

///metasharks

Analytics, design and digital solutions development

We create web and mobile apps for large and
medium-sized businesses

WE RECRUIT



CCTO

TEAMLEAD

CEO

CTO

TOP MANAGEMENT

BRIEF

The project shows the case of the redesign of the company website which specializes in management consulting, HR consulting, and development of business solutions of risk management.

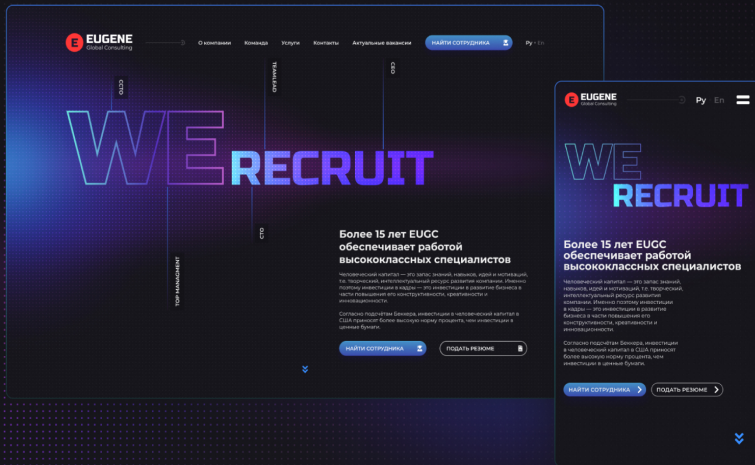
Key tasks:

- Development of a catching visual style
- Highlighting the personal brand of the founder and introducing key persons of the company
- Visual display of the company's successful experience

The main task was to update the style towards digital art and highlight the customer's personal brand.

Customer:

EUGENE Global Consulting has an extensive experience in hiring of highly qualified specialists in various fields. The founder of the company has a good reputation and experience in filling specific vacancies in banking, insurance, investment, financial and IT industries.



Project details:

A dark gamma with bright neon colors refers to cyberpunk. At the same time, suitable stylistic elements and textures are added.

Particular attention was paid to animations and pages transitions, as well as a design of the mobile version. Additionally, a Hi-End photo was retouching is carried out.

IT Специалисты

Задача: Знание, навыки, опыт и компетенции в IT-технологиях, компьютерных ресурсах, развитии компании. Умение работать эффективно в коллективе, взаимодействовать с базисными функциями в целях повышения ИТ-конструктивности, конкурентности и ценности компании.



A logical order of presentational blocks lets switch to particular pages.

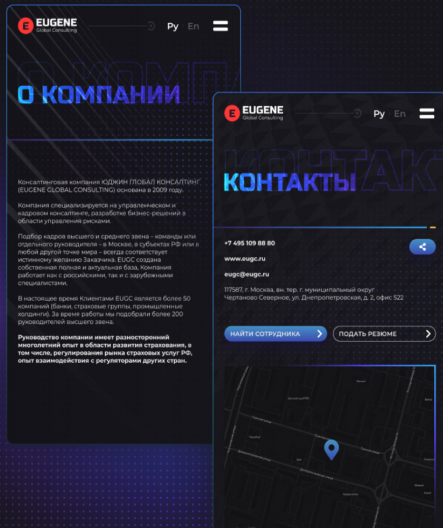
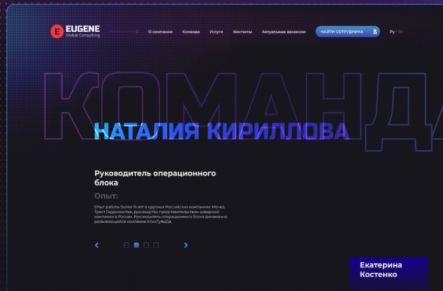
Works of modern digital artists, game interfaces and retro futuristic style works were taken as an example.

Workflow

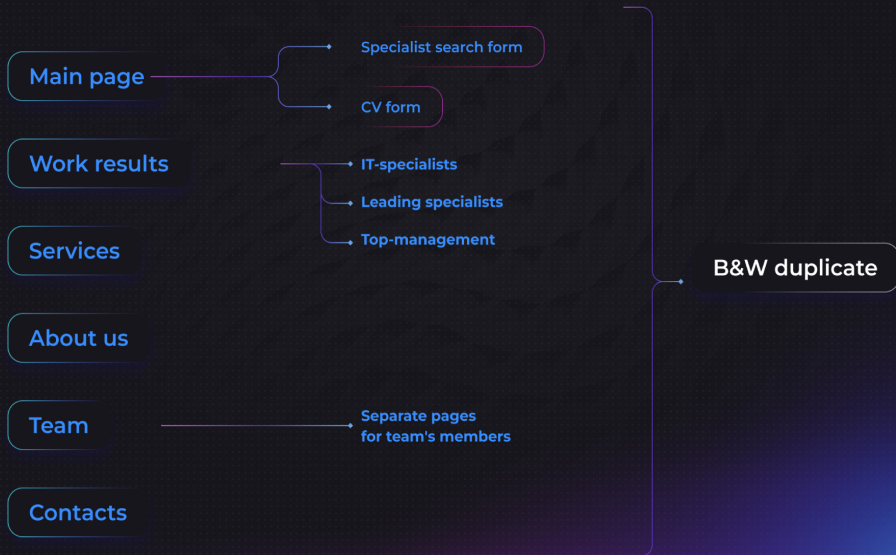
While developing a new version of the design, we used an integrative approach and the principle "from general to particular".

We developed following blocks: the main page, an interactive schedule with hired specialists, the team and others.

Designers created an animated and detailed prototype in light and dark themes.



PROJECT SOLUTION



WHAT ELSE?



Identity:

The logo visual style was updated, several static and dynamic variations of it were prepared.



Printing product:

Printed materials and a press-stand were prepared in accordance with the new style.



B&W version:

The customer was offered a black-and-white and a color designs, and both versions were agreed. The site switches to a B&W version when there are no actions for a while. As soon as the user returns to the site, it becomes colored again.

Thank you for attention

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