# **DESIGN AGENCY WEBSITE**

**Aim:**

To create a professional and visually engaging design agency website in Figma that effectively showcases services, portfolio, and client testimonials, with a clear call-to-action for potential clients.

**Procedure:**

* Research design agency websites to identify best practices and gather inspiration.
* Define the target audience and key goals of the website (e.g., generating leads, showcasing work).
* Open Figma and set up frames for different device views (desktop, mobile, tablet).
* Design the homepage layout, incorporating sections for the agency’s services, portfolio, client testimonials, and contact form.
* Use Auto Layout for flexibility, ensuring components like grids, text blocks, and buttons adjust based on screen size.
* Apply a clean, modern color palette (e.g., blacks, whites, and accent colors) and typography that reflects the brand’s personality.
* Create interactive elements such as hover effects, clickable buttons, and smooth transitions for a polished user experience.
* Include a sticky navigation bar and clear CTAs (e.g., “Get a Quote” or “Contact Us”) to guide users.
* Test for accessibility, ensuring good contrast ratios and keyboard navigation.
* Share the prototype with stakeholders, gather feedback, and make necessary revisions.
* Export assets and prepare design specifications for handoff to the development team.

**Result:**

A polished, user-friendly design agency website that clearly communicates the brand’s services and portfolio. The website is responsive, interactive, and accessible, with a strong conversion path through strategically placed CTAs. Positive feedback from stakeholders confirms a successful design, ready for development.

Figma Screenshot:

