DESIGN SUPPORT FOR PERFORMANCE AGENCIES

zwapgrid
Monitum
Your growth, our purpose
LISA
FLOWER
psa
GROWTH
OKQ8
Sleep Cycle

ALEXANDRA.

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EXPERIENCE

About
Alexandra P. Grisanti

hi, I'm Alexandra. I live in Stockholm and was trained in Architecture. In 2022, I got into White Label B2B Fintech Product Design. From there- I discovered Product Led Growth and worked closely with Marketers to understand their challenges. Since, I have designed over +9 new products and launches, designed +6 brands (one for a +200 person corporation) and have had countless learnings.

Together with Marketeers, I find opportunities in product experiences for distribution, partnership and traction.

I also write the newsletter Stockholm Growth & Fintech and participate in Nordic Fintech events. Please Subscribe and thanks for being here!

NFM NORDIC FINTECH MAGAZINE

STOCKHOLM FINTECH

STOCKHOLM GROWTH & FINTECH
SUBSTACK

CREATIVE STYLED CONTENT

Designed Performance
On-Brand Static Ads

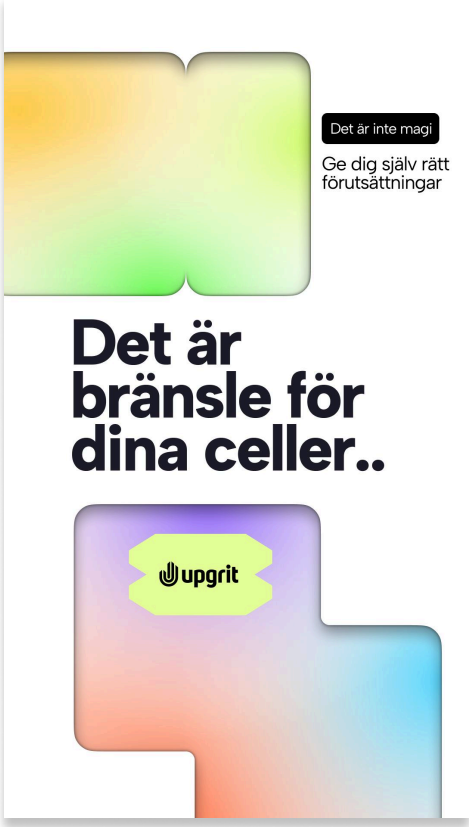
PROBLEM

Performance needs to capture attention quickly but also be recognizable as the brand. On Brand Static Ads helps build long term visual recognition of their company while copy and concept makes it clear, well positioned and well performing. This combination has powerful ROI.

EXPERIENCE

I have designed Static Ads in 9:16 and 1:1 for several big brands. Having worked with Growth Agencies, I understand the balance between performance and well designed ads. Together we can build content that performs, is on-brand and makes the client says wow- fast.

We also understand safe zones and dimensions of digital ad campaigns.



PILOT PROJECT PRICE

To test out one client, one project together. We can deliver 25 high quality static ads that will be in both 9:16 & 1:1 so 50 ads total in a two week timeline. This includes 5 revisions.

29 000 SEK per project.

ON BRAND

Motion Ads
and Interactives

PROBLEM

Performance needs to capture attention quickly but also be recognizable as the brand. Motion Ads helps build long term visual recognition of their company while copy and concept makes it clear, well positioned and well performing. This combination has powerful ROI.

EXPERIENCE

I have designed Motion Ads in 9:16 and 1:1 for several big brands. Having worked with Growth Agencies, I understand the balance between performance and well designed ads. Together we can build content that performs, is on-brand and makes the client says wow- fast.

We also understand safe zones and dimensions of digital ad campaigns.

PILOT PROJECT PRICE

To test out one client, one project together. We can deliver 5 high quality motion ads that will be in both 9:16 & 1:1 so 50 ads total in a three week timeline. This includes 3 revisions.

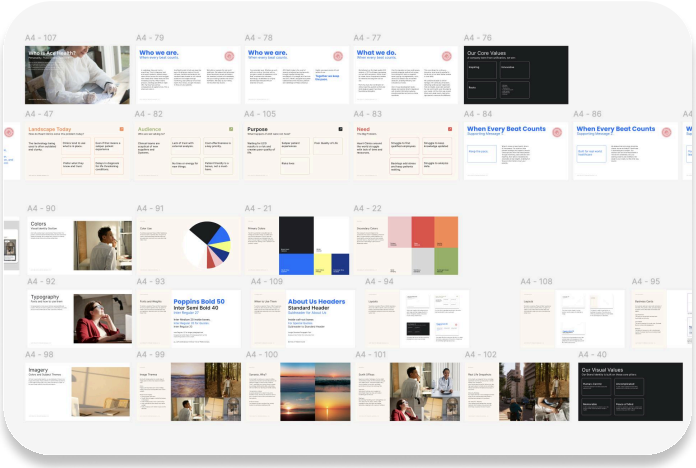
34 000 SEK per project.

SYSTEMS

Figma Libraries
For Brand Consistency

PROBLEM

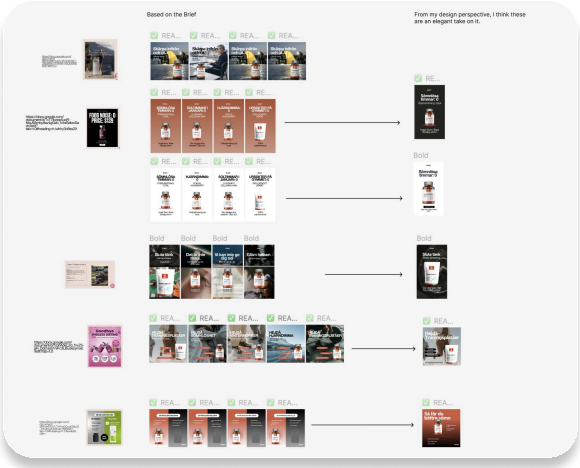
Production needs to be fast and consistent. Without movable and continuous assets, remaking new materials to be brand-consistent is time consuming and difficult for non-designers. Marketing teams need design systems to keep consistency but also maintain speed.



EXPERIENCE

Figma is my go-to. I create brand assets that can be moved, copied and added to new layouts.

With Figma you can have on-brand icons, fonts, colors and shapes that make production easy.



PILOT PROJECT PRICE

Per project, to get one brand consistent reusable Figma library of 50 assets the price is

30 000 SEK per project.

This includes 3 revisions.

START TO FINISH

Branding Projects
Creating Identities

PROBLEM

As companies grow and learn, their positioning changes. This requires an understanding of their offer in the market, their audience's pain points and a clear value proposition to capture attention quickly. Your website is the face of your company, making it clear and well positioned has powerful ROI.

PILOT PROJECT TOGETHER

A fresh visual appearance with message strategy to match.

Month 1: Problem & Solution- but marketing (you) are responsible for brand strategy & messaging.

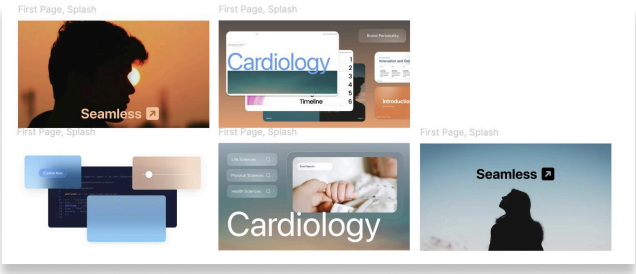
Month 2: Visual identities 10 internally, 5 externally.

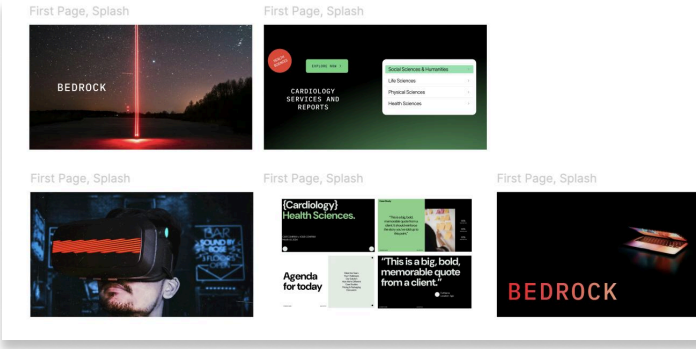
Month 3: From 5 to 3 directions. Merge 3 into one visual direction.

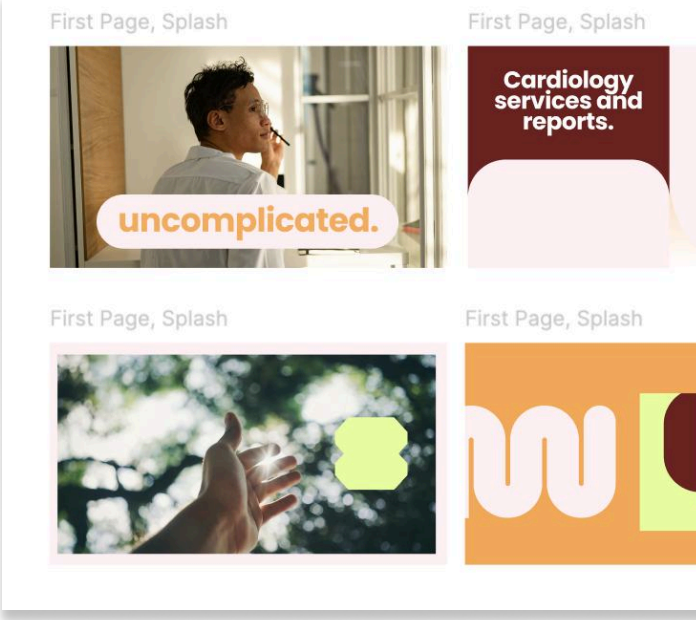
Month 4: Assemble learnings into a visual brand booklet and will add in message strategy.

PILOT PROJECT PRICE

35 000 SEK per month





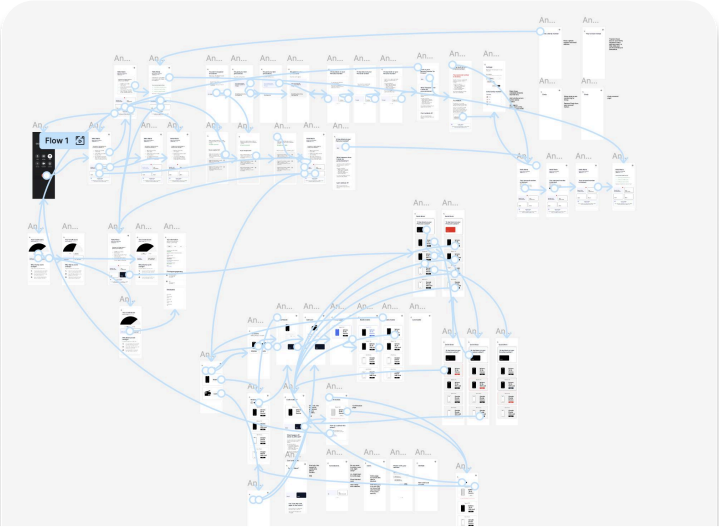


FRONT END DEVELOPMENT

Website
& Interaction Design

PROBLEM

A landing page is often the face of a company yet rarely truly built for conversion. Together we can build a strategy around the website, test and design user flows and package it into a beautiful aesthetic that matches the client.



PILOT PROJECT TOGETHER

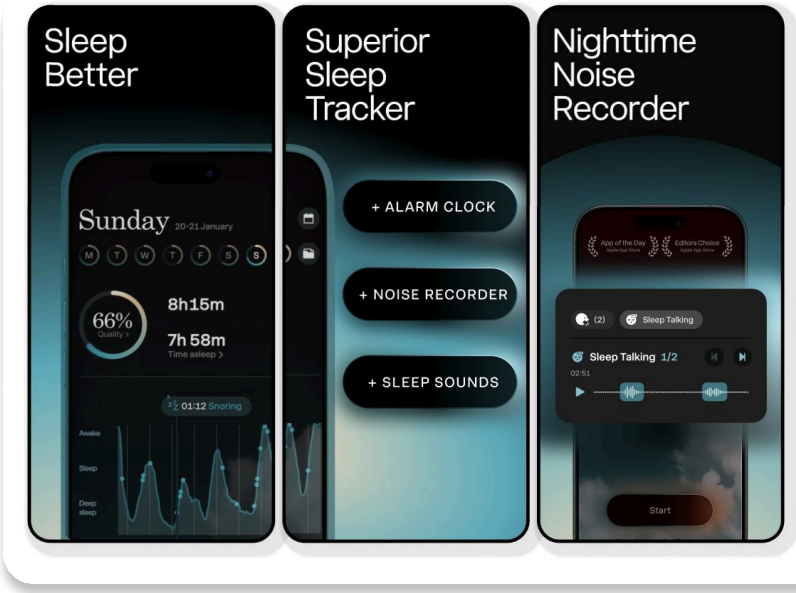
In four months, we can have the design of a high performing, high converting website with a fresh visual appearance.

Month 1: Problem & Solution, but marketing is responsible for brand strategy & messaging.

Month 2: Design user flows for conversion.

Month 3: Choose visual aesthetics that fit the audience and direction we want to go for.

Month 4: Assemble learnings into a functional website.



PILOT PROJECT PRICE

40 000 SEK per month for a 5 paged website.

ALEXANDRA.

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