total)

Deliverables	UI Pages	Testing
4	21	1

THE CHALLENGE

TRUST AND EFFICIENCY

Audit & Discovery

The images underwhelmed the clinic's ideal Prestige client, resulting in high and fashion' aesthetic that valued quality over high-end fashion.

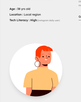
Outdated Visuals. The visual design from 2010 failed to communicate the premium nature of the clinic, detracting credibility.

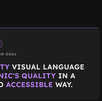
Low usability. Unclear pricing made and the visibility of CAT-Co-Action surfaces resulted in a confusing booking journey.

Non-responsive layout. Clinical content (slides, testimonials, pricing) was not mobile-friendly, frustrating users coming from Instagram ads.

Defining the Direction

The client expressed a desire for a more Prestige-like aesthetic high-end fashion' aesthetic that would appeal to a high-end Instagram clientele.





Editorial Imagery
Focus on large-scale, high-fidelity photography featuring models to evoke immersive and aspirational emotion and mirror the feel of high-end fashion magazines.

Geometric precision
Use of clean, modern typography and sharp, geometric layouts to reflect the clinic's precision and modern elegance.

Minimalist structure
Implement a lot of whitespace and negative space to create a luxurious feel, strengthening the feeling of exclusivity and luxury.

User Persona

Data based on qualitative interviews with clients, clinic management and front-desk staff speaking key personas.

Anna Novak

Entrepreneur/Active mom

Age: 38 to 45

Location: Local region

Tech Literacy: High (Instagram Pro user)

About

Anna balances her career, motherhood, and her active lifestyle. She's an ambitious mother of two, who is committed to higher standards for herself and her family. She's a pioneer in her industry, actively seeking the latest and most effective treatments to maintain her vitality and a flawless complexion.

Goals

- **Time Validation.** Needs visual proof that a clinic can deliver results without "looking like a fake." Relies heavily on peer reviews and testimonials.
- **Expects a high-end feeling.** Defines luxury as comfort, not pretension.

Frustrations

- It's worth the risk? Can she trust the clinic with her face? Lack of proof of success (seeing through a non-responsive menu).

Quote

"I'm a mother, I'm a CEO, I'm a pioneer in my industry. I don't expect 20-year-old results (seeing through a non-responsive menu).

Co-Creation

Co-Creation Workshop: 6 Core Tasks + 5 Key Pages

THE DESIGN GOAL

CREATE A HIGH-FIDELITY VISUAL LANGUAGE TO REFLECT THE CLINIC'S QUALITY IN A SOPHISTICATED AND ACCESSIBLE WAY.

Visual identity system

TYPOGRAPHY

Aa
Cormorant Garamond (Headings)

Aa
Montserrat (Body)

COLORS

Primary Accent
Secondary Accent
Text Primary
Text Secondary
Background
Accent Highlight

GRID SYSTEM

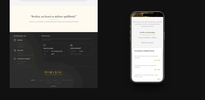
12 Core Desktop Grids
6 Core Tablet
4 Core Mobile

Scalable architecture

TEMPLATE CSS, JS AND ARCHITECTURE

I implemented a solid foundation using Elementor Pro Theme Builder, Global Styles, and Global Widgets. Instead of using a bloated theme, I constructed a minimal, custom-built theme compliant to Elementor's design system. This ensures a lean, maintainable codebase focused on performance. This system for future client maintenance.

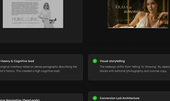
COMPONENT LIBRARY & INTERACTIVE COMPONENT SETS

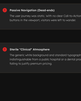


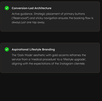
Component set built with variants design principles using Figma's support. I defined each properties (Text, Icon, Icon position) Hundreds of UI hub modules design tasks were speeds up and ensuring.

The result

Immersive Brand Experience







High-End Aesthetic
Bold Black-and-Gold elements to a clean, editorial layout that reflects the premium quality of the clinic.

Emotional Connection
Full-width imagery creates an immediate emotional impact and builds trust with the high audience.

Comparison Old vs. New

Text-heavy & cognitive load
Dense text blocks and small typeset paragraphs describing the clinic's history. This created a high cognitive load.

Visual storytelling
Replaced text walls with a visual-first approach, leading to 'showing' by replacing text walls with editorial photographs and video clips.

Fluid & Responsive (Dual-mode)
The user journey now exists, with no dead. Call to Action (CTA) buttons in the desktop's sections adapt fit to wander.

Conversion-led Architecture
Action guidance. Strategic placement of primary Actions (Book Consultation, Contact) throughout ensures the booking flow is always just one tap away.

Sterile "Clinical" Atmosphere
The generic white backgrounds and standard typography felt sterile and clinical, failing to convey a lifelong partnership, failing to justify premium pricing.

Humanized Lifestyle Branding
The Clinic Model aesthetic with gold accents reframes the brand as a lifestyle partner, using high-end fashion imagery aligning with the expectations of the Instagram clientele.

Project Impact

The redesign transformed Prime Clinic's digital presence from a static informational page into a conversion-focused digital experience. By implementing a custom Design System with Figma standards, the new interface is now fully responsive, consistent with the premium brand and also engineered for rapid future iterations and developer handoff.

System architecture
Using Figma standards reduced the development time for future pages. Implement the Scaling Phase (Core pages and extra or show off).

UX Insight
I learned that UI is usually delightful, "pixel perfect" design is meaningless if the underlying UX logic creates friction. Prioritizing clarity and utility increased the performance metrics.

Future steps
The next step would be A/B testing the CTA placement and the booking form to measure the impact on leads. Ongoing iterations will be implemented into app mode.