

• Design
Froes

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FROES

• DESIGN

A COLLECTION OF CASES FEATURING BRANDING, PRODUCT
& VISUAL DESIGN, DESIGN SYSTEMS, AND MORE.

IN/FROESDESIGN

HELLO@FROES.DESIGN

**Former Head of Design Systems
at Instapage and Design Lead at
Avenue Code. Now Founding
Product Designer at Perspective.**

Education

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Professional Experience

Brand Strategy and Storytelling

Hyper Island 2023

Explored the underlying principles of storytelling that guide brands like Nike, and how to create value through synergy between product and technology. Developed brand experience concepts and strategies to build brand and business value.

Creative Direction

Condé Nast College of Fashion & Design 2022

Developed engaging creative visions and learned how visual and real-life experiences are created to attract consumers to brands. Created concepts for brands like Burberry, Pitchfork & Spotify and learned how to manage and collaborate with other creatives.

Language of Design: Form and Meaning

California Institute of Arts 2020

Refined my critical vocabulary to discuss art and graphic design in the context of critique. Through an articulated Critique Framework, I developed more precise and practical ways to give feedback about design work.



Crafting Design Systems

Mergo ux School 2019

Computer Engineering, BE
CEFET-MG 2014 – 2017

Exchange Program
Illinois Institute of Technology 2013

Founding Product Designer

Perspective 11/2022 – CURRENT

Designed user flows based on research and user testing for an AI-based iOS app. Envisioned the app visual identity and developed a foundational design system for the app.

Principal Product Designer, Head of Design Systems

Instapage 03/2022 – 10/2022

Managed and rebranded the company design systems and helped expand its component libraries. Implemented continuous feedback and shipped LPS with 56% average conversion rate lift and 4 bi+ unique visitors. Mentored a Product Design Intern.

Senior Product Designer

Instapage 09/2020 – 02/2022

Designed a design system for a B2B SaaS platform focused on high performance conversion events and continuous AI optimization. Presented research, pocs, and concepts to leadership that helped identifying and solving an issue within the project's foundations.

Senior Experience Designer, Design Lead

Avenue Code 04/2019 – 08/2020

Co-led a successful company rebranding with design and marketing leadership. Mentored a Jr. Designer and assisted on creating customer-facing experiences and concepts for Avenue Code's digital marketing and advertising campaigns.

ux Researcher

Sephora 01/2019 – 03/2019

Researched responsive design impact on Sephora's e-commerce cx and website performance. Synthesized data from competitors and research in a presentation to assist leadership decisions.

Experience Designer

Avenue Code 01/2018 – 12/2018

Designed websites and advertising pieces for digital marketing campaigns that increased their client portfolio by 30%. Shaped a landing page component library within the company's cms.

Front-end Engineer and Experience Designer

Avenue Code 06/2016 – 12/2017

Assisted on design for the company's digital marketing websites and improved the company's website css architecture efficiency. Collaborated on ui design and development for a b2c product.

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DESIGN SYSTEM & PRODUCT DESIGN

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BRANDING & VISUAL DESIGN

- 27 **Selected Work Collection**

CREATIVE DIRECTION & VISUAL DESIGN

WORK-IN-PROGRESS:

- SOON **Transitioning Sephora to Responsive Design**

CX & UX RESEARCH

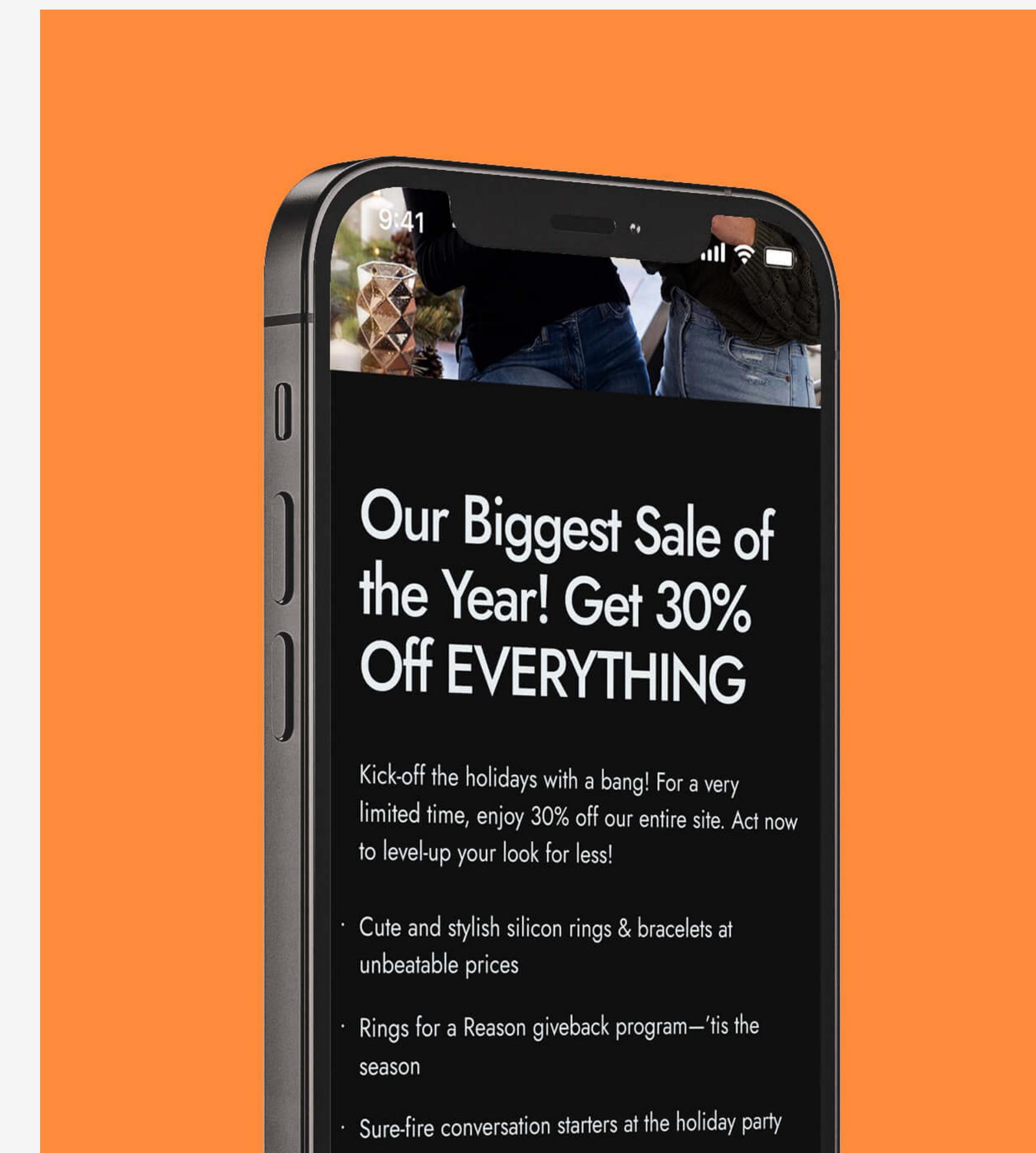
- SOON **Designing Perspective**

BRANDING & PRODUCT DESIGN

Design System Developing Postclick's Block Design

FROES
DEVELOPING
DESIGN
• DESIGN
POSTCLICK'S
SYSTEM

DESIGN SYSTEM
PRODUCED AT INSTAPAGE
& PRODUCT DESIGN
2020 – 2022



A conversion-driven landing page design system rooted in continuous optimization.

DESIGN SYSTEM & PRODUCT DESIGN

Produced at Instapage in 2020 – 2022.

Postclick was a San Francisco-based startup aiming to revolutionize digital advertising. While its parent company, Instapage, created a SaaS platform to design landing pages, Postclick wanted to create a dynamic design system to create landing pages. These pages would be continuously improved using a machine learning algorithm to reduce client advertising costs and grow conversions.

The initial project scope involved the design of 400+ different blocks: landing page sections such as hero, testimonials, and product galleries. However, through research and PoCs during our discovery stage, we reduced this scope from 400 to only 18 by mapping similar designs and seeing which ones could be reproduced with the same HTML but distinct CSS styling.

These 18 blocks were very flexible and could change their looks to test which ones would lead to better conversion rates. Each block had multiple outputs for each property, such as left/right positioning, sharp/strong radii, and light/dark modes.

Challenges along the way included technology constraints and understanding how freely clients should be able to customize the system while not increasing their level of effort when doing so. We relied a lot on the company's in-house CMS — which was also in development at the time, making it crucial to stay in sync with multiple teams.

After launching the MVP, we tested the Postclick platform and the design system with a select group of Instapage clients, which provided us valuable feedback along the way. We shipped landing pages with a 16% conversion rate and a 56% average conversion rate lift using the initial version of our Block Design System, with four billion+ unique visitors served. Three million+ post-click experiences were created, with 500 million+ conversions earned.

A second, improved design system version kicked off development after identifying a need for re-platforming Postclick. This time, the system was rooted in Atomic Design, had more interchangeable styling properties, and a better tech stack with React and TailwindCSS.

Solution Process

1 Discover

Understand the problem, develop PoCs, and work with ML and DS teams to explore how to classify and store block data.

2 Define

Reduce scope from 400 to 18 blocks exploring style interchangeability to deliver multiple outputs from a single block.

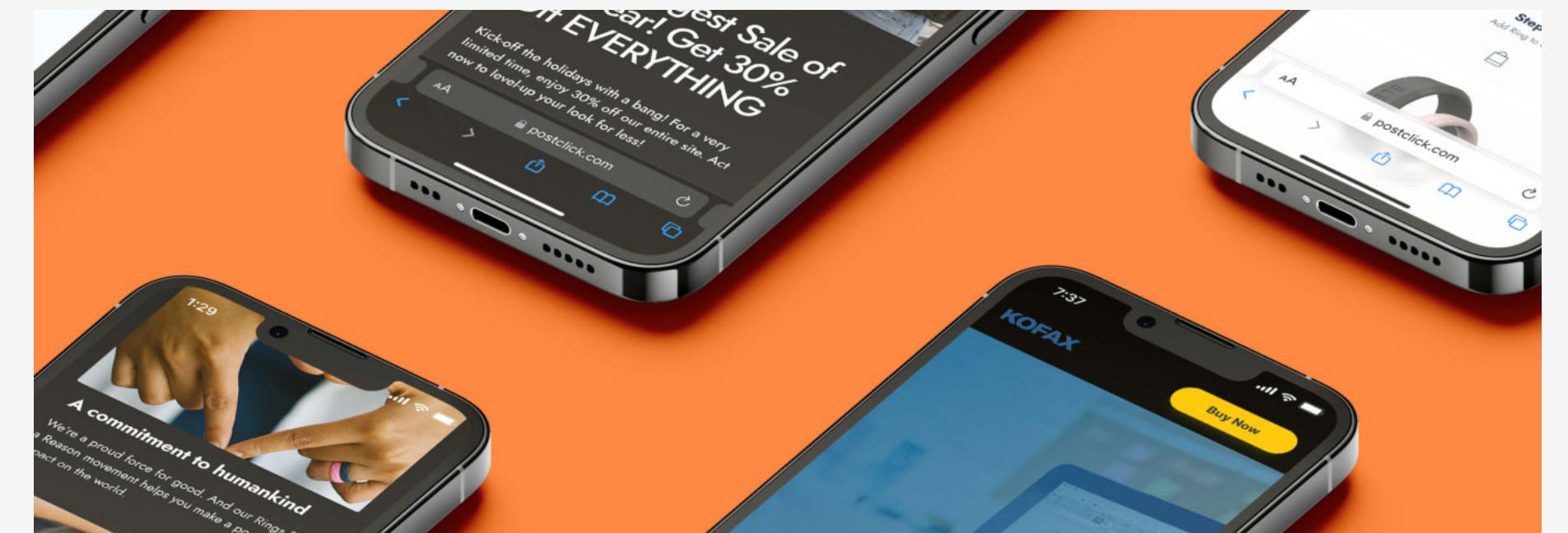
3 Develop

Designing and developing blocks, as well as platform tools to control block styling, versioning, and page layout.

4 Deploy

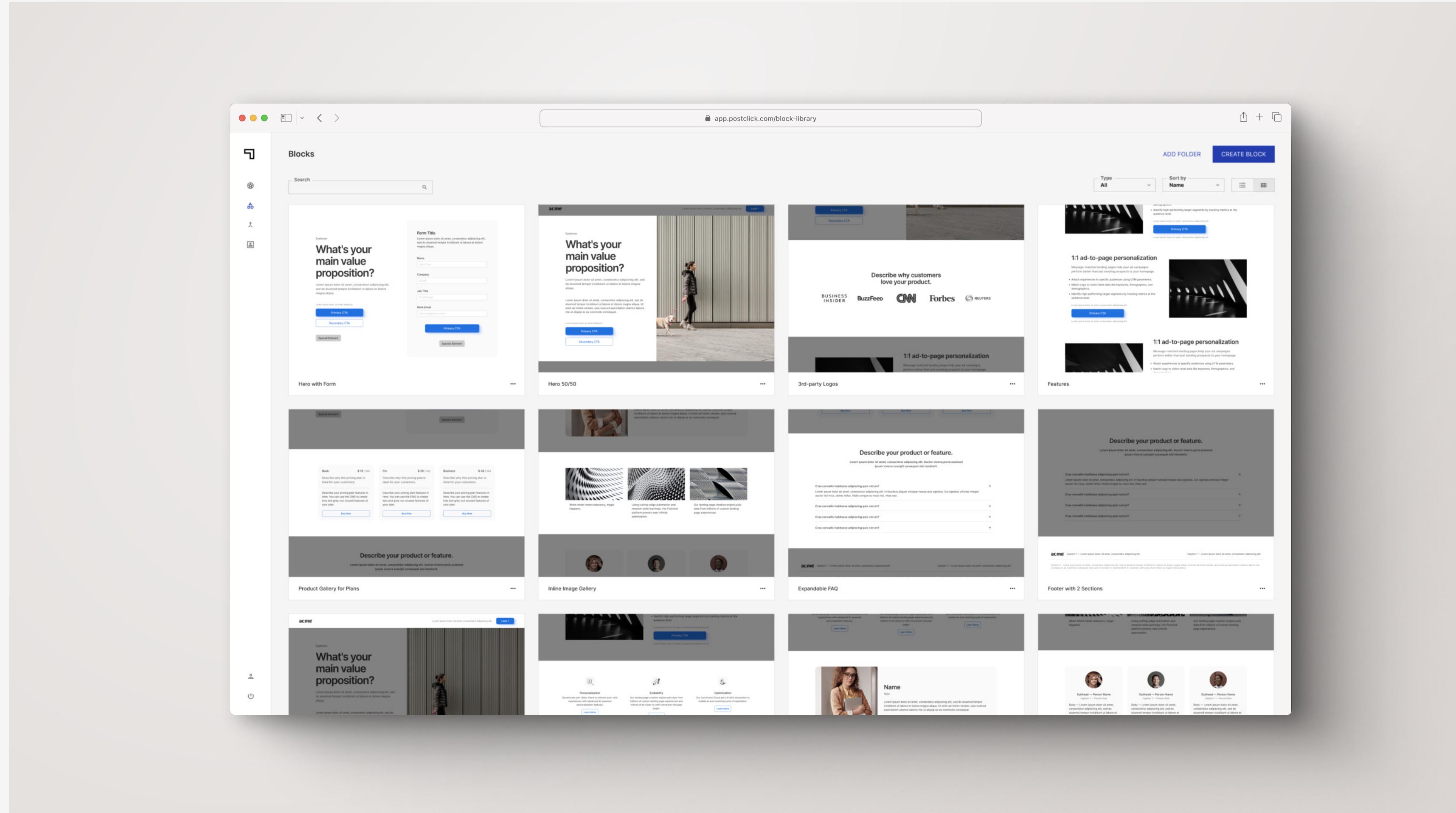
Test landing pages and gather users' feedback, leading to the development of the 2nd version of the system.

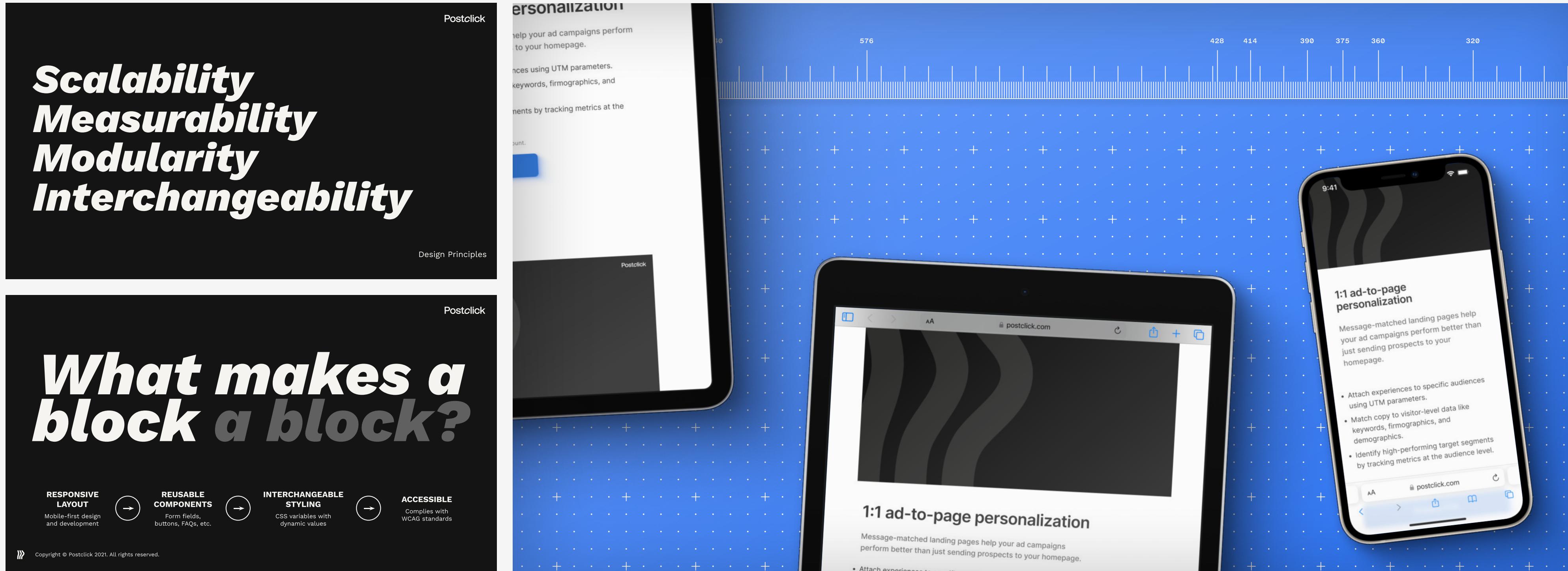
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Initially, Postclick planned to create a huge library of 400+ landing page sections with various UI options. However, after researching hundreds of Instapage landing pages and playing around with CSS variables, we decided to simplify and make 18 types of sections—or “blocks”—based on similar content and layout.

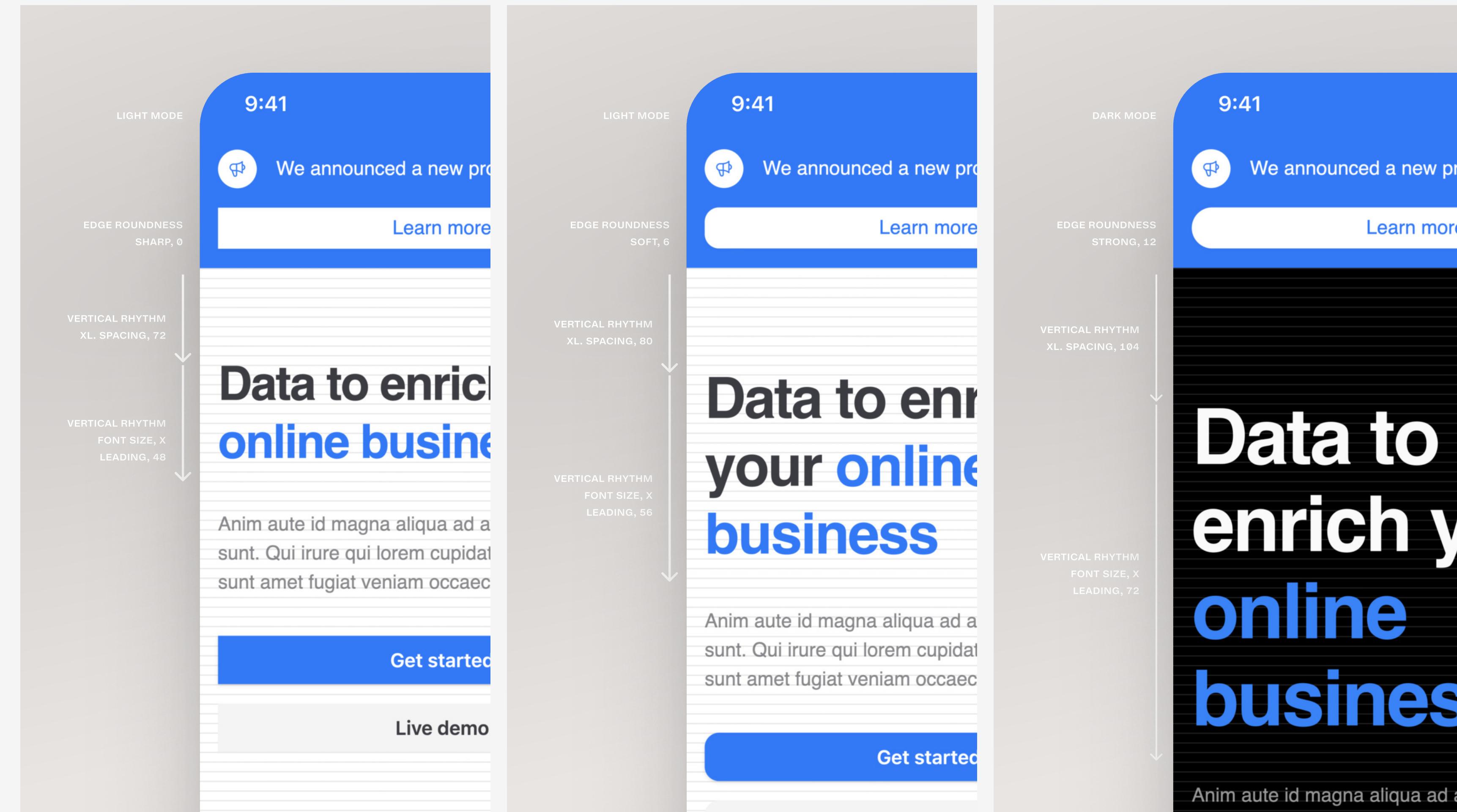


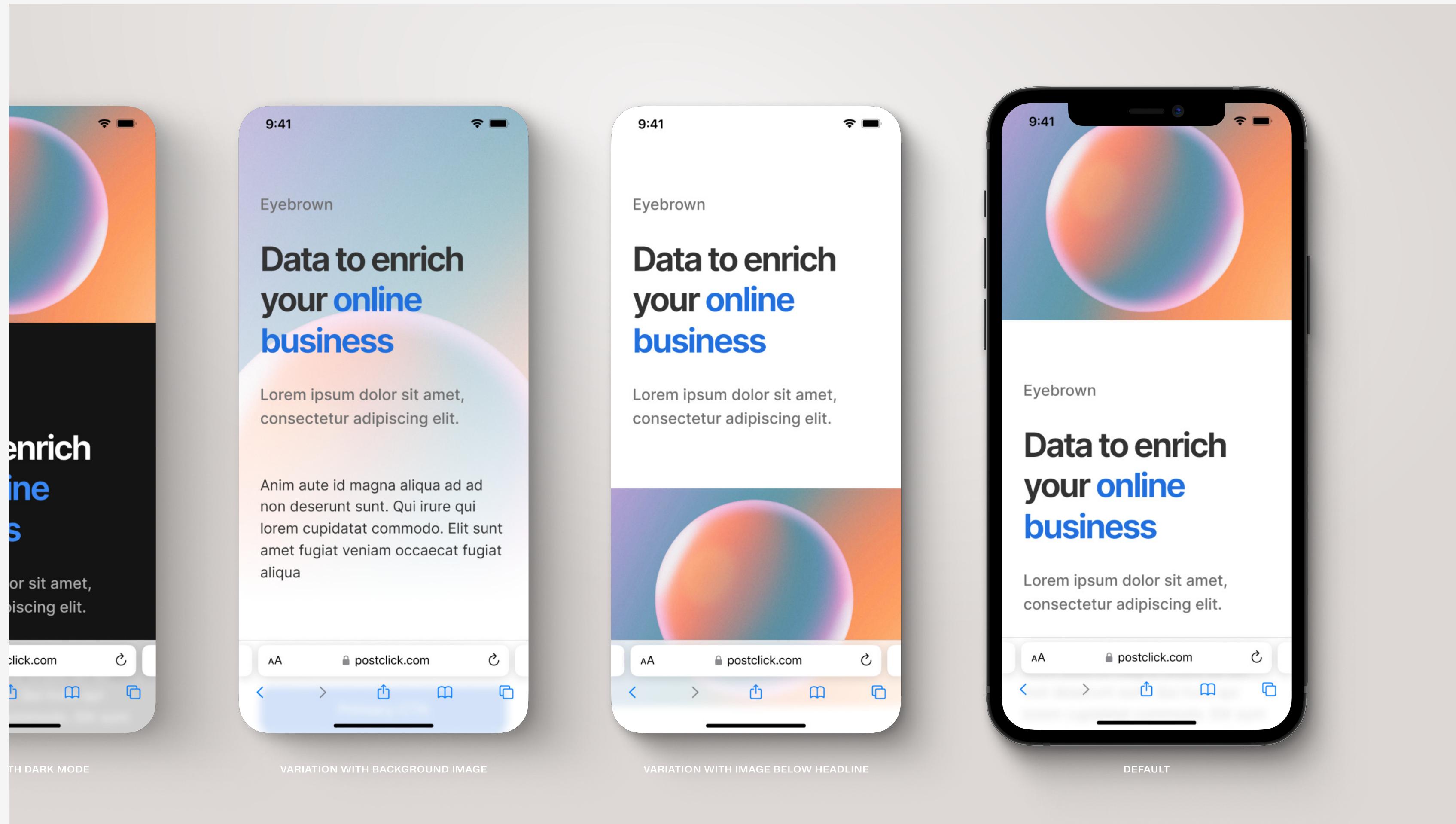


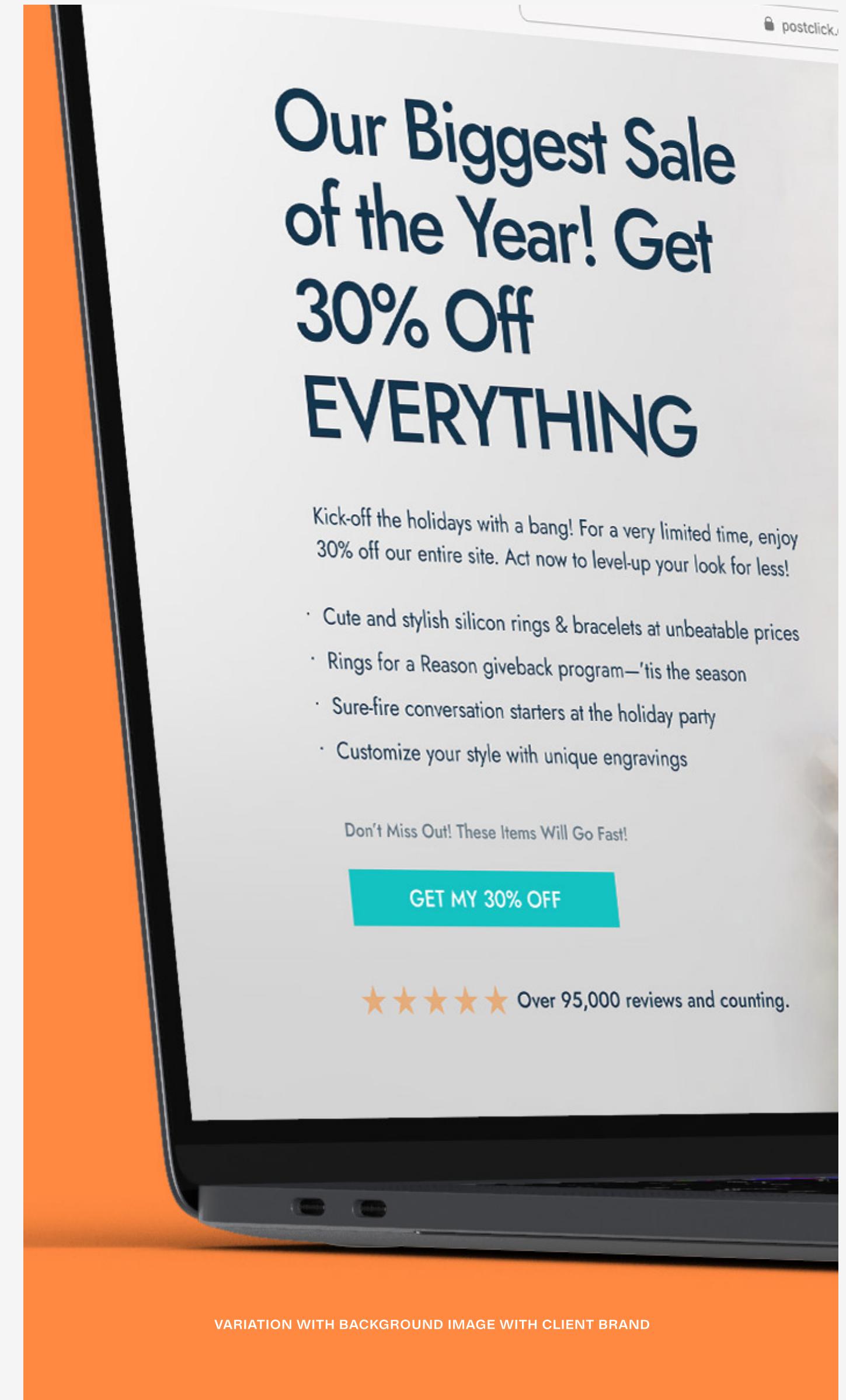
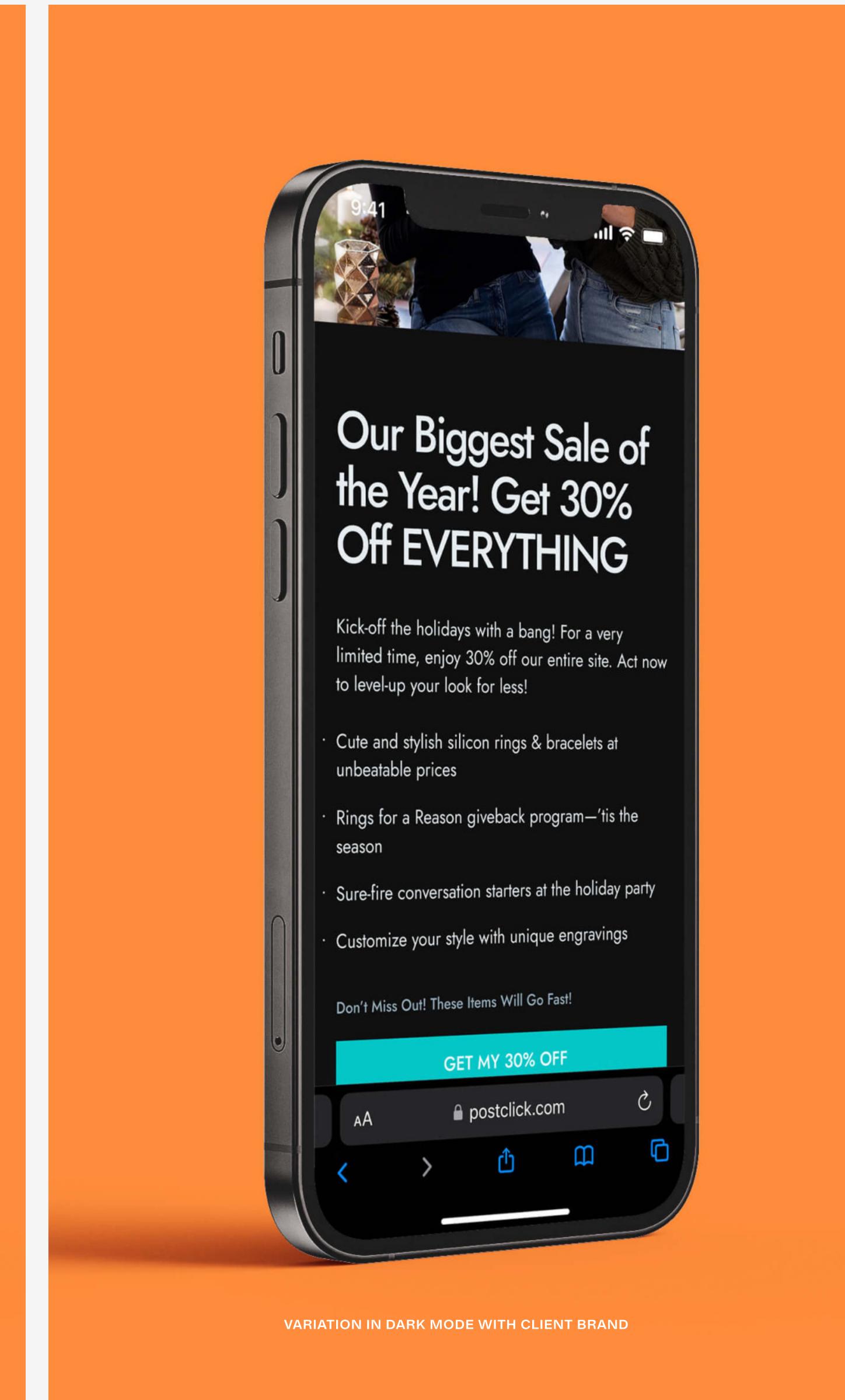
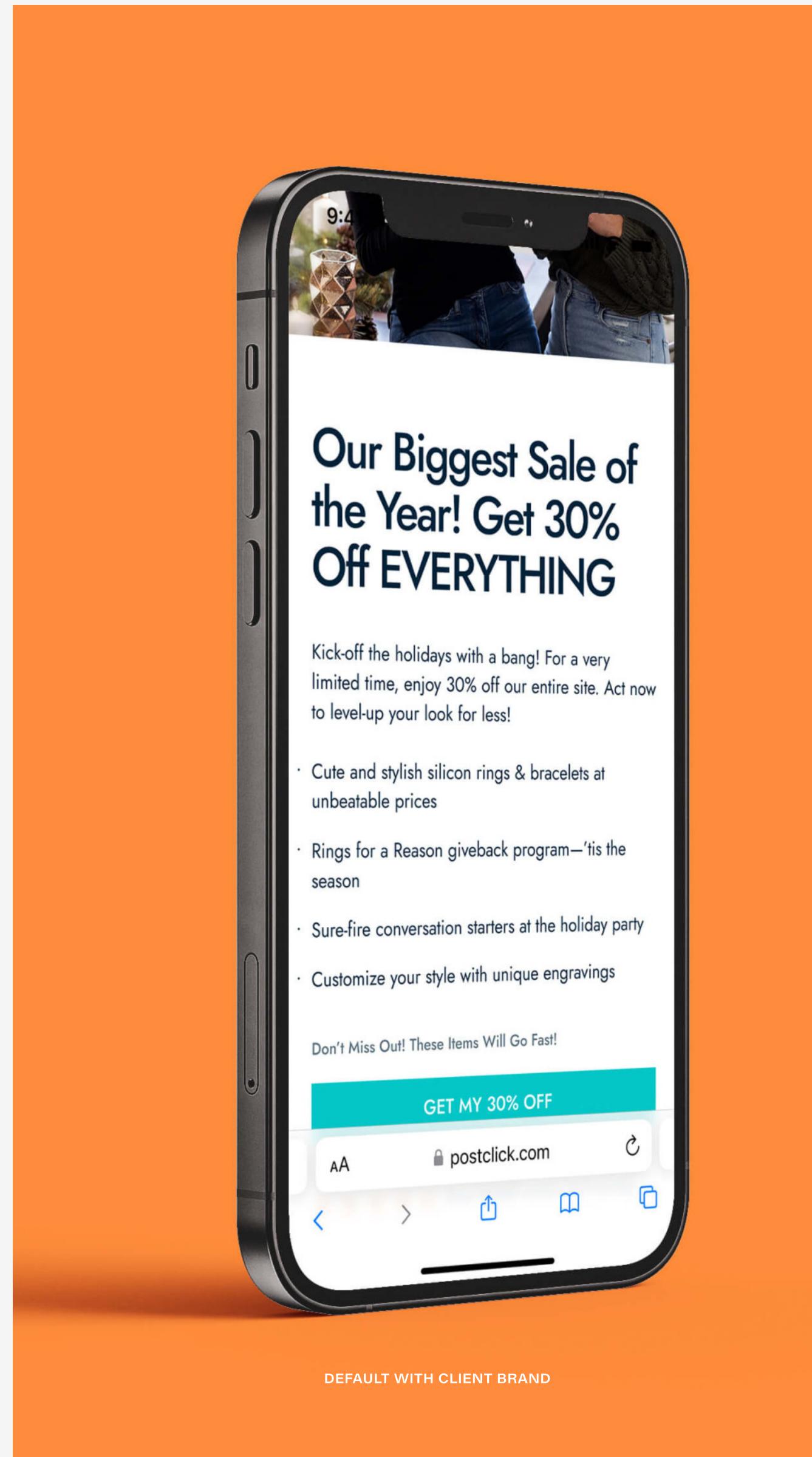
The Block Design System became a conversion-focused library of scalable, modular, and responsive blocks, all designed with a mobile-first approach. Mobile-first designs were crucial for improving landing page conversion rates as more and more users access the web through their phones and expect a seamless, optimized experience.

A single block could change its visuals via a pool of styling options. They were optimized for conversion rates by measuring the performance of different styles and refining them accordingly.

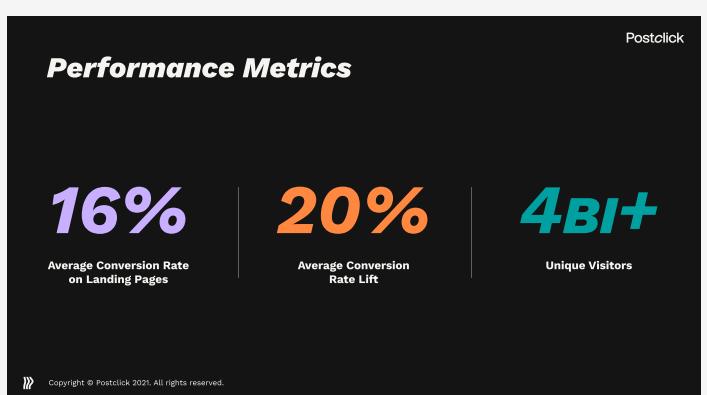
The initial tests featured light or dark modes and the change of image/copy positioning. Further tests in the project's 2nd version would measure the impact of button styles, edge radiiuses, visual depth, and the page's vertical rhythm.





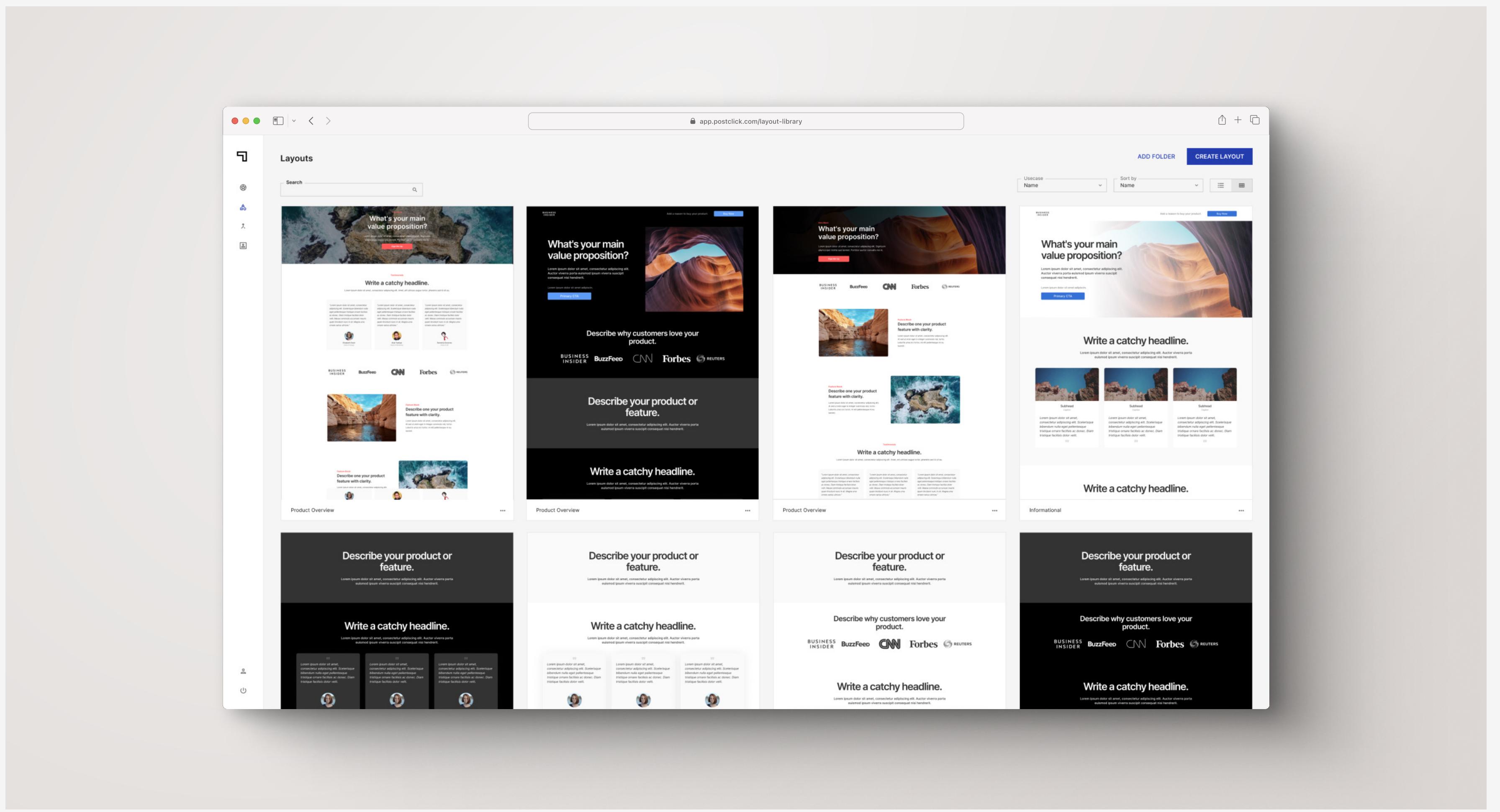


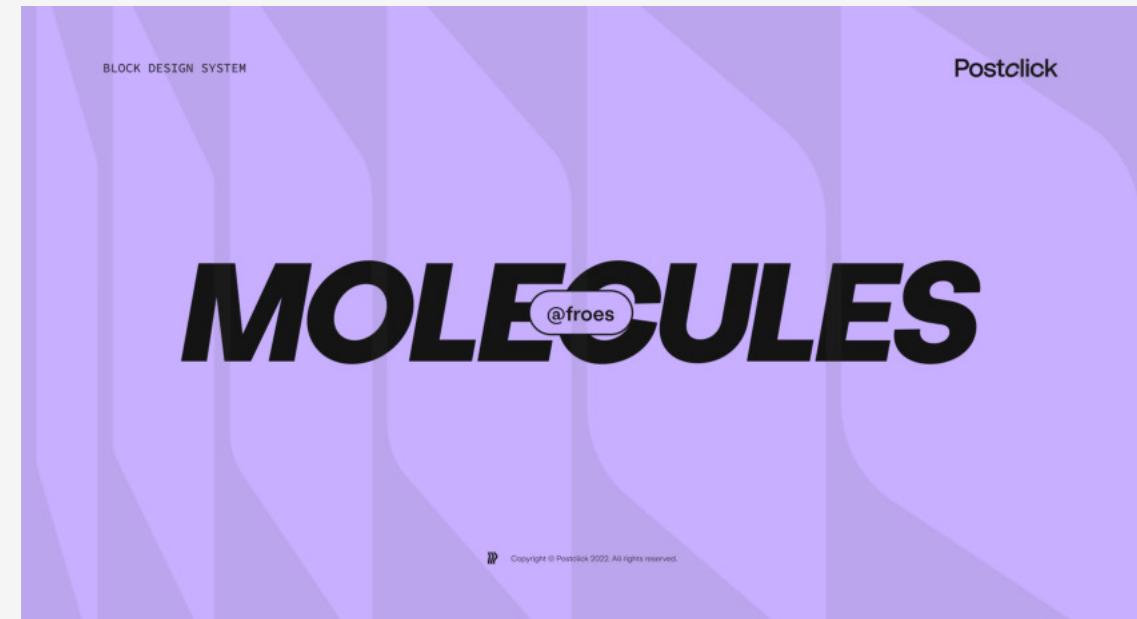
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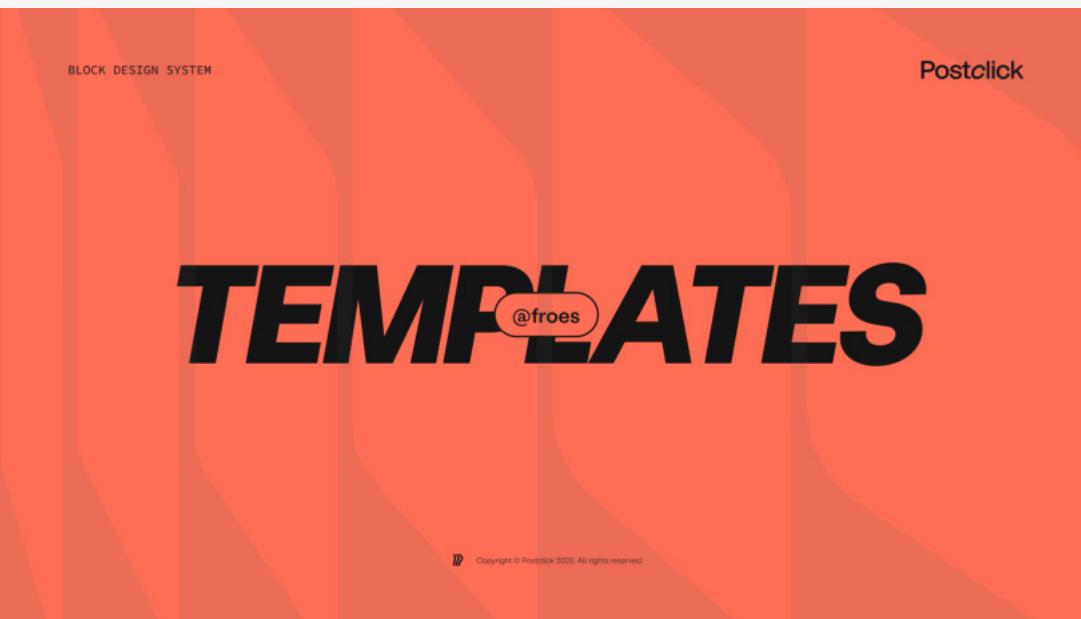
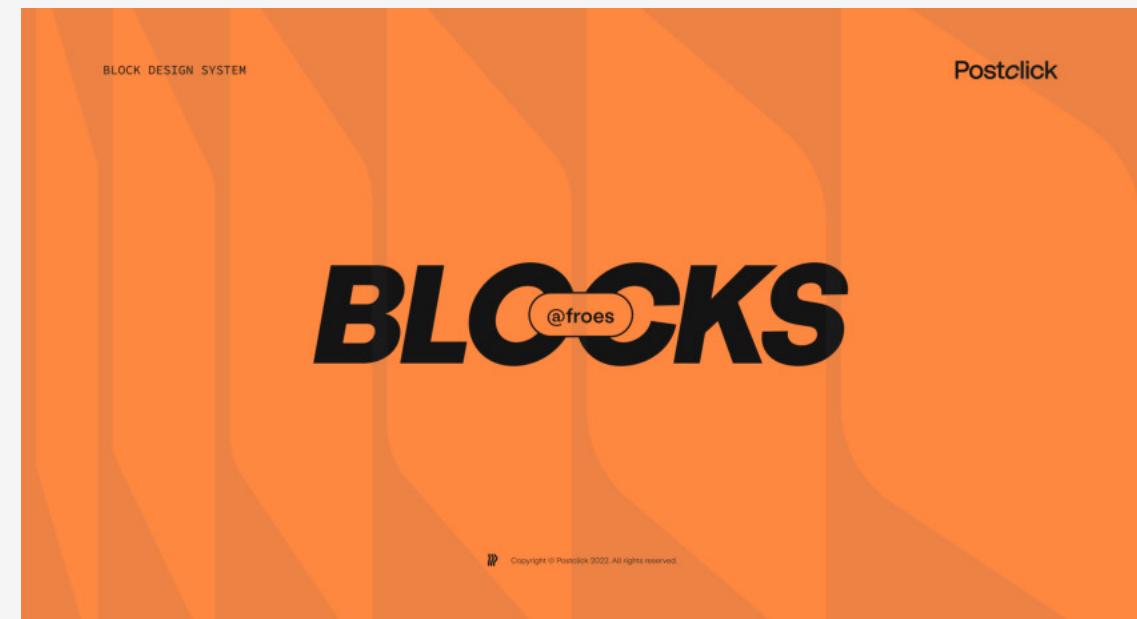
Our block library launched an MVP to a select group of Instapage clients and maintained a constant feedback loop with them.

Although the team encountered challenges such as technology constraints and Postclick platform issues during the library's creation, it was able to achieve a 56% conversion rate lift with over three million+ pages created.



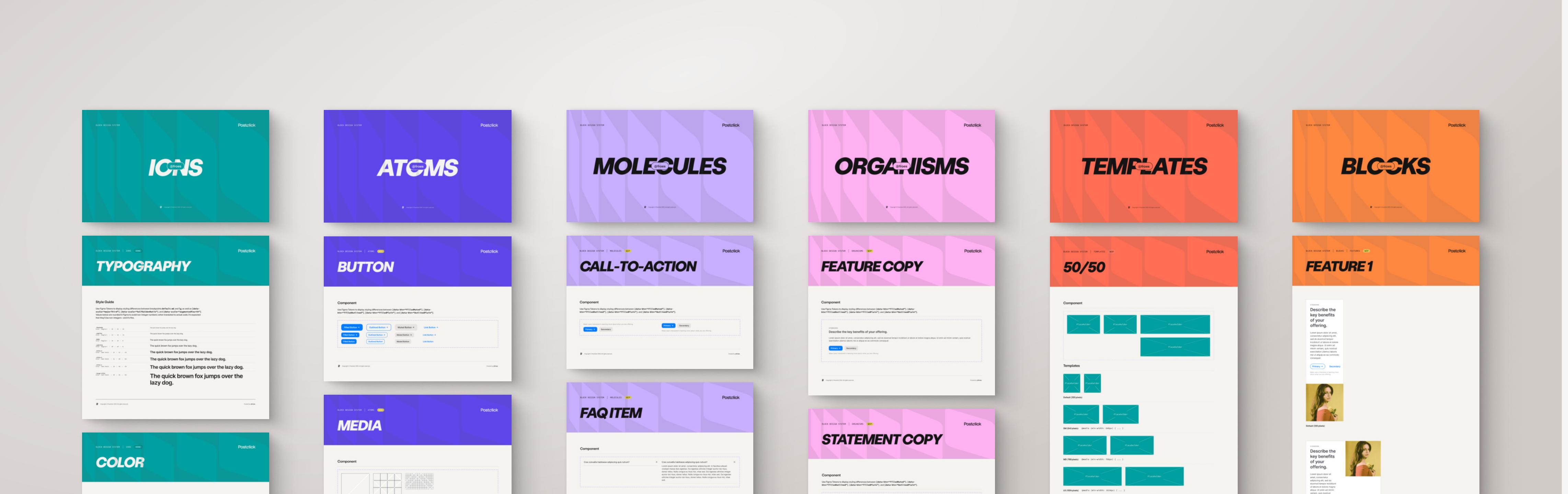


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The second version of the design system was motivated by the re-platforming of Postclick due to technical constraints. Feedback from the system's MVP stage guided many of its new features, leveraging TailwindCSS, React components, and Atomic Design. These tools

improved the system's maintainability, allowed us to add more interchangeable styles, while also reducing the gap between design and code. Our Figma live style guide, for instance, mirrored the exact way our design tokens were declared on TailwindCSS.



A Figma live style guide represented the Ions—the design tokens of all the interchangeable styles from the Block Design System.

Atoms, such as buttons, are a product of combining two or more ions. In Figma, the Ions style library fed the Atoms components.

Combining Atoms and Ions produced Molecules. Using the same Figma component, a Call-to-action molecule could express up to four different styles of buttons and two layout orientations.

Organisms compound Ions, Atoms, and Molecules from other libraries into complex Figma components.

Templates were modified from the original Atomic Design intent to represent layout structures over multiple breakpoints.

Blocks—a new tier created for the design system—were often made by adding Organisms into Template slots. The Feature block pictured above combines a Feature Copy organism in the first slot and a Media atom in the second.



Developing Postclick's Block Design System

Credits

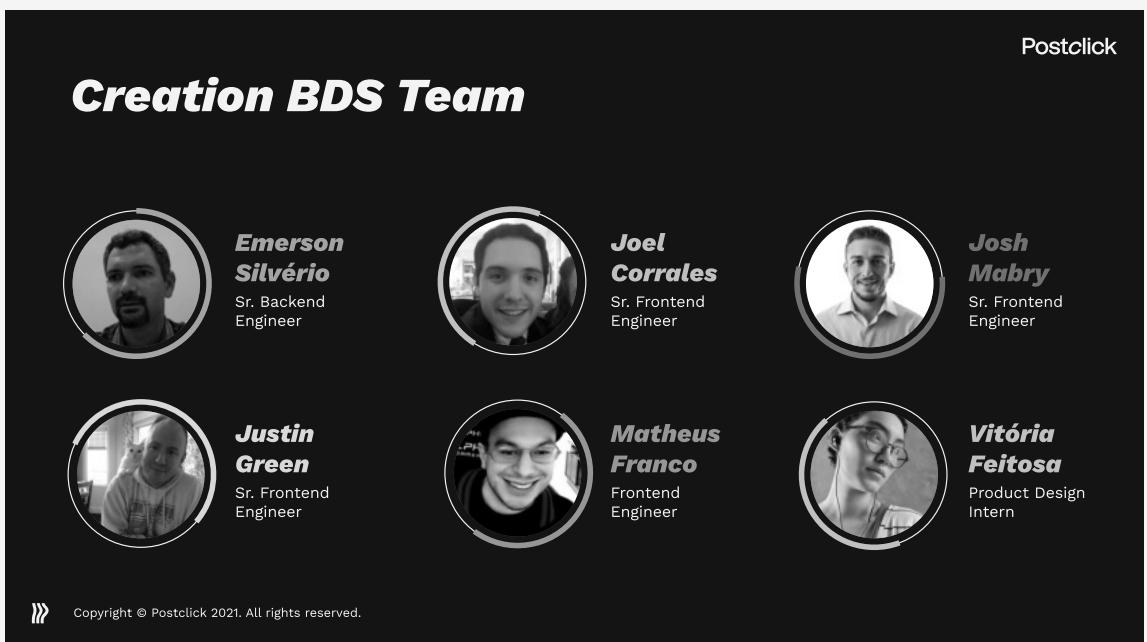
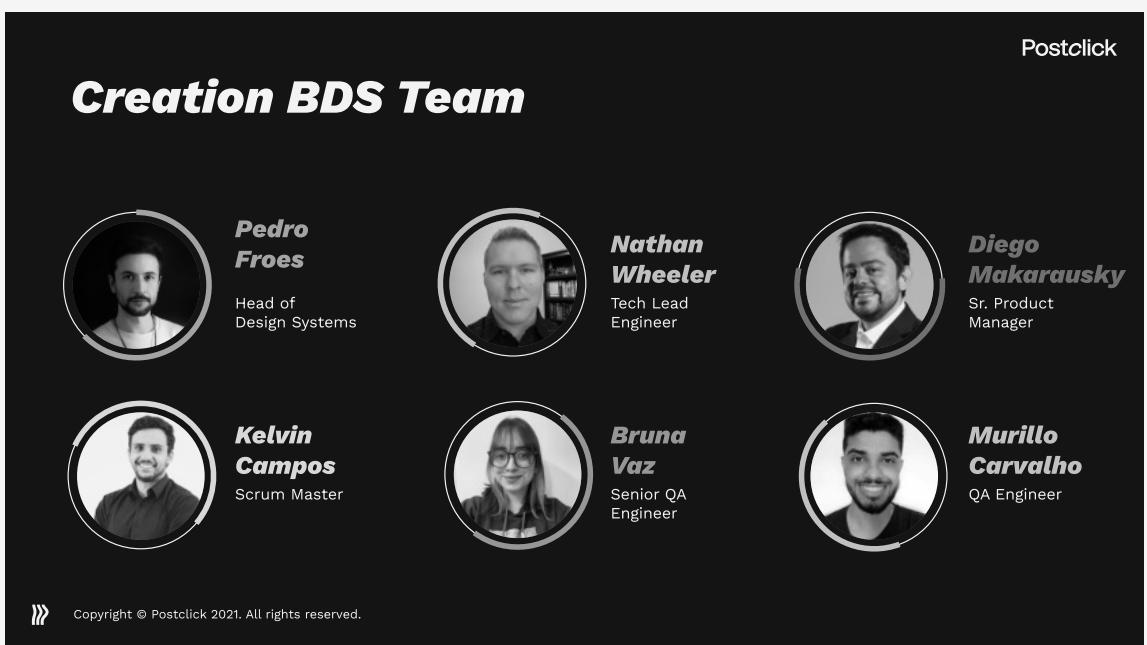
I was the leading designer of the project during its 1st and 2nd versions, responsible for the blocks' design and consulting on front-end architecture. Ongoing collaboration with Nicolai Dorengr-Stearns (Director of Product Design), André Mertens (Product Design Manager), and mentoring of Vitória Feitosa (Product Design Intern).

1st version collaborators include Mike Perla (Head of Product Insights), Martin Lasarga (Group PM), Uldis Leiterts (coo). Feature development by Nathan Friemel (Lead), Kelvin Campos, Arcadio Quintero, Dawson Turechek, Jacob Trump, Jonathan Rodrigues, and Matheus Garcia.

2nd version collaborators include Diego Makarauskas (PM) and Evan Dierlam (PM). Feature development by Nathan Wheeler (Lead), Adrian Haynes, Emerson Silvério, Josh Mabry, Joel Corrales, Justin Green, Matheus Franco, Bruna Vaz, and Murillo Carvalho.

Summary

- Instapage wanted a dynamic landing page design system that would be continuously optimized to find better conversion rates;
- The Block Design System was born through a 4-stage approach, reducing a 400 static block scope to 18 dynamic ones in the process;
- Blocks were able to interchange between mode, position, and edge radius, as well as button styling and vertical rhythm in later versions;
- The first version of the system shipped landing pages with a 16% conversion rate and 56% conversion lift to four billion+ users served.



I GOT TO DO A LOT OF PRESENTATIONS WORKING AT INSTAPAGE – AND I GREW TO LOVE CREATING SLIDE DECKS! PLUS I WAS EXPOSED ME TO SO MANY DIFFERENT CULTURES: OUR TEAM HAD PEOPLE FROM BRAZIL, POLAND, MEXICO, THE US, AND MORE. IT WAS REALLY FUN!

Code Rebranding Avenue Code Rebranding Avenue Code

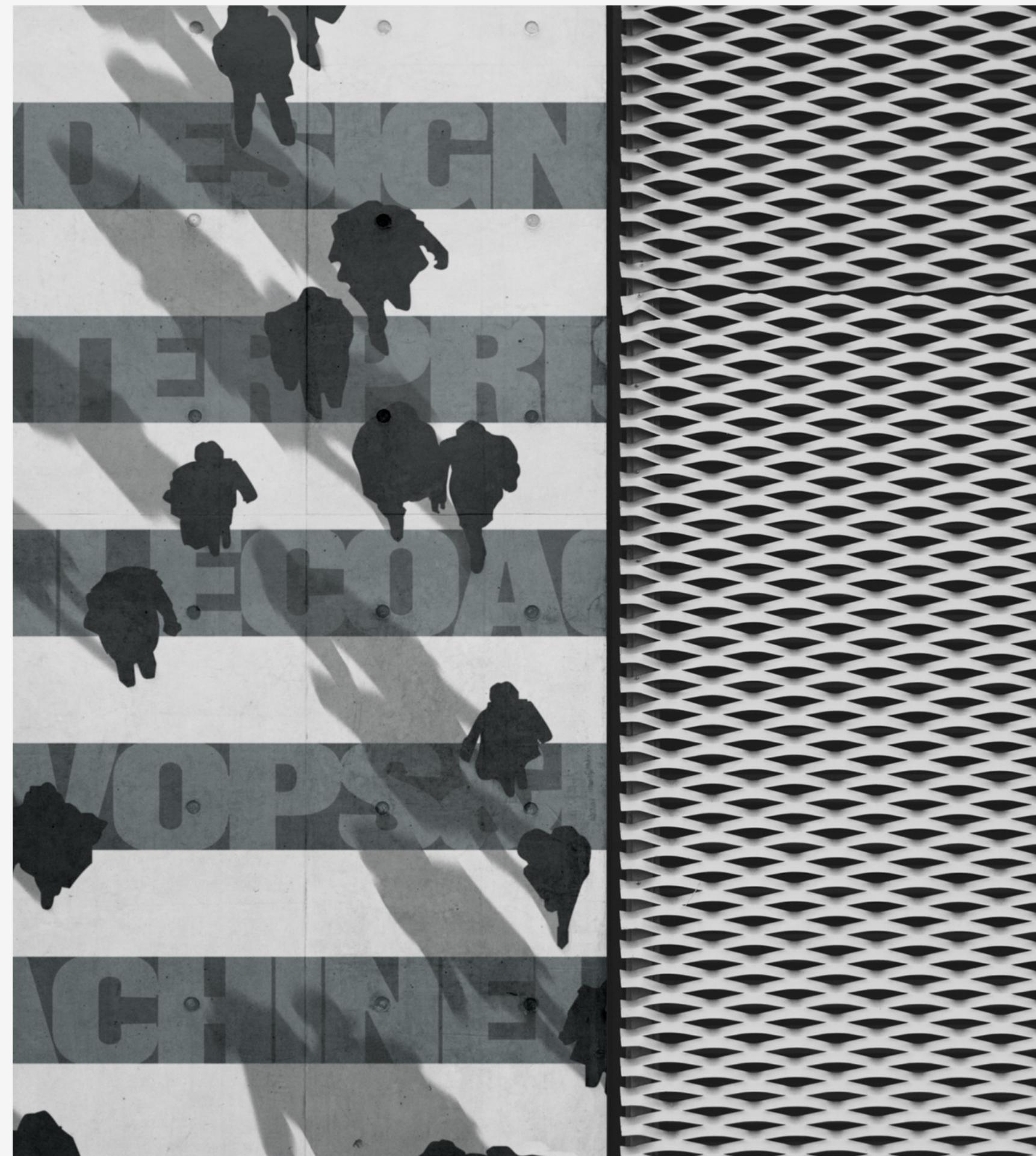
FROES
REBRANDING

BRANDING
PRODUCED AT AVENUE CODE

• DESIGN
AVENUE CODE

& VISUAL DESIGN
2019

FROES · DESIGN



Refreshing Avenue Code brand with diversity, cohesiveness, and scalability in mind.

BRANDING & VISUAL DESIGN

Produced at Avenue Code in 2019.

After ten years in the market, seven offices around the globe, and 400+ consultants, Avenue Code – a San Francisco-based IT consultancy – sought to refresh its brand to represent how diverse it had become over the years, both people and solution-wise.

Opportunities to improve Avenue Code past brand identity were identified via research at the start of a 3-stage process to refresh it. With scalability and visual cohesiveness identified as action points, the 2nd stage began with concept exploration, eventually leading us to colorful visuals inspired by street art and urban life.

With an expanded color palette tied to a set of eight new company values, a new typeface based on highway signage, and communication guidelines, the project's last stage started by scaling the core concepts to multiple mediums: presentation decks, notebooks, shirts, websites, posts, and even office artwork.

The campaign to roll out the new brand kicked off by asking employees to deliver cards, each corresponding to one of the eight new values and palettes, to one another based on which value they identified their peers to represent. During the next eight weeks, employees engaged in activities to get to know the brand and celebrate one another.

The rebranding concluded with unsolicited, positive engagement on the company's Glassdoor. In addition, employee attrition was lower for eight months than the previous year after the campaign release.

Solution Process

1 Research

Understand the company's history, brand, values, and pain points through interviews and secondary research to define the project's goals and metrics.

2 Ideation

Design mood boards and explore colors, typography, and patterns to represent the refreshed themes and values.

3 Implementation

Create and scale brand guidelines to develop an identity system that spans from digital to physical spaces.

4 Rollout

Finalize and launch an in-company campaign to celebrate the brand refresh and engage employees with the new brand.

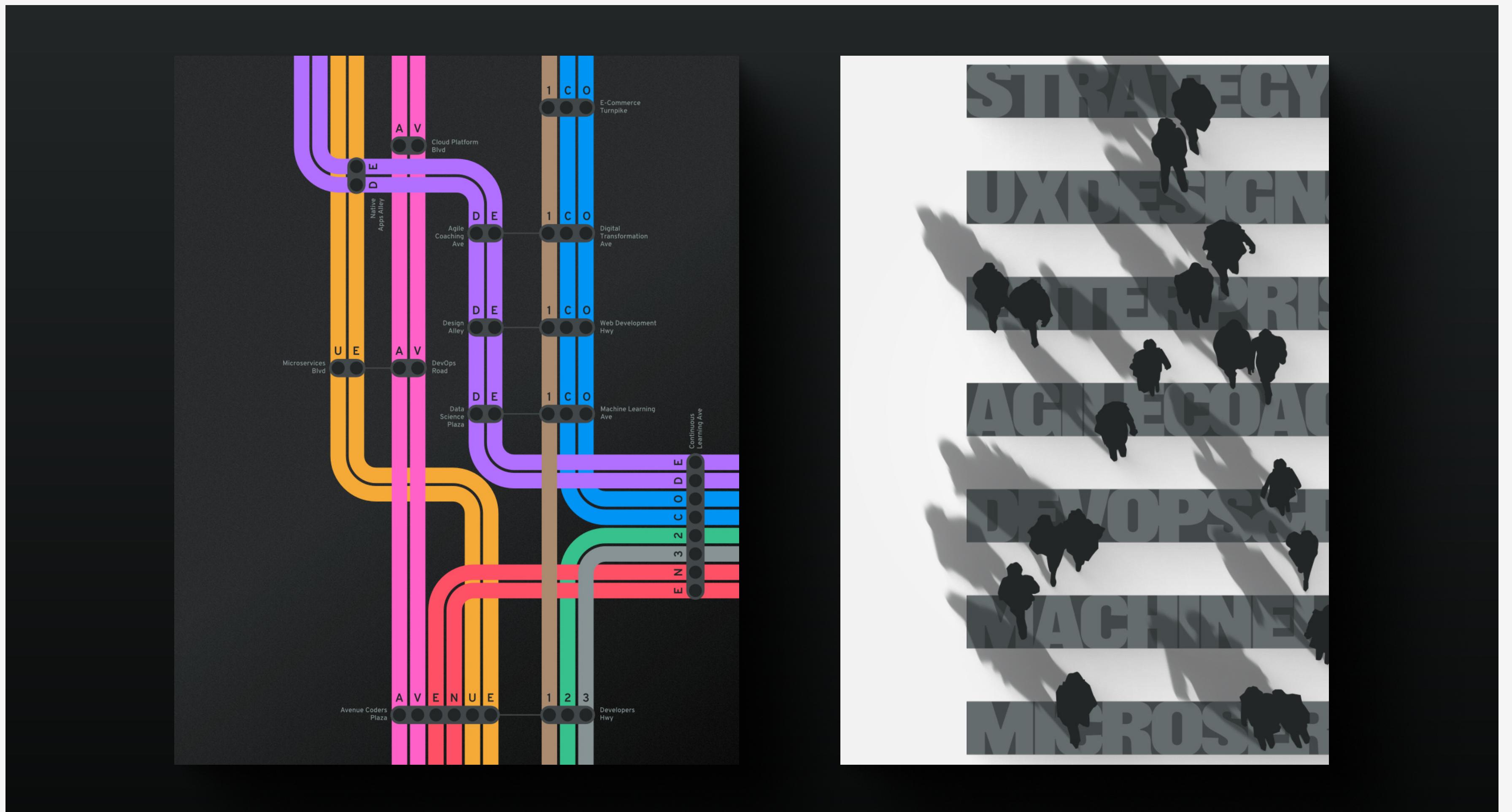


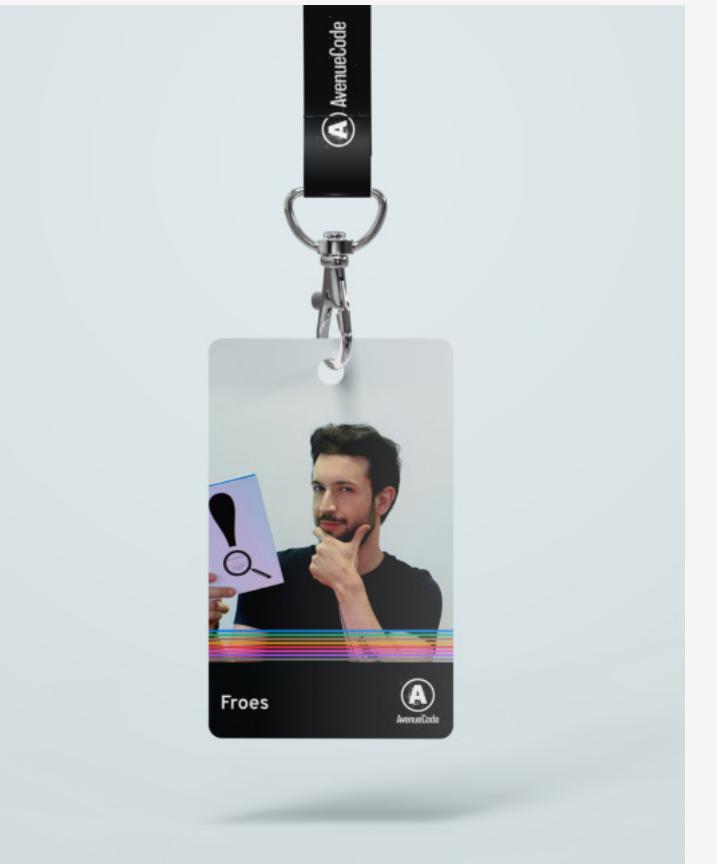
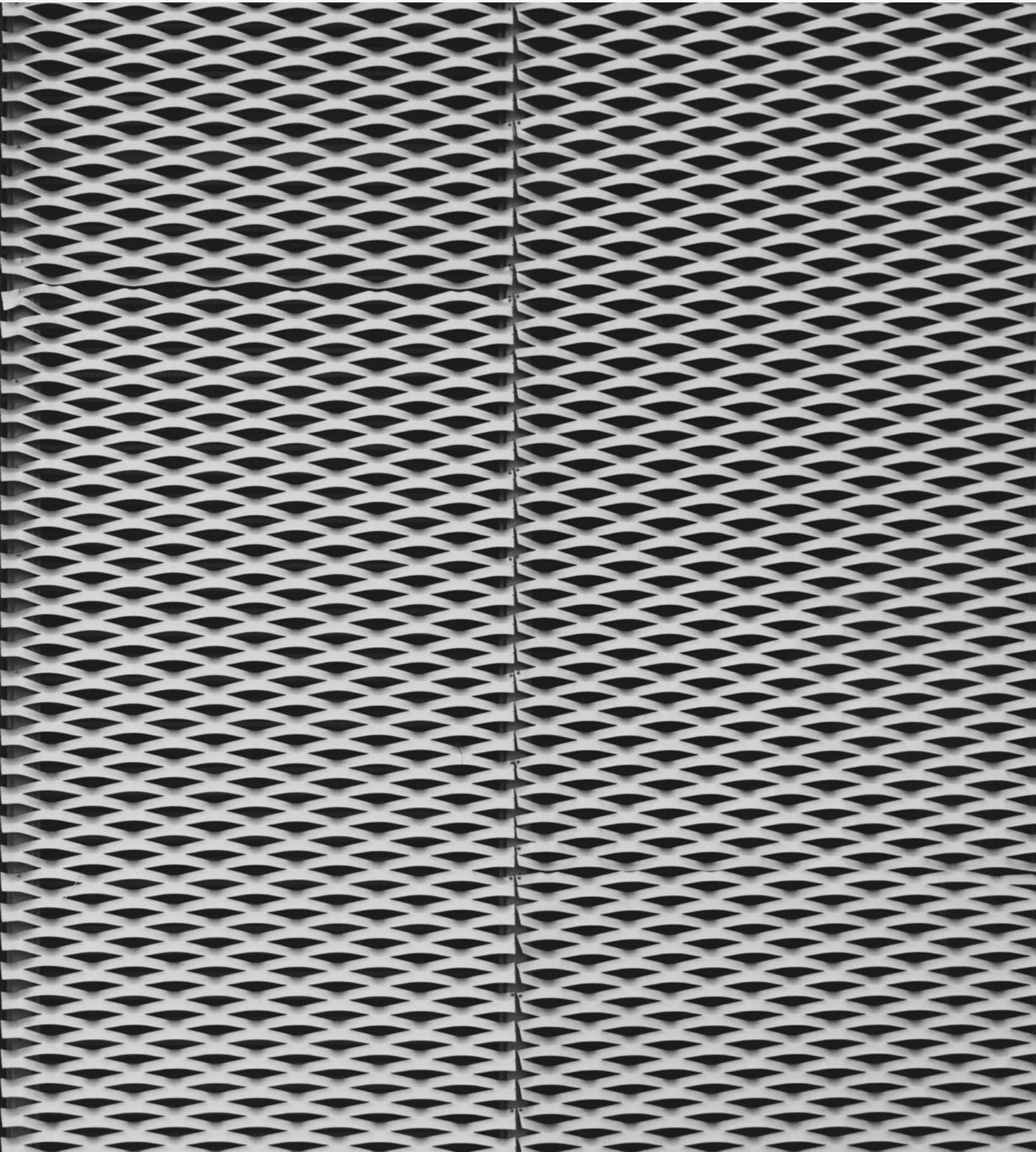


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Avenue Code's brand history motivated exploring urban-inspired visuals, such as subway maps from cities where the company has an office.





We took the opportunity to reflect each city's uniqueness via the urban theme continuing the cohesiveness across the brand digital and physical spaces.

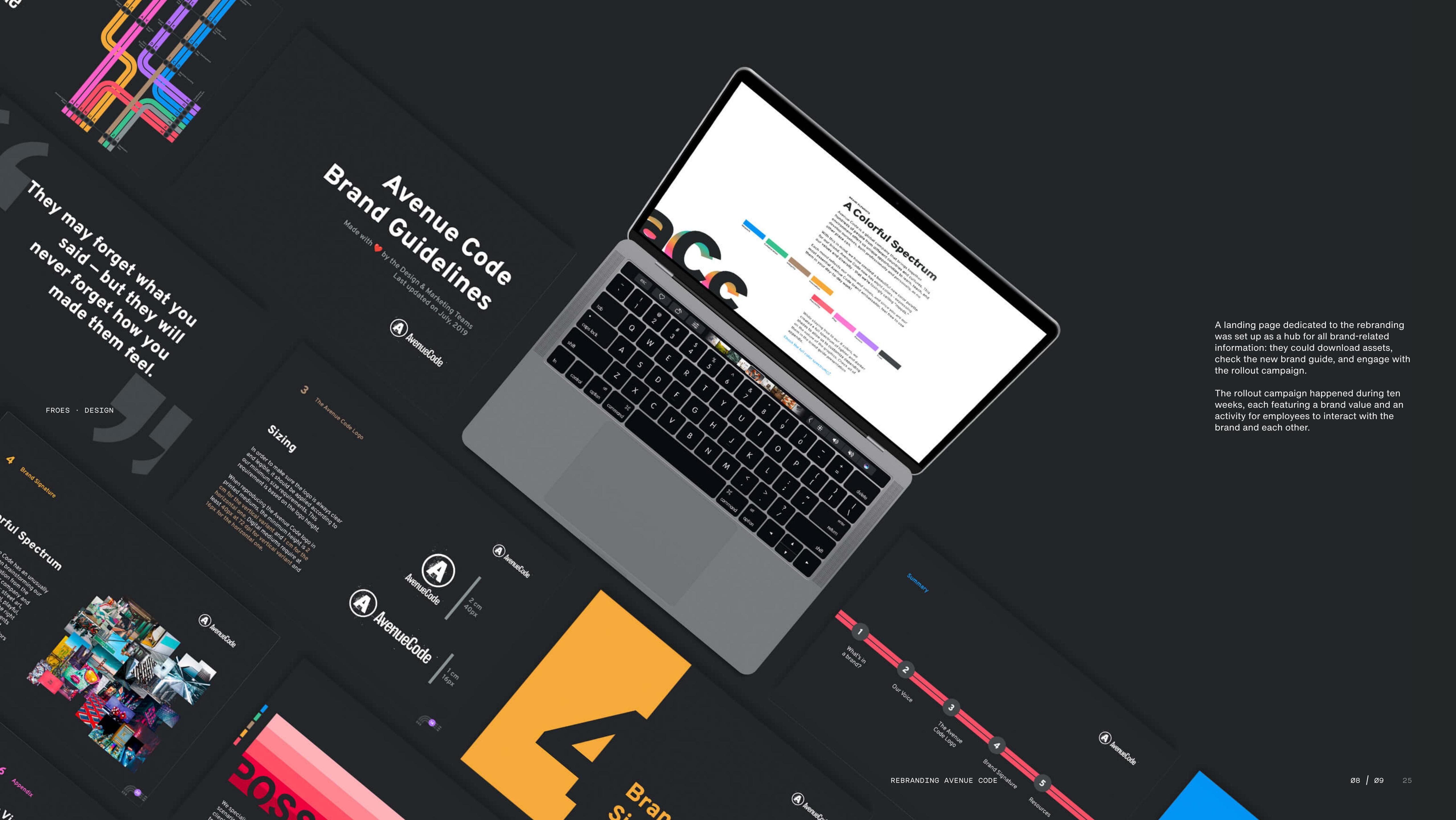
The São Paulo office, for instance, had its meeting rooms named after each of the Paulista Avenue subway stations, and the crosswalks artwork over one of its walls.



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Special brand assets were created for the rollout campaign, such as cards and tees featuring each one of the eight company values assigned to a brand color.





A landing page dedicated to the rebranding was set up as a hub for all brand-related information: they could download assets, check the new brand guide, and engage with the rollout campaign.

The rollout campaign happened during ten weeks, each featuring a brand value and an activity for employees to interact with the brand and each other.

Rebranding Avenue Code



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THIS WAS SUCH A SPECIAL
PROJECT FOR ME: WORKING W/
HOLLY & BERNARDO WAS SO GOOD
+ SEEING THE WORK
MATERIALIZED IN THE HANDS OF
MY WORK MATES DURING THE
CAMPAIGN LAUNCH WAS A TRULY
SPECIAL MOMENT ♥

Summary

- Avenue Code sought to refresh its brand as part of a business strategy to represent its position in the market;
- A brand refresh was done via a 4-stage process, which included research to understand goals and pain points, concept exploration, rebranding implementation, and a rollout campaign;
- We implemented a cohesive and scalable brand system: starting with brand guidelines and scaling down to emails, presentation templates, t-shirts, notebooks, landing pages, social media, and even office artwork;
- Employees posted unsolicited, positive feedback on the company's Glassdoor during the rebranding campaign's launch;
- Compared to the company's previous year, there were eight months of lower attrition after the campaign release.

Credits

This project was co-led by myself in close collaboration with the Director of Creative Services and the Head of Design of Avenue Code.

Research and brand concept: Holly Camponez, Bernardo Matos, and Pedro Froes. Visual & motion design: Pedro Froes, Marina Ferreira, Esdras Lopes, and Aurelizia Lemos. Landing pages and email development: Pedro Froes and Sthefanie Mingall. Rollout campaign: Avenue Code Marketing and HR.

PRODUCED IN AVENUE CODE

2019

Work Collection

Select Work Collection

Select

FROES • DESIGN
SELECTED WORK COLLECTION

CREATIVE DIRECTION &
INDEPENDENT PROJECTS & VISUAL DESIGN
2020 – 2022

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An array
of creative
concepts,
posters, and
other design
work that
allowed me to
explore my
creativity over
the years.

CREATIVE DIRECTION
& VISUAL DESIGN

Produced independently since 2020.

This section features an array of projects that allowed me to explore my creativity while also honing my design skills.

Included are the creative direction concepts developed during a course at Condé Nast's College of Fashion & Design. This course culminated into a Spotify Wrapped campaign where I leveraged the power of AI to create custom art galleries.

Additionally, you will find poster designs that pay homage to some of my favorite songs, each created using Adobe Illustrator, Adobe Photoshop, and/or Procreate to practice my typography and visual composition skills. Finally, this section includes some other miscellaneous design work that I am excited to share with you.

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Why See the World When You Got the Beach

Poster inspired by ZSweet Life, performed by Frank Ocean and written by himself and Pharrell.

Created with Adobe Illustrator. 2021.



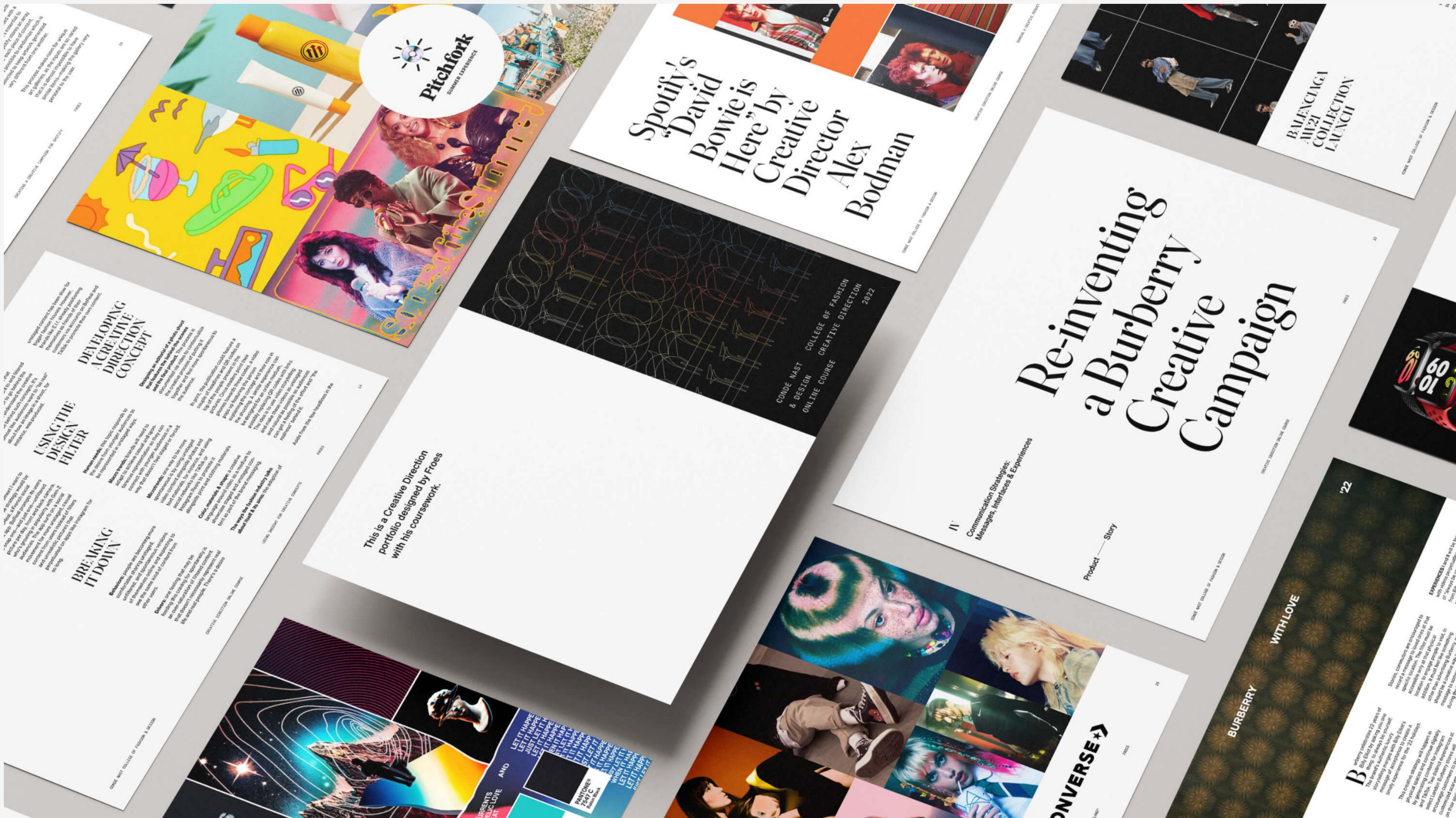
Creative Direction Portfolio

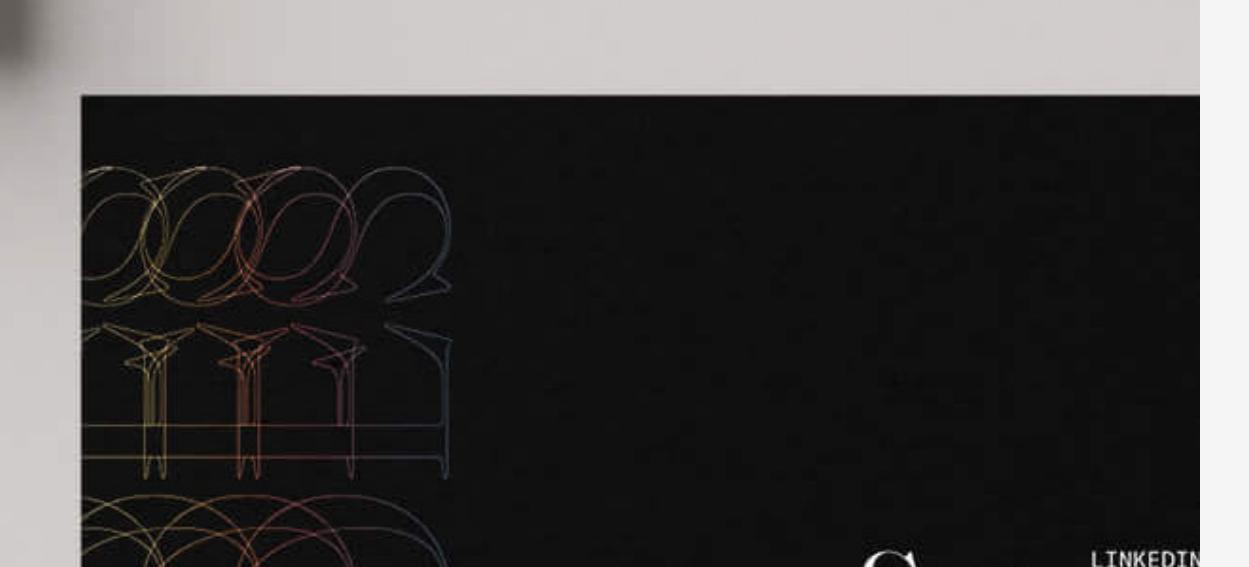
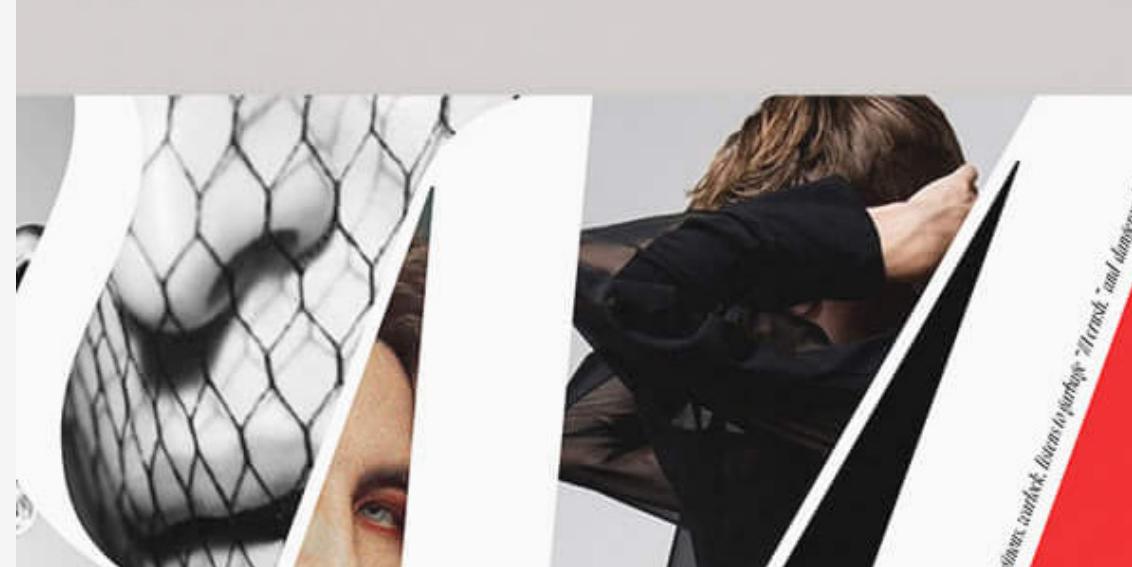
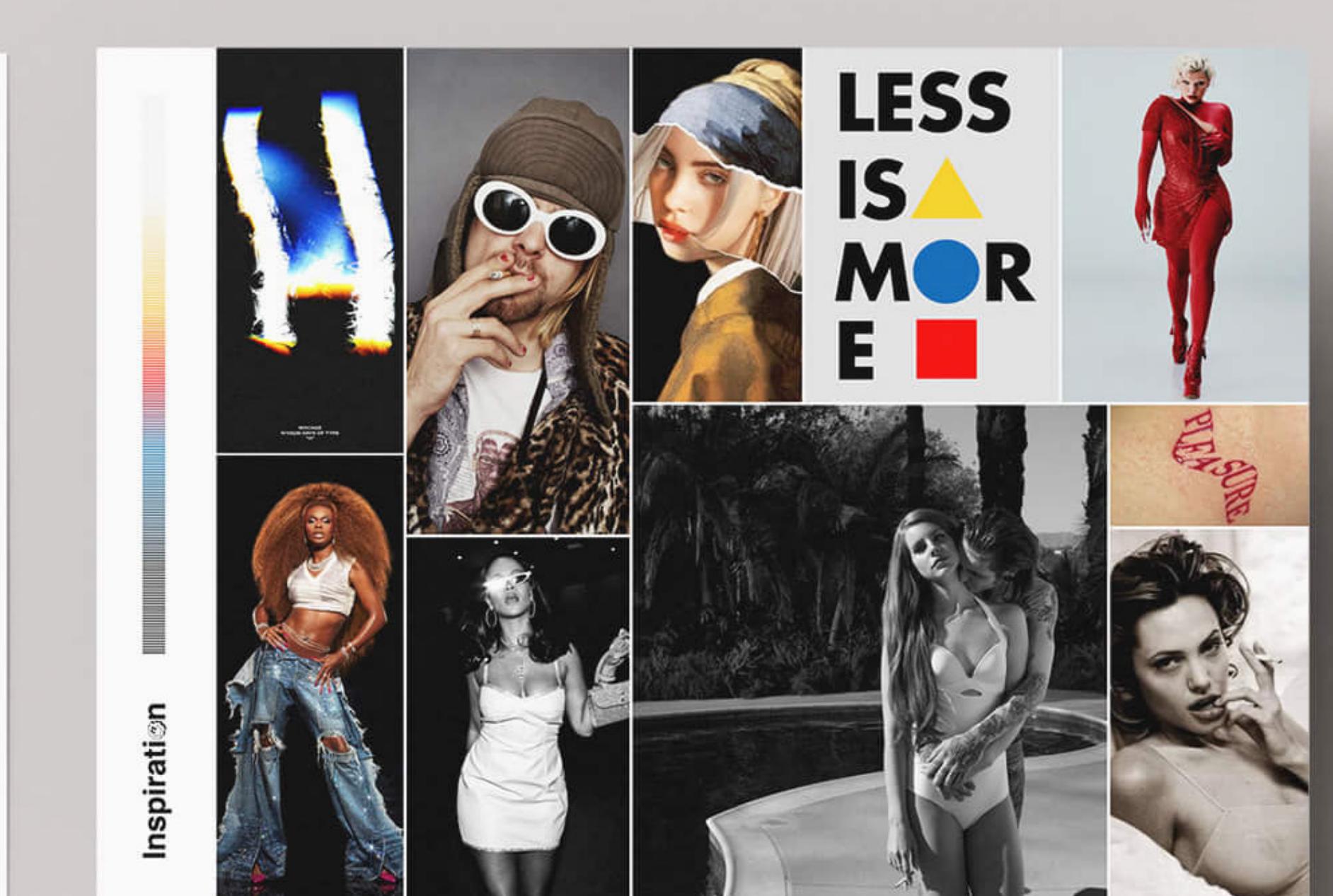
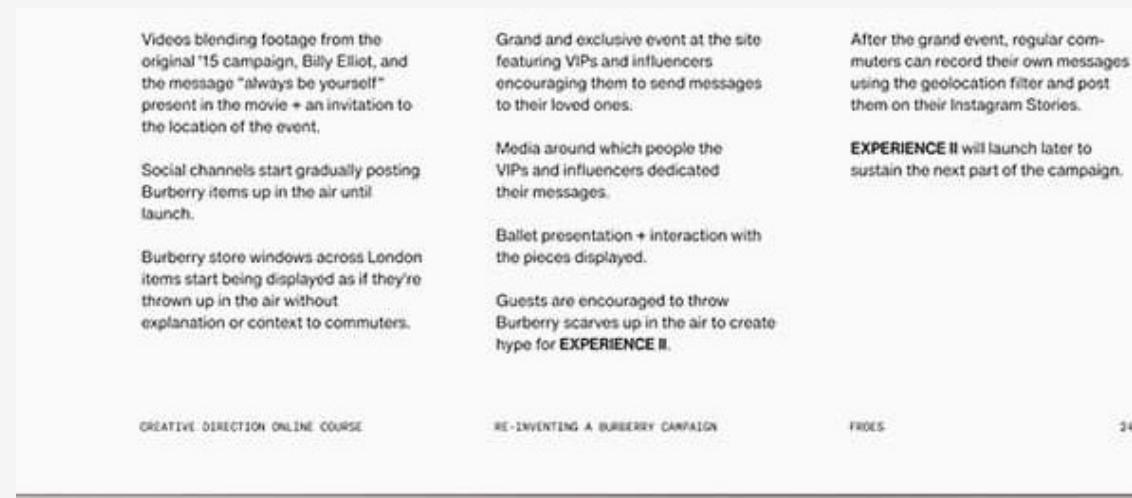
Portfolio with tasks from Condé Nast's College of Fashion & Design Creative Direction course. 2022.

Throughout the course, I designed mood boards, explored how cultural moments can shape creative concepts, and studied successful campaigns from companies like Spotify, Nike, and Balenciaga.

Additionally, we reworked a Burberry campaign to be more relevant in 2022 and learned how to reframe problems, developing a critical eye for design solutions.

The course culminated with a portfolio showcasing our coursework and a final project, in which I developed a creative concept for Spotify. It was an insightful course, allowing me to apply my creative skills to real-world clients and situations.





“We Are Not

Directing Creativity: Building a Dream Team, Brand Management & Collaboration

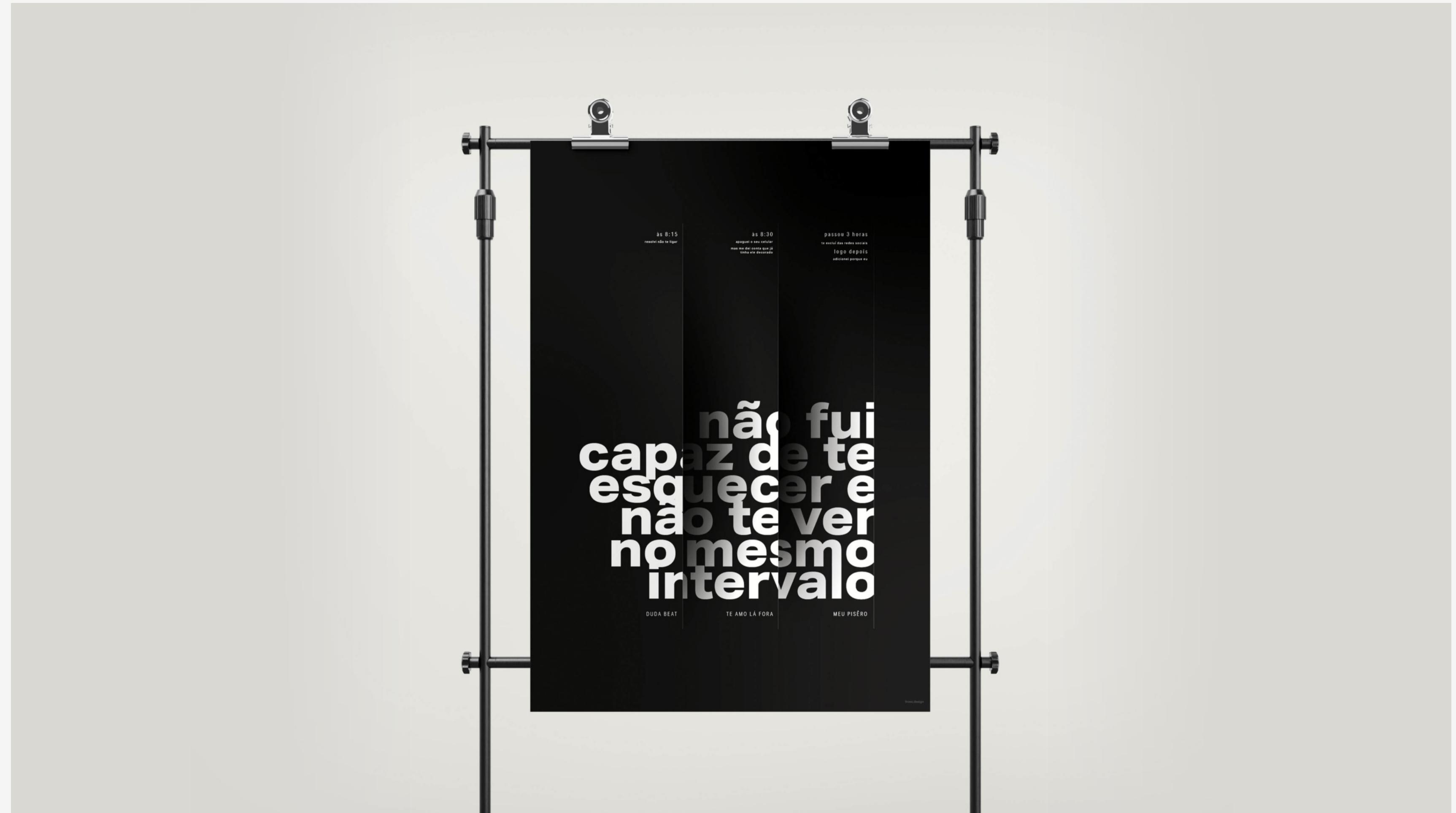
SELECTED WORK COLLECTION



Thunder Only Happens When It's Raining

Poster inspired by Fleetwood Mac's [Dreams](#), written by Stevie Nicks.

Created with Adobe Illustrator. 2021.



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SELECTED WORK COLLECTION



Meu Pisero

Poster inspired by Duda Beat's A homonymous song, written by herself, Lux Ferrera, and Tomás Tróia.

Created with Adobe Illustrator. 2021.

AI-powered Spotify Wrapped Campaign

Created as the final project for Condé Nast's College of Fashion & Design Creative Direction course. 2022.

[Instagram Reels](#)

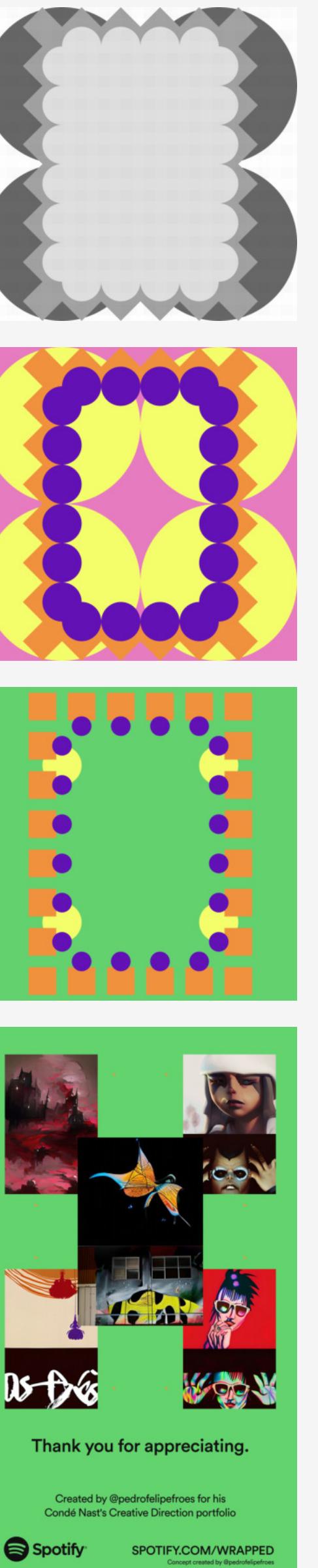
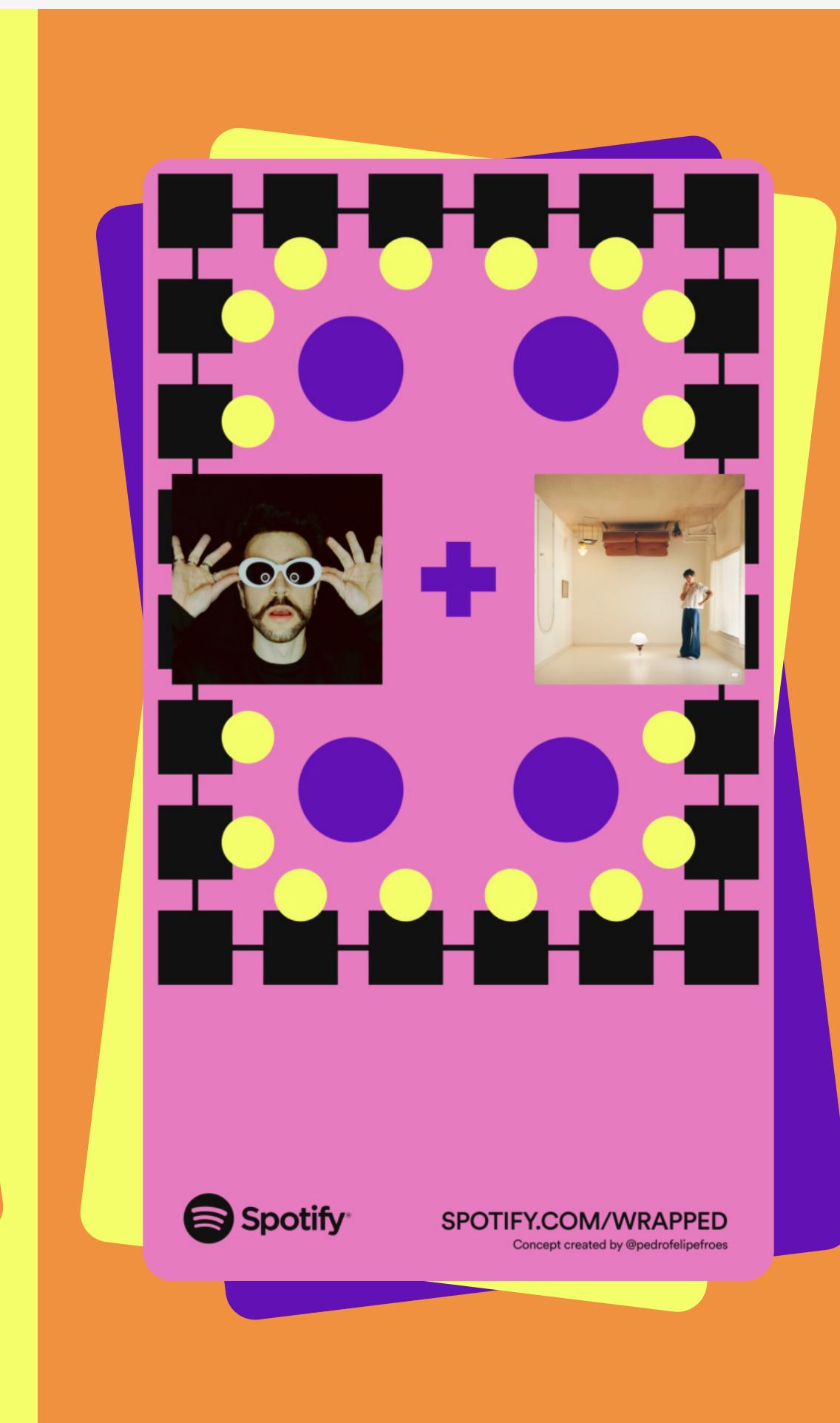
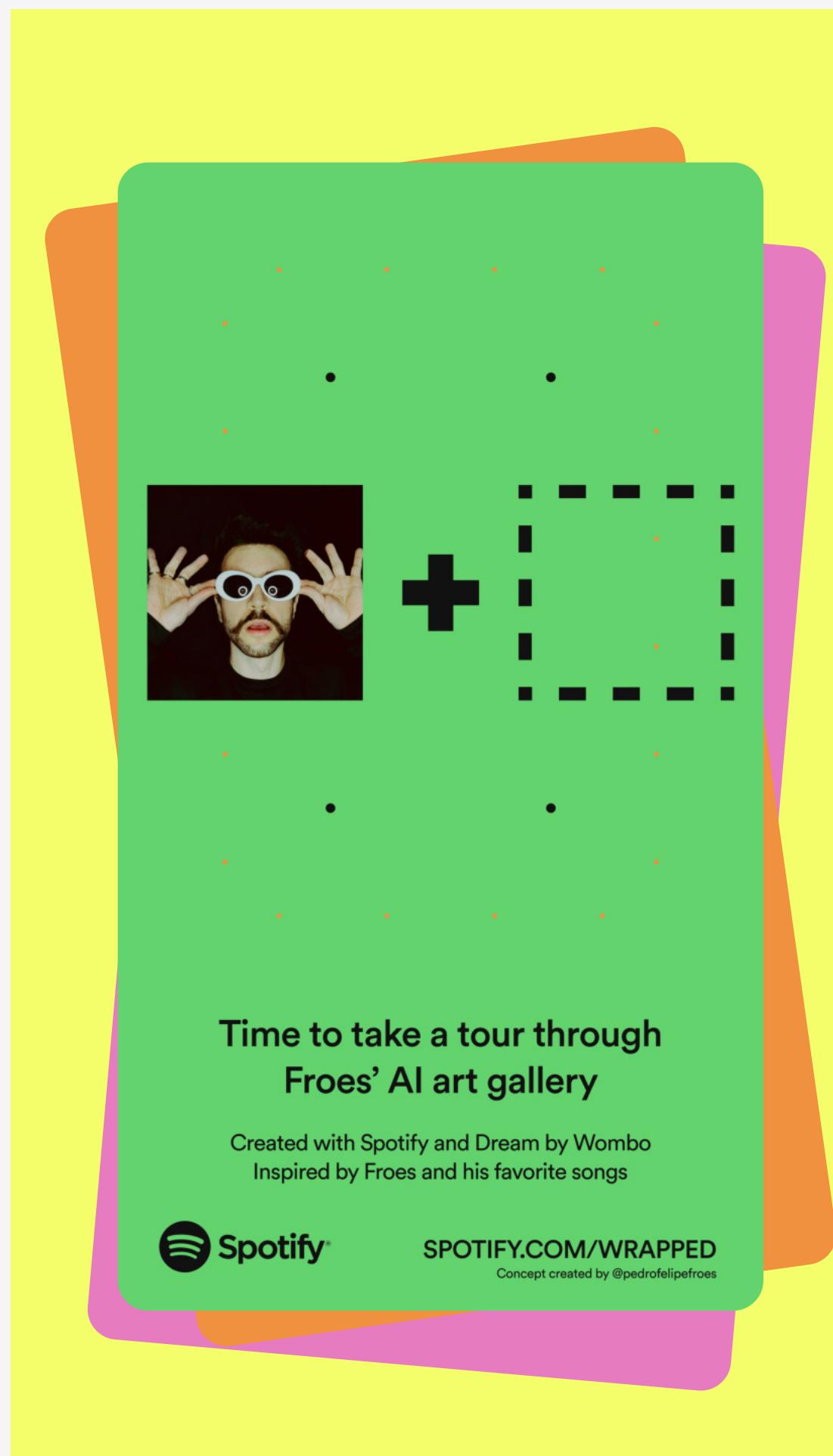
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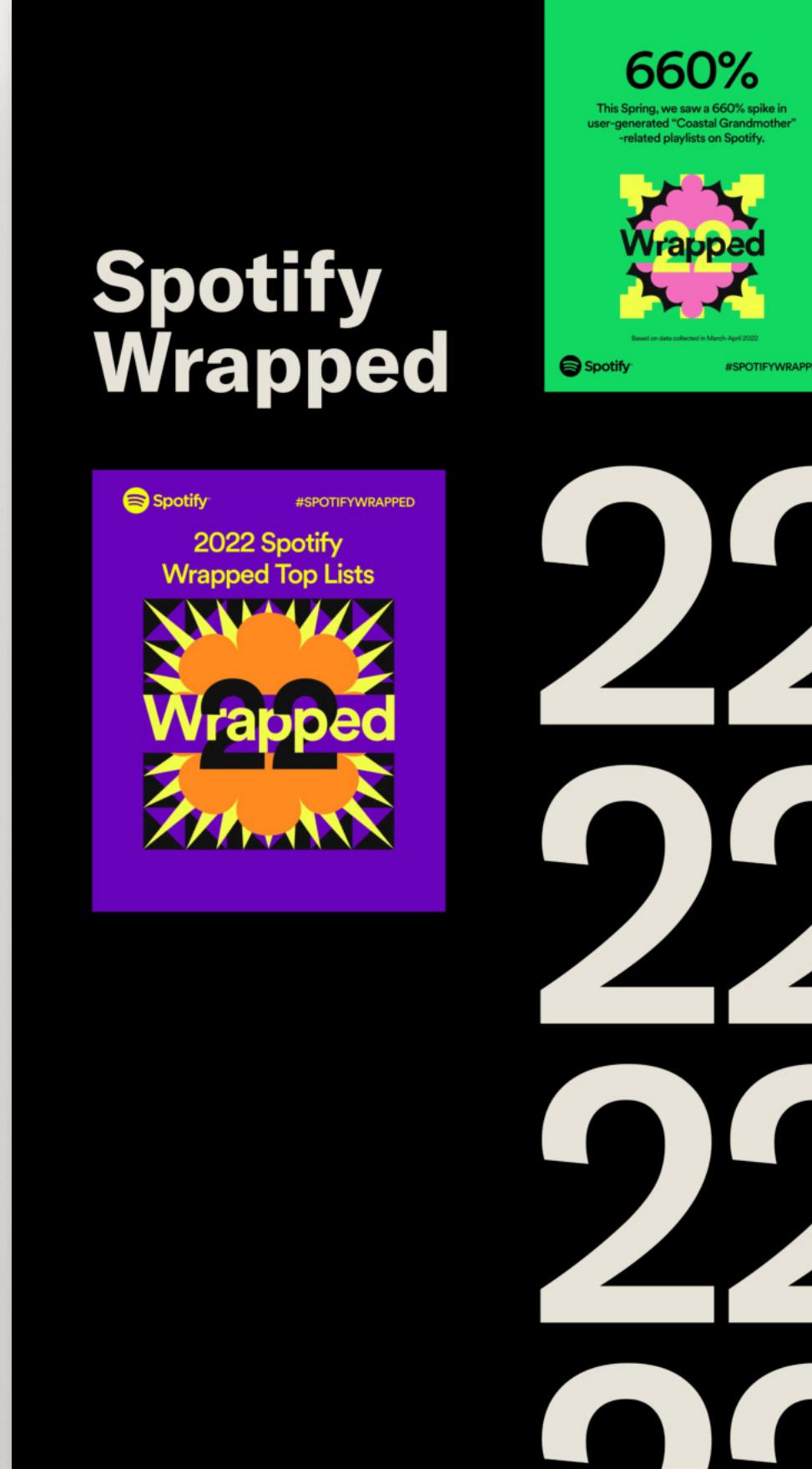
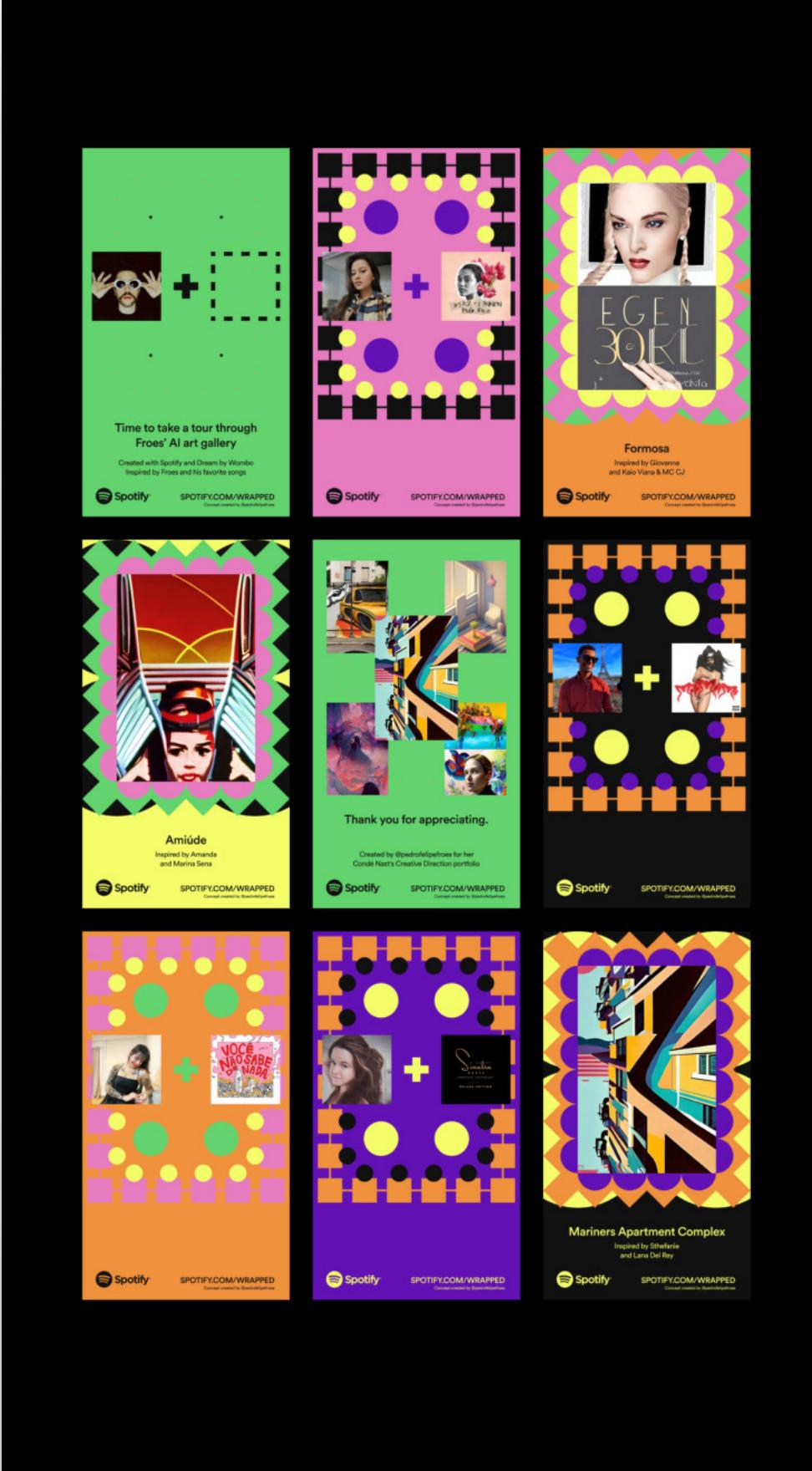
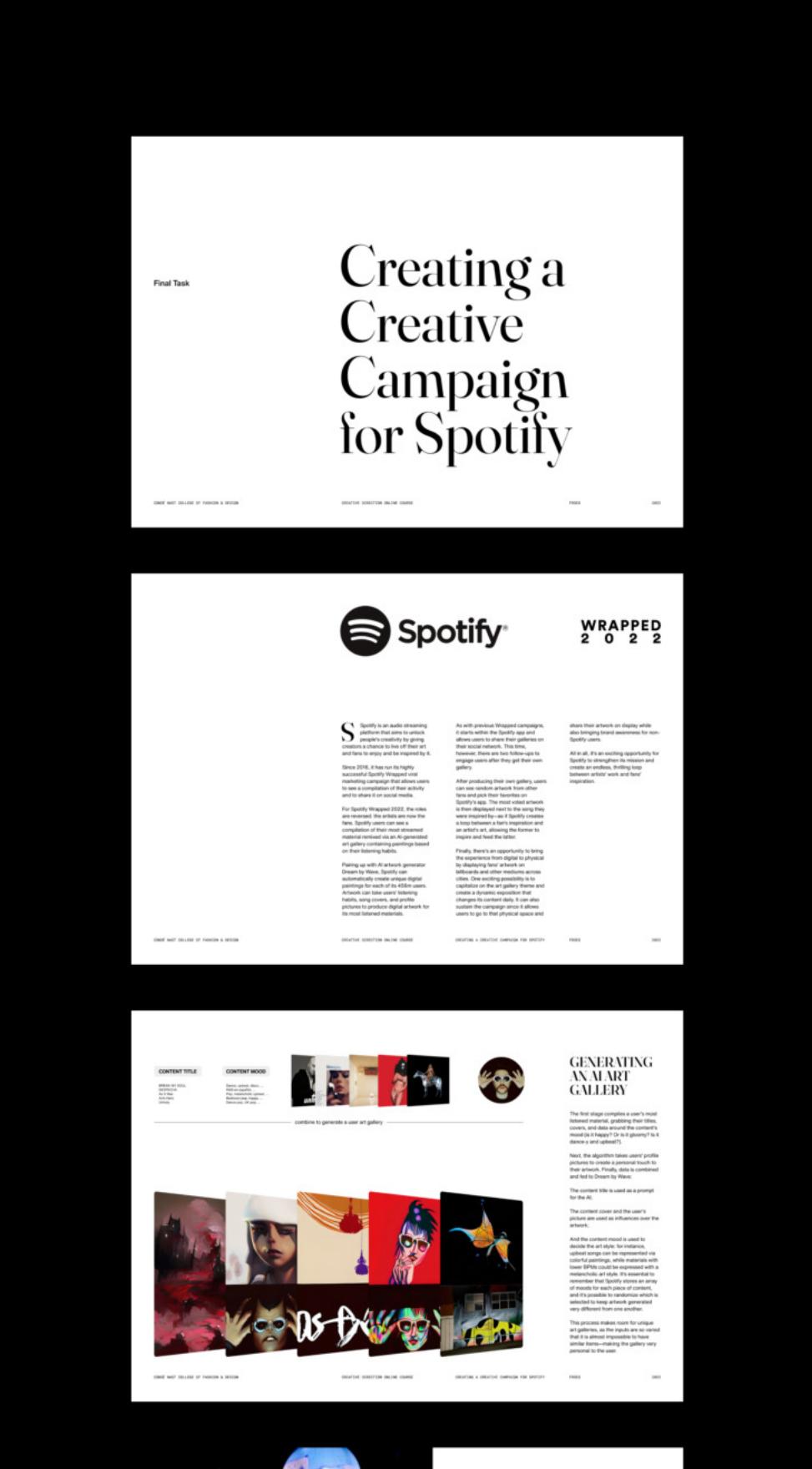
This concept for Spotify's Wrapped campaign allows users to see a compilation of their most streamed material in an AI-generated art gallery with paintings based on their listening habits.

The artwork generator Dream by Wave produces unique digital paintings for each of Spotify's 456 million users by taking into account their listening habits, song covers, and profile pictures.

Users can engage further with the campaign by voting on favorite generated artwork and seeing them on billboards and other mediums across cities, bringing the digital experience to the real world. The campaign strengthens Spotify's mission of creating a loop between artists' work and fans' inspiration.







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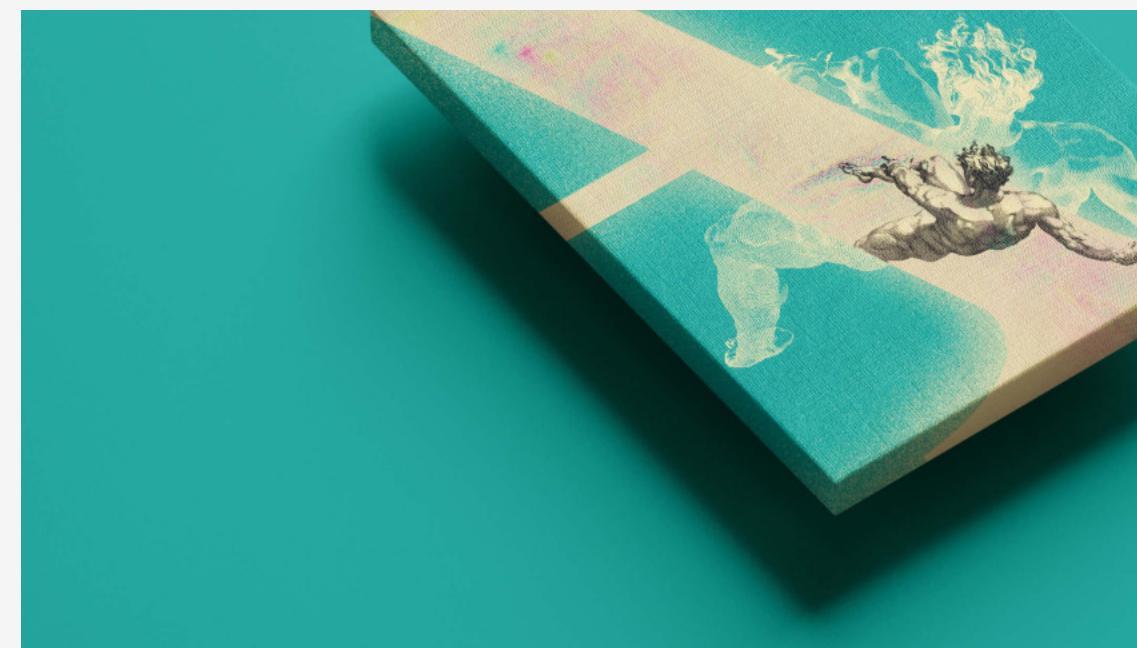
Call Your Girlfriend

Poster inspired by Robyn's Z homonymous song, written by herself, Alexander Kronlund, and Klas Åhlund.

Created with Adobe Illustrator and Photoshop. 2021.



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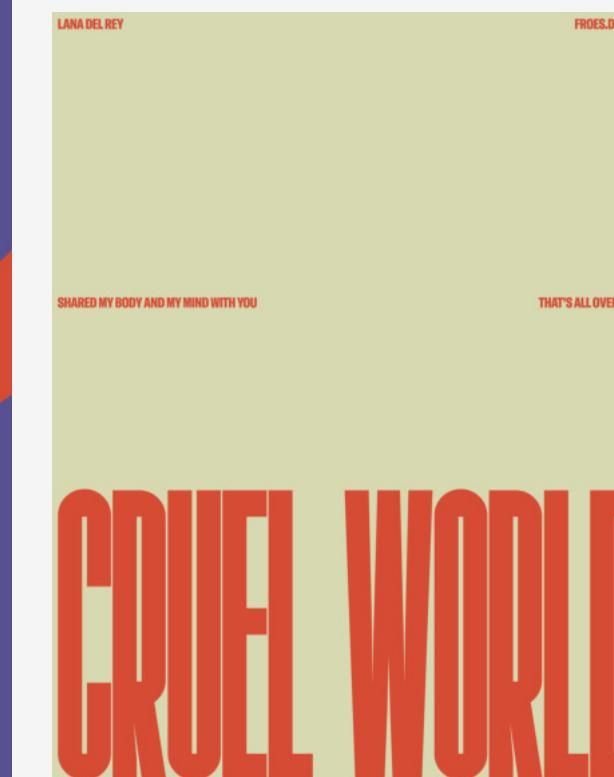
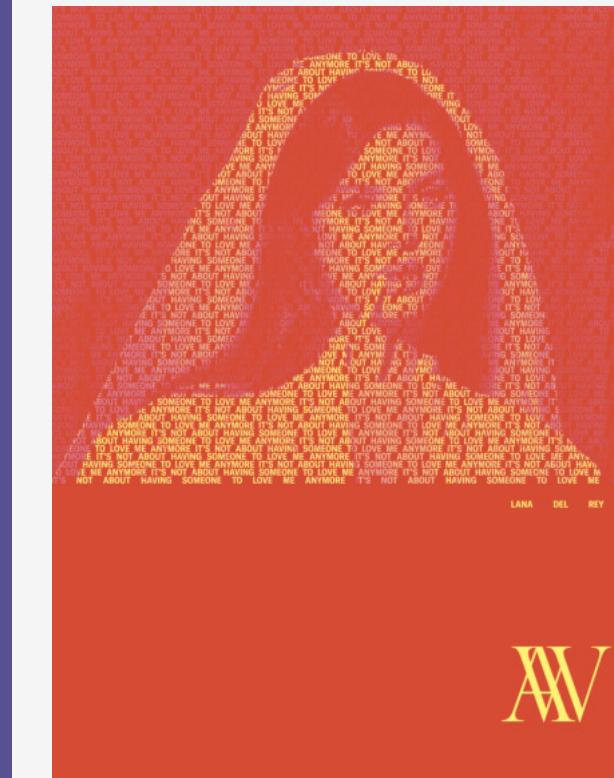
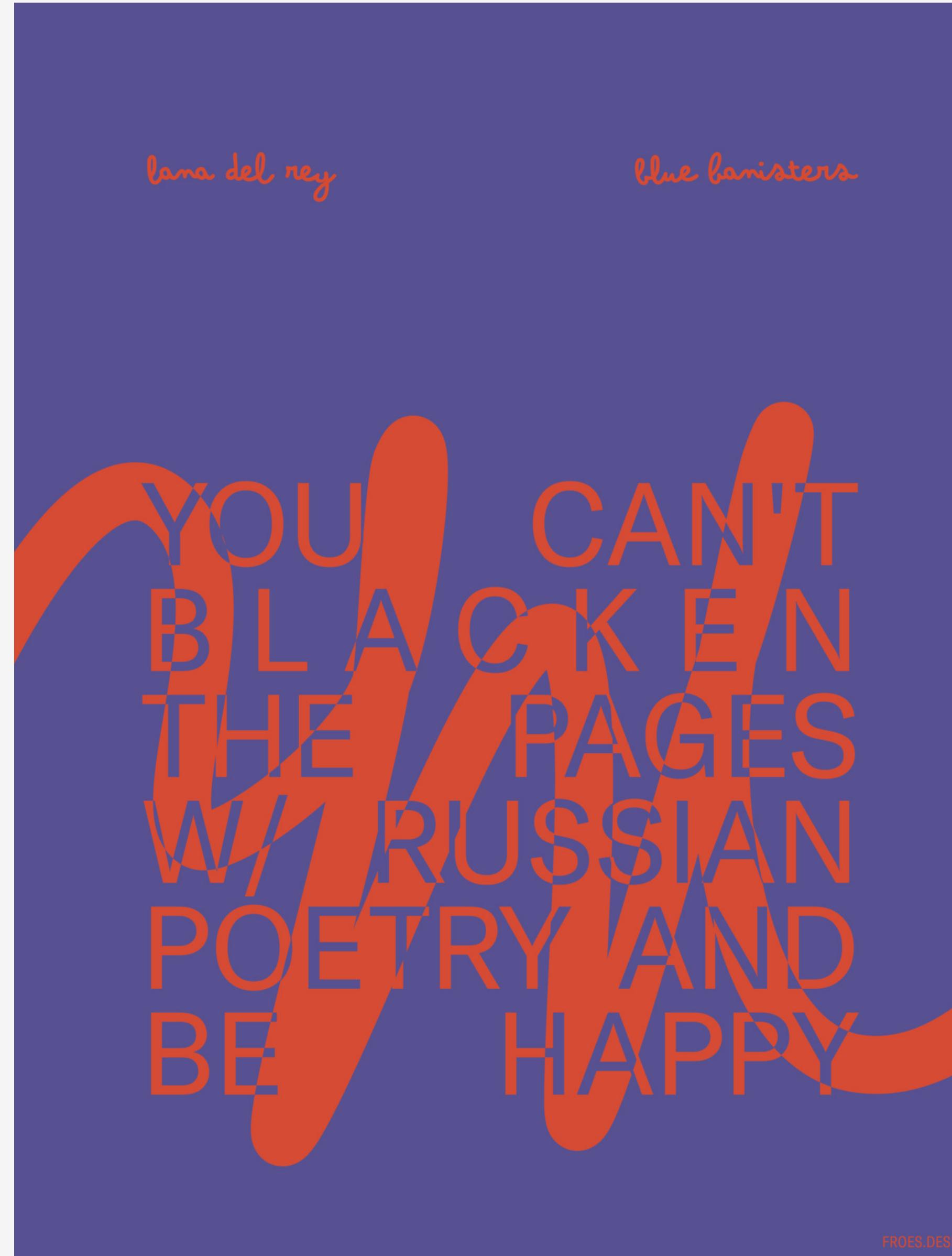


I Dare You to Try

Inspired by Andromeda, performed and written by Weyes Blood. 2021.

Created with Procreate.

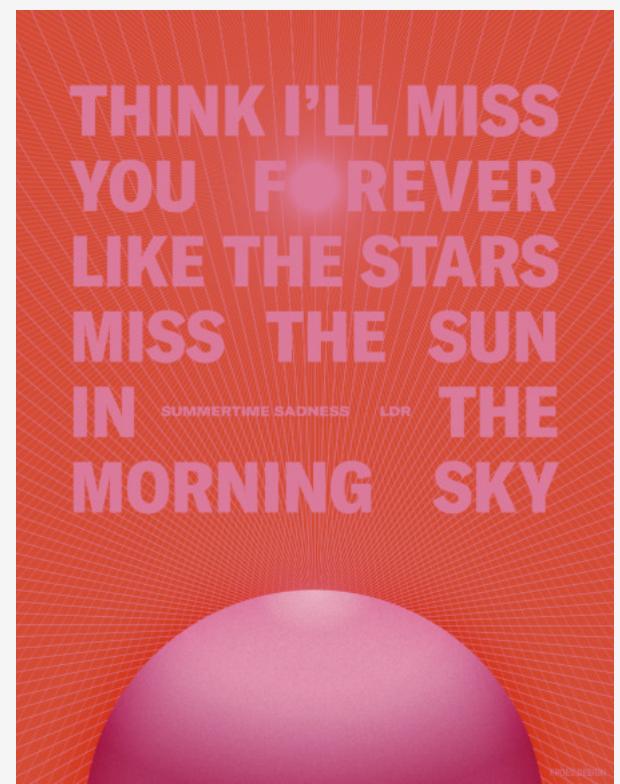
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27 Days Before Lana Del Rey

Poster collection inspired by Lana Del Rey lyrics created over the course of 27 days.

Created with Figma and Illustrator.



Say hello:

FROES · DESIGN

hello@froes.design
linkedin.com/in/froesdesign