CAMU DESIGN

A community for people creating the careers of tomorrow

Product Link →

Ambitious brand for ambitious professionals

Camu Design is a hub for ambitious young professionals who are looking to switch jobs to different fields or a design community to improve themselves. Founders Bob have big ambitions for the platform. They came to me to aid them in increasing conversions and user retention.

1 **Timeline**
May 5, 2024 - Dec 23, 2024

2 **The Team**
Me - Researcher / Designer
Bobby - Researcher / Project Manage
George - Developer

3 **My Role**
User Researcher & Web Designer

Problem Statement

Based on our survey, 58% of students in design-related fields want to switch to a different design discipline after graduation, such as moving from architectural design to graphic design. Additionally, 68% of design professionals wish to transition to another field permanently.

Our follow-up research highlights three key pain points:

1. Difficulty Showcasing Transferable Skills

Struggling to present existing skills effectively for a new design discipline.

2. Need for Personalized Feedback and Mentorship

Lacking expert advice to improve portfolios and increase marketability in a new field.

3. Desire for Community Support and Advice

Seeking guidance and encouragement from others who have successfully transitioned in their careers. Leads to Design Forum Pages

Impact

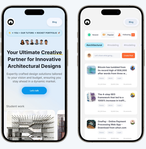
1M+ Customers visit Camu Design every months

93% Satisfaction rate from our customers.

4.9 Average customer ratings out of 5.00

Prototypes

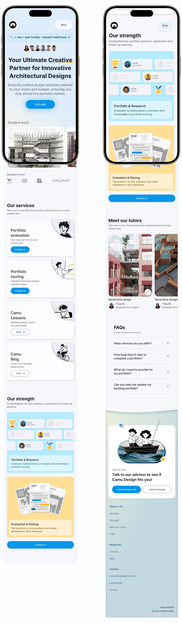
This project involves creating a portfolio coaching website designed for all types of designers. The site will leverage forums to attract traffic and engage with designers from various fields, offering resources and support to help them build and improve their portfolios.



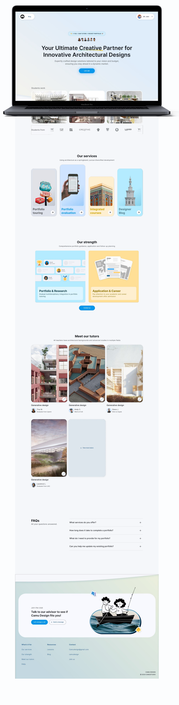
Home Page - Mobile

A sleek, user-centric homepage featuring a clear value proposition, intuitive navigation, and prominent calls to action that build trust and encourage engagement.

View Details →



Home Page - Desktop

A responsive, streamlined homepage with optimized navigation and essential content accessible through a user-friendly interface, designed to engage and convert on-the-go users.

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