Creative Design Website to Enhance Visual Branding and Client Engagement: A Case Study at Hillary.co

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Abstract—In today's digital era, a website is more than just an information platform; it is the main representation of a brand's visual identity. This case study at Hillary.co explores how creative web design can strengthen visual branding and boost client engagement. The design process focuses on maintaining visual consistency, delivering an engaging user experience (UX), and implementing responsive design to ensure optimal performance across devices. Observations reveal that a fresh, interactive, and accessible website not only builds a professional image but also encourages clients to engage more actively. This study suggests that creative industry players should prioritize innovative, adaptive, and user-centered web design as a key strategy for building strong branding and client engagement in the digital age.

Keywords— Visual Branding, Client Engagement, Creative Industry, Brand Identity, Adaptive Website

I. INTRODUCTION

In today's digital era, a website is more than just an online brochure it is the primary face of a brand and often the first point of contact between a business and its audience. As consumer behaviors shift increasingly towards digital platforms, the importance of a well-designed website in establishing and communicating a brand's identity has never been greater. For companies in the creative industry, where differentiation and innovation are crucial, the website becomes a strategic tool to showcase expertise, creativity, and professionalism.

Visual branding is no longer limited to logos or color schemes. It encompasses the entire visual language of a brand, including layout, typography, imagery, and even micro-interactions that together create a cohesive and memorable experience. A thoughtfully designed website can effectively convey a brand's values, personality, and vision, building trust and recognition in a crowded marketplace. Furthermore, creative web design has the power to evoke emotions, tell compelling stories, and leave a lasting impression on visitors, all of which contribute to stronger brand positioning.

Equally important is the user experience (UX) offered by the website. Good UX design ensures that visitors can easily navigate the site, find relevant information, and interact seamlessly with various features. It is not just about aesthetics, but about creating a journey that feels intuitive, engaging, and rewarding. In the context of client engagement, a website should encourage visitors to take action whether by making an inquiry, subscribing to a newsletter, or exploring a portfolio of work. Interactive elements, clear calls-to-action, and personalized content all play a role in fostering meaningful connections and driving business growth.

The rapid proliferation of devices used to access the internet ranging from smartphones and tablets to desktops has also made responsive and adaptive web design an essential consideration. A responsive website automatically adjusts its layout and functionality to provide an optimal viewing experience across different screen sizes and devices. This not only enhances usability but also ensures that the brand's visual identity remains consistent and impactful, regardless of how or where the website is accessed.

Digital platforms now offer a multitude of opportunities for brands to engage with clients beyond the traditional boundaries of time and location. Features such as live chat, interactive portfolios, testimonials, and integration with social media channels enable businesses to build ongoing relationships, gather feedback, and foster a sense of community. For creative companies like Hillary.co, leveraging these digital touchpoints is vital for demonstrating expertise, building credibility, and nurturing client loyalty.

This case study focuses on Hillary.co, a creative industry player that has strategically invested in website design to enhance its visual branding and client engagement. By analyzing the design process, implementation, and outcomes, this research aims to provide practical insights into how creative and responsive web design can serve as a powerful tool for brand building and client interaction. The findings are intended to serve not only as a reference for Hillary.co but also as valuable guidance for other creative businesses seeking to strengthen their digital presence and competitive edge through innovative website strategies.

In summary, as the digital landscape continues to evolve, the role of creative web design in shaping brand perception and driving client engagement becomes increasingly significant. Companies that prioritize a holistic approach combining strong visual

branding, exceptional user experience, and adaptive design are better positioned to thrive and grow in the modern marketplace.

II. LITERATURE REVIEW

A. *Visual Branding in the Digital Environment*

Visual branding has evolved from being just a component of marketing materials to becoming a critical element in the overall digital communication strategy of a business. In today's competitive and saturated digital market, brands are not only competing for market share but also for attention, trust, and emotional connection with their audience. Visual branding, therefore, plays a central role in capturing interest and establishing identity across various digital touchpoints.

Kapferer (2012) defines branding as the process of endowing products and services with the power of a brand. In a digital context, visual branding serves as the medium through which that power is communicated visually and emotionally. It includes a variety of elements such as logo design, typography, color palettes, photography styles, layout grids, iconography, and other graphic devices. Each of these elements works together to create a cohesive brand narrative that is immediately recognizable and emotionally resonant.

According to Wheeler (2017), consistent visual branding increases brand recognition by 80%, and consumers are more likely to remember a brand that has a strong and consistent visual presence. This is because human brains process visuals 60,000 times faster than text, meaning that visual identity becomes the first and most lasting impression of a brand. Inconsistencies or lack of strategy in visual branding often led to confusion and loss of credibility, particularly on digital platforms like websites, where users' attention spans are short.

For creative agencies like Hillary.co, whose services are often judged on the quality of their design and creativity, having a strong, cohesive, and innovative visual brand is non-negotiable. Their website serves not just as a source of information but as a living expression of their expertise and design philosophy. It must encapsulate who they are, what they do, and why they're different without users having to read a single line of copy.

B. *Website Design as a Reflection of Brand Identity*

In the modern digital landscape, the website has become the primary gateway through which brands interact with both prospective and existing clients. Unlike static branding mediums, websites are dynamic, interactive, and constantly evolving. As such, they serve as a powerful canvas for expressing a brand's visual identity and values.

A well-designed website goes beyond aesthetics. It communicates messages, elicits emotions, and facilitates user experiences that are aligned with brand goals. Garrett (2011) explains that web design sits at the intersection of strategy, scope, structure, skeleton, and surface where visual presentation is not merely decoration, but a carefully designed part of the user journey. Every pixel, color, and animation have the potential to influence user perception and behavior.

Lavie & Tractinsky (2004) have shown that users form an aesthetic impression of a website within 50 milliseconds. This lightning-fast judgment is not just about whether a website "looks nice" but whether it communicates trust, professionalism, and alignment with the user's expectations. In this moment, a user decides whether a site is worth exploring or abandoning.

For Hillary.co, this concept has major implications. The agency's audience is likely composed of decision-makers, entrepreneurs, and brand managers who are already attuned to design quality. A poorly designed or uninspiring website may immediately disqualify Hillary.co from consideration, regardless of their actual capabilities. On the other hand, a creatively built, brand-aligned website can immediately establish credibility, showcase expertise, and set the stage for client engagement.

C. *The Psychology and Mechanics of Client Engagement*

Client engagement refers to the ways in which customers interact with a brand, and how these interactions translate into emotional connections, trust, and loyalty. In the digital sphere, client engagement goes far beyond simple metrics like clicks or page views it encompasses how users *feel* when interacting with a brand online, what they remember, and whether they're motivated to return or take action.

According to Brodie et al. (2011), client engagement is both a psychological and behavioral process. It includes elements such as attention, interest, interaction, and emotional resonance. A website that is engaging draws users in, keeps them interested, and guides them toward deeper involvement such as exploring services, downloading materials, or contacting the brand.

In their study on digital engagement, Calder et al. (2016) noted that engagement is highly context dependent. This means that different users engage in different ways, based on their goals, mindset, and the environment of the website itself. For creative companies like Hillary.co, engagement may include viewing design portfolios, watching case study videos, interacting with animations, or reading blog articles on branding trends.

There are many website design elements that affect engagement:

- **Navigation structure**: Clear menus and intuitive navigation help users feel in control.
- **Interactive content**: Users engage more with sites that offer sliders, hover effects, quizzes, or galleries.
- **Content relevance**: Personalized or segmented content based on user type increases time-on-site.
- **Visual dynamics**: Animated transitions, motion design, and scroll-triggered elements guide attention and curiosity.
- **Social proof**: Testimonials, reviews, and client logos build trust and make users more likely to interact.

For Hillary.co, building client engagement isn't optional it's fundamental. Their website must not only look professional and visually appealing but must also be engineered to lead users through a meaningful journey that results in inquiry, conversion, or long-term interest.

D. *Storytelling, Emotion, and Visual Communication*

Beyond usability and engagement metrics lies another key dimension: **emotion**. People don't just buy services; they buy *stories*, *feelings*, and *experiences*. Visual storytelling uses design, imagery, motion, and layout to narrate a brand's journey, values, and impact without relying solely on text (Wheeler, 2017).

Ashley & Tuten (2015) observed that emotional storytelling enhances brand loyalty and shareability. When users feel emotionally moved by what they see whether through a founder's journey, a compelling client story, or a beautifully crafted video they are far more likely to remember, share, and act.

For websites, storytelling can be embedded in:

- Scroll-based experiences that reveal chapters of a story
- Dynamic timelines or infographics
- Video content and brand documentaries
- Case studies that follow a problem-solution-impact format

- Human-centered photos of team members, clients, or behind-the-scenes work

Hillary.co, as a creative agency, can significantly benefit from a storytelling-based approach. Instead of treating their website as a digital brochure, they can make it a stage where visitors are invited to experience the agency's culture, talent, and creative process.

III. METHODOLOGY

This study uses an information architecture methodology with a hierarchical structure approach, where the hierarchical structure has a parent-child approach with a vertical hierarchy. This methodology consists of the following components.

A. *Information architecture*

- **HILLARY CO. (CREATIVE DESIGN AGENCY):** functions as the home page and also an index on the website which displays home, about, services, portfolio, team and contact.
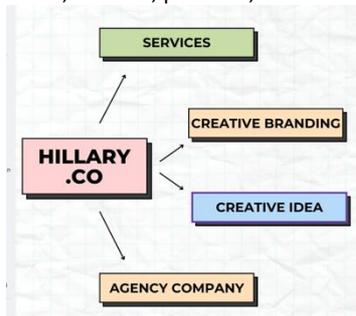
Figure 1. Information architecture

B. *Interface Design (Home, About, Services, Portfolio, Team, Contact)*

This section describes the interface design of the Hillary.co website, covering visual layout, interactive elements, and design strategies implemented on each main page:

- **Home:**

    The homepage features a prominent hero banner with a striking visual image and concise introductory text highlighting the company's value proposition. Interactive animated statistics, such as "5K successful campaigns," add visual interest and credibility. An intuitive fixed menu bar provides seamless navigation between sections, complemented by clear call-to-action buttons encouraging further exploration.

- **About:**

    The About page visually communicates company culture using a prominent team photo alongside a concise, human-centered narrative. The design emphasizes collaboration, creativity, and professionalism, building trust and reinforcing the company's core values.

- **Services:**

    The Services page uses a structured modular card-based layout to clearly present service offerings. The primary category "*Services*" branches into three distinct subcategories: "*Creative Branding*," "*Design Systems*," and "*Marketing Strategies*." Each subcategory is showcased individually with visual icons, bold titles, and concise descriptions, facilitating easy understanding and exploration for visitors.

- **Portofolio:**

    The Portfolio page employs a clean and professional gallery layout, showcasing completed projects through clickable thumbnails. Each thumbnail leads to a detailed view containing descriptive project information, creative processes, and visual representations (mock-ups, images, or videos), effectively demonstrating Hillary.co's capabilities.

- **Team:**

    The Team page presents professional profile photos of team members, accompanied by their names and roles within the company. The design reflects transparency and professionalism, enhancing client trust and emotional connection.

- **Contact:**

    The Contact page includes an interactive form allowing visitors to submit inquiries directly. It integrates Google Maps for clear location visualization, alongside essential operational details. Social media links and secondary navigation elements in the website footer ensure broad digital connectivity and user-friendly access.
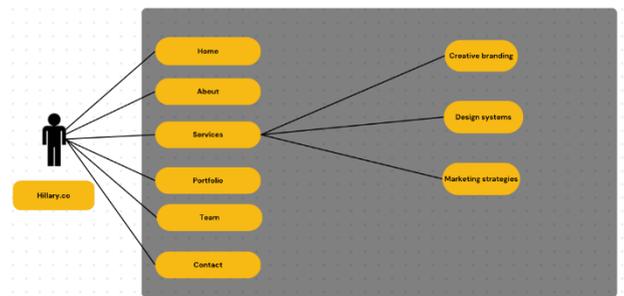

Figure 2. Interface Design

C. *Database design*

The website's database is developed using MySQL, following a relational database approach to efficiently manage dynamic website content. Database tables are structured to facilitate easy content management through CRUD operations (Create, Read, Update, Delete). Specifically, the database is designed to support the content displayed on the "Services" page, which includes subcategories: Creative Branding, Design Systems, and Marketing Strategies.

D. Professional Team Representation and Digital Connectivity System

The Team page presents visual profiles of team members, including professional photos, names, job titles, and brief descriptions of their roles within the company. This interface is designed using human-centered design principles to convey a sense of professionalism and transparency, thereby increasing visitors' trust in the company.

Meanwhile, the Contact page utilizes an interactive design approach, featuring a contact form directly connected to the database, Google Maps integration for clear office locations, and detailed company operational information. The footer also features additional navigation, service information, and social media icons to expand the company's digital reach.

This approach aims to strengthen user interaction with the company directly, facilitate two-way communication, and increase the opportunity to convert visitors into potential clients.

IV. RESULT AND DISCUSSION

This section discusses the actual implementation results of the Hillary.co website, visual branding evaluation, user interaction, client engagement, digital team representation, and the technical implementation of the website development process.

A. Navigation Structure and Interaction Analysis

The Hillary.co website's navigation structure provides an intuitive user experience through a fixed horizontal menu bar layout. Direct observation shows that each main menu clearly directs users to pages with specific objectives, creating a logical and efficient exploration flow. User interaction is supported by a responsive interface design, which works consistently across various devices, including desktop and mobile devices.
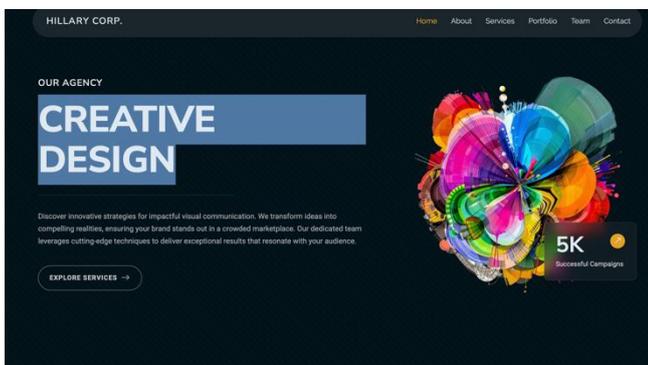

Figure 3. Navigation Structure

Figure 4. Web Index

B. Visual Branding and Identity Evaluation

The visual branding on the Hillary.co website demonstrates consistency in design elements such as the dominance of black and yellow, the use of bold sans-serif typography, and consistent modern illustrations and visual icons. Observations indicate that this design successfully creates a professional and creative
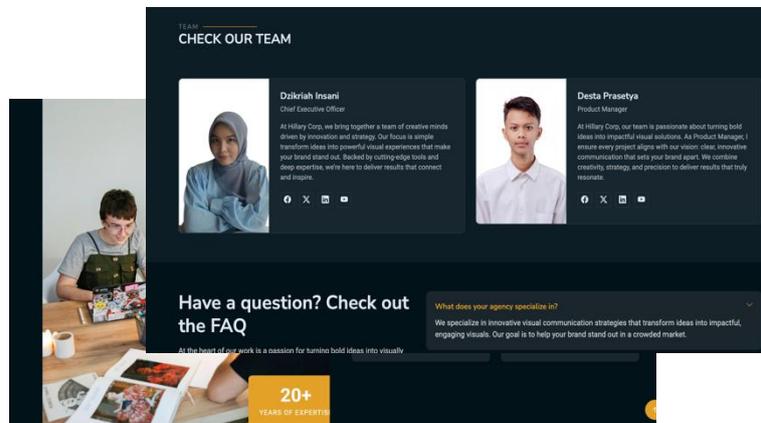
impression that is clearly visible from the moment users first access the homepage. The company's identity is also reinforced through the combination of concise text and high-resolution visuals, in line with the designed visual communication strategy.

Figure 5. Visual Branding - Color Schemes and Typograph
Figure 6. Service Categories Overview

C. Client Engagement through Interactive Elements

The Hillary.co website actively utilizes various interactive elements such as call-to-action buttons, hover animations, and dynamic tabs on service detail pages. These elements aim to increase visitor engagement with the website's content, thereby accelerating the user's decision-making process. Client engagement is also measured through potential interactions on the contact form, consultation features, and service bookings, which by design significantly support the conversion of visitors into potential clients.
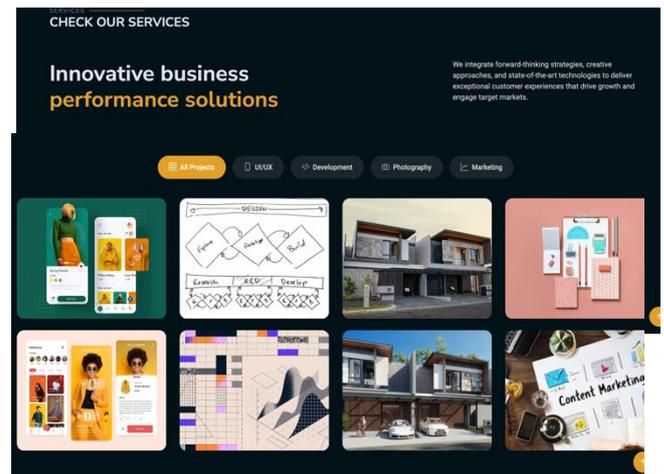

Figure 7. Portfolio Page

D. Integration of Corporate Values and Team Representation

Presenting company values and team member profiles on the About and Team pages is a crucial aspect of building digital trust among visitors. Through a strong and transparent visual narrative, the company successfully creates a deeper emotional connection with its audience. The analysis supports Ashley & Tuten's (2015) view that a visual storytelling approach and

human-centered design can increase user loyalty to a brand or company.

Figure 8. Team Page

E. Technical Implementation and Development

The technical implementation of the Hillary.co website was carried out using the following technologies:

- **HTML and PHP:**
  HTML is used as the markup base for the website's page structure, while PHP is used as a server-side programming language to manage dynamic content, CRUD operations on services, portfolios, and data processing from contact forms.
- **CSS and SCSS:**
  CSS is used to define visual design consistency, while SCSS helps make styling modular, efficient, and more manageable.
- **JavaScript:**
  JavaScript is used to add interactive and dynamic elements such as form validation, interactive statistics animations, hover effects, and responsive navigation to user actions.
- **MySQL:**
  MySQL was chosen as the database management system used to store service content data, portfolios, and user interaction data through contact forms. CRUD (Create, Read, Update, Delete) operations are executed to facilitate dynamic content managemen

V. CONCLUSION

The case study of Hillary.co demonstrates that creative web design plays a crucial role in enhancing visual branding and driving client engagement in the digital age. Through a well-structured navigation system, cohesive visual identity, interactive user experience, and a human-centered approach, the website effectively communicates the agency's brand values and professionalism. The strategic use of visual elements such as typography, color schemes, modular layouts, and storytelling strengthens the brand's credibility and emotional connection with its audience.

The findings reinforce that web design is more than aesthetic it is a strategic communication tool that shapes user perceptions and influences behavior. For creative agencies like Hillary.co, a website is not just a portfolio but a dynamic interface that reflects expertise, builds trust, and converts visitors into long-term clients.

In an increasingly competitive digital landscape, businesses in the creative industry must adopt adaptive, engaging, and user-focused website designs. Prioritizing responsiveness, interactivity, and visual storytelling is essential for establishing strong brand identity and fostering meaningful client relationships. This study suggests that investing in creative and strategic website design is not optional it is foundational to business growth and sustainability in the modern marketplace.

Update, Delete) operations are executed to facilitate dynamic content managemen

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