

Critica Website

Home for an online health and science community

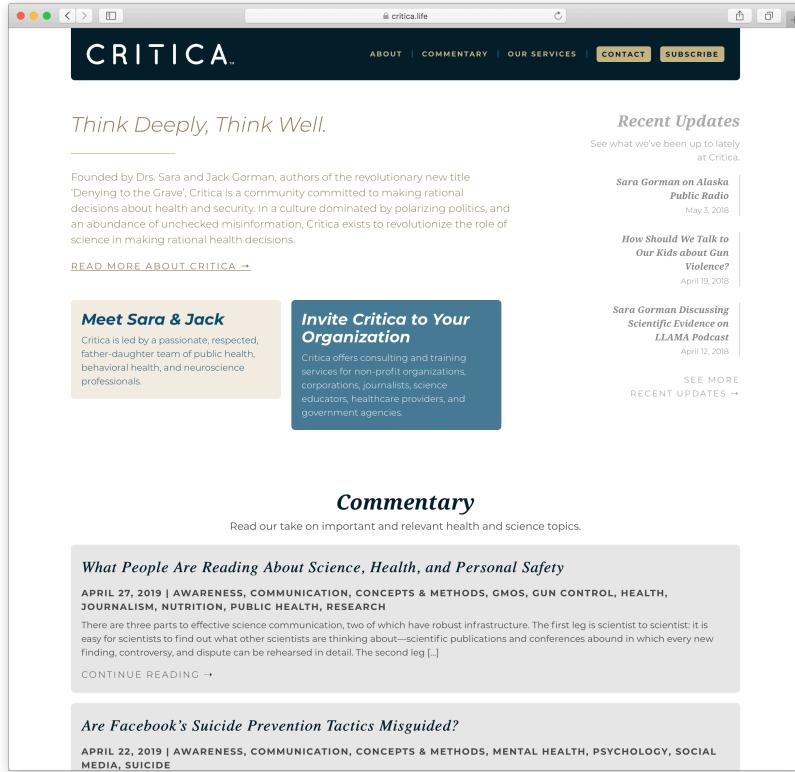
Critica, Inc
10/2017 – 3/2018

-  CD Creative Direction
-  PM Project Management
-  Ds Web Design
-  Dv Web Development
-  M Marketing & SEO

I began working with Critica providing WordPress maintenance and minor improvements and fixes for their existing site, which provided a platform for discussion about current health and science topics. I then did design and development for a full redesign of the site. Using the logo and color scheme as the previous site, I helped the client assess their needs and then created a modern, attractive set of new page designs. I then implemented the new site as a WordPress theme.

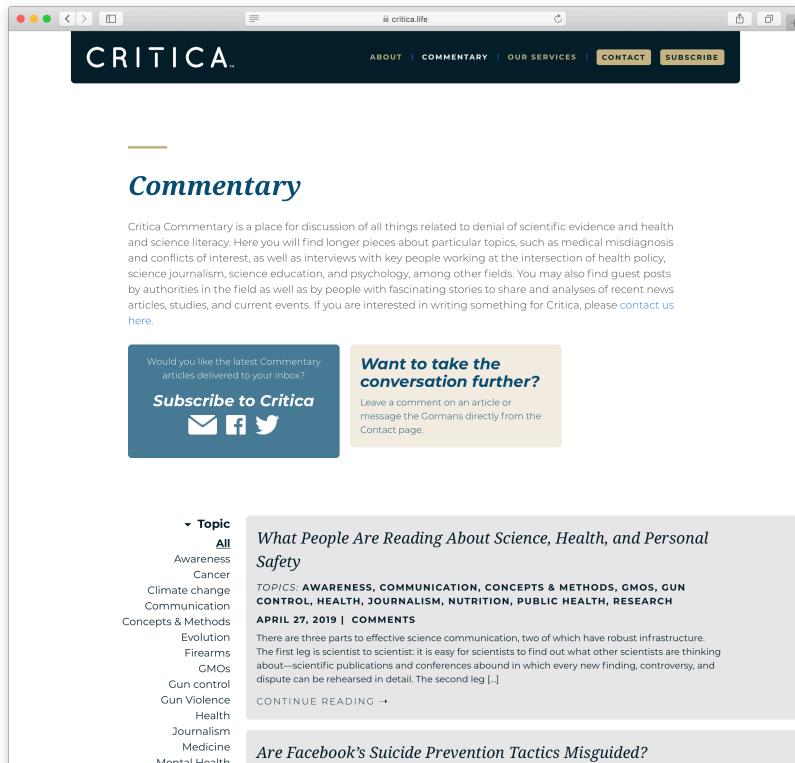
The updated site includes Facebook, Twitter and MailChimp integration for multi-platform posting and social engagement. All pages are responsive, with a great experience at all screen sizes. Administrators have full control over all content from the WordPress administration panel.

Live site: <https://critica.life>



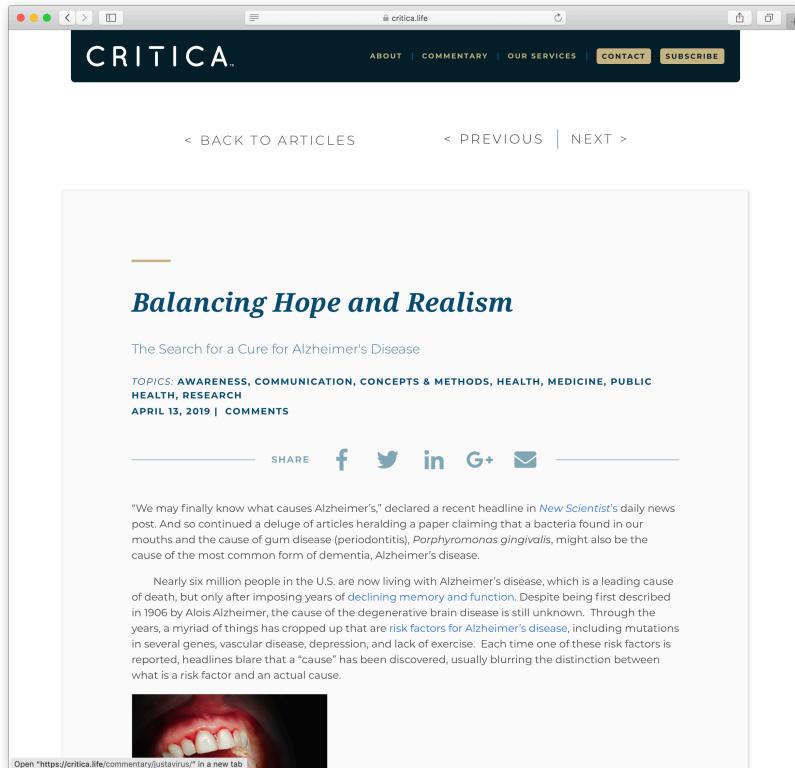
Homepage

A busy homepage gives visitors a look into all things Critica.



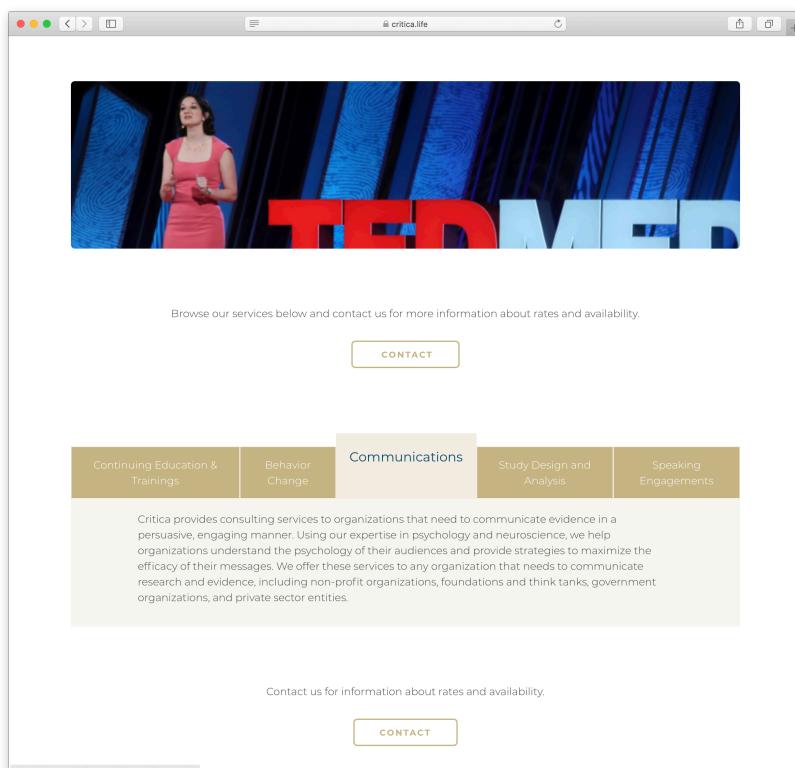
Commentary

Visitors can see latest posts and filter by category.



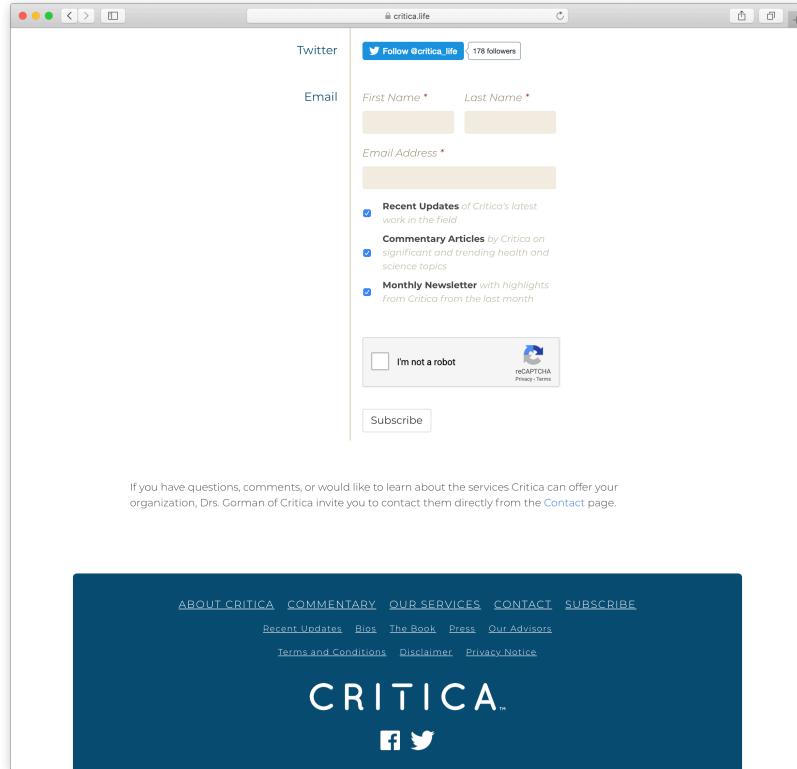
Commentary Article

Written content is presented in an attractive, easy-to-read article format.



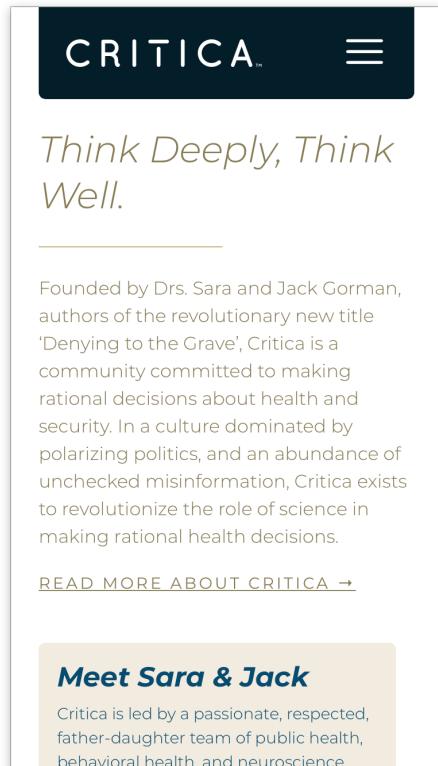
Services

Visitors have quick access to the services Critica provides.



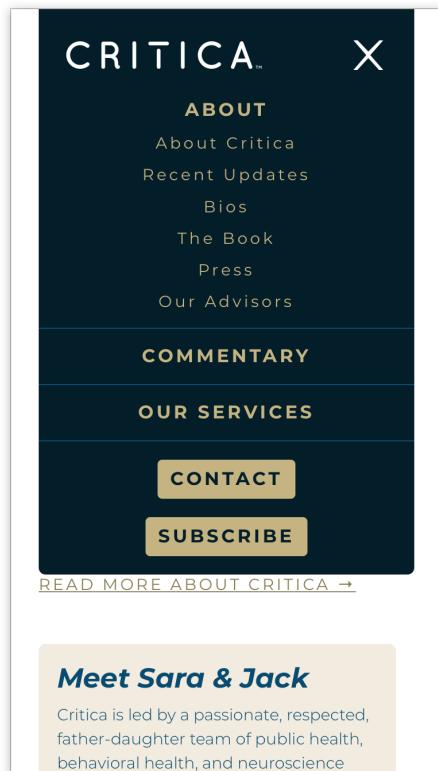
Subscribe

The site allows interested visitors to subscribe to Critica content via multiple platforms.



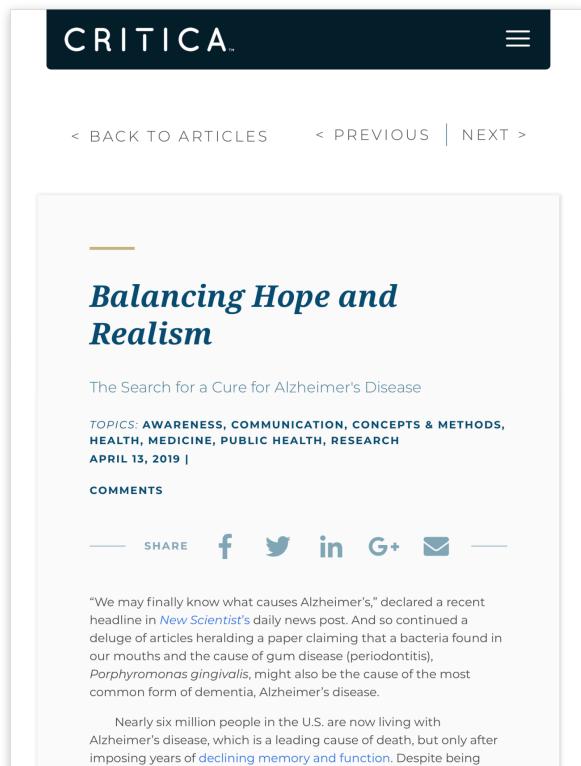
Homepage, mobile

All pages are responsive.



Mobile Nav Menu

A mobile nav menu makes all pages easily accessible on small screens.



Commentary Article, tablet