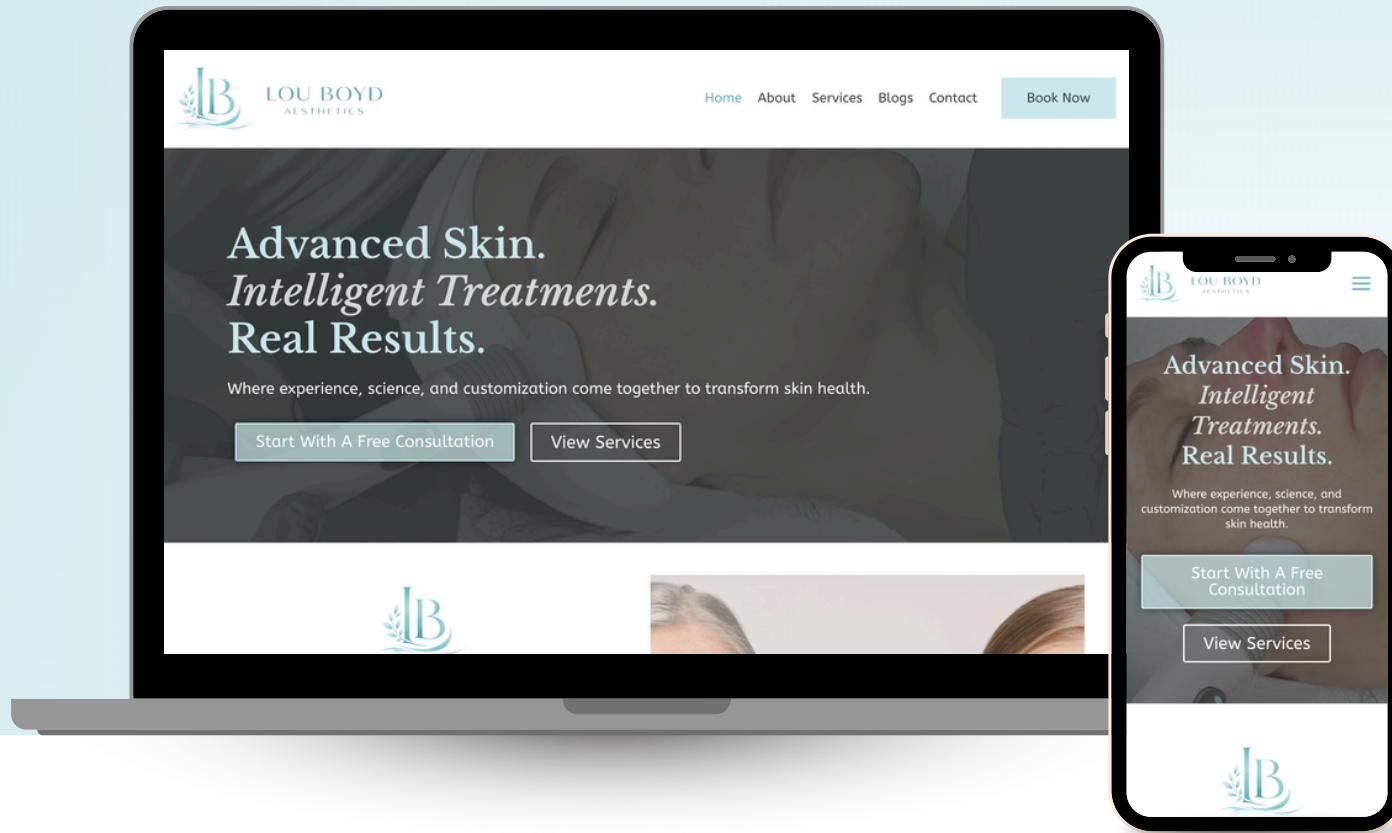




LOU BOYD AESTHETICS

Brand Identity & Website Redesign

MIKAELA MEIZOSO | MARKETING & CREATIVE PORTFOLIO

02 —

THE CLIENT

Lou Boyd Aesthetics is a beauty and aesthetics business looking to establish a cohesive luxury brand presence across digital and print channels.

SERVICES PROVIDED

- Brand Identity Design
- Website Redesign
- Business Cards
- Rack Cards
- Marketing Flyers

GOAL

Create a polished, professional brand that reflects the quality of services offered and builds trust with prospective clients.



03

BRAND DEVELOPMENT



BUSINESS CARD



RACK CARDS

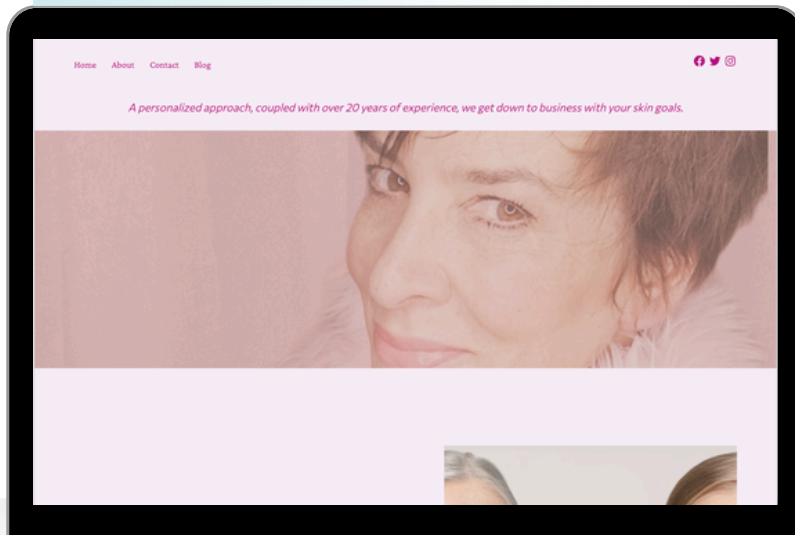
DESIGN APPROACH

Focused on creating a clean, feminine, and luxury-inspired visual design that could be used consistently across all marketing materials.

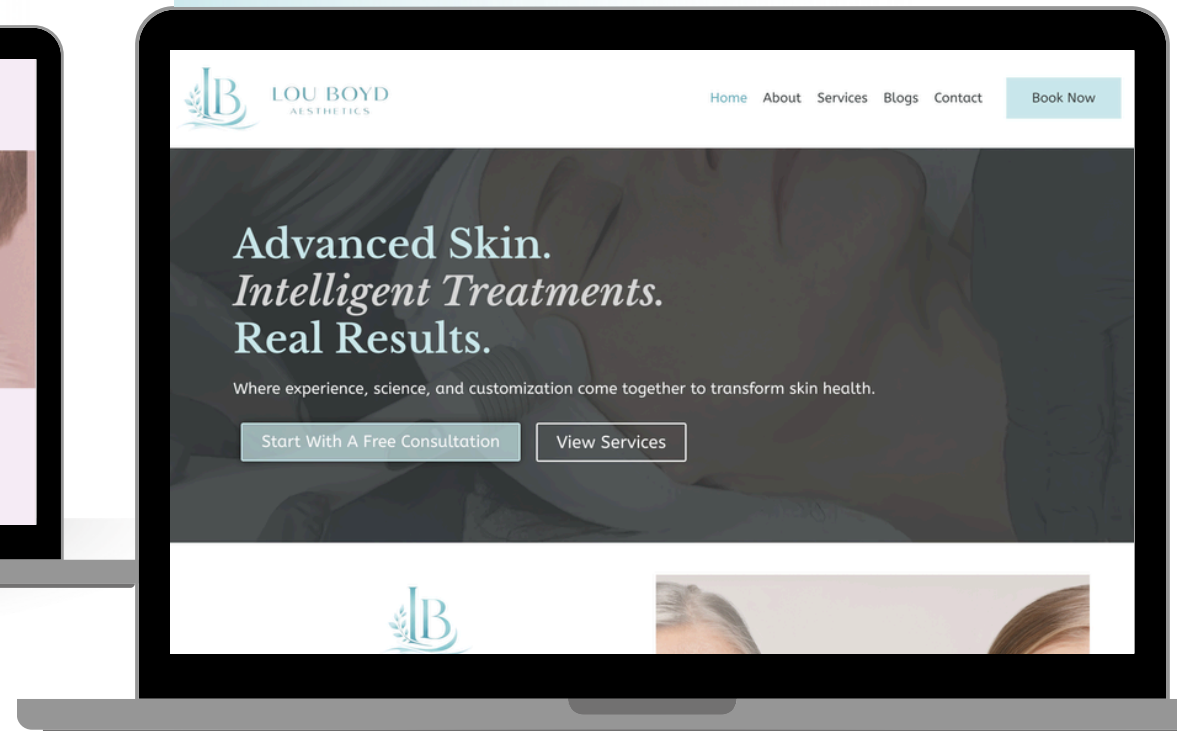
03

WEBSITE REDESIGN

BEFORE



AFTER



KEY IMPROVEMENTS

Modernized
Design

Improved
Navigation

Better Service
Presentation

Stronger
Call-to-Actions

Mobile
Responsiveness

05

RESULTS



PROJECT OUTCOME

- ✓ Cohesive visual identity
- ✓ Professional online presence
- ✓ Consistent customer experience
- ✓ Marketing-ready collateral