Design Intern

Sep 2020 - Present

Get a dedicated personal health coach or therapist —at no cost to you

AMB20-WA-C-00423

Better health, at your fingertips at no cost to you

AMB20-WA-C-00425

"You're going to feel so much better. Your mind, your body, everything."

AMB20-WA-C-00424
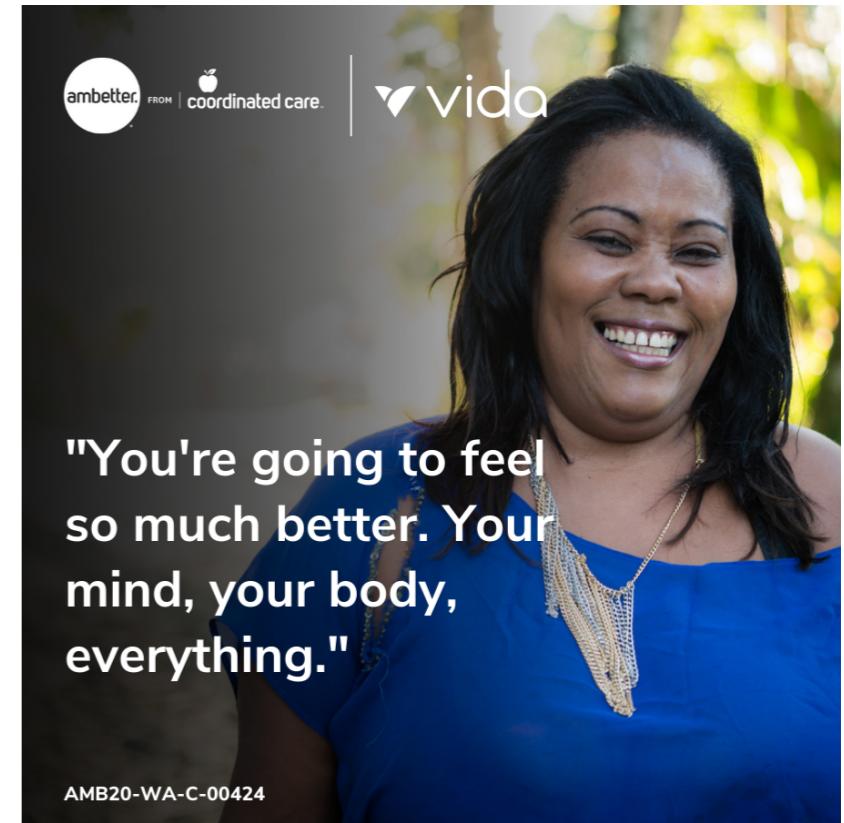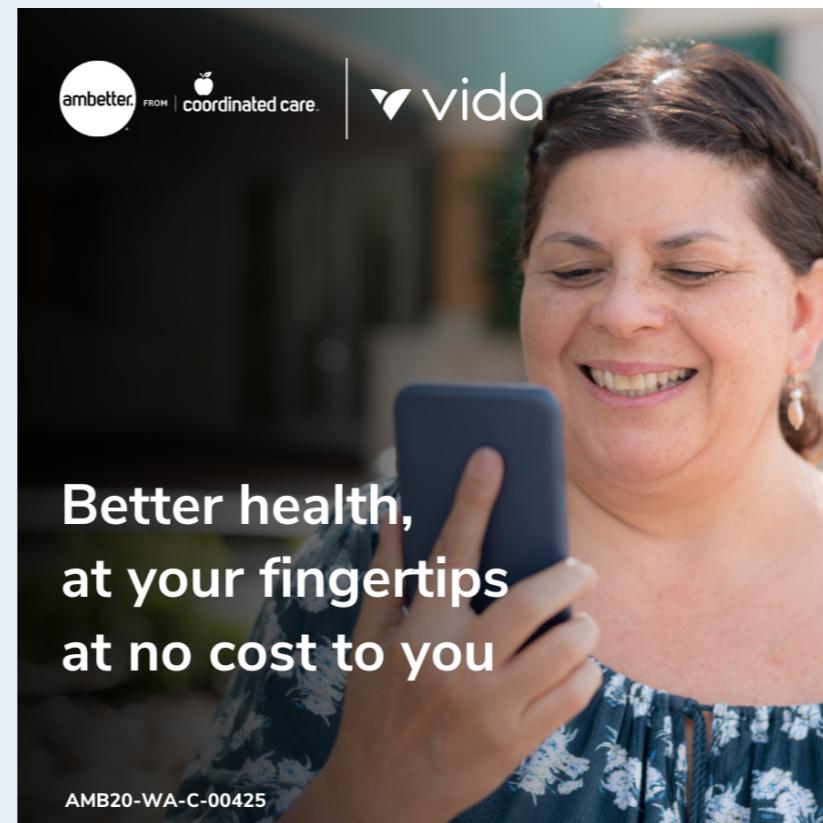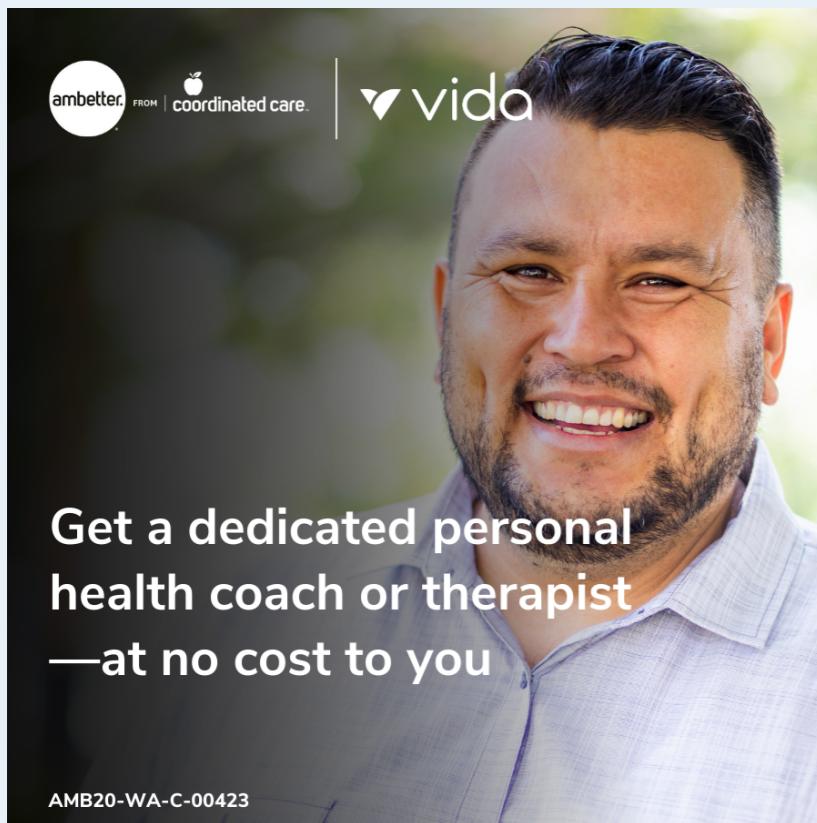
Get hooked on healthy habits. Get healthy for good with Vida.

GET THE APP

Health isn't one size fits all
Get healthy your way with Vida for free

GET THE APP

Part of my job at Vida was to assist the marketing team with creating monthly banner ads for Facebook. I always create various versions of the same ad (dark vs. light, empty vs. filled buttons, different stock images) in order to A/B test the ads and determine which ones generated the most clicks. Above and on the next page are a few samples of ads I created.
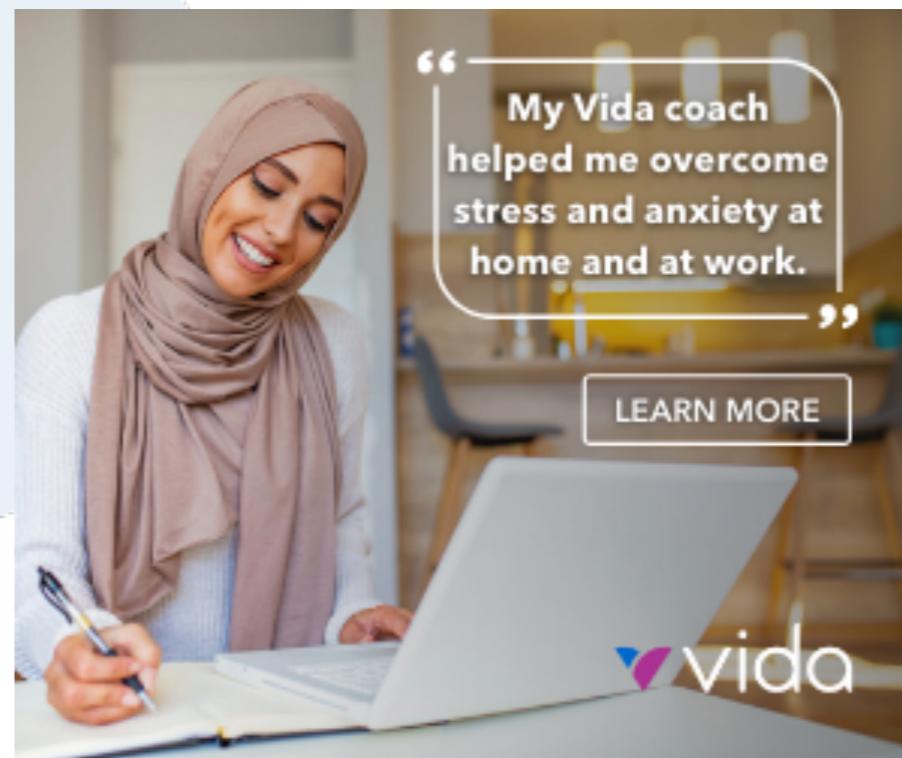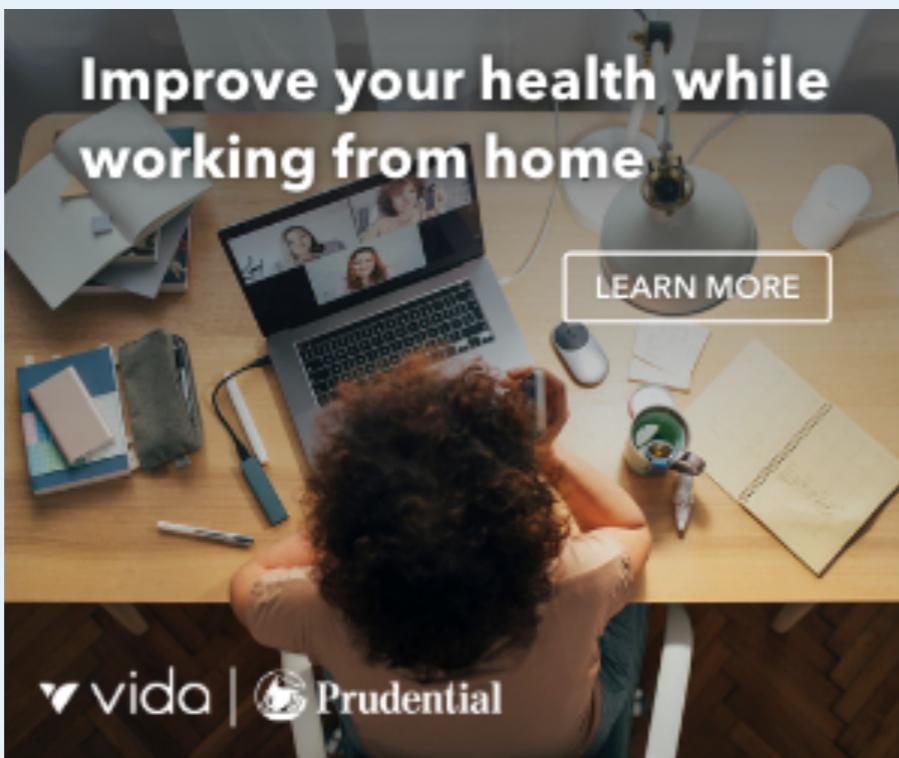
I also wrote the copy on the ads. All ads were created on Canva.
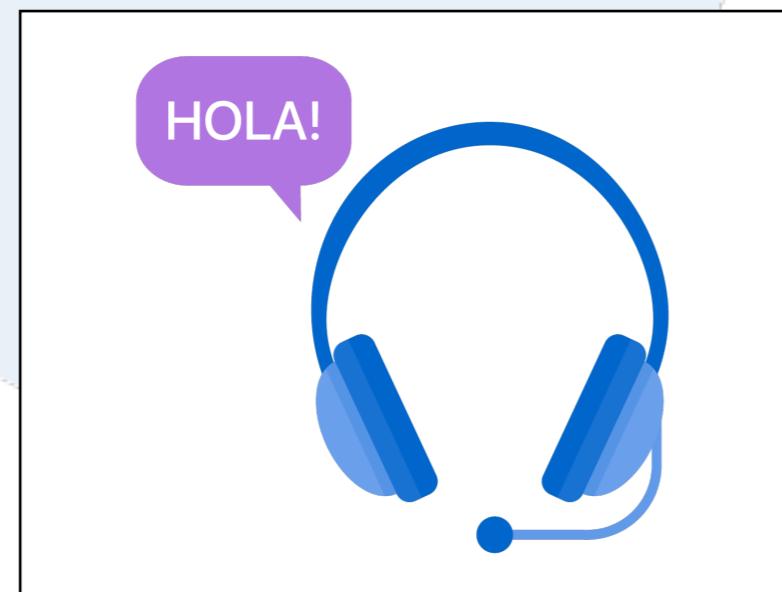
At Vida, I also experimented with icon design for the website's Help Center page. These icons were created using Adobe Illustrator. Vide already had an illustrator who created most of the other artwork for Vida's brand, so part of my task was to make sure my icons matched her art style seamlessly.