





Exness *Project*

UX Visual Example

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Starting from the informations collected during the briefing, I've thought about the best approach to use them, and how to work on this new project.




First of all, I've worked on the contents available; without specific texts, I've identified the final copy, by collecting texts from both Client's brief and its website.

After that, I've made an iconic and visual research online, with the purpose to find the best images and useful ideas, to convey the Client's message (promoting new investment opportunities available in the Asian market).

Then, I've designed the layout of both landing page and email, by setting all the contents identified (texts, images and icons) and by highlighting the main Call-To-Actions (buttons with coloured background) from secondary buttons (with just the outline).

I've also worked on a set of Banners and Social Posts to use along with this material.

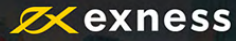
Suggested Channels:

-  Emails, SMS messages and a set of Banners: can help to make conversions.
-  YouTube Banners and Video Promo: can help to catch potential clients' attention.
-  Responsive Ads and Facebook Posts: can increase the traffic on the Social channels.



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