



**CHOUINARD**  
RÉNOVATIONS & TOITURES

Chouinard Rénovation inc. is a general contracting company specializing in residential and commercial roofing, located in Québec, Canada.

In a nutshell, I am responsible for their art direction, brand design and web strategy/design/development.

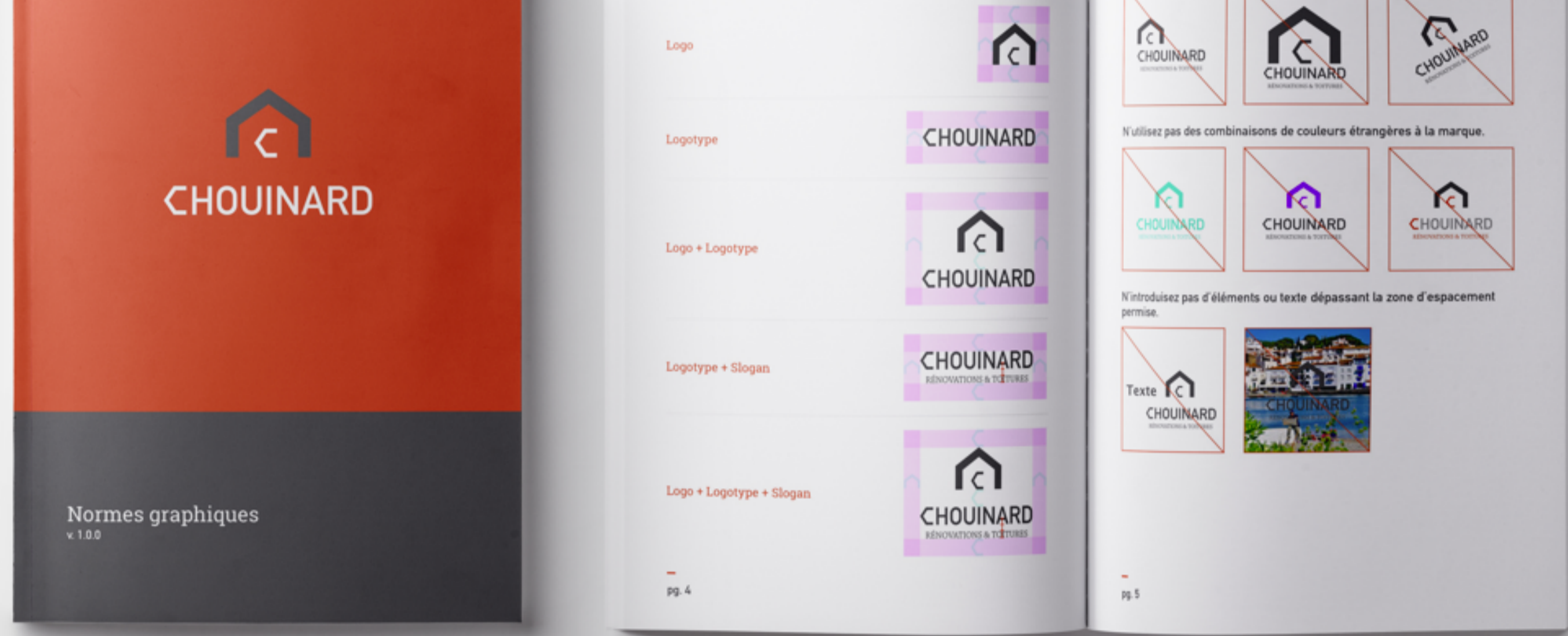
### Brand Design & Visual Identity

Starting with the most memorable part of any brand, I designed a versatile visual identity that communicates a feeling of structure and solidity, while also radiating the boldness of the company's culture and values.

Before



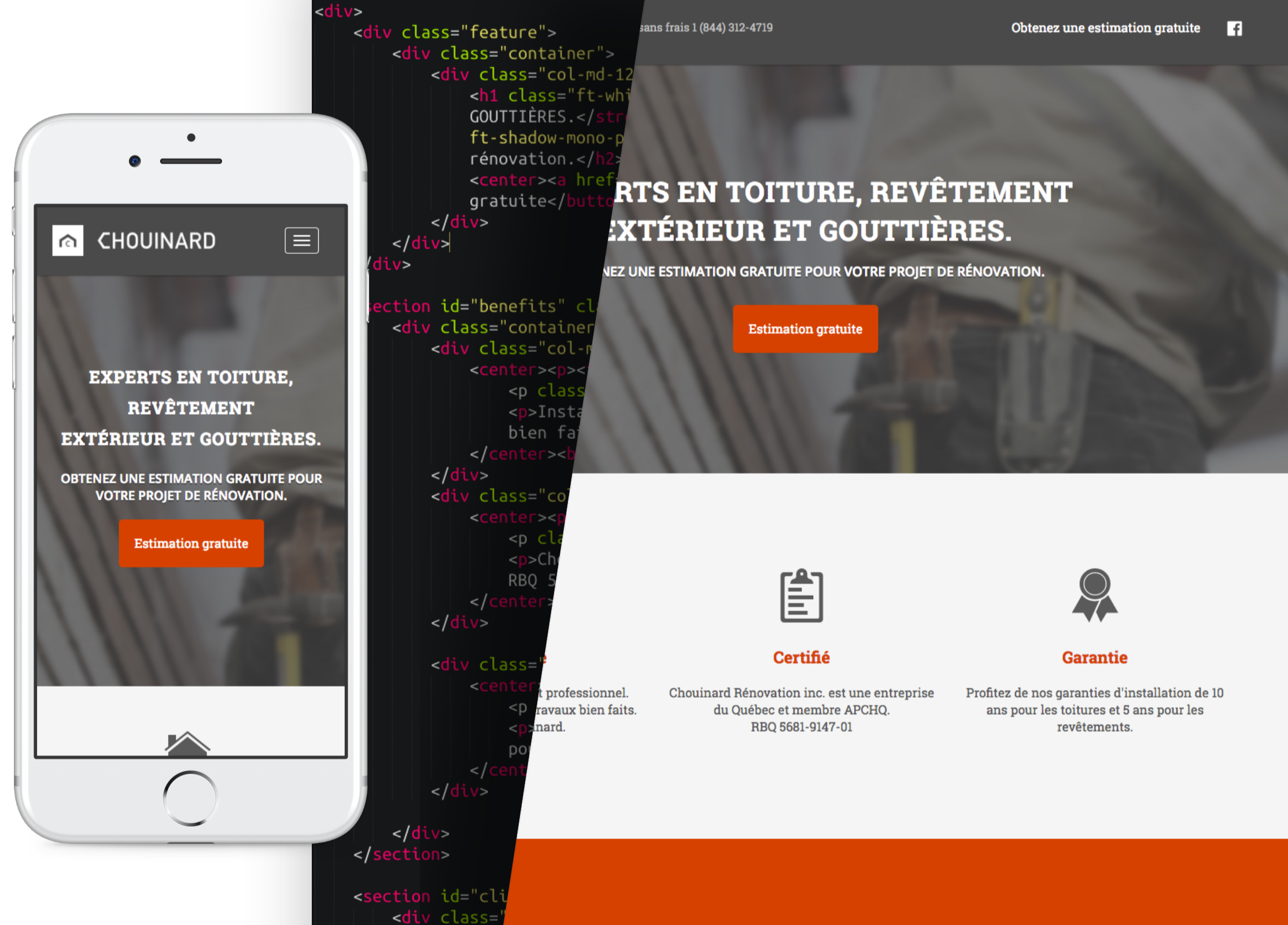
After



### Web & Content Strategy, Responsive Web Design & Development

Having no prior website analytics, beginning to gather data as soon as possible was a priority. With an MVP in mind, I performed a rapid competitive analysis and content strategy session. I then designed and developed a branded responsive website which utilizes Bootstrap 3 as its foundation.

The first iteration features a simplified one-page layout with scrollable sections. It showcases essentials for decision-making, such as the company's work, service offering and exclusively aims at funneling leads to use the contact form for a quote. Frontend monitoring tools and analytics were also implemented.



### Customer Experience, User Experience, Analytics & Content Strategy

To lead the next iteration and improve lead conversions, I gathered behavioural data from analytics, heat maps, scroll maps and visitor session recordings in order to validate assumptions.

Following this analysis, I utilized experience strategy frameworks to create documentation such as persona profiles, service blueprint maps and user journey maps which served as the foundation for upcoming layout optimizations and expanded content strategy.



That's a wrap 😊  
Goodbye!

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