

## HealthTensor Website

*Marketing website for a health technology startup*

HealthTensor, Inc  
6/2018 – 7/2018, 3/2019 – 4/2019

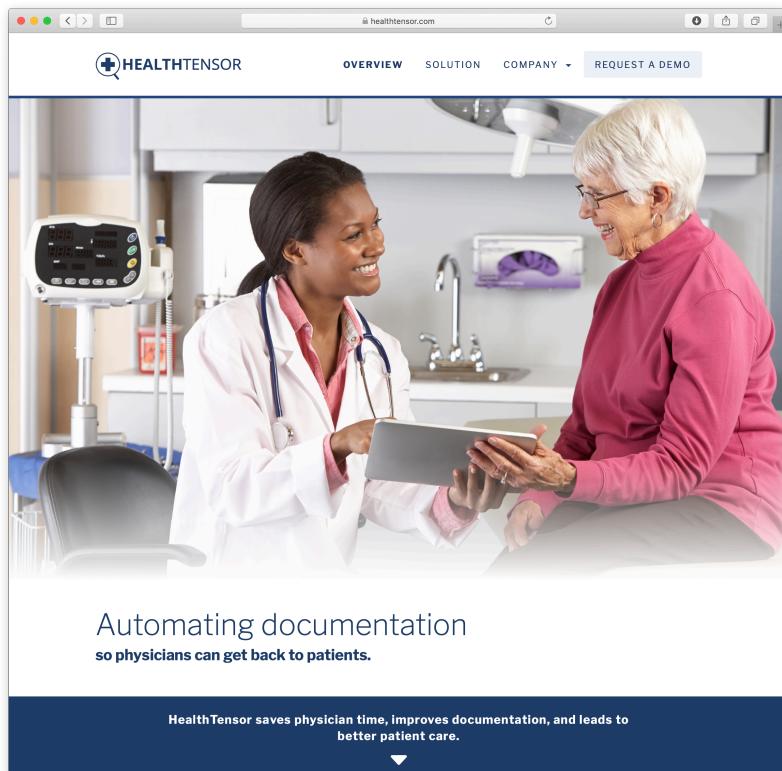
-  CD Creative Direction
-  B Branding
-  Ds Web Design
-  Dv Web Development

I worked at HealthTensor, Inc, an early-stage health technology startup, as a full-time software engineer in 2018 and 2019. One of my assigned projects was to redesign our marketing website. Starting with the company's existing logo, I created a complete branding kit and generated a set of mockups for a completely redesigned desktop website in July 2018. After I left the company, I was hired as a contractor in April 2019 to finalize the mockups, create mobile views and build the site.

Design priorities for this project included creating an elegant, professional presentation of the company and product that would appeal to both potential customers and investors. Because sales of the company's business-to-business offerings would likely require developing working relationships with potential customers, we designed the interaction flow to outline the problems that HealthTensor provides solutions for, briefly describe the solutions, then direct visitors towards a live demonstration request form. The site also allows for easy posting of press releases and job postings.

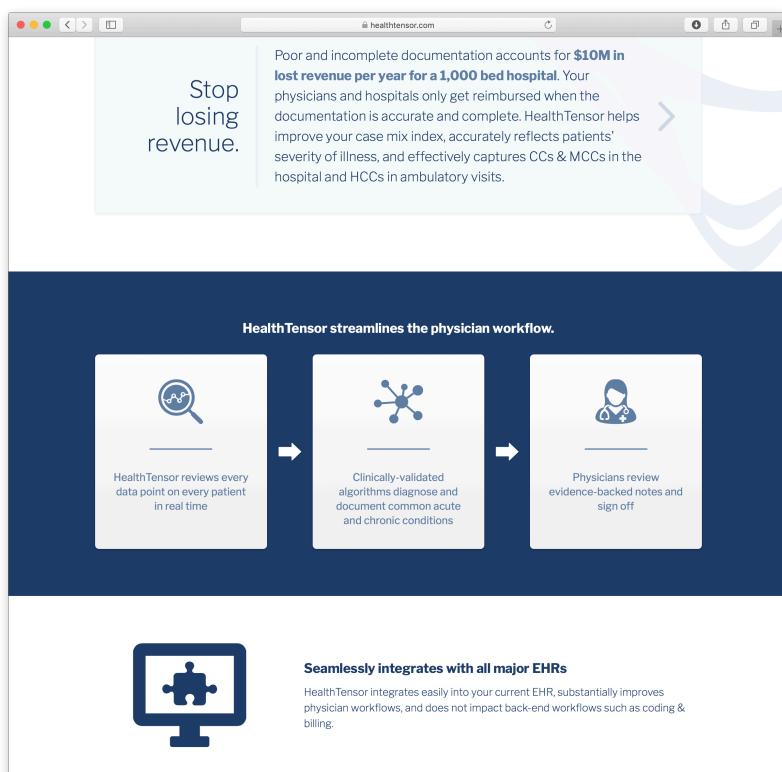
I implemented the redesigned website using the client's existing infrastructure: the site is built with Jekyll using Liquid templates and Sass style preprocessing. The site is built mobile-first with a responsive design.

**Live site:** <https://www.healthtensor.com>



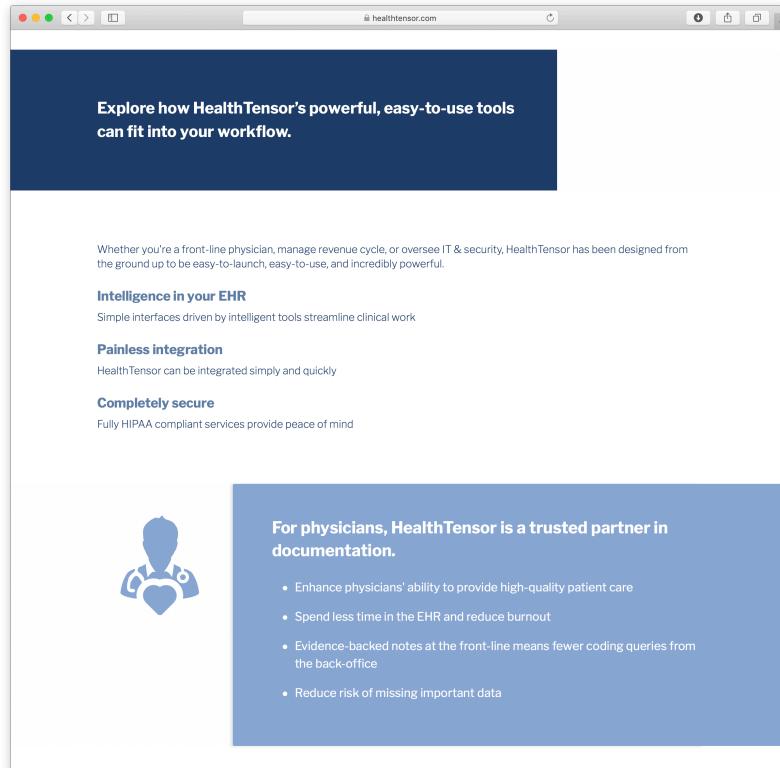
## Overview

Above-the-fold content introduces the product and encourages reading on to learn more. Logo from previous site design.



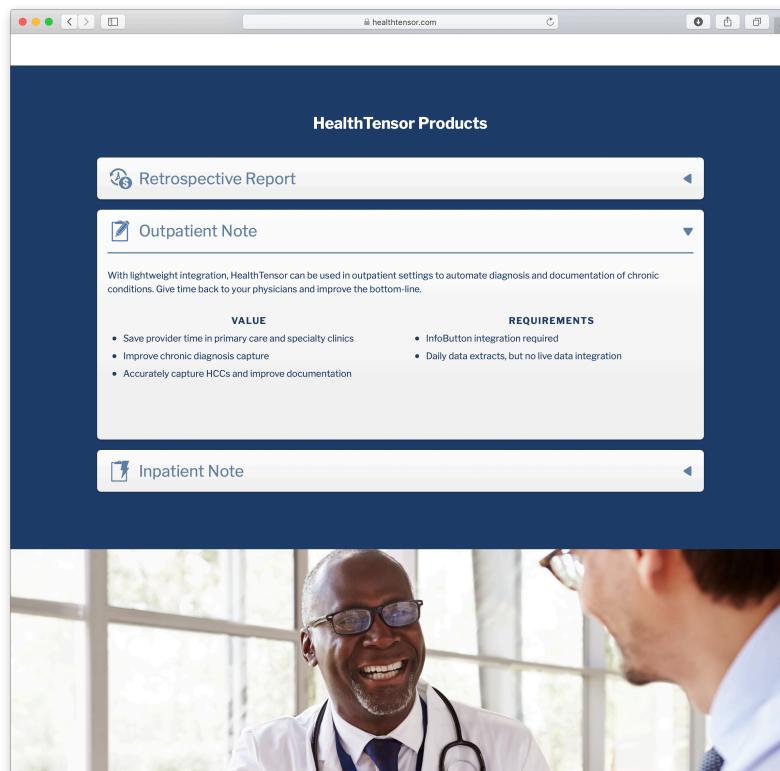
## Overview, scrolled

Bold, scrollable content offers potential customers lots of information while maintaining interest with varying use of graphic elements.



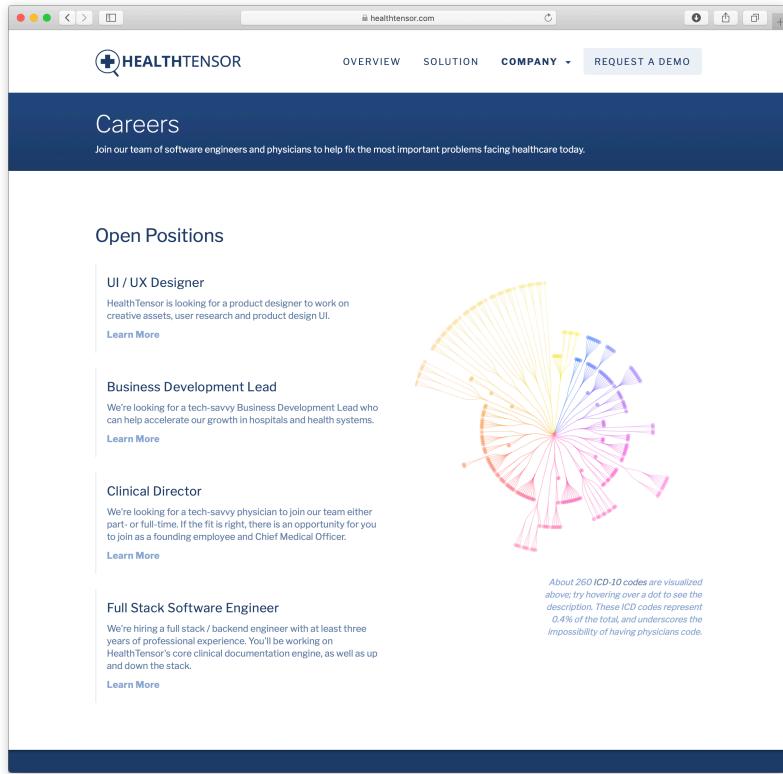
## Solution, scrolled

Visitors to the site can easily find the content that is the most relevant to them through eye-catching headings and icons.



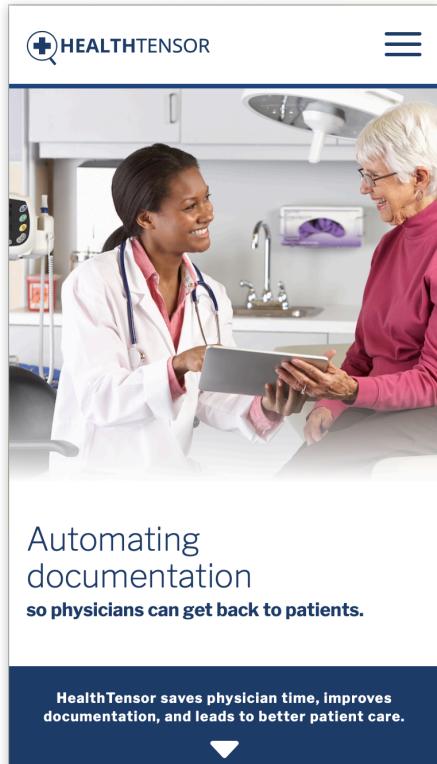
## Solution, scrolled

An interactive widget lets visitors browse the various products offered without being overwhelmed by text.



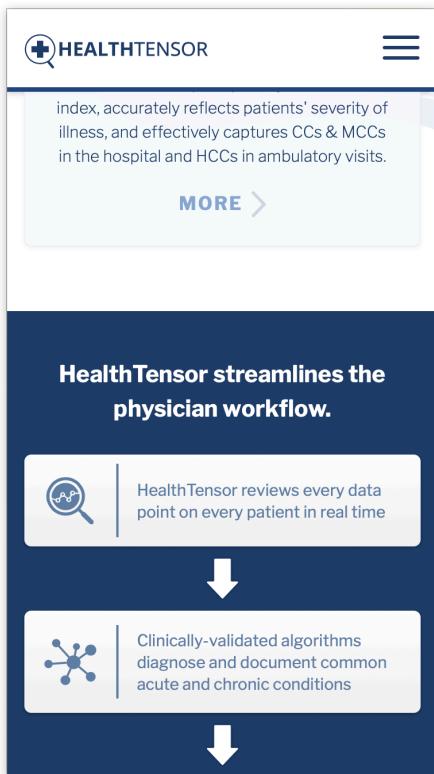
## Careers

The client can easily add new open job positions by adding Jekyll post content. *Rainbow wheel graphic by Thomas Moulia <thomas@healthtensor.com>*

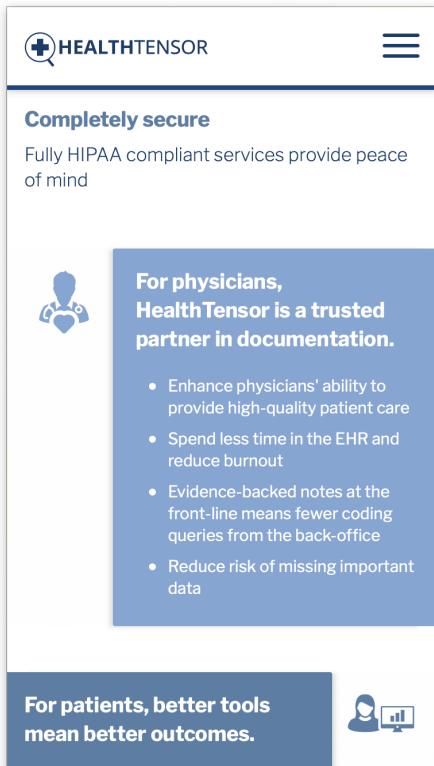


## Overview, mobile

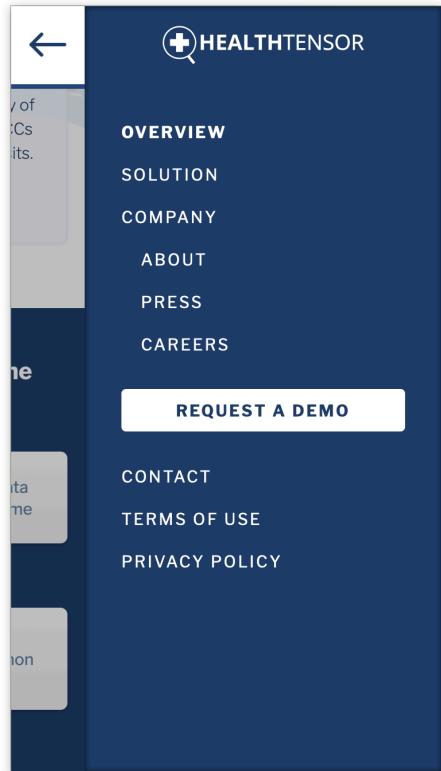
The site is designed for a great experience at all screen sizes.



## Overview, mobile, scrolled



## Solution, mobile, scrolled



## Overview, mobile nav menu expanded

Navigation is simple at small screen sizes with a slide-out nav menu.