

DESIGN PORTFOLIO

By: Vanessa Dubouzet

Introduction

Hi! This portfolio will showcase my designs in websites, promotional posters, and email marketing. The softwares I used to create the designs are Figma and Canva.

Please enjoy!

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WEBSITE DESIGNS



01

The Flower Hut



02

Pilates Zen

01. The Flower Hut

The Flower Hut

"Remember the day with fresh flowers"

SHOP NOW

Get the latest from The Flower Hut!

Be the first to hear about new arrivals, promotions, and exclusive sneak peeks.

Enter email address SIGN UP

Birthday Flowers

Get Well Flowers

OUR MOST POPULAR BOUQUETS

SHOP LOCATION © ALL RIGHTS RESERVED. The Flower Hut

ABOUT

At the Flower Hut, we are passionate about the language of flowers and the emotions they convey. Since 2001, we have been dedicated to providing our customers with the finest quality carnations and floral arrangements that inspire and enchant.

OUR TALE

We are family owned and operated. We are committed to offering only the finest floral arrangements and gifts, backed by service that is friendly and prompt. Because all of our customers are important, our professional staff is dedicated to making your experience a pleasant one. That is why we always go the extra mile to make your floral gift perfect.

WHY US?

Our team is committed to creating beautiful flower arrangements and floral arrangements and floral gifts to fit any occasion.

DELIVERY FEE

We are more than happy to fill your special order for anyone outside our delivery area for pickup.

Local Delivery (FSJ) +\$15.00 Charlie Lake +\$20.00 Taylor / Baldonnel +\$25.00

Visit our [contact](#) page for more information!

SHOP LOCATION © ALL RIGHTS RESERVED. The Flower Hut

SHOP

Just Because Flowers
Get Well
New Baby
Anniversary
Birthday
Sympathy
Graduation

Sort By: Bestselling

SEARCH

Just Because Flowers

Just Because Flowers
Get Well
New Baby
Anniversary
Birthday
Sympathy
Graduation

Floral Dreams
Whisper Rose
Enchanted
Snow White
Secret Garden
Pear Whisper

prev 1 2 3 next

© ALL RIGHTS RESERVED. The Flower Hut

HOME SHOP ABOUT CONTACT

CONTACT US

Our customers are very important to us, and we want to make sure you have everything you need. Learn more about our shop's policies and ordering info below. If you can't find what you are looking for or need immediate assistance, please contact us via phone or email and we'll be happy to help!

LOCATION STORE HOURS TALK TO US

The Flower Hut
9508 - 100th Street
Fort St. John, BC

Monday - Friday: 9:00AM - 5:00PM
Saturday: 9:30AM - 5:00PM
Sunday: Closed

+1 (250) 785-1104
info@flowerhut.ca

OPEN

POLICY INFO

What is your delivery area? +

Do you deliver internationally? +

Do you deliver to communities or hospitals? +

Do you do substitutes? +

Is the delivery available all the time? +

ORDERING INFO

I tried placing an order, but it didn't go through. What can I do? +

What if my chosen flowers aren't available? +

How can I pay? +

PRIVACY POLICY

What is your privacy/security policy? +

VISIT US!

Let us be your first choice of flowers! We're here to ensure that your experience with The Flower Hut is as enchanting and memorable as the blooms we offer.

Map showing delivery area and store location.

© ALL RIGHTS RESERVED. The Flower Hut

HOME SHOP ABOUT CONTACT

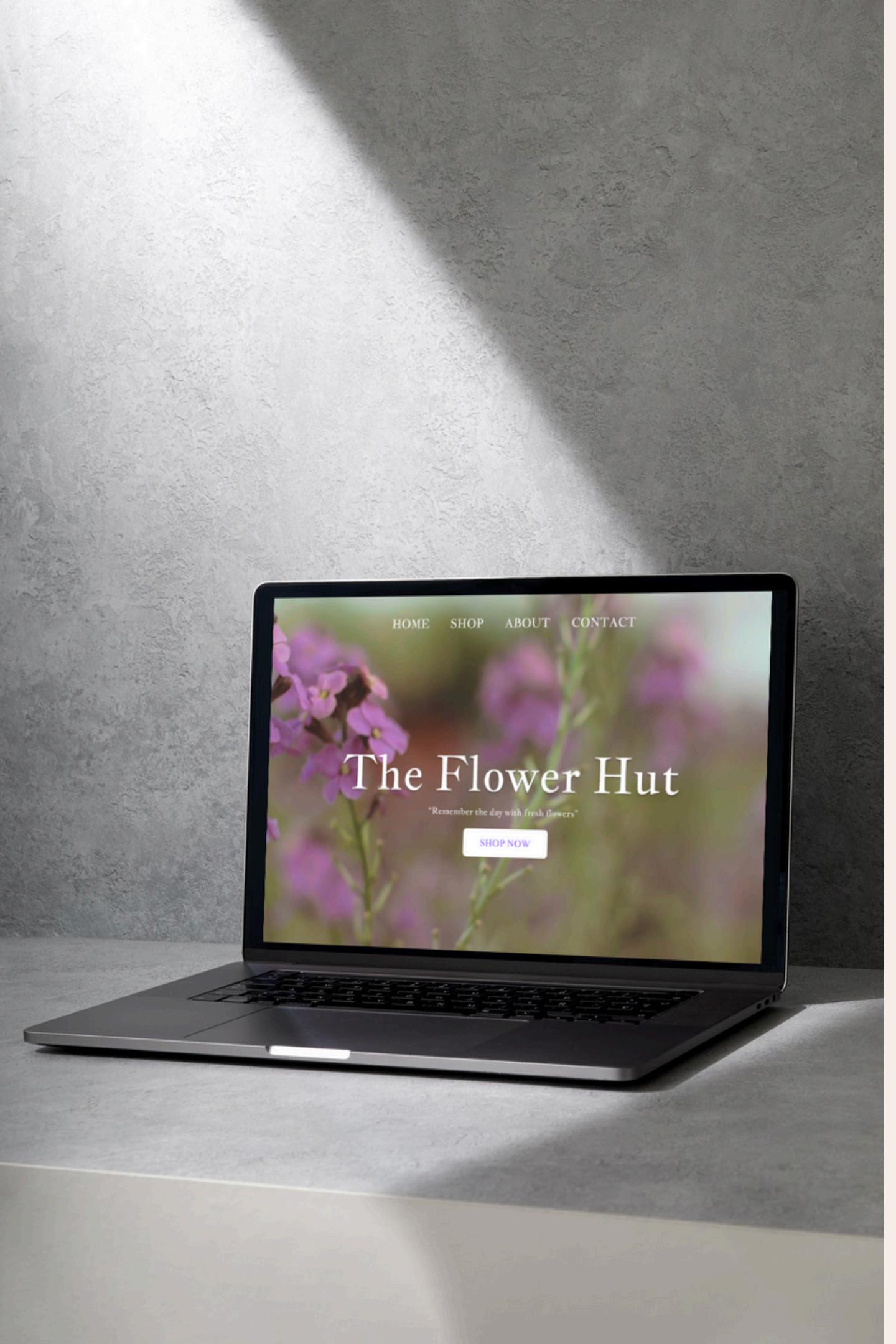
Creation process

In the process of redesigning the Flower Hut Florist website, it was essential to address several key issues.

The original site suffered from visual clutter, making navigation difficult and overwhelming for users. The navigation menu was overly complex, with inconsistent typography further detracting from the user experience. Additionally, the site lacked mobile optimization and featured outdated aesthetics, contributing to a complicated and frustrating user experience.

The redesign focused on simplifying the layout, streamlining navigation, modernizing aesthetics, and ensuring a mobile-friendly, cohesive, and user-centric design.

Original Website: <https://www.flowerhutflorist.com>



02. Pilates Zen

Balance Your Body, Calm Your Mind

Pilates Zen

GET STARTED TODAY



Welcome to Pilates Zen

Your sanctuary for physical and mental wellness. Whether you're a beginner or an experienced practitioner, our classes and resources are designed to guide you on your journey to holistic well-being.

EXPLORE OUR CLASSES

The Studio

The studio is designed as a sanctuary where members can shed their stress and immerse themselves in a mind-body connection that provides release, challenge, and community.

OUR PRICING



What our Customers say

★★★★★ Caren Jo on 07/11/2023
Friendly staffs and relaxing environment!

★★★★★ Jade N. on 07/21/2023
Great Workout! I love the variety of classes available!

★★★★★ Angela A. on 08/21/2023
Great Workout!

@PilatesZen
1234 Serenity Lane, Vancouver, BC V6B 1G8

About Classes Contact BOOK A CLASS

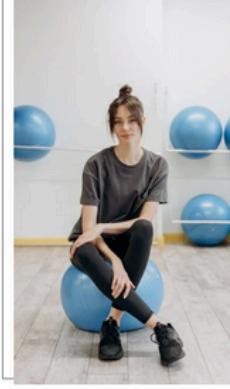
About



We envision a world where everyone embraces the harmony of body and mind, leading healthier, more centered lives. Through the practice of Pilates and Zen principles, we strive to inspire a global community dedicated to holistic well-being and mindful living.

Meet the team

Our team is composed of dedicated and experienced professionals who are passionate about helping you achieve your wellness goals. Each member brings a unique blend of expertise in Pilates, mindfulness, and holistic health, ensuring that you receive personalized and high-quality instruction in every class.



Sarah Mitchell
Founder & Lead Instructor



Alexandra Hayes
Certified Pilates Instructor



Emily Carter
Wellness Coach & Meditation Guide

@PilatesZen
1234 Serenity Lane, Vancouver, BC V6B 1G8

About Classes Contact BOOK A CLASS

Classes



Discover the perfect blend of physical strength and mental serenity with our diverse range of classes, tailored to meet your unique wellness needs.

Zen for Beginners

An introductory class perfect for those new to Pilates or seeking a gentle reintroduction to the practice. Learn the fundamentals of Pilates in a supportive, nurturing environment, with a focus on proper alignment, breathing, and mindfulness.

LEARN MORE



ZenFlow Pilates

A gentle, flowing Pilates class designed to align your body and calm your mind. Perfect for all levels, this class combines traditional Pilates exercises with breathwork and mindfulness techniques to create a balanced and peaceful experience.

LEARN MORE

VIEW ALL CLASSES



@PilatesZen
1234 Serenity Lane, Vancouver, BC V6B 1G8

About Classes Contact BOOK A CLASS

Contact

PHONE & EMAIL
(604) 555-1234
info@pilateszen.com

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BUSINESS HOURS

Monday to Friday: 7:00 AM - 8:00 PM
Saturday: 8:00 AM - 5:00 PM
Sunday: Closed

We'd love to hear from you! Whether you have questions about our classes, need help with scheduling, or just want to learn more about Pilates Zen, feel free to reach out.

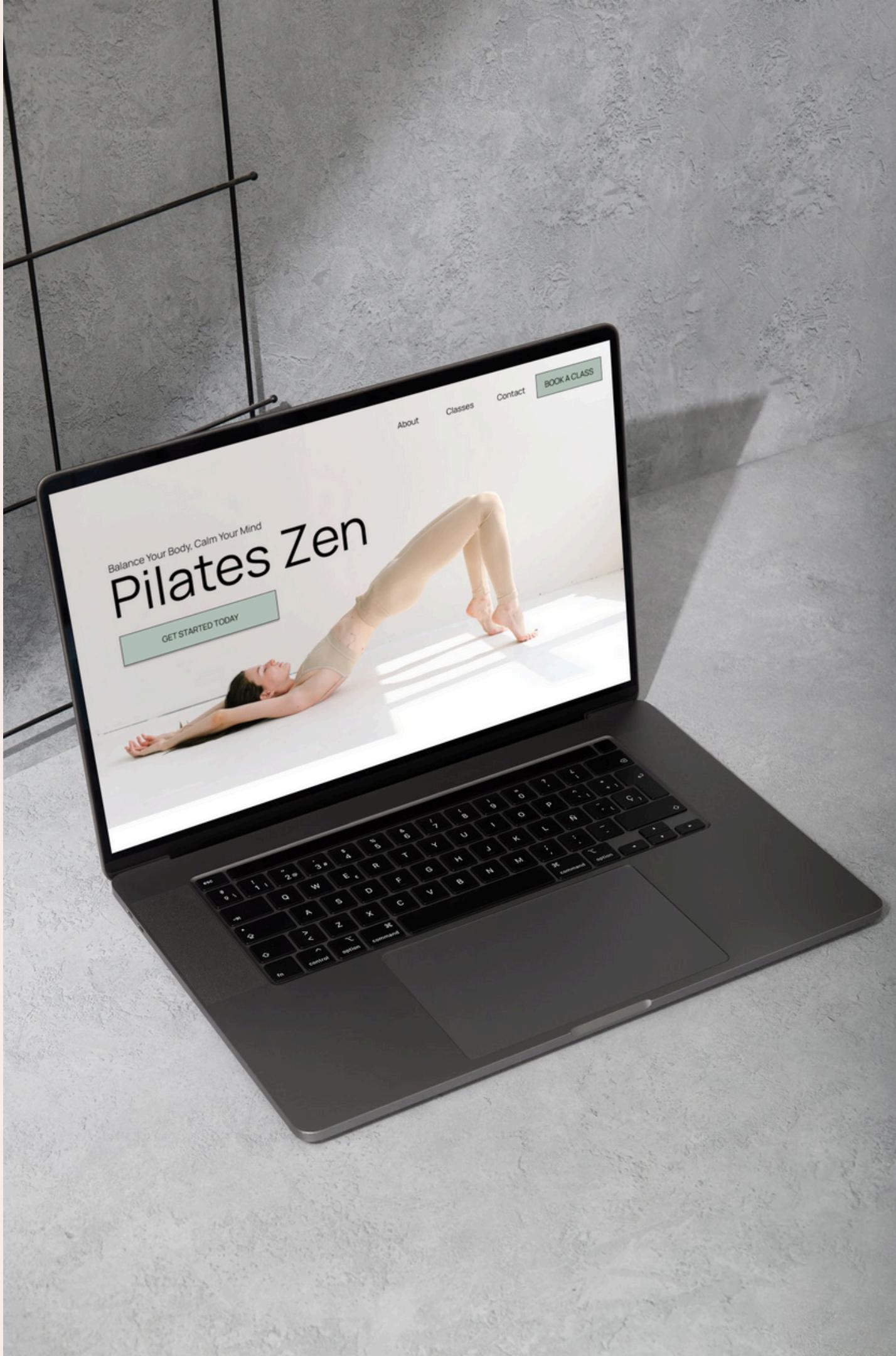
NAME
EMAIL
MESSAGE

SEND MESSAGE



1234 Serenity Lane, Vancouver, BC V6B 1G8

@PilatesZen
1234 Serenity Lane, Vancouver, BC V6B 1G8



Creation process

The creation of Pilates Zen was driven by a vision to blend simplicity with tranquility.

Embracing a minimalist design approach, we focused on creating a serene and uncluttered online experience that mirrors the essence of our practice.

The choice of our soothing color scheme was intentional to evoke a sense of peace and calmness, reflecting the core values of Zen.

Every element of the design was carefully curated to ensure that visitors feel a harmonious connection from the moment they enter our digital space, enhancing their journey toward inner balance and well-being.

PROMOTIONAL POSTERS

01

Pizza Shop

02

Bingsu Shop

03

Healthy Bowls



Ol. Pizza Shop

Creation Process

This poster was designed to evoke the intense and fiery experience of a hot and spicy pizza, using a bold black background to emphasize the smoke and heat.

The imagery centers around the pizza, with subtle background images of chili peppers and fresh herbs, enhancing the flavor profile and making it the focal point.

The use of striking, modern typography in the headline 'Hot & Spicy!' draws attention, while the warm yellow accents highlight the spicy elements and add visual contrast.



02. Bingsu Shop

Creation Process

This poster was designed to evoke a refreshing and tropical vibe, using vibrant yellow and green tones.

The imagery focuses on the product, with fresh mango pieces and an inviting presentation of the Bingsu, making it the centerpiece.

The use of large, playful typography in the word "Refresh" draws attention, while the 50% off promotion is clearly highlighted to entice potential customers.

YOUR LOGO
HERE.

Refresh with



01.

Lorem ipsum dolor
sit amet.

Mango Bingsu

Lorem ipsum dolor sit amet. Rem quia laboriosam ad
dolorem laborum vel. Rem quia laboriosam ad
dolorem laborum vel.



250-123-2222

02.

Lore
ipsum
dolor
sit amet.



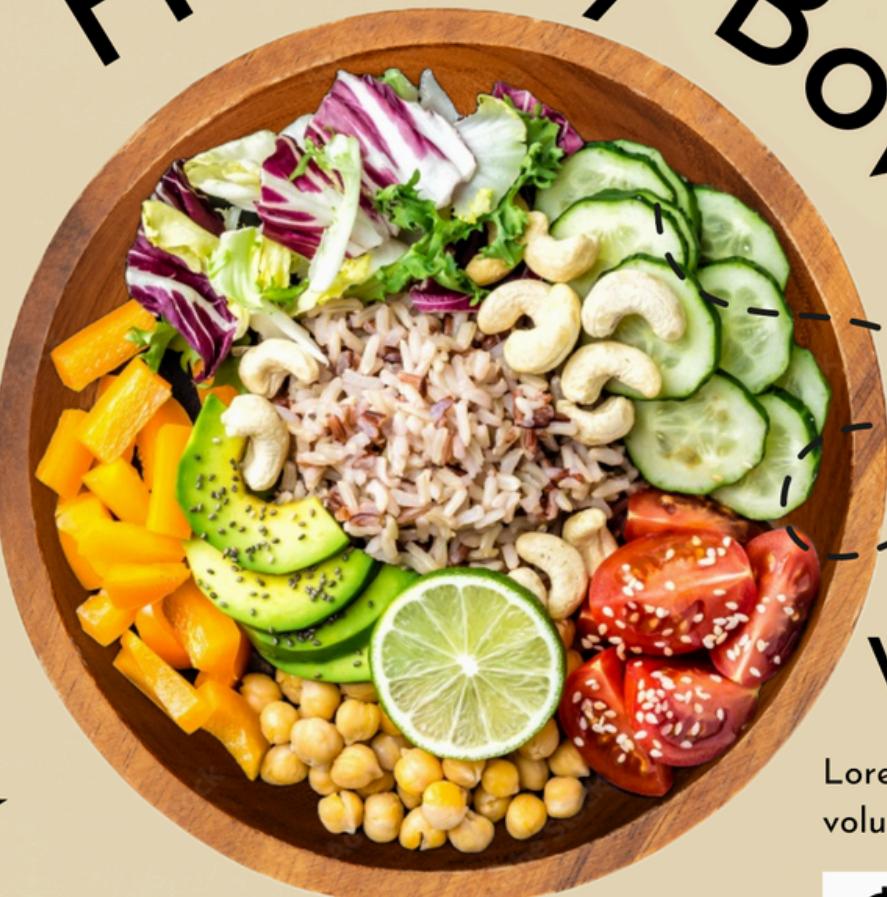
Beef Bowl

Lore ipsum dolor sit amet. A eligendi
voluptas id quia eligendi et dolorem officia
id voluptatem

\$15.99



Healthy Bowls



Veggie Bowl

Lore ipsum dolor sit amet. A eligendi
voluptas id quia eligendi

\$15.99

250-123-2222

03. Healthy Bowls

Creation Process

The design emphasizes natural and earthy tones, with a focus on the wholesome ingredients in each bowl.

The layout is clean and organized, using arrows to direct the viewer's eye between the two featured products.

The pricing is prominently displayed, making it easy for customers to compare options, while the overall aesthetic suggests health and freshness.



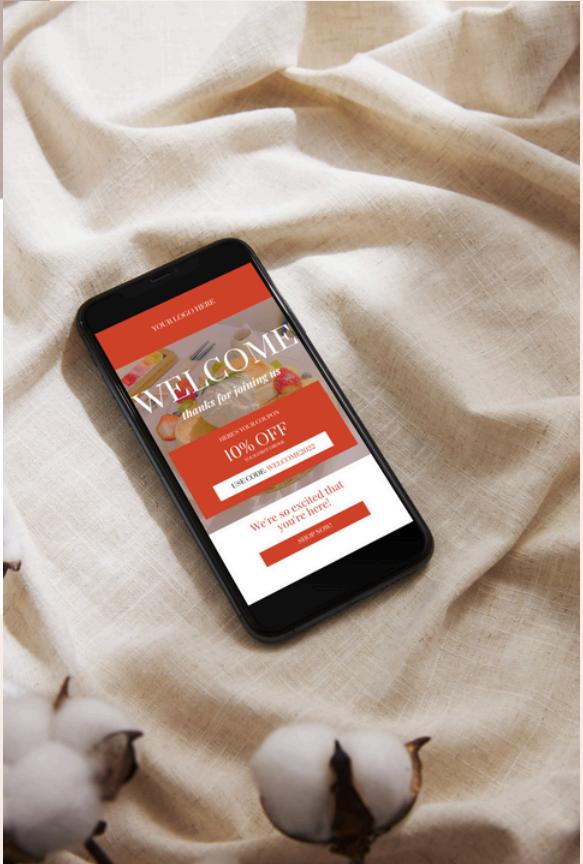
EMAIL MARKETING

01

Pastry Business

02

Retail Business



01. Pastry Business

Creation Process

This email marketing poster was designed to create a warm and welcoming feel, using vibrant red orange tone to catch the eye.

The background features a tempting image of a dessert, adding a sweet visual appeal that complements the message.

The bold 'WELCOME thanks for joining us' headline immediately draws attention, followed by a clear and inviting offer with a 'here's your coupon 10% off' text block and the corresponding code.

To further engage the recipient, a block of text expresses enthusiasm with 'we're so excited that you're here,' leading to a prominent 'Shop Now' button that encourages immediate action.

02. Retail Business Creation Process

This email marketing was designed with an earthy color scheme, utilizing warm brownish tones to create a natural and inviting atmosphere.

The background features a stylish portrait, adding a touch of elegance and personality to the design.

The welcoming message 'Hello, we are so excited for you to join us' sets a friendly tone, followed by a prominent 30% discount offer and a clear 'click here to claim discount' button, encouraging immediate engagement.

The design concludes with a 'thank you' and the business's social media logos, fostering a sense of community and connection.

YOUR LOGO HERE

HELLO!

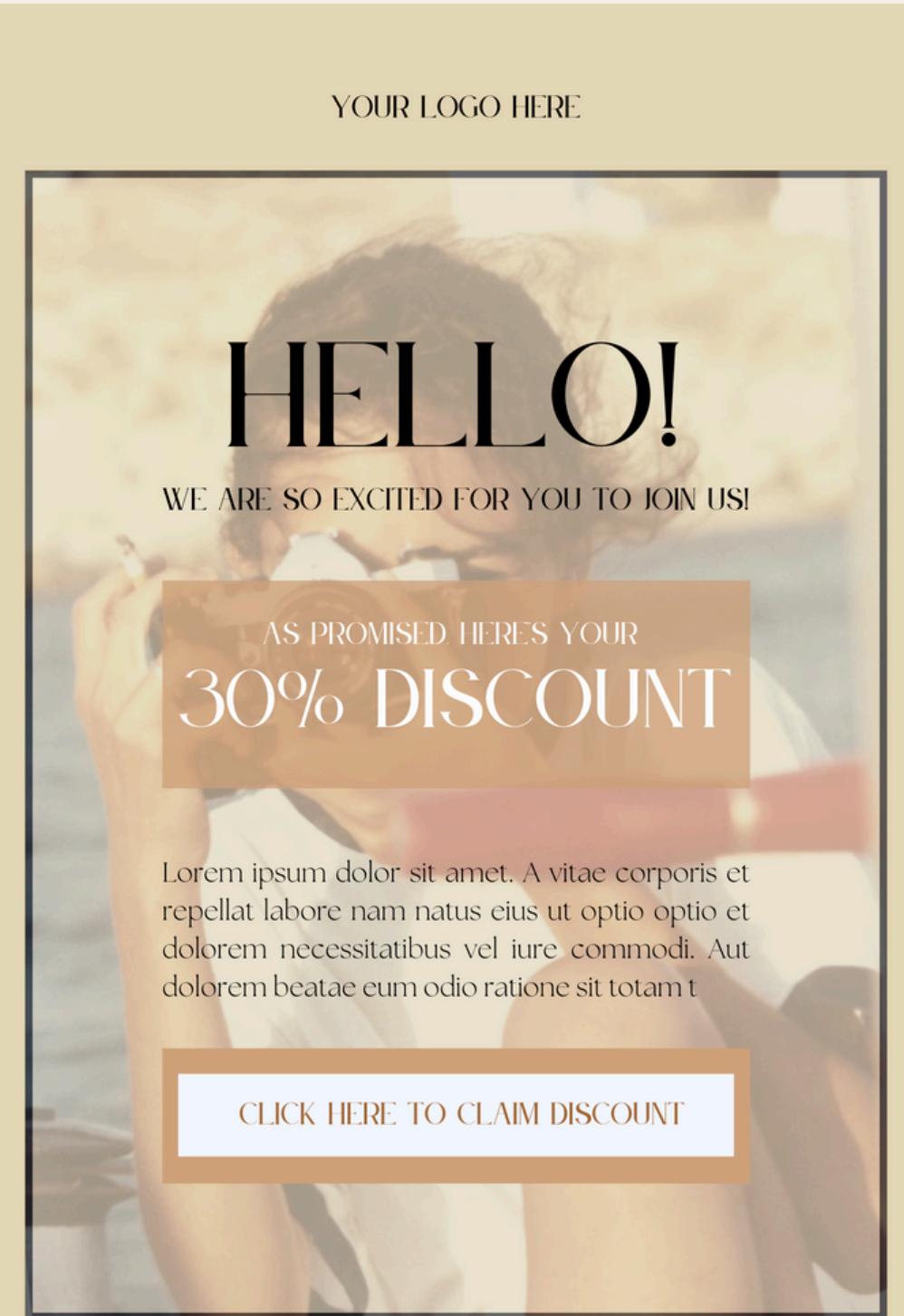
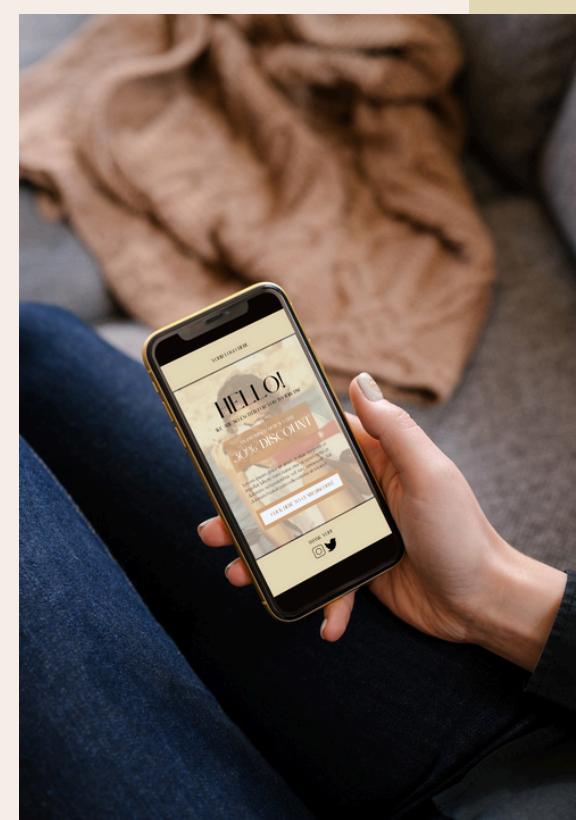
WE ARE SO EXCITED FOR YOU TO JOIN US!

AS PROMISED HERES YOUR
30% DISCOUNT

Lorem ipsum dolor sit amet. A vitae corporis et repellat labore nam natus eius ut optio optio et dolorem necessitatibus vel iure commodi. Aut dolorem beatae eum odio ratione sit totam t

[CLICK HERE TO CLAIM DISCOUNT](#)

THANK YOU!



THANK YOU
VERY MUCH!

Wanna work together? Please contact me at vanessadubouzet@gmail.com