Leila — UX Content Strategist | Coaching Program Designer | Brand Experience Writer

Sample Portfolio – LaborX

July 2025

SAMPLE 1 – Coaching Program Onboarding Design (UX + Content)

Objective: Create a seamless onboarding experience for new coaching clients.

Flow Overview:
- Welcome Email Sequence
- Interactive Intake Form
- Personalization Questions
- Session Flow Preview

☑ Outcome: Improved client engagement and reduced drop-off rate in first 2 weeks.

SAMPLE 2 – Coaching Journey Visual Map (Graphic Design + Content)

Goal: Help clients visualize progress through an 8-week development program.

Elements Included:
- Icons, Milestones, Emotional States
- Weekly Outcomes
- Simple Color-Coded Progress Tracker

☑ Designed in Canva + Miro.

SAMPLE 3 – Voice & Tone Guide for a Personal Development Brand

Purpose: Align written and visual style across website, social, and email.

Deliverables:
- Brand Personality Grid
- Do's and Don'ts of Tone
- Example Phrases for Use in CTA, Header, Bio
- Matching Color & Typography Strategy

☑ Used for a solo-coach launching on LinkedIn and Gumroad.

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