

Conceptualizing

Here I created **brand attributes** for the brand and along the way, I also created a sample **user profile** so that it can be easier for me to craft designs and content that is a fit to the target audience.



Olivia
skin-care

Service & Product Based

*Examples: Mothers,
Aunts, Sisters,
Givers*

Olivia provides skin-care help to motherly figures in an influential world with an inspiring voice. Helping them feel refreshed and empowered.



Stylescape

After conceptualizing a sample user profile, I create stylescapes so that I can know the direction this will lead into and if that direction is going to be a fit for the brand and to the user.

Social Media

Love Thy Skin

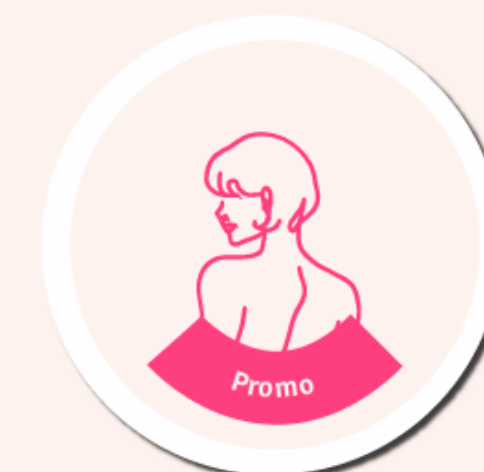
Treat others the way
you want to be treated

Buy 1 Get 1 For a Friend*
*limited time offer



Treat yourself and
your friend promo

Get 2 Treatments for the price of 1



**Top 10
Selfie
Tips**

a



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Love Thy Skin

**The Pleasures
of Giving**



a **Olivia**
skin-care



Website Design

