

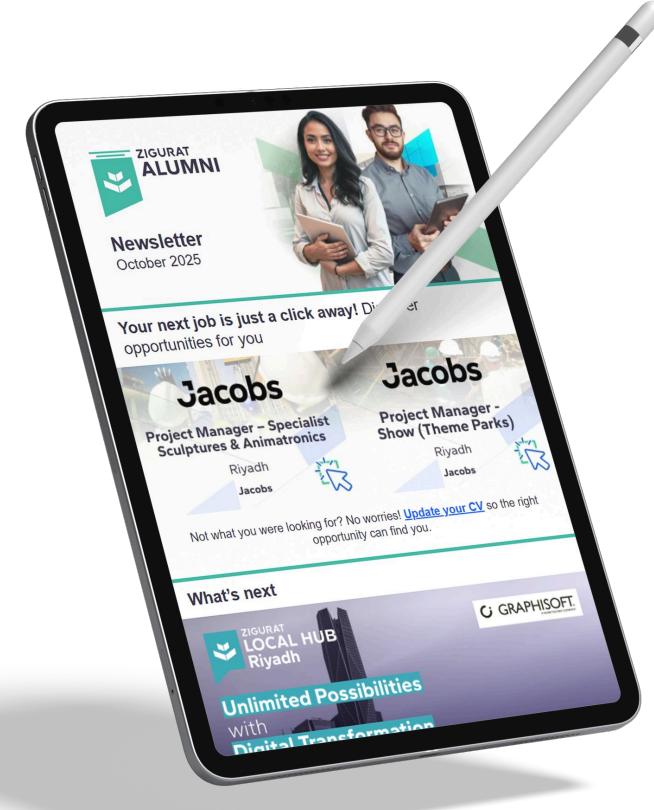
Landing Page Event

Design and development of a modular event landing page for ZIGURAT, focused on delivering a smooth user experience and driving conversions. The page dynamically showcases speakers and program details, integrating an optimized registration form. Its adaptable structure allows the format to be reused for future editions, ensuring visual consistency and a clear, efficient user journey throughout the site.

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UX/UI Design for ZIGURAT Alumni Newsletter

Design and optimization of the ZIGURAT Alumni community newsletter in HubSpot, focused on improving reading experience and campaign performance. The visual architecture, content hierarchy, and calls to action were refined to enhance usability. The redesign increased reach and open rates, strengthening the connection between the institution and its global alumni network.



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