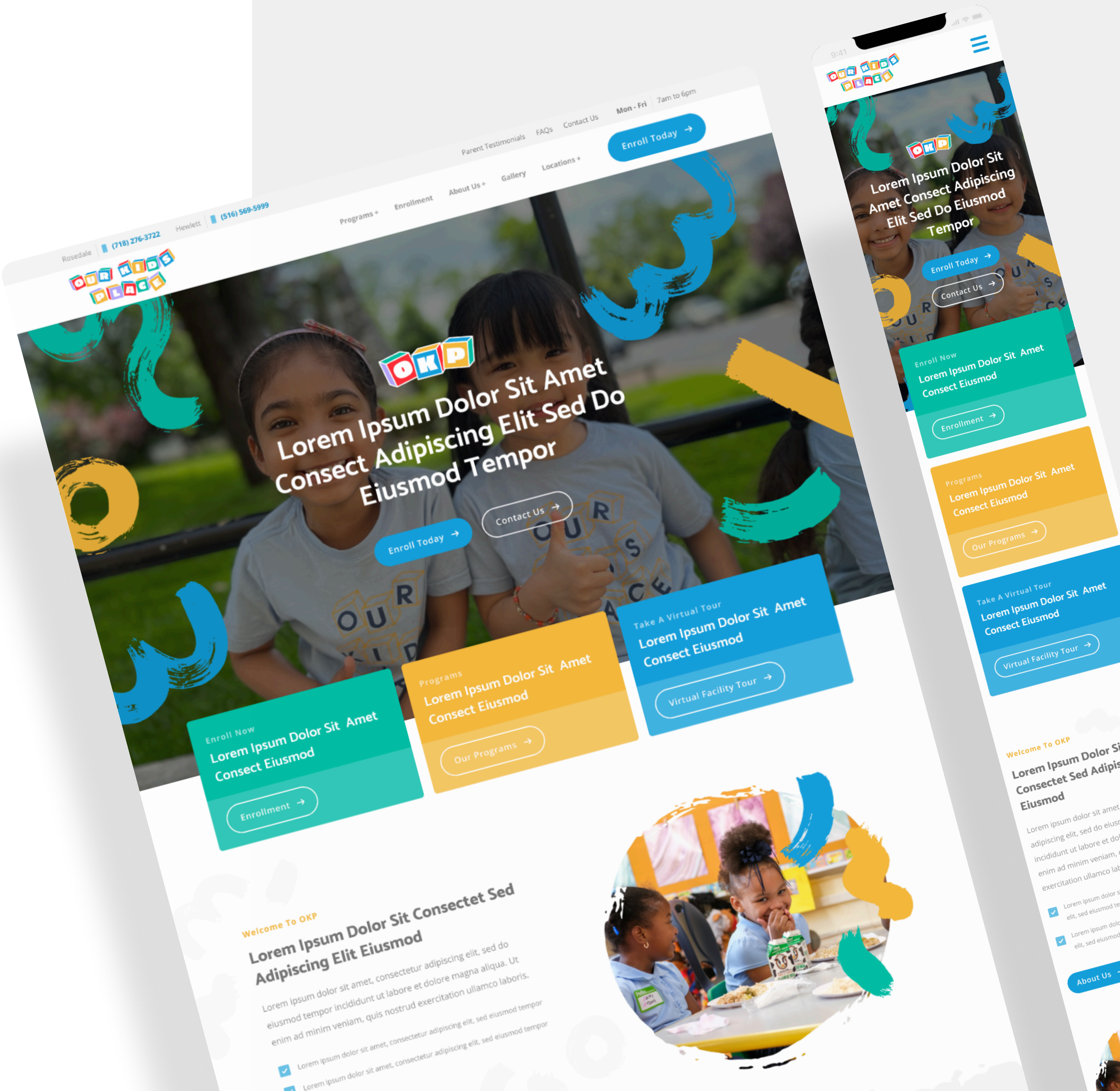


OUR KIDS PLACE WEBSITE

PROJECT OVERVIEW

Our Kids Place is a beloved children’s therapy and care center located in New York City. While their team was known for exceptional service and dedication, their existing website didn’t reflect the vibrant, nurturing environment they had created.

They approached me for a full redesign that would capture their joyful spirit while remaining professional and easy for families to navigate.



THE CHALLENGES

The original website felt outdated and lacked the personality and usability that families needed. The client wanted a design that was fun and engaging, but still trustworthy and informative.

CHALLENGES INCLUDED:

- Creating a colorful, kid-friendly website that felt both playful and polished
- Enhancing user navigation for parents and caregivers
- Visually representing the heart and energy of the organization
- Designing a brand-forward experience that builds trust



THE SOLUTION

I designed a site that embraces color, creativity, and warmth without compromising professionalism. Fun paint stroke accents were used to highlight key content and bring movement to the page, while clean typography and structured layouts kept things easy to follow.

KEY SOLUTIONS INCLUDED:

- A vibrant color palette and custom graphics that evoke joy and trust
- Intuitive navigation tailored for busy parents and caregivers
- A design system that balances playful elements with a clear content hierarchy
- Responsive design for easy access across devices



THE FINAL DESIGN

The final website gives Our Kids Place a bright, engaging, and trustworthy online presence that reflects the amazing work they do with children every day. It's user-friendly, visually dynamic, and captures the joyful essence of their brand.

