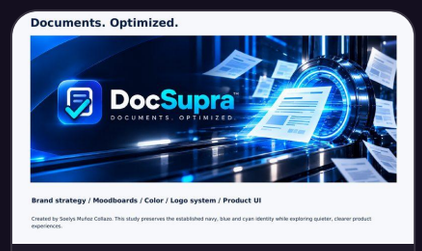
Four brands, *start to screen.*

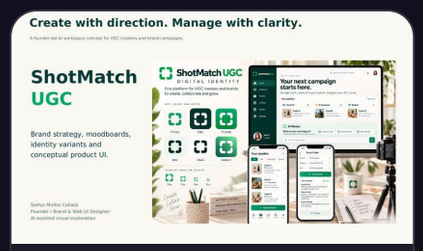
Brand identity, visual direction and interface case studies by Soelys Muñoz, SERÁ AI Services. Two of my own SaaS products and two concept brands, each with its live site in the same portfolio link.



01 · SAAS

DocSupra p. 2

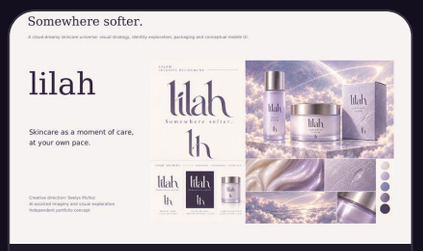
Brand identity & product UI



02 · SAAS

ShotMatch UGC p. 17

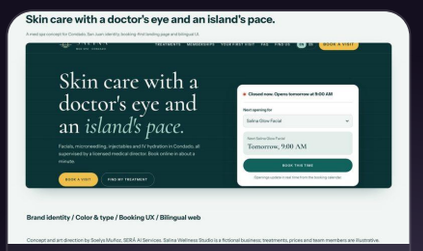
Brand identity & product UI



03 · CONCEPT BRAND

Lilah p. 32

Identity, packaging & e-commerce



04 · CONCEPT SITE

Salina p. 50

Med spa identity & booking UX

Documents. Optimized.



Brand strategy / Moodboards / Color / Logo system / Product UI

Created by Soelys Muñoz Collazo. This study preserves the established navy, blue and cyan identity while exploring quieter, clearer product experiences.

A real product. A focused design extension.

Founder-led product

DocSupra is the founder's document-preparation SaaS. The earlier portfolio documents work across product concept, brand strategy, visual identity, interface direction and implementation.

Current website context

The public website presents Compliance Studio, Integrity Scanner and Enterprise Compliance Studio. It describes processing on the user's device. These statements are product positioning, not independently audited findings. [1]

This new study

Adds three visual territories, explicit palette selection, six icon variants and desktop/mobile UI concepts. These new screens are exploratory mockups, not screenshots of the live application.

The design challenge

Communicate technical document requirements without increasing user uncertainty. Make selection, settings, preview and export understandable while preserving a recognizable brand.

Scope: brand and product design. No performance, security certification, customer outcome or regulatory claim is validated by this presentation.

Precision in the message. Clarity in the interaction.

Audience

Individuals preparing files for a destination portal; administrative and operations teams processing documents repeatedly. These audience segments guide the design and require further customer validation.

Positioning

A document-readiness studio that helps people prepare files against technical requirements and review file-structure signals. Avoid a generic cloud-storage identity.

Personality

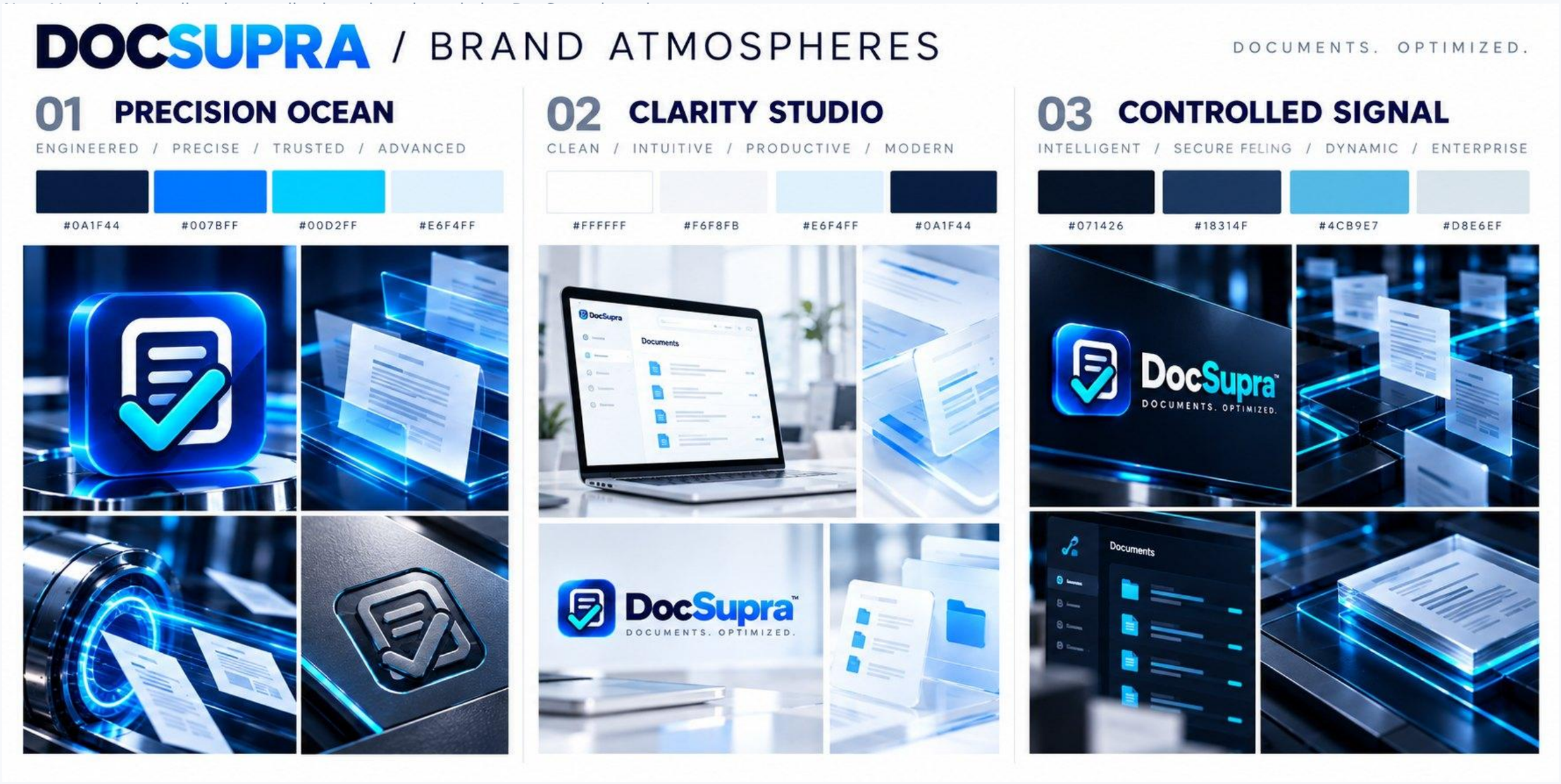
Precise, direct, modern and approachable. Explain requirements plainly and show the next action. Use evidence and useful controls to support confidence.

Visual signature

A document outline plus checkmark identifies the category and intended preparation outcome. Navy anchors hierarchy; electric blue and cyan create recognition and focused emphasis.

The checkmark represents a preparation result or stated technical check. It must not imply that an institution will accept a file or that its contents are authentic.

Three visual territories for one product family.



Selection: Precision Ocean for campaign recognition; Clarity Studio for everyday product UI; Controlled Signal as an optional dark visual extension.

Precision Ocean

Engineered / dimensional / focused



Materials & atmosphere

Reflective dark glass, brushed metal, translucent document layers and cyan edge light.

Why this direction

The document/checkmark silhouette remains the hero. Controlled illumination draws attention without adding unrelated symbols.

Recommended applications

Launch campaigns, website hero imagery, sales-deck covers and promotional assets.

#0A1F44 #007BFF #00D2FF #E6F4FF

Clarity Studio

Airy / readable / practical



Materials & atmosphere

Frosted blue glass, white surfaces, open spacing and quiet geometric structure.

Why this direction

The brand becomes a usable workspace. Navy text and restrained blue accents help content and controls remain the focus.

Recommended applications

Compliance Studio, onboarding, requirement panels, product education and everyday UI.

#FFFFFF #F6F8FB #E6F4FF #0A1F44

Controlled Signal

Structured / analytical / restrained



Materials & atmosphere

Matte navy, graphite surfaces, precise light paths and abstract scanning-inspired lines.

Why this direction

Dark surfaces provide a distinct atmosphere for analytical content. Findings still need plain-language labels and context.

Recommended applications

Optional dark-mode explorations, Integrity Scanner presentations and technical campaign graphics.

#071426 #18314F #4CB9E7 #D8E6EF

A primary palette with a quieter UI derivative.

DEEP OCEAN #0A1F44

Primary text, dark brand surfaces

PRIMARY BLUE #007BFF

Brand emphasis and actions

ACCENT CYAN #00D2FF

Checkmark and limited highlights

LIGHT BLUE #E6F4FF

Selected panels and gentle fills

SLATE GRAY #6B7280

Secondary text; verify contrast

SOFT GRAY #F6F8FB

Main interface background

Proposed visual allocation

Use white and Soft Gray for most product surfaces. Deep Ocean supports readable content; blue identifies actions. Cyan is an accent, rather than a default body-text color.

Status is more than color

Pair statuses with labels and symbols. Test contrast and focus states in the actual interface before release.

Preserve the symbol. Standardize its use.



Existing reference

The supplied identity pairs a rounded-square document symbol with a prominent cyan checkmark and a DocSupra wordmark. The dimensional treatment remains useful for campaign imagery.

Proposed variants

Original, Flat, Navy, Light, Mono and Reverse adapt the same idea to different backgrounds and sizes. Prefer simplified treatments for dense UI and small placements.

Master artwork

The new image-generated variants contain small drawing and lettering differences. Reconstruct a single vector master, define clear space and minimum size, and export all variants from it.

Strong headings. Quiet, readable technical detail.

Exact specs. Less guesswork.

Type hierarchy

Display: 36-56 px / bold
Section: 24-32 px / semibold
Body: 15-17 px / regular
Labels: 12-14 px / medium
Technical data: clear numerals and units

Proposed type direction

Geist for display headings and Inter for interface and body text, consistent with the earlier design study. These are recommendations; this PDF uses embedded DejaVu fonts for reliable rendering.

Composition rules

Use aligned columns, generous panel padding and a consistent spacing scale. Place target format, file size and resolution together. Keep visual effects away from controls and technical values.

Campaign language is a creative proposal, not a guarantee that every source file can be repaired or every destination requirement met.

Icon variants, desktop workspace and mobile flows.

Proposed vis



Make the document workflow understandable.

01 / Choose a task

Distinguish document preparation from integrity review. Use plain-language task names, accepted input information and visible processing context.

02 / Set requirements

Group format, size and resolution in a clear settings panel. Explain the destination requirement rather than relying on a preset label alone.

03 / Preview and export

Show the output and final specifications before download. Provide actionable errors and preserve user control when source quality is insufficient.

Integrity review

Technical findings should carry context. Editing software metadata, for example, may reflect legitimate processing. A signal should not be presented as proof of fraud or authenticity.

Enterprise workflow

Batch queues need explicit progress, exceptions and recovery. Team-oriented brand imagery should not substitute for documented access, data-handling and support information.

Validation plan: test task selection, requirement entry, result interpretation and export with participants. Record actual observations before claiming usability improvements.

Let the product promise shape the visual system.

Brand hypothesis

Document readiness provides a sharper identity than a generic file utility. The icon and practical messaging align the brand with the specific task of preparing files to stated technical requirements.

Visual distinction

The proposed combination is a recognizable document/checkmark symbol, navy/cyan contrast, engineered campaign imagery and a quieter product interface. This is a design rationale, not proof of market exclusivity.

Why blue and cyan?

Deep navy gives structure and visual weight. Blue highlights actions. Cyan connects the wordmark and symbol to campaign light accents. These are intentional design roles, not evidence that a color guarantees user trust.

Trust through explanation

Readable requirements, transparent processing descriptions, contextual findings and clear limitations create concrete reasons to understand the product. Use only claims supported by current implementation and documentation.

A systematic competitive review, user research and measured product evaluation would be needed to test these positioning assumptions.

One identity across product and promotion.

Campaign & website

Use cinematic document layers and cyan-lit materials for hero banners, launch graphics and sales presentations. Keep messages specific and text distinct from imagery.

App & product

Use Flat or Navy icon variants where simplicity matters. Keep Original for expressive brand moments; use Mono and Reverse when color or reproduction is constrained.

Reusable deliverables

Vector logo masters; light and dark lockups; favicon and app-icon exports; color and type styles; social templates; presentation cover; Figma component library; responsive product mockups.

Next steps

Select a master icon. Build the UI kit. Prototype primary flows. Test with users. Review accessibility, product copy and data-handling claims. Document results and iterate.

API and Claude/MCP material can be developed as a separate developer-experience chapter once its actual data flow and current implementation are reviewed.

Founder ownership. Transparent presentation.

Project credits

Soelys Muñoz Collazo / Founder, Brand & Product Designer.

The original DocSupra portfolio documents the founder's product and identity work. This extension combines that existing material with new AI-assisted moodboards, icon variants and conceptual interfaces.

Evidence boundaries

This is a qualitative design study. It does not report new customer research, conversion gains, security audits, regulatory certifications or tested usability results. New mockups require production cleanup and validation.

References

[1] DocSupra official website. Reviewed October 28, 2026. Used to identify the current product areas and public positioning; claims were not independently audited.

https://docsupra.com

[2] DocSupra_Corporate_Brand_Product_Design_Portfolio_EN.pdf. Existing founder-owned portfolio; source for the logo, campaign artwork, established palette and proposed type direction.

This document is a new companion design study. Original product documentation remains the source of truth for supported functionality.

Create with direction. Manage with clarity.

A founder-led AI workspace concept for UGC creators and brand campaigns.

ShotMatch UGC

Brand strategy, moodboards, identity variants and conceptual product UI.

Soelys Muñoz Collazo
Founder / Brand & Web UI Designer
AI-assisted visual exploration



A creator-first workspace with a recognizable frame.

Product vision

ShotMatch UGC is the founder's SaaS project for creators and brands. The stated scope includes portfolio development, campaign organization, AI-assisted content and workflow support.

Design challenge

Creators move between briefs, messages, scripts, deliverables and campaign stages. The proposed design brings those activities into a clear visual hierarchy.

Existing identity

Earlier founder-owned concept visuals establish emerald, deep green, light neutral surfaces and a four-corner viewfinder symbol. This study develops that existing direction.

What is new here

Three moodboards with dedicated pages, explicit palette roles, six icon treatments and a refreshed desktop/mobile workspace concept. New screens are not live product screenshots.

The live website could not be retrieved during preparation. Product features are based on founder-provided scope and historical concept assets, not a verified feature audit.

From creative possibility to an organized workflow.

Proposed audience

Independent UGC creators and small creative teams managing content and client opportunities. Brand collaborators form a related audience; their workflows need separate validation.

Positioning hypothesis

An AI-assisted workspace that connects creative preparation with campaign organization. Lead with practical tasks: understand a brief, draft content, track next steps and present a portfolio.

Personality

Encouraging, capable, direct and creative. Use warm photography and calm instructions, balanced by structured workspace controls.

Brand promise

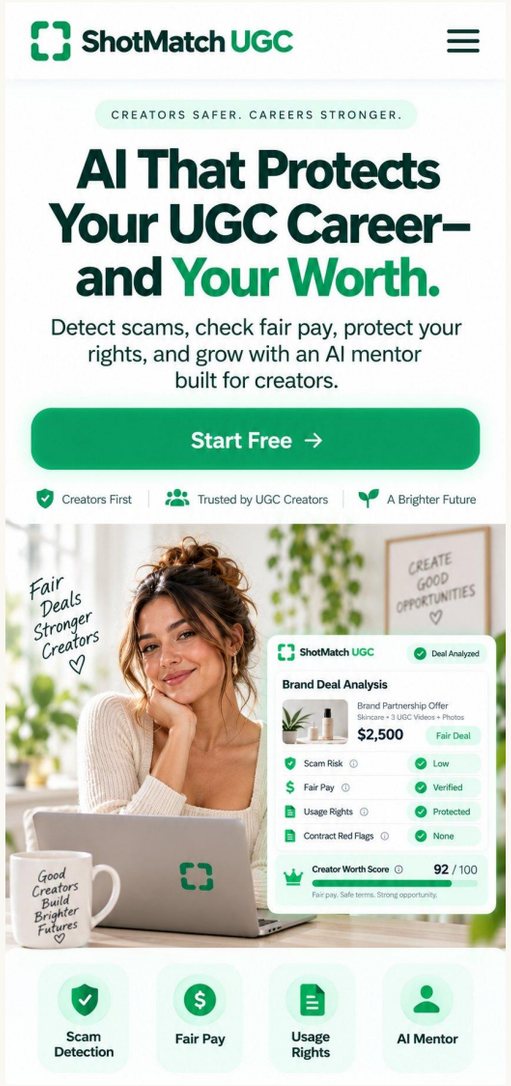
Help creators organize their work and move a campaign forward. Avoid guaranteeing earnings, campaign success, fair compensation, legal protection or scam detection accuracy.

Audience and positioning are design hypotheses. This study contains no new user interviews, market-size research or measured customer outcomes.

Emerald identity. Human creative context.

Historical founder-owned concept assets informed this design extension.





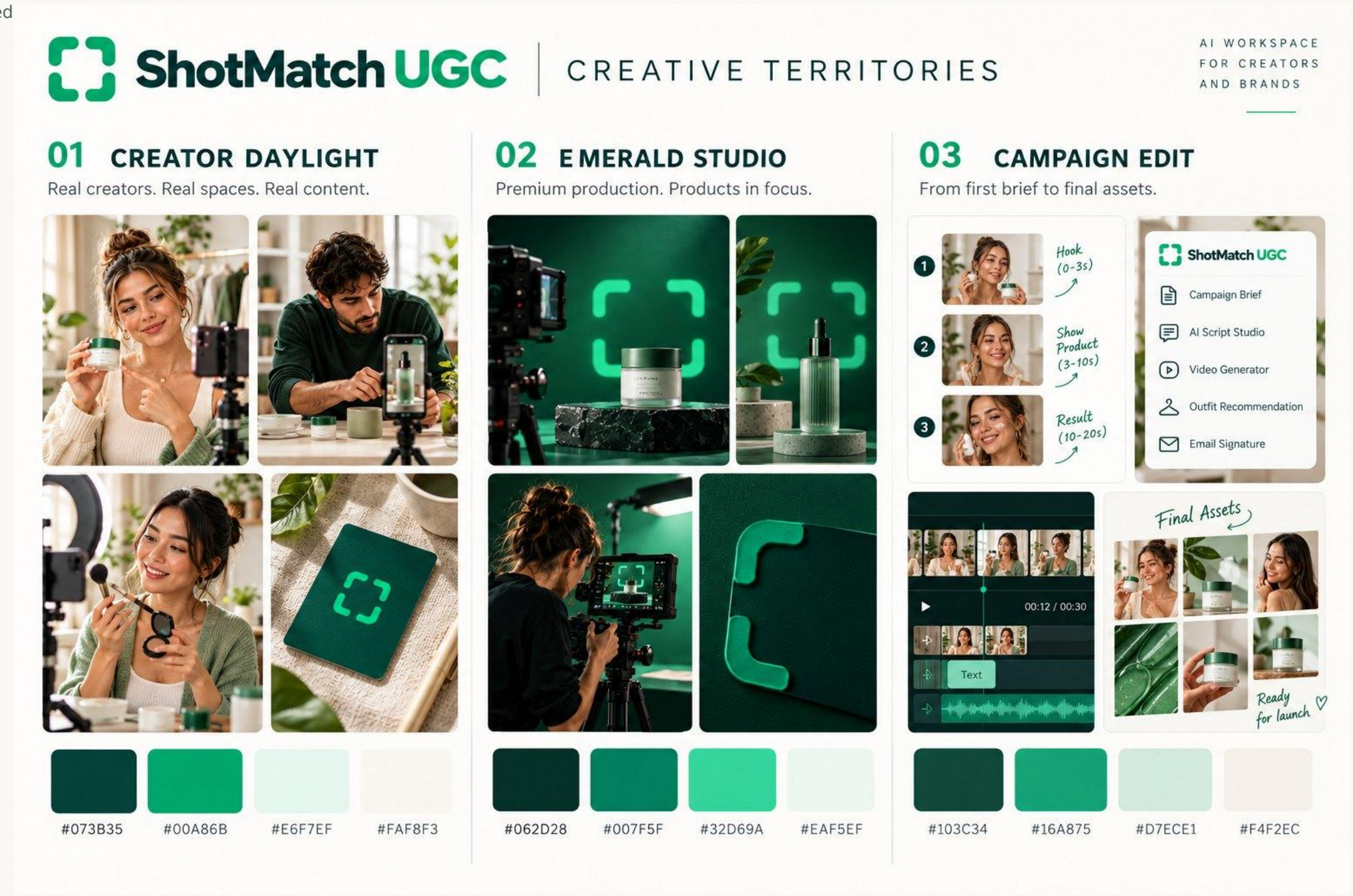
Retain: four-corner framing symbol, deep green wordmark, emerald highlights and creator imagery.

Refine: reduce feature density, make the next action clearer, and treat AI outputs as drafts or review prompts rather than guaranteed judgments.

Historical messaging and sample results are not validated product claims.

Three directions within one creator brand.

AI-generated



Creator Daylight

Human / welcoming / practical



Visual language

Warm daylight, home studios, linen, matte surfaces and recognizable filming tools.

Why this direction

Connect the software with everyday creative work. Human context adds warmth without making the workspace visually noisy.

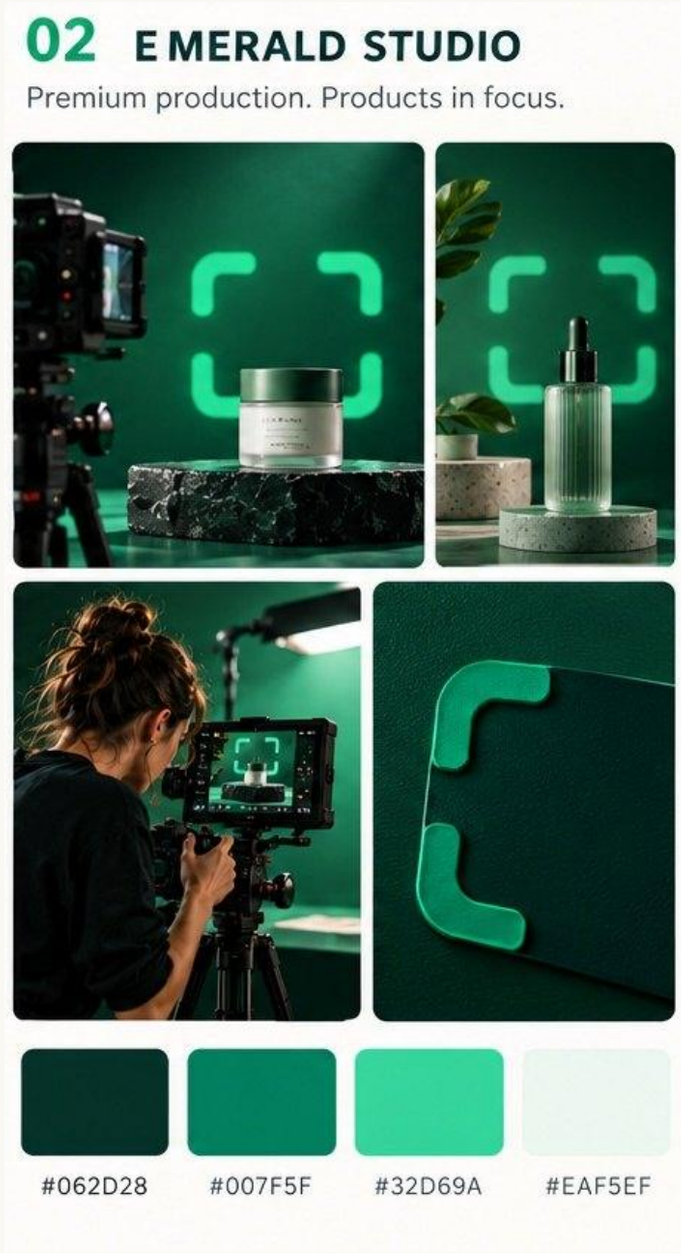
Recommended use

Homepage, onboarding, creator education and portfolio storytelling.

#073B35 #00A86B #E6F7EF #FAF8F3

Emerald Studio

Focused / polished / dimensional



Visual language

Deep green backgrounds, tabletop production sets, frosted acrylic and precise framing motifs.

Why this direction

A more cinematic expression supports launch imagery while retaining the recognizable emerald identity.

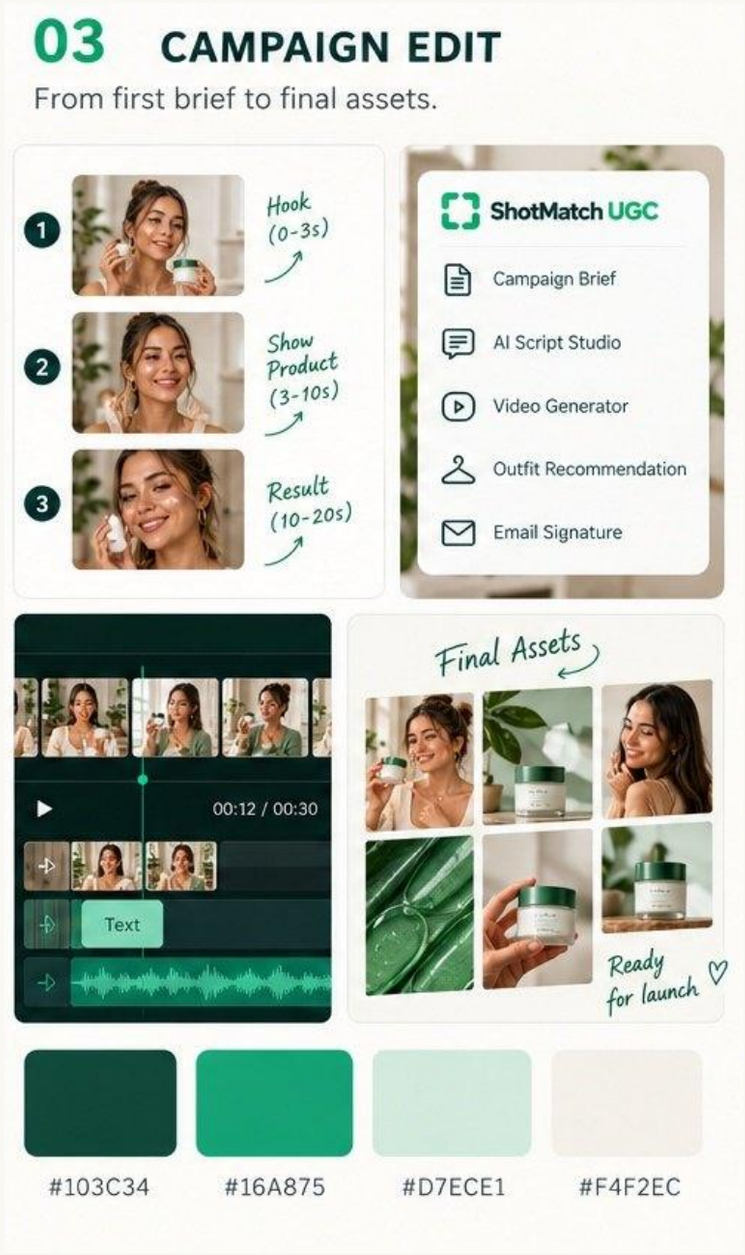
Recommended use

Campaign launches, feature introductions, sales presentations and brand collaboration pages.

#062D28 #007F5F #32D69A #EAF5EF

Campaign Edit

Editorial / sequential / organized



Visual language

Contact sheets, storyboards, timeline-inspired graphics and generous white margins.

Why this direction

Show the relationship between brief, script, production and deliverable. A sequence makes the creative process tangible.

Recommended use

Script Studio concepts, campaign planning, tutorials and editorial social content.

#103C34 #16A875 #D7ECE1 #F4F2EC

Creator Daylight leads the everyday system.

FOREST INK

#073B35

Primary headings and strong dark surfaces

EMERALD

#00A86B

Brand highlights and selected action treatments

PALE MINT

#E6F7EF

Supportive cards and selected backgrounds

WARM IVORY

#FAF8F3

Main canvas and editorial breathing room

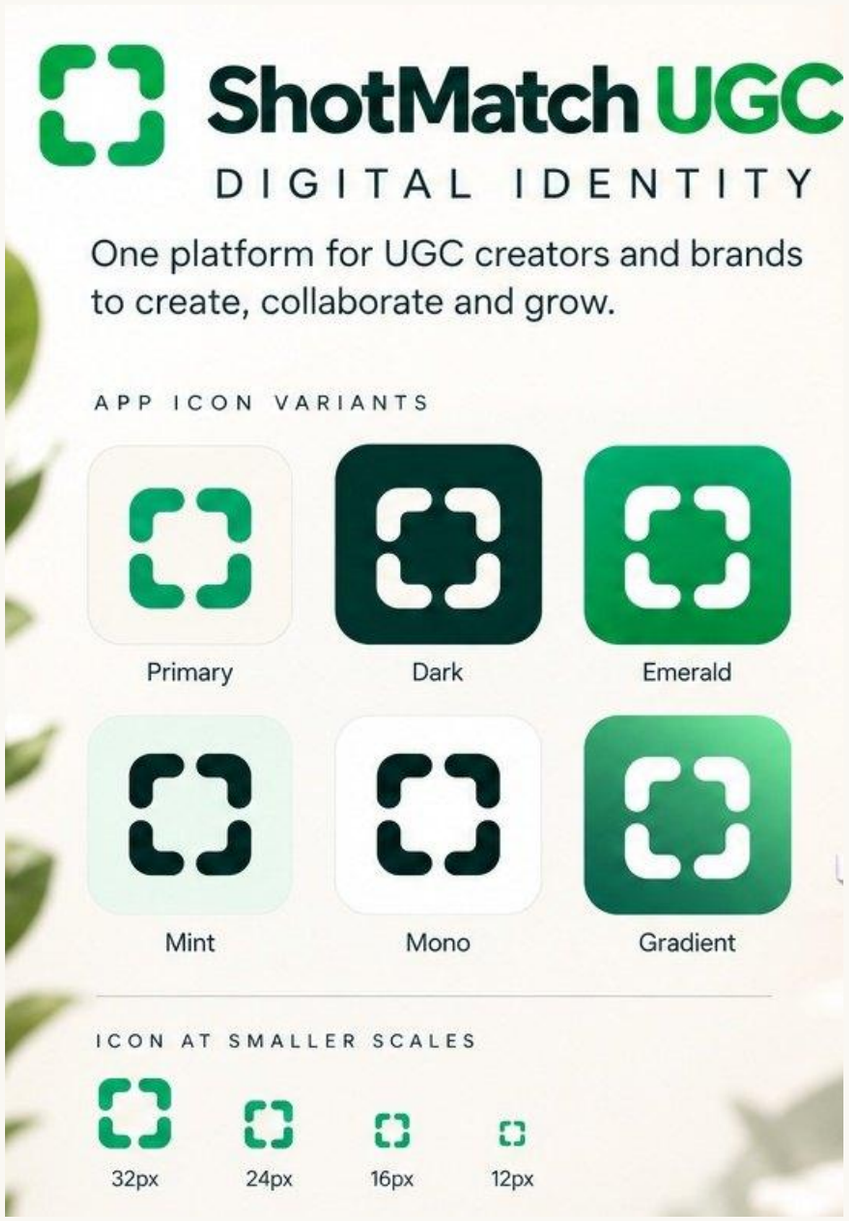
System roles

Use ivory and mint for most UI surfaces. Forest Ink supports readable content. Emerald adds recognition and a clear focal point. Keep gradients for limited campaign moments.

Accessibility work

Test every actual pairing. White text on a bright emerald button may need a darker fill. Status labels, focus indicators and errors must work without color alone.

A frame that connects capture, focus and content.



Existing symbol

Four separated rounded corners suggest a camera viewfinder. The open center supports the idea of focusing on a creator's work. This is a design interpretation, not proof of exclusivity.

Six variants

Primary, Dark, Emerald, Mint, Mono and Gradient preserve the underlying geometry. Use a simplified flat treatment for routine UI and reserve gradients for expressive settings.

Production master

Image-generated variants differ slightly. Rebuild one vector master, correct spacing and corner consistency, define clear space, and test actual small-size exports.

Confident headlines. Calm working surfaces.

Your next
campaign starts here.

Type hierarchy

Display: 36-56 px / bold
Section: 24-32 px / semibold
Body: 15-17 px / regular
UI labels: 12-14 px / medium
Technical details: readable values and units

Proposed typography

A contemporary geometric sans for headlines and a readable UI sans for dense content. Candidate direction: Manrope for display and Inter for body, subject to licensing and final testing. This PDF uses embedded DejaVu.

Composition

Use aligned cards, predictable spacing and an obvious primary task. Keep photographic depth in campaign areas; use simpler surfaces around tables, forms and editing controls.

Desktop organization. Mobile momentum.

Concept work



Three tasks that give the workspace a clear purpose.

01 / Track an opportunity

Pipeline cards show a project, current stage and next action. New, In discussion and Booked become meaningful states; avoid unexplained scores and vague readiness badges.

02 / Create a script draft

Product, audience and tone provide useful context. The AI output remains editable, with options to regenerate, copy, save and review before use.

03 / Ask the AI Mentor

Start with specific prompts such as outlining a script or reviewing a brief. Make the scope of assistance clear and show when information is uncertain or incomplete.

Proposed flow

Home > select task > add project context > review draft or stage > edit > save. Each step should make the current project and next action clear.

States to design

Empty pipeline; first project; generating draft; missing input; failed generation; unsaved edits; completed action. Test keyboard navigation and mobile touch targets.

Validation: observe people adding an opportunity, finding a deadline and editing an AI draft. Document actual results before claiming the new UI is easier or faster.

Creative warmth with practical structure.

Visual rationale

Emerald, ivory and forest green support a coherent system across product and creator imagery. The framing mark connects the identity with content production. These choices do not establish market uniqueness.

Proposed distinction

Combine a human creative context with a practical workspace: campaign stages, content drafts and portfolio organization. Test whether this combination addresses real unmet needs.

Voice principles

Encouraging without pressure. Specific rather than exaggerated. Treat AI as assistance, preserve creator judgment, and make suggested actions understandable.

Example language

Your next campaign starts here.
Bring your brief into focus.
Draft it. Refine it. Make it yours.
Keep your creative work moving.

Any future pay analysis, contract review or scam-risk feature needs transparent limits and supporting evidence. A polished brand should not imply guaranteed earnings or legal protection.

From concept presentation to an editable system.

Proposed deliverables

Vector logo master; light and dark lockups; icon exports; color and text styles; presentation templates; social campaign layouts; Figma components; responsive screens and a connected prototype.

Next phase

Resolve the identity master. Build reusable components with Auto Layout. Prototype core flows. Test readability and usability. Verify current feature behavior before publishing product claims.

Project credits

Soelys Muñoz Collazo / Founder, Brand & Web UI Designer.

Direction developed through founder-owned references and iterative AI-assisted visual exploration. No new usability study, clinical research or conversion result is reported.

Source notes

Historical references: ShotMatch UGC Creator Career Hub; Emerald ShotMatch Hero Mockup; ShotMatch UGC creator protection page. These are concept images, not evidence of supported functionality or customer results.

Website: https://shotmatchugc.com / The site could not be retrieved during preparation. This document is a proposed brand and UI case study rather than a verified live-site review.

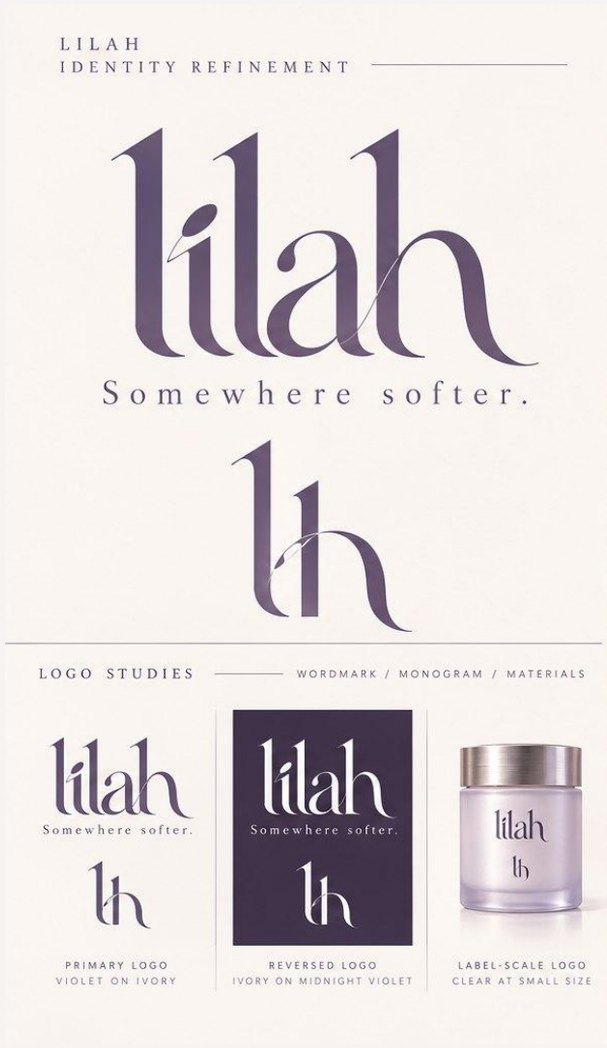
Somewhere softer.

A cloud-dreamy skincare universe: visual strategy, identity exploration, packaging and conceptual mobile UI.

lilah

Skincare as a moment of care,
at your own pace.

Creative direction: Soelys Muñoz
AI-assisted imagery and visual exploration
Independent portfolio concept





A gentle ritual with a distinct visual world.

The opportunity

Create a premium skincare concept that combines expressive beauty branding with a low-pressure approach to daily self-care.

Proposed audience

People drawn to atmospheric beauty design who want a clear, approachable routine. This is a target-audience hypothesis, not a research finding.

Brand promise

Make an everyday skincare moment feel considered, personal and welcoming. The emotional message supports self-care without promising a mental health outcome.

Personality

Ethereal. Refined. Warm. Imaginative.

Expressed through soft cloud imagery, sculptural lettering, tactile surfaces and restrained celestial details.

Project scope

Brand positioning; visual direction; wordmark and monogram explorations; color system; packaging mockups; campaign language; app icon variants; three mobile screens.

Success criteria

A recognizable system across formats; readable product information; simple navigation; consistent assets; an explanation for each design choice.

From botanical softness to celestial elegance.

The brief evolved toward clouds, orbital light and galactic color. Earlier directions are shown for process transparency.



01 / Initial exploration

Soft lavender, floral references and tactile cream textures established a gentle beauty language.



02 / Selected direction

Cloud horizons, pearlescent light and a more sculptural wordmark created a stronger match for the desired dreamlike world.

Design decision: replace botanical motifs with a restrained orbital arc and cloud horizon; retain warmth and product clarity.

Three moods. One coherent brand family.

AI-generated



Cloud Veil leads. Dusk and Pearl extend it.

CLOUD VEIL / PRIMARY

#F7F3F2 #D8CBE9 #A8ACD2 #32243F

Everyday digital surfaces, core identity and navigation. Light backgrounds support clear content; dark ink anchors the interface.

ORBITAL DUSK / CAMPAIGN

#F4F0F7 #B8A3D1 #777CBA #2D203D

Twilight campaign imagery and evening ritual concepts. Greater depth creates a distinct atmosphere while preserving the lavender family.

PEARL AURA / MATERIAL

#FAF7F2 #E7D8E6 #C7B6DC #46334F

Packaging, tactile closeups and editorial imagery. Warm pearl balances the cooler galactic tones.

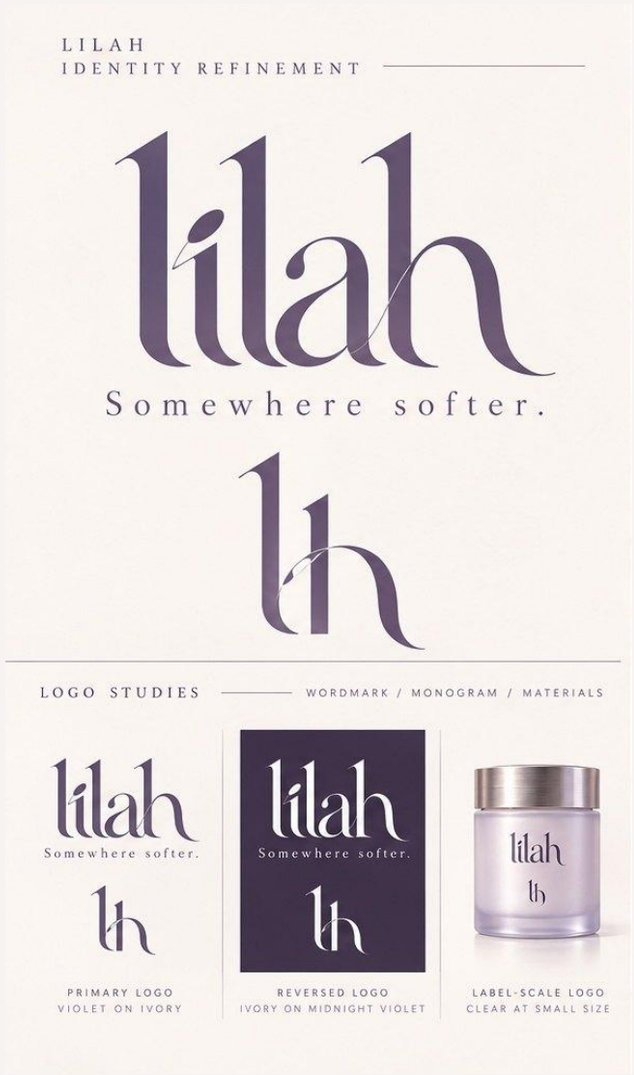
Proposed allocation

Approximately 60% pearl backgrounds, 25% lavender surfaces, 10% dark ink and 5% periwinkle or metallic accents. Adjust to the content rather than enforcing a fixed formula.

Accessibility principle

Use solid dark text on light surfaces. Test actual color pairings and interaction states before implementation; this concept has not been accessibility-audited.

Expressive lettering. A simpler supporting mark.



Primary wordmark

Lowercase editorial serif lettering with curved terminals and high stroke contrast communicates refinement. Custom-looking AI lettering remains a concept until rebuilt and optically corrected in vector.

Supporting monogram

An interlocking l + h creates a compact signature for icons and labels. Fix one master drawing: small differences remain between AI-generated mockups.

System to finalize

Primary and reversed wordmarks; simplified small-size mark; clear-space rules; minimum sizes; one-color artwork; consistent placement and export files.

A tactile interpretation of the cloud world.



Frosted glass

Diffused lavender surfaces soften the silhouette and echo the atmosphere of the campaign.

Brushed metal

Flat silver caps provide a crisp architectural contrast to soft clouds and cream textures.

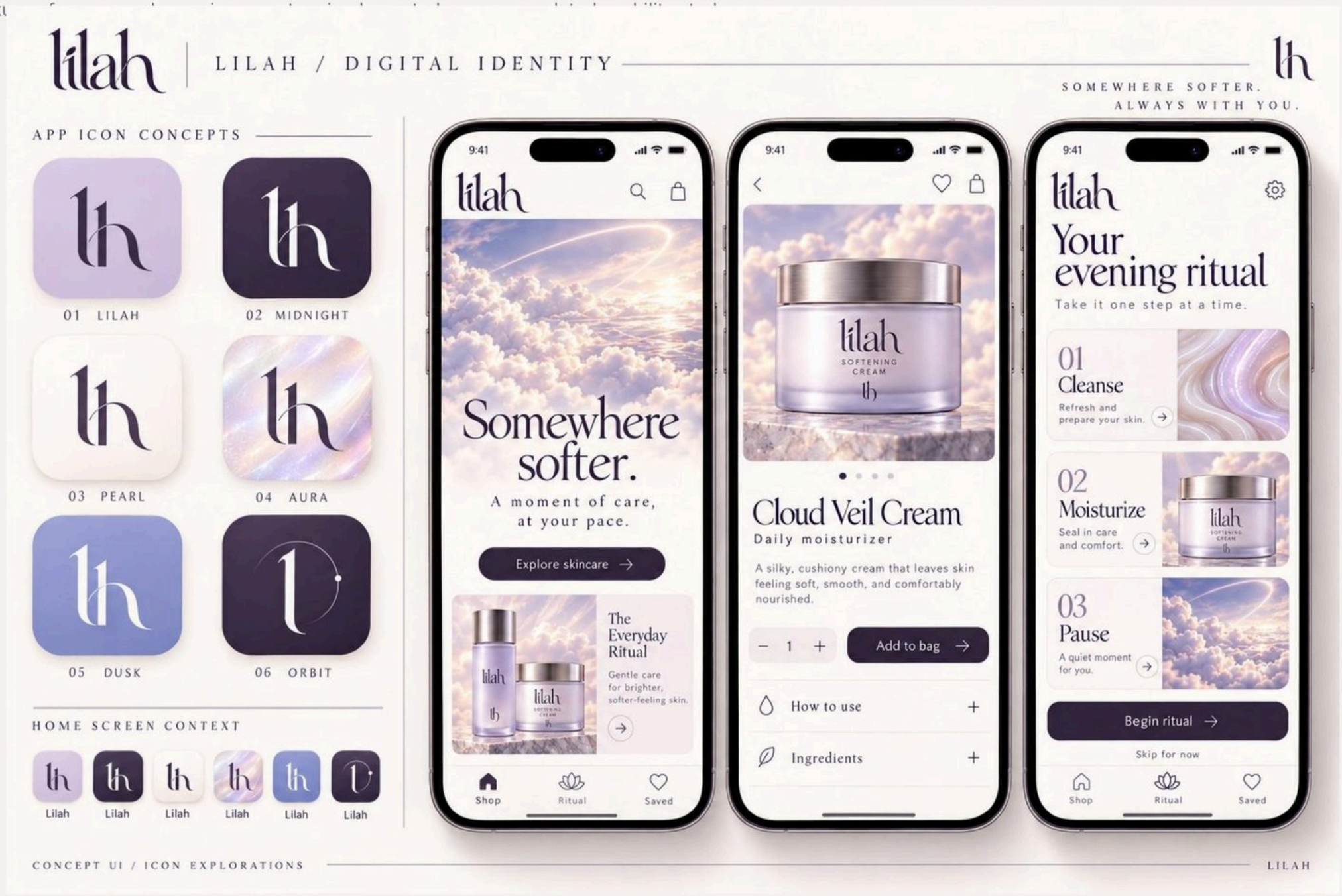
Embossed orbit

A subtle arc connects the carton to the celestial visual language without overwhelming product information.

Production note: these are illustrative mockups. Formulas, efficacy statements, required label content, packaging specifications and manufacturing feasibility have not been developed or verified.

Six icon directions. Three app screens.

Visual mocku



Let the brand create atmosphere. Let the UI create clarity.

01 / Discover

A campaign image introduces the brand. A clear primary action leads to skincare; navigation remains visible and predictable.

02 / Understand

Product detail brings imagery, descriptive content, quantity controls and an Add to bag action into a consistent structure. Ingredient and use sections should be easy to find.

03 / Follow a ritual

A simple sequence organizes an evening routine. Skip for now preserves choice. No compulsory mood check-in, streak penalty or pressure to complete a routine.

Icon selection

Preferred: Midnight, white monogram on dark violet. Alternate: Lilah, dark monogram on pale lavender. Pearl is useful in light contexts. Aura and Orbit remain exploratory.

Typography and components

Reserve the expressive serif for short headings. Use a readable sans serif for body text, labels and controls. Build reusable buttons, cards, navigation and states in Figma.

Next validation: test monogram recognition at small sizes, text scaling, contrast, focus states, touch targets, product discovery and adding a product to the bag. Decorative display typography in these mockups still needs readability refinement.

Why lavender works here - and where it is not unique.

Existing market signals

Purple and lavender already appear in beauty, including Florence by Mills. Beauty brands also connect with mental health: Rare Beauty has an established Rare Impact initiative. Lilah should not claim to be first on either basis. [1, 2]

Our design hypothesis

The proposed distinction is the combination: cloud horizons, a restrained orbital motif, sculptural lettering, frosted materials and an experience designed around optional, low-pressure rituals.

Why choose lavender?

For this concept, lavender bridges the desired dreamlike atmosphere and premium beauty presentation. Pearl adds warmth; periwinkle adds a cool celestial accent; deep violet gives structure. These are creative interpretations, not proof of a universal psychological response.

A credible wellbeing connection

Express the idea through considerate copy and product experience. Any future educational resources, professional partnerships or social-impact commitments must be real and clearly documented before being advertised.

Positioning territory: premium, celestial skincare with a considerate self-care experience. This is a concept hypothesis based on selected references, not a comprehensive market study or proof of exclusivity.

Somewhere softer. At your own pace.

A moment of care, without the pressure.

Campaign sequence

DISCOVER / Cloud-led hero imagery introduces the world.

EXPLORE / Product photography and clear information explain the range.

RETURN / Optional ritual content invites repeat engagement without guilt.

Voice principles

Warm, direct, inviting and clear. Short sentences. Optional invitations.
Product information stays factual and easy to understand.

Proposed campaign lines

Somewhere softer.
Make room for softness.
A moment of care, at your pace.
Your ritual. Your rhythm.

Mental health boundary

Position skincare as personal care. Do not frame a product, palette or app as treating anxiety, depression or another mental health condition. Product claims shown in imagery are illustrative and require substantiation before commercial use.

Turn the visual concept into a usable system.

01 / Resolve identity

Rebuild wordmark and monogram as vectors; correct letterforms; select licensed supporting fonts; test one-color and small-format use.

02 / Build the UI kit

Create Figma color styles, text styles, spacing rules, Auto Layout components and responsive layouts. Add loading, error, empty and selected states.

03 / Prototype and test

Connect discovery, product selection and bag flows. Observe people completing tasks; document actual findings and revise the design.

04 / Prepare delivery

Develop export assets, component documentation and brand guidelines. Validate packaging requirements and product copy before production.

A transparent account of the work.

Project credits

Creative direction and concept: Soelys Muñoz / Sera AI Services.

Developed through iterative AI-assisted visual exploration: moodboards, identity variants, packaging imagery and conceptual app screens. The designer selected the direction, requested refinements and shaped the visual system.

Project status

Independent portfolio concept. Not commissioned by an existing cosmetics company. No user research, clinical testing, sales results or production-ready vector identity is claimed. Mockups may contain small inconsistencies that need manual correction.

Selected primary references / accessed October 28, 2026

[1] Florence by Mills Beauty / official site

https://florencebymillsbeauty.com/

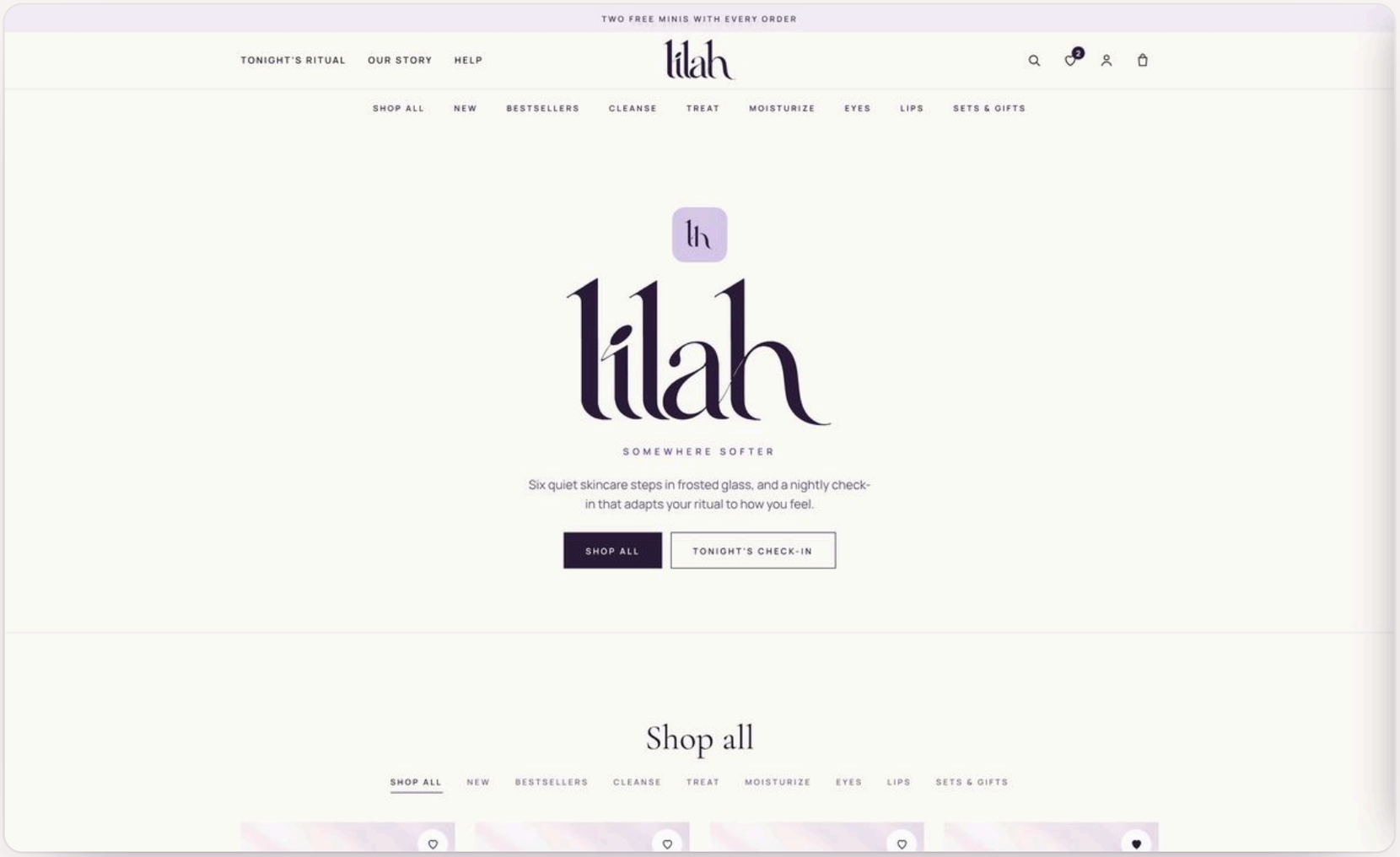
[2] Rare Beauty / Rare Impact

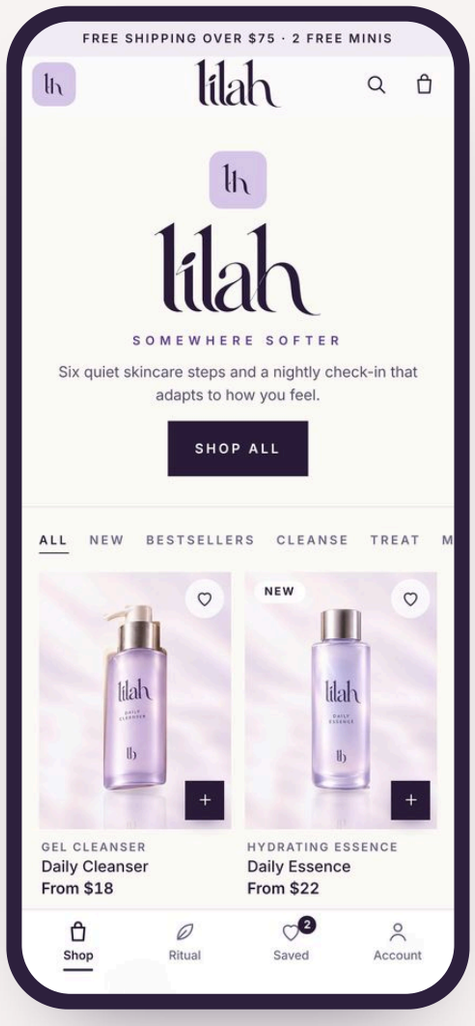
https://www.rarebeauty.com/pages/rare-impact

Reference purpose: illustrate existing use of purple in beauty and an existing mental health initiative. These sources do not establish consumer preference for Lilah, clinical benefits or trademark availability.

The identity, now a working concept store.

One website and one iPhone app: discovery, product, bag, a four-step demo checkout and a nightly check-in.





What exists now

Home, shop, eight product pages, a ritual check-in, saved, account, story and help, a bag drawer and a four-step demo checkout.

Identity applied

Vector wordmark and lh monogram on a quiet pearl canvas. Square buttons and spaced capitals let the products lead.

One catalog

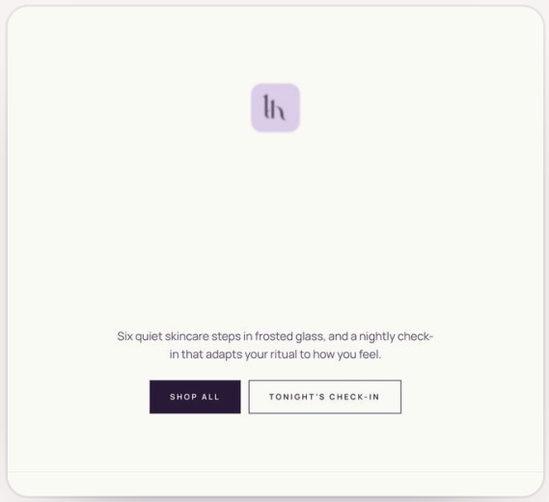
The same products, prices and rules on web and iPhone: travel sizes, a refill pod, two sets and free shipping over $75.

Where it lives

Inside the SERÁ portfolio link, next to this case study. On iPhone the store opens as the Lilah app.

An entrance drawn from the app icon.

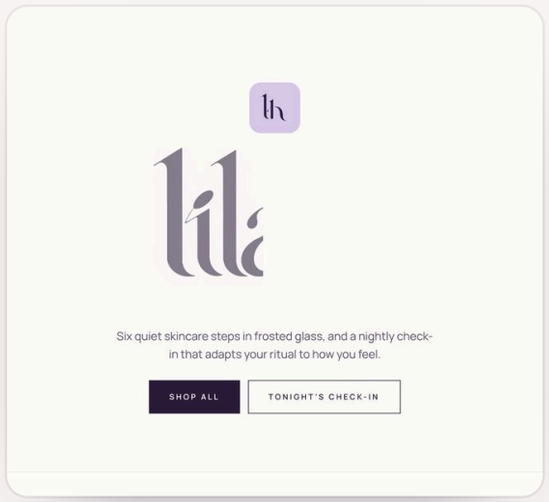
The home page opens on the same logo intro as the iPhone app, on a quiet pearl page. Motion is reserved for the logo.



1 ICON

Icon

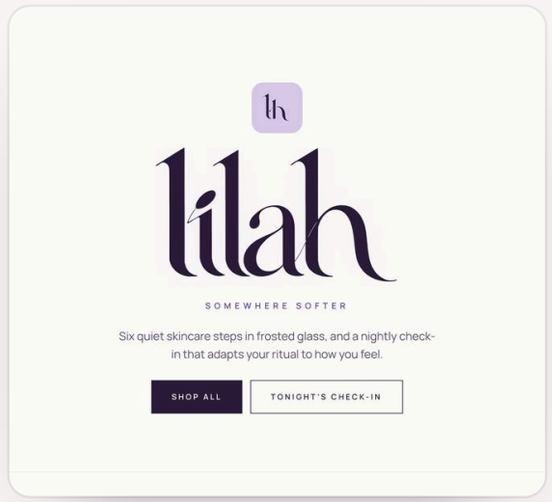
The lavender app icon arrives out of focus and a light sweep crosses it, exactly as on iPhone.



2 WORDMARK

Wordmark

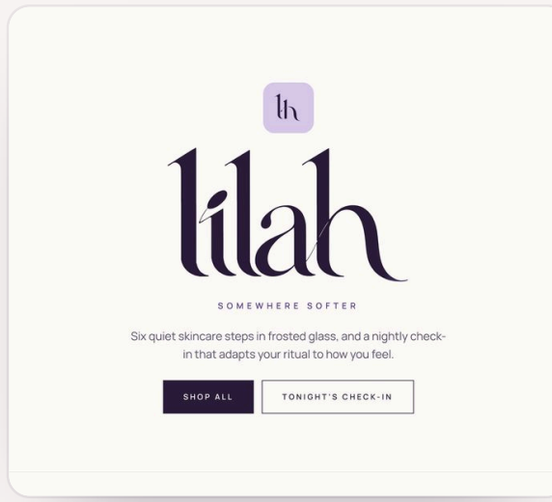
The wordmark is revealed left to right with a soft halo, the way the letters were drawn.



3 TAGLINE

Tagline

SOMEWHERE SOFTER tracks in under the mark. The copy and actions are already there, nothing else moves.



4 PEARL SHEEN

Pearl sheen

A lavender-pearl sheen crosses the letters. The same sheen answers hover on the header and footer logo.

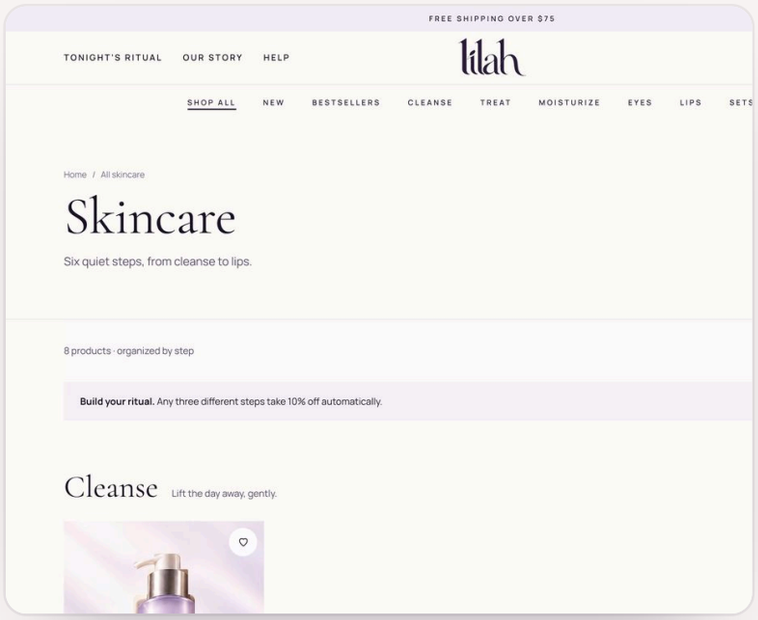
Respectful by default

It never blocks the page or needs a skip button, runs in under four seconds and switches off when the device asks for reduced motion.

Sharp on any screen

The sheen is masked to the vector wordmark, so the logo stays crisp on large or retina displays. No glossy campaign images behind it.

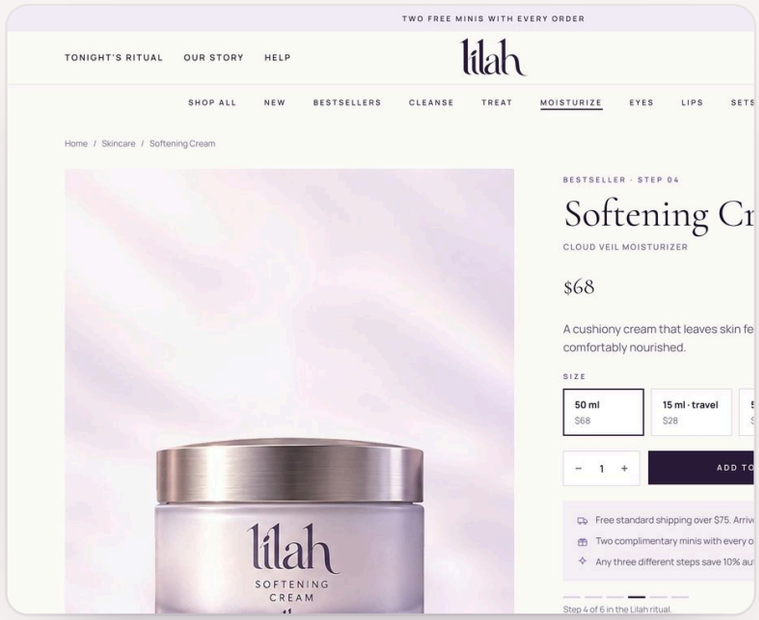
Imagery first. Information close by.



SHOP · ORGANIZED BY STEP

Categories on top

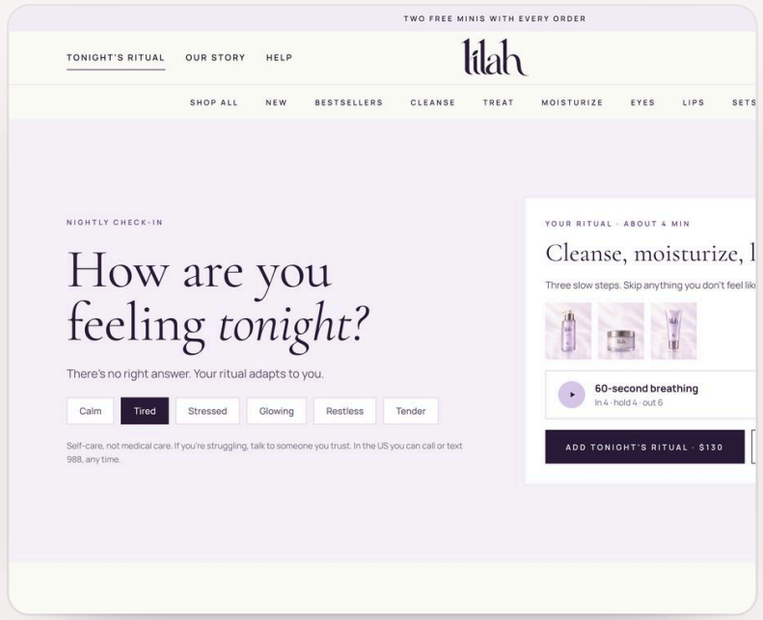
A typographic bar on every page: New, Bestsellers, Cleanse, Treat, Moisturize, Eyes, Lips, Sets. Clean tiles with an outline Add to bag under every product.



PRODUCT · SOFTENING CREAM

Product page

One clean packshot with zoom, sizes including travel and refill, quantity and a six-step map. How to use, feel and shipping sit in accordions.



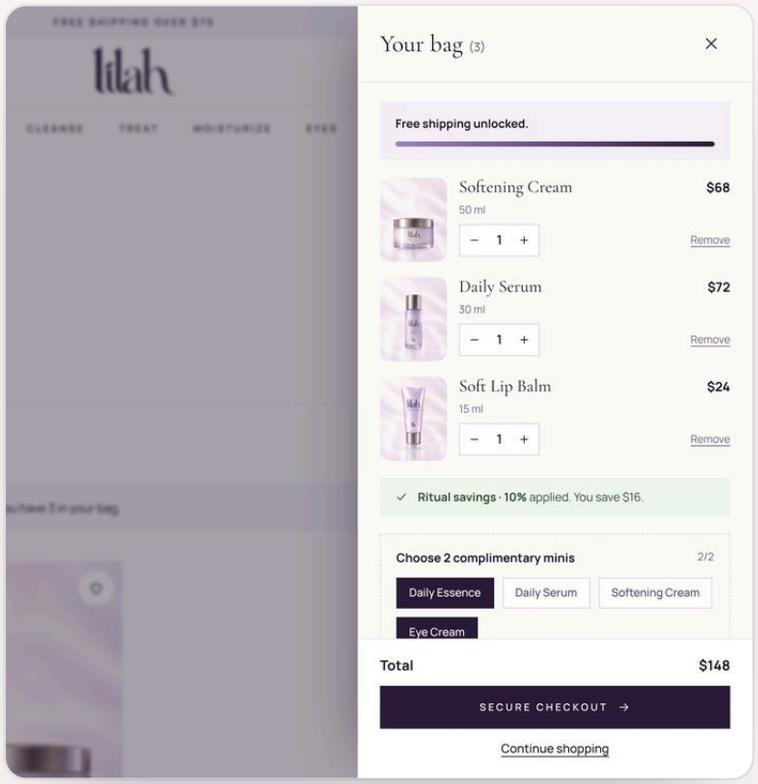
NIGHTLY CHECK-IN

Nightly check-in

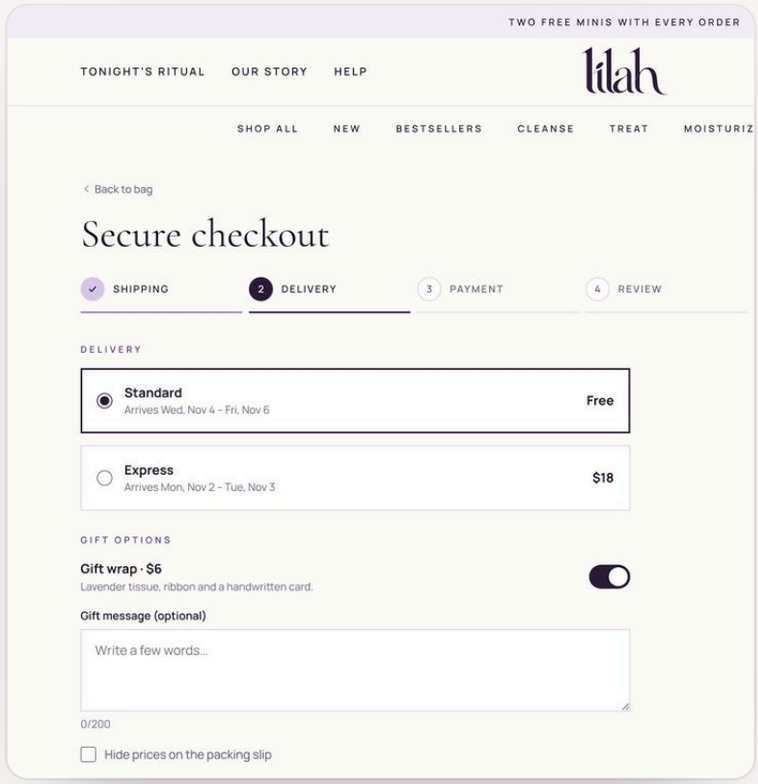
Pick a mood and Lilah suggests tonight's ritual with minutes and one-tap add. Breathing is suggested when you are wound up.

Ingredients and claims remain undeveloped, as stated in the original study. Prices are illustrative.

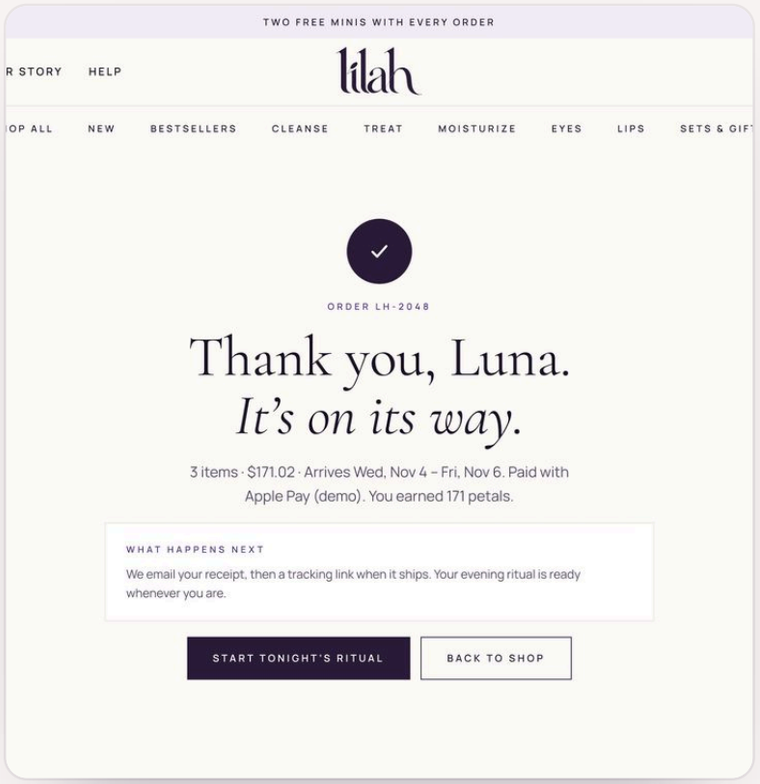
A bag and checkout without pressure.



BAG DRAWER



CHECKOUT · DELIVERY



DEMO ORDER CONFIRMED

Honest progress

A free-shipping meter in plain words. Three different steps take 10% off automatically, two free minis are chosen in the bag, and codes never stack.

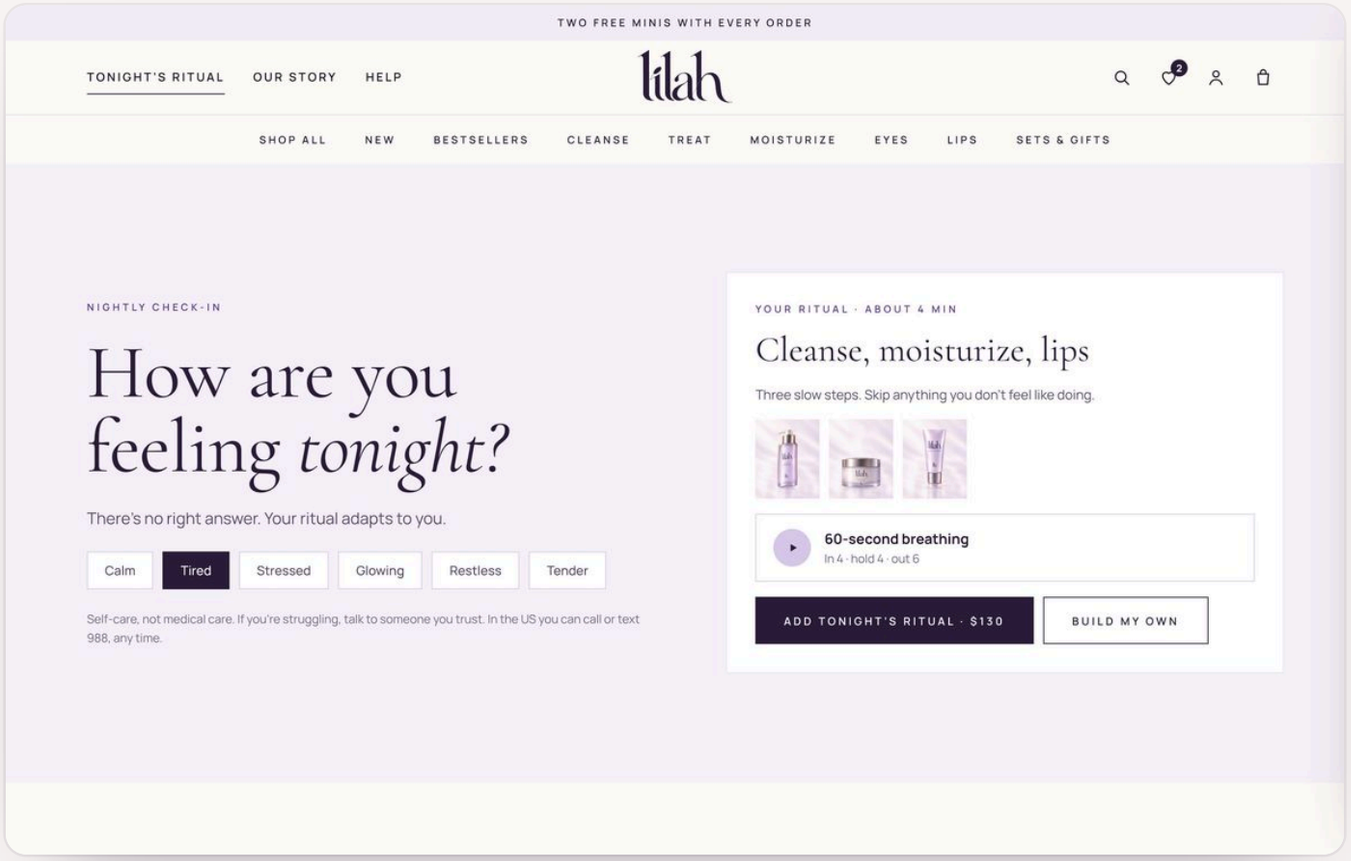
Four clear steps

Shipping with express buttons, Delivery with real dates and gift wrap, Payment, then Review with Edit links. Puerto Rico IVU comes from the ZIP.

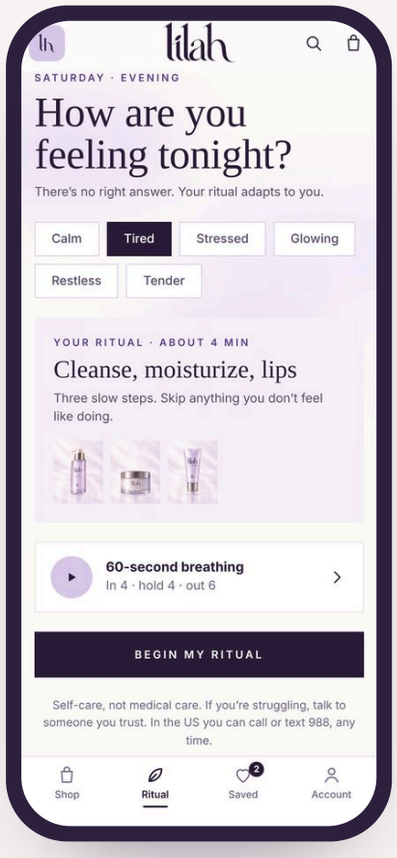
Demo boundary

No card fields and no payment. The page says so before the first field, and the confirmation repeats that nothing will ship.

One store on the web. The app on iPhone.







One system

Plum ink, lavender and pearl, square buttons and spaced capitals on both. The bag, saved items and ritual are shared between web and app.

iPhone opens the app

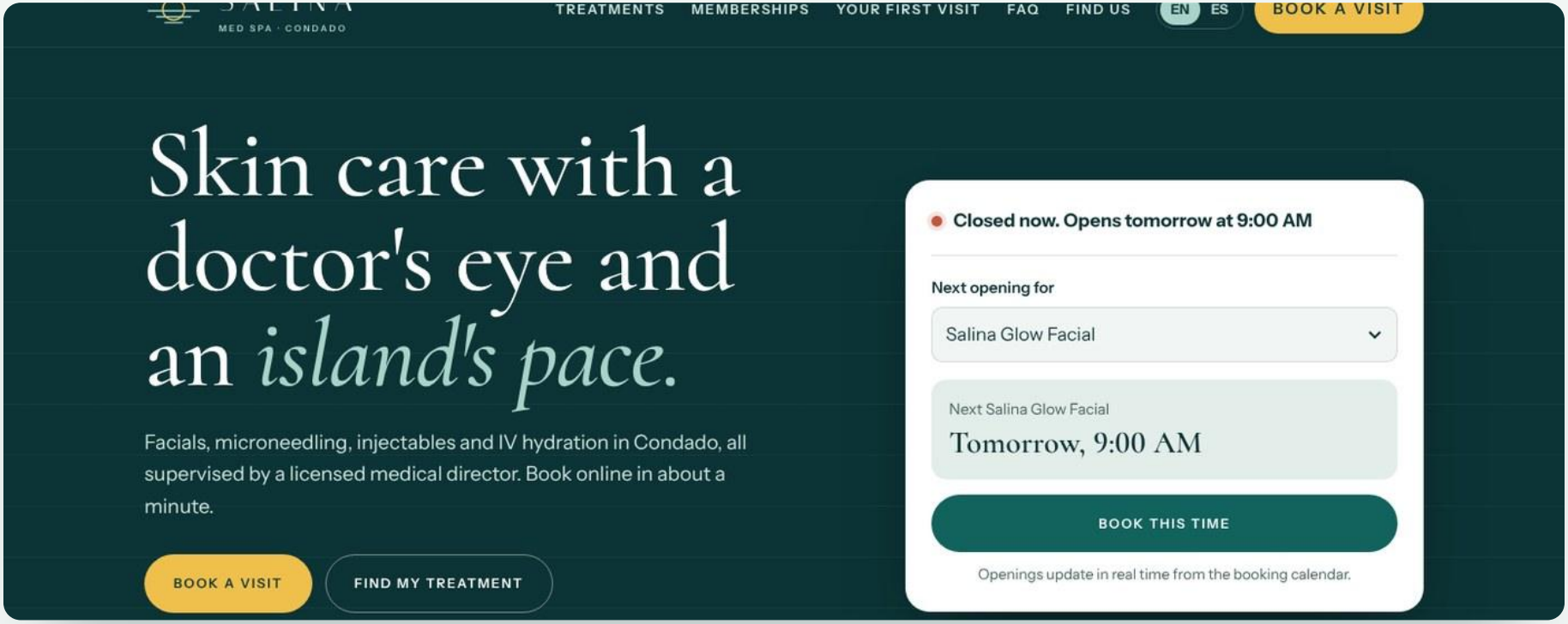
Every store link maps to the matching app screen. Add to Home Screen installs it with the Lilah icon, full screen, like a native app.

Status

Independent portfolio concept. No real orders, payments or user data.

Skin care with a doctor's eye and an island's pace.

A med spa concept for Condado, San Juan: identity, booking-first landing page and bilingual UI.



Brand identity / Color & type / Booking UX / Bilingual web

Concept and art direction by Soelys Muñoz, SERÁ AI Services. Salina Wellness Studio is a fictional business; treatments, prices and team members are illustrative.

A medical spa that feels calm and books fast.

The opportunity

Show how a small med spa can turn a visit to its website into a booked appointment, in English or Spanish, without a phone call.

Personality

Clinical, warm, unhurried and local. Clear prices and plain explanations carry the trust; the coastal palette carries the calm.

Proposed audience

Locals and visitors in San Juan looking for facials, skin treatments and wellness services. This is a design hypothesis, not a research finding.

Scope

Name and positioning, wordmark and sun mark, color and type system, and a one-page bilingual site with live availability, a treatment finder, memberships and a four-step booking flow.

Brand promise

Clinical care, explained simply, at an island pace. Every first visit starts with a skin consult.

Success criteria

A visitor can find a treatment, see its price and pick a time in about a minute, on a phone, in either language.

Scope: brand and web design. No patient research, bookings, revenue or clinical outcome is claimed by this study.

Salt, lagoon and a low sun.





Wordmark

Spaced Italiana capitals give the name an airy, editorial presence. A small sans line underneath says what and where: med spa, Condado.

Sun mark

A low sun over three horizon lines: the beach at Condado reduced to a simple mark that still reads as a favicon or on the booking button.

Name

Salina points to salt flats and sea salt: mineral, clean and local. It is short, works in English and Spanish, and is easy to say on the phone.

Light and dark

The mark sits in sea glass and sun on lagoon, and in teal and deep gold on white and salt surfaces.

A coastal palette with one warm accent.

SALT
#F1F6F4 · page background

LAGOON
#0C3335 · text, dark sections

TEAL
#12625E · links, selected states

SEA GLASS
#A9D4CA · supporting fills

SUN
#F0C04D · primary action only

SHELL
#F2D3CB · warm cards, initials

Skin care with an *island's pace.*

Cormorant · headings, with an italic accent

Book a visit · Treatments · FAQ

Instrument Sans · body, labels, buttons

SALINA

Italiana · wordmark only

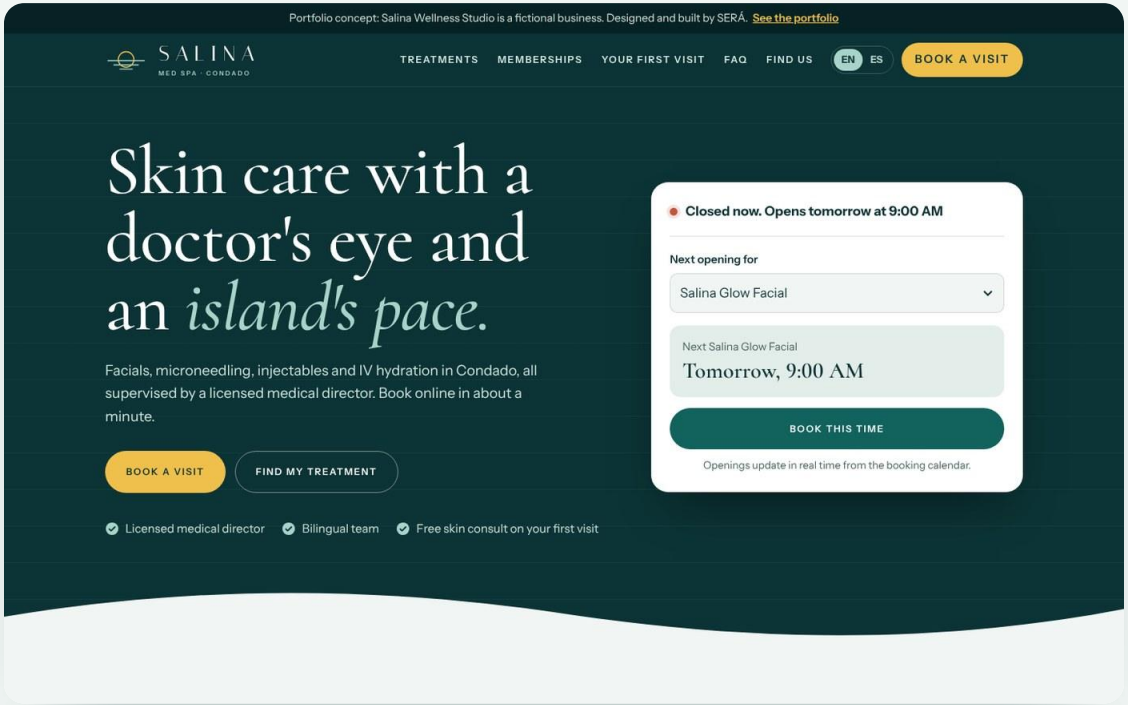
One bright color, one job

Sun yellow is reserved for the main action, so "Book a visit" is always the brightest thing on the screen.

Contrast

Dark lagoon text on salt and white surfaces; light text only on lagoon. Pairings were chosen for readability but have not been formally audited.

Answer "can I come in?" before anything else.



Live status

A status line shows whether the studio is open right now, calculated from the posted hours, and when it opens next.

Next opening

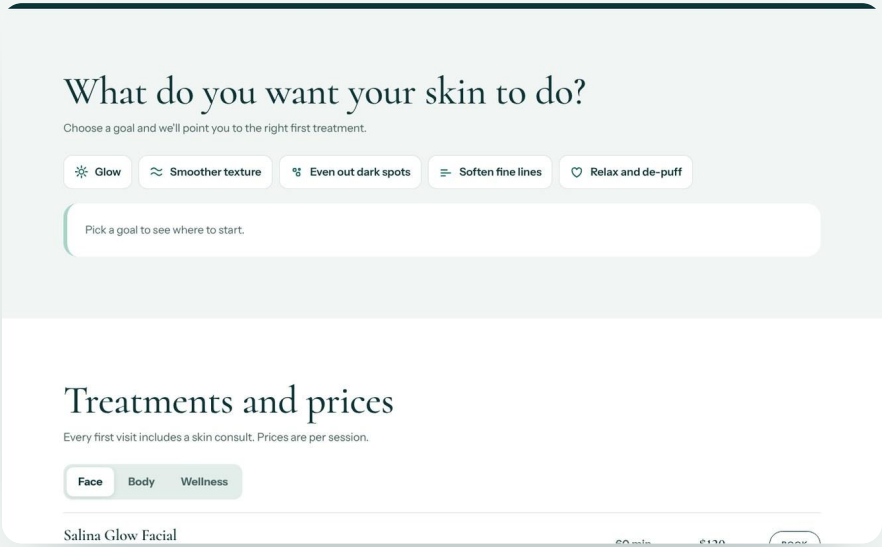
Choose a treatment and the card shows the next free time, with a one-tap "Book this time".

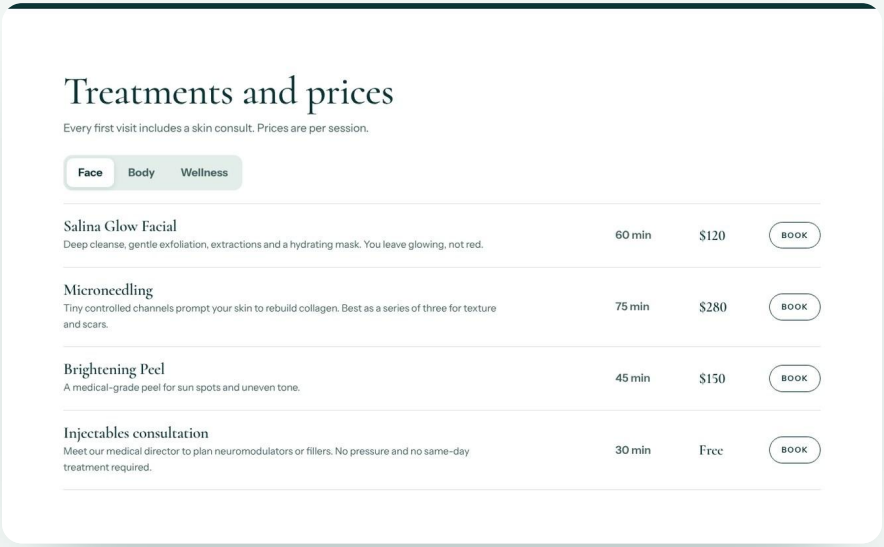
Trust, stated plainly

Licensed medical director, bilingual team and a free skin consult on the first visit, listed right under the two buttons.

Two actions only: Book a visit (sun) and Find my treatment (outline). Navigation stays visible; nothing auto-plays.

Start from a goal, not a menu.





Goal finder

Five plain goals (glow, smoother texture, even out dark spots, soften fine lines, relax and de-puff) point to a suggested first treatment.

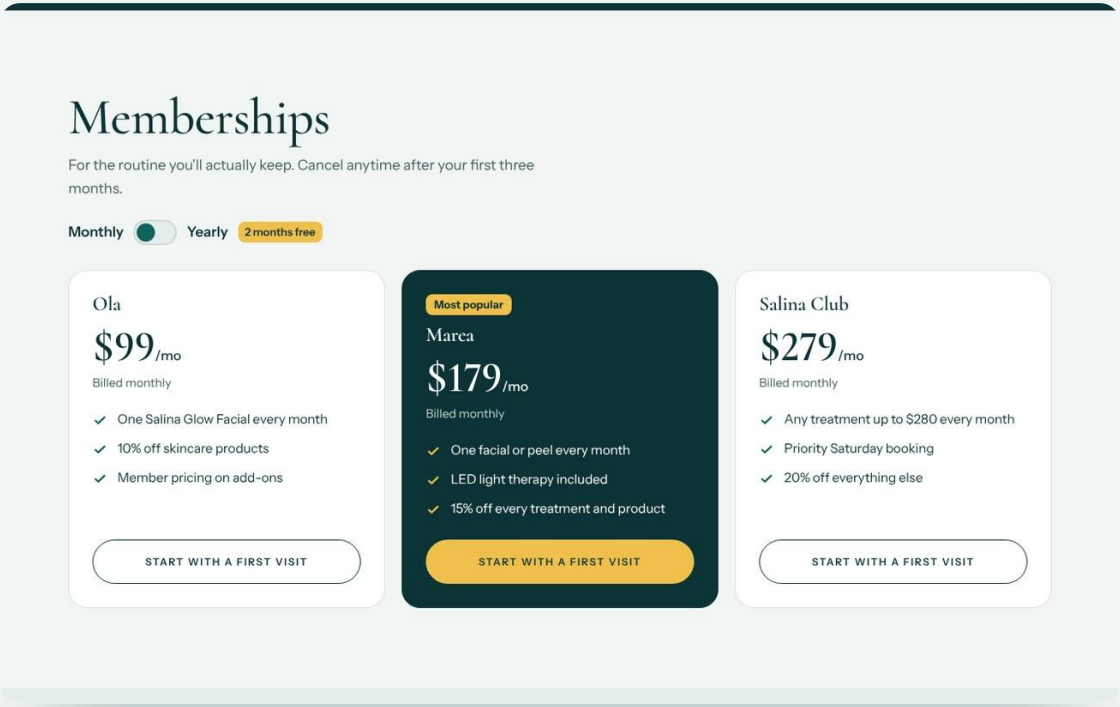
Treatments and prices

Face, Body and Wellness tabs list each session's length and price, with a Book button on every row.

Honest language

Descriptions say what happens during the session, not what the skin will become. No before-and-after promises.

Pricing that is easy to compare.



Three tiers

Ola, Marea and Salina Club, named after the sea. Marea is highlighted as the most popular, in lagoon with a sun button.

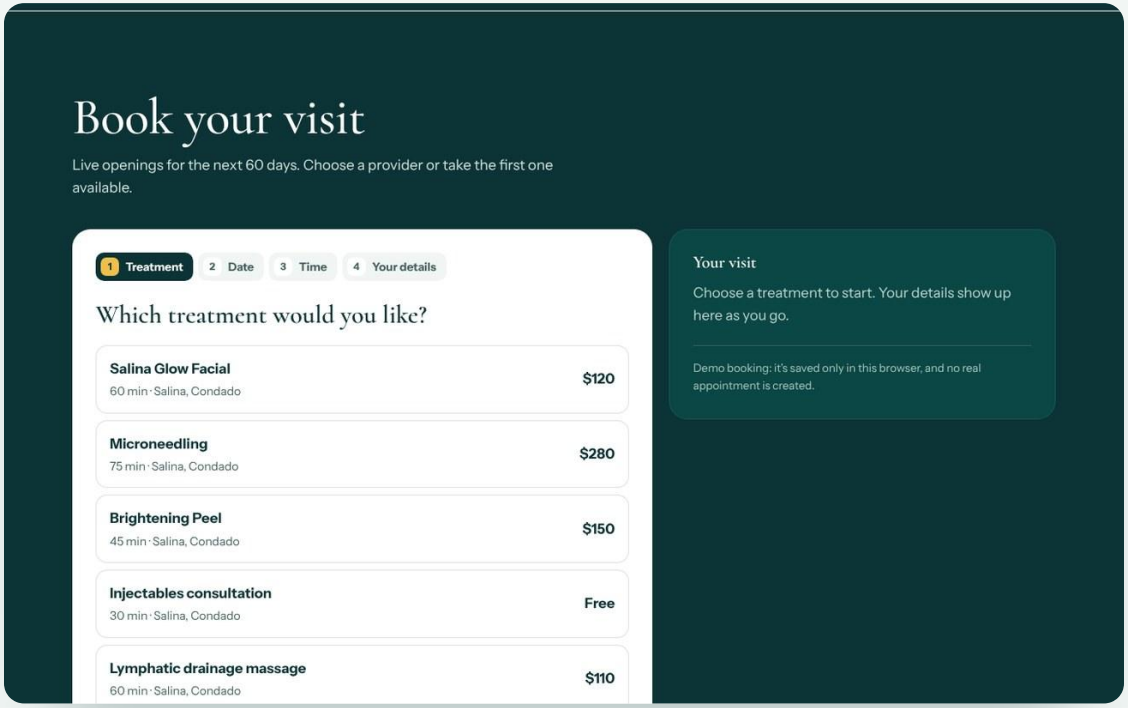
Monthly or yearly

A switch recalculates every price and shows the "two months free" saving next to the yearly option.

Clear terms

"Cancel anytime after your first three months" sits under the heading, not in fine print. Every tier starts with a first visit.

Four steps from treatment to a confirmed time.



Treatment, date, time, details

One question per step, with a summary panel that fills in as you go so you always know what you are booking.

Live openings

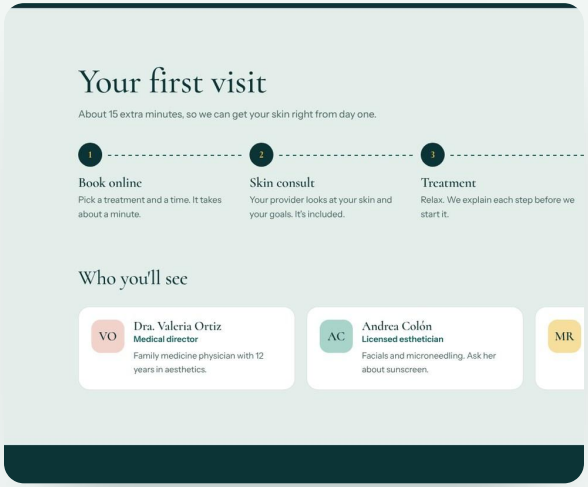
The calendar shows openings for the next 60 days. Choose a provider, or take the first one available.

Demo boundary

In this concept the booking is saved only in the browser. No real appointment is created and no data is sent.

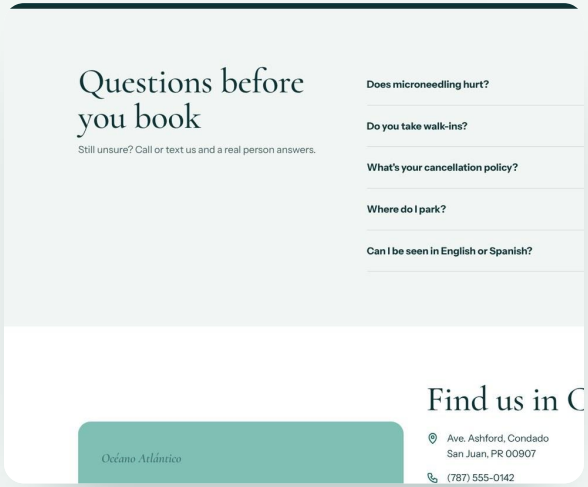
Next validation: watch people book on a phone, time the flow and note where they hesitate before claiming it takes "about a minute".

Remove the unknowns before the first appointment.



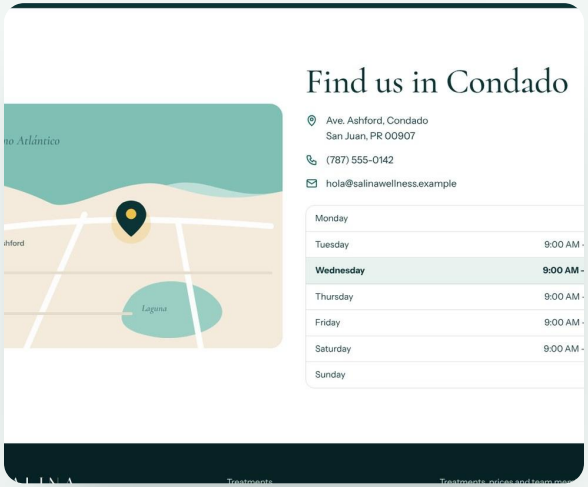
Your first visit

Book online, skin consult, treatment, then an aftercare plan by text in English or Spanish. About 15 extra minutes.



Who you'll see

Cards introduce the medical director, esthetician and nurse by role. A real person answers calls and texts.

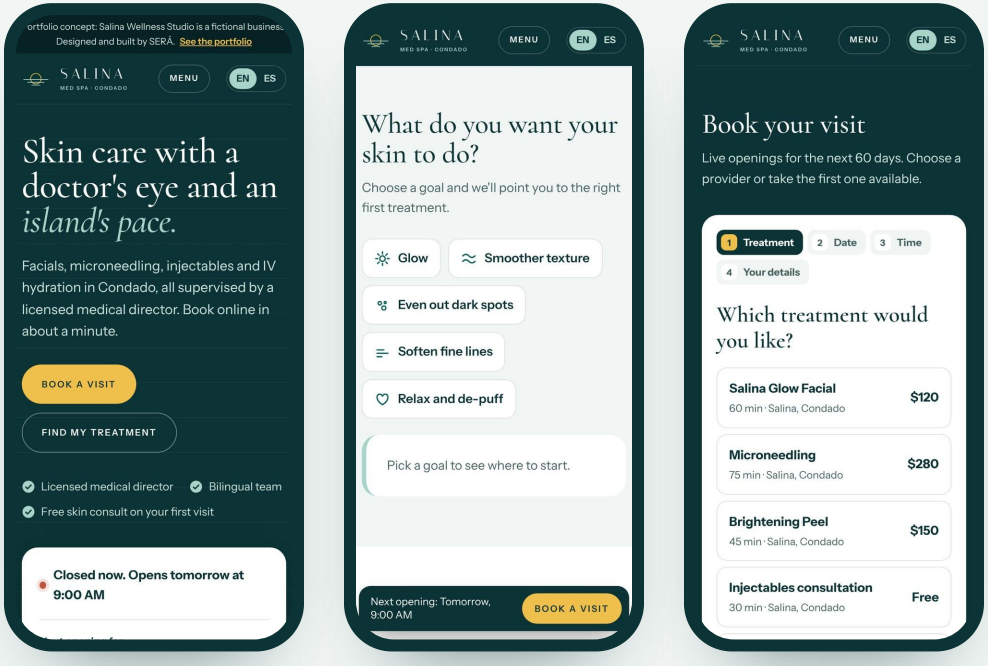


Questions and location

FAQ covers pain, walk-ins, cancellations, parking and language. An illustrated map and today's hours close the page.

Boundary: the site never diagnoses or promises results. Medical questions are directed to a licensed provider.

Built for a phone in one hand.



Mobile first

A sticky "Book a visit" bar, large tap targets, a compact menu and booking steps that fit one screen at a time.

English and Spanish

Every label, price note and FAQ answer switches with one toggle, and the choice is remembered on the next visit.

Accessibility intent

Real text instead of text in images, visible focus states and readable contrast. A formal audit is still needed before launch.

A concept, presented transparently.

Project credits

Concept and art direction: Soelys Muñoz / SERÁ AI Services. Designed and built as a portfolio concept site to show what a small clinic can get from SERÁ.

Project status

Salina Wellness Studio is a fictional business. Treatments, prices, team members, address and phone number are illustrative. No user research, bookings or business results are claimed.

Next steps for a real clinic

Connect the clinic's booking system, review every medical description with its director, test the flow with patients and run an accessibility audit.

Live concept

seraagencyportfolio.aiautomationsera.workers.dev/salina

This document describes a concept site. The live page is the source of truth for its current behavior.