Breadcrumbs / Breadcrumbs / Hireme

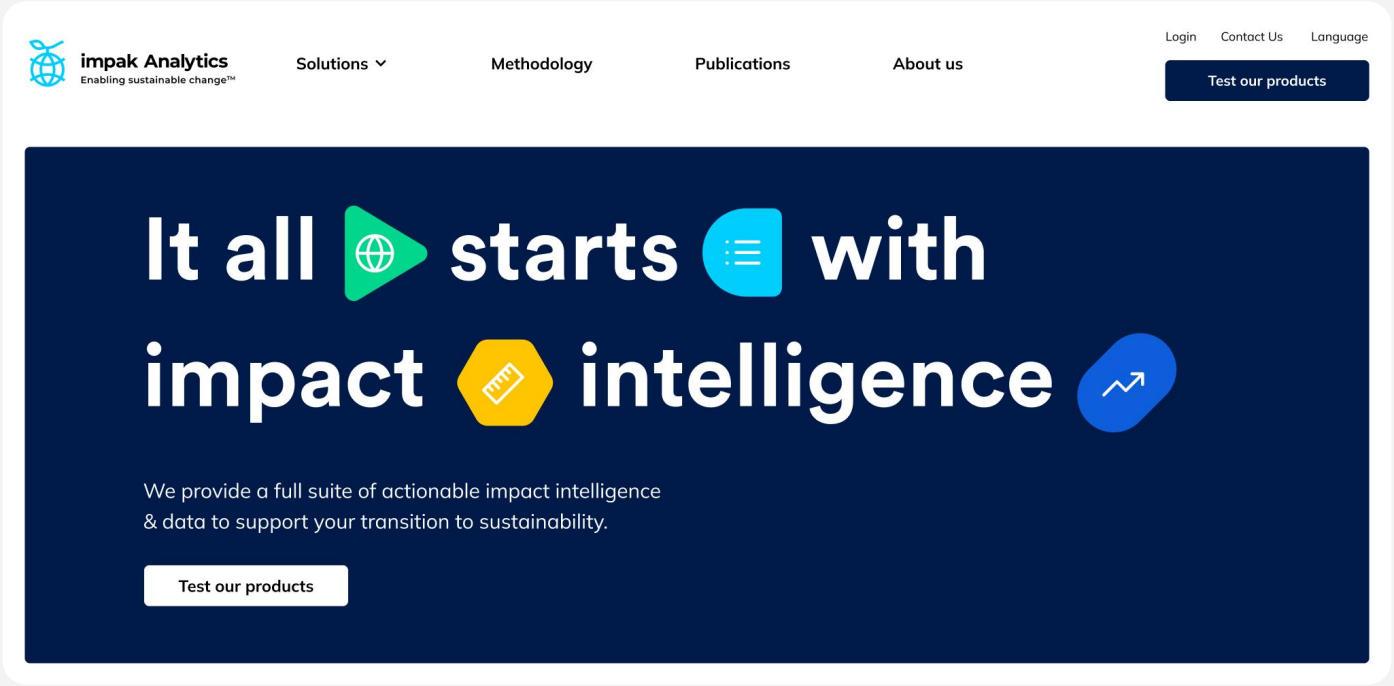
HUGO CARON

Figma Adobe

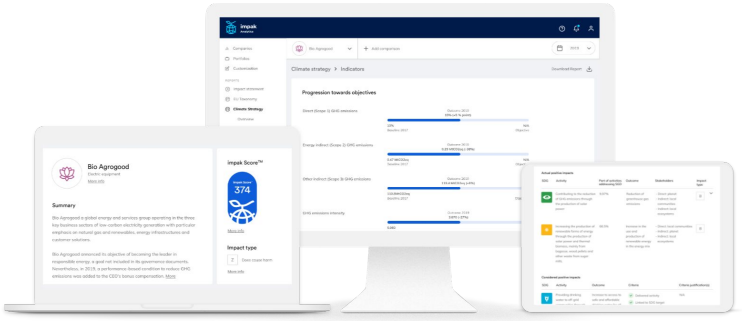
Portfolio

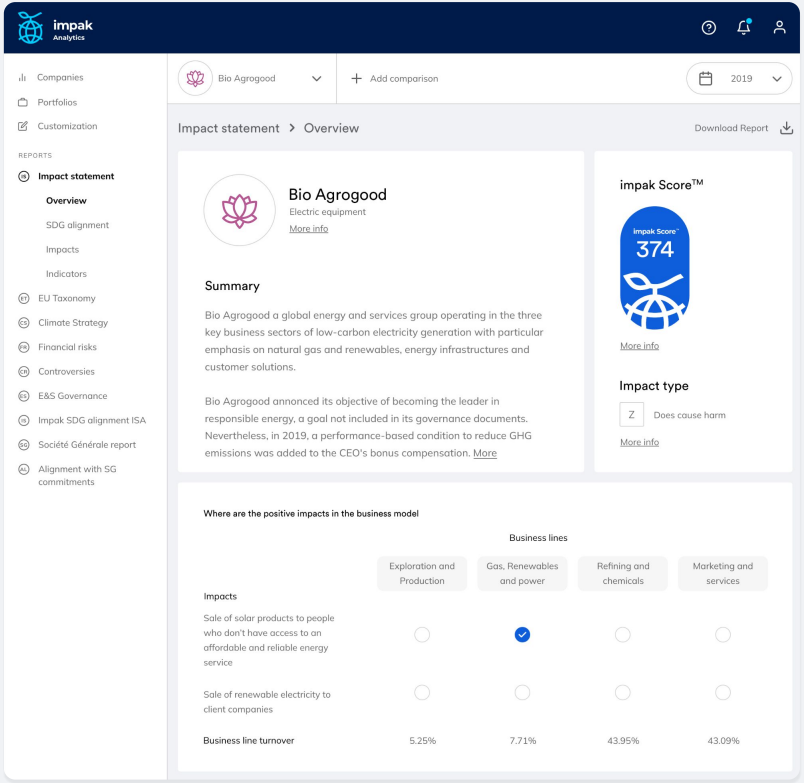
Selected works

impak homepage
Corporate website



Impak Analytics
B2B Product website



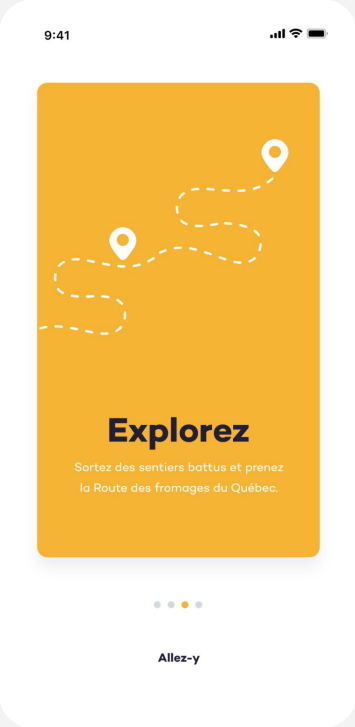


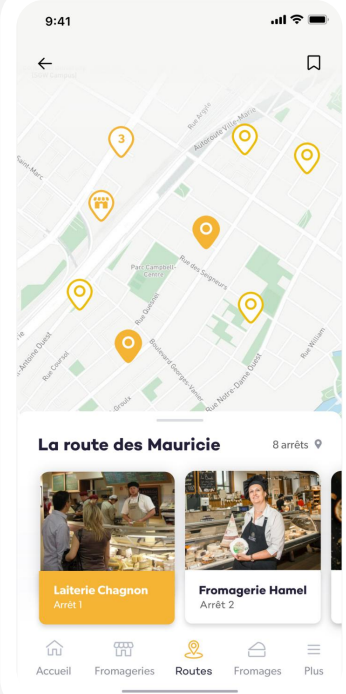
Saison 2
En.quête d'impact
Avec Marc Wormser & Paul Allard

Saison 2
En.quête d'impact
Avec Marc Wormser & Paul Allard

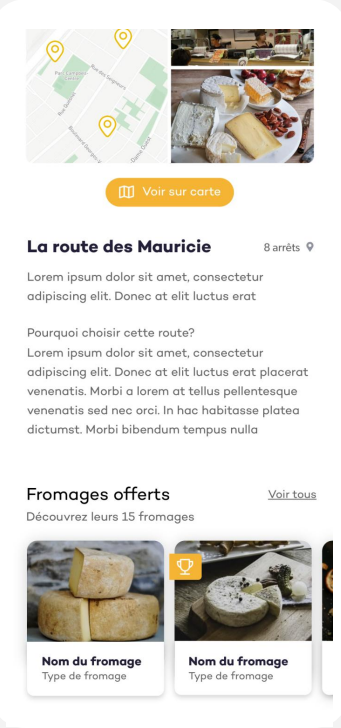
Saison 2, Épisode 12
En.quête d'impact
Camille Desmarais
Nom de compagnie
Avec Marc Wormser & Paul Allard

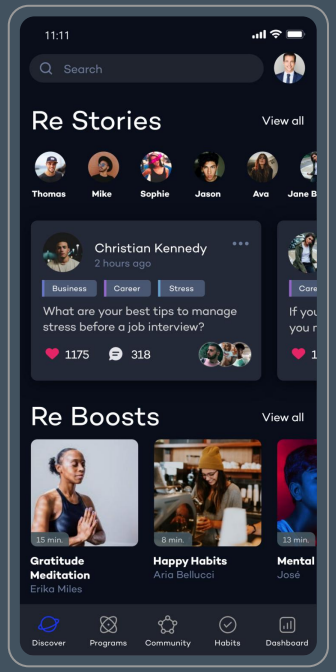
Saison 2, Épisode 12
Avec Marc Wormser

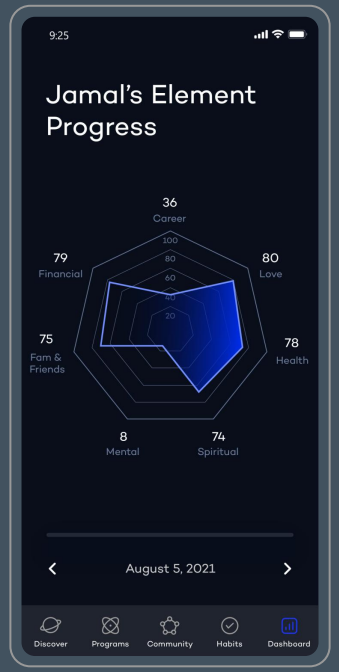

9:41
Explorez
Sortez des sentiers battus et prenez la Route des fromages du Québec.
Allez-y

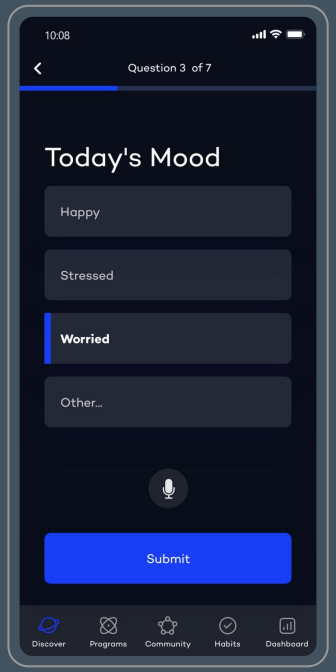

9:41
La route des Mauricie
8 arrêts
Laiterie Chagnon
Arrêt 1
Fromagerie Hamel
Arrêt 2
Accueil
Fromageries
Routes
Fromages
Plus

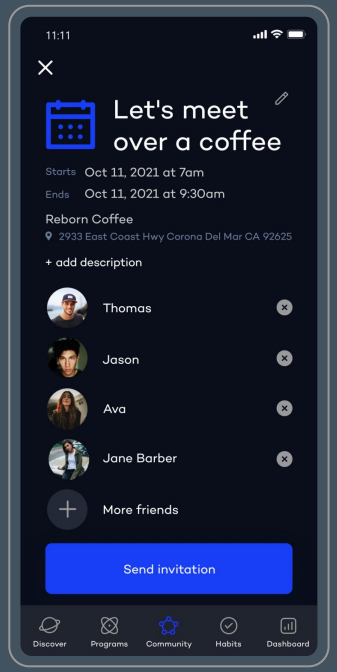
9:41
Nom de fromage qui peut faire une ou deux lignes
Courte amorce qui fait au maximum deux ou trois lignes. C'est la même amorce qu'on retrouvera si on met le fromage en vedette... Plus
Caractéristiques
Gagnant du Caseus 2020
Pâte molle
Lait de vache cru
Description
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec at elit luctus erat placerat


Voir sur carte
La route des Mauricie
8 arrêts
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec at elit luctus erat
Pourquoi choisir cette route?
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec at elit luctus erat placerat venenatis. Morbi a lorem at tellus pellentesque venenatis sed nec orci. In hac habitasse platea dictumst. Morbi bibendum tempus nulla
Fromages offerts
Voir tous
Découvrez leurs 15 fromages
Nom du fromage
Type de fromage
Nom du fromage
Type de fromage


11:11
Search
Re Stories
View all
Thomas
Mike
Sophie
Jason
Ava
Christian Kennedy
2 hours ago
Business
Career
Stress
What are your best tips to manage stress before a job interview?
1175
318
Re Boosts
View all
15 min.
8 min.
13 min.
Gratitude Meditation
Erika Miles
Happy Habits
Aria Bellucci
Mental
José
Discover
Programs
Community
Habits
Dashboard


9:25
Jamal's Element Progress
36
Career
80
Love
78
Health
74
Spiritual
8
Mental
75
Fam & Friends
79
Financial
August 5, 2021
Discover
Programs
Community
Habits
Dashboard


10:08
Question 3 of 7
Today's Mood
Happy
Stressed
Worried
Other...
Submit
Discover
Programs
Community
Habits
Dashboard


11:11
Let's meet over a coffee
Starts Oct 11, 2021 at 7am
Ends Oct 11, 2021 at 9:30am
Reborn Coffee
2933 East Coast Hwy Corona Del Mar CA 92625
+ add description
Thomas
Jason
Ava
Jane Barber
More friends
Send invitation
Discover
Programs
Community
Habits
Dashboard

8:13
Meditation
Hi John, 15min until next meeting. Some meditation first?
Later
I'm in
10:08
High Heart Rate
Your heart rate rose above 110 BPM while being active for 15 minutes at 10:08AM.

VALUES

These core values guide my actions and the people I surround myself with.

Humble

Open-minded, perpetual learner

Honest

Transparent and sincere

Generous

Driving positive changes

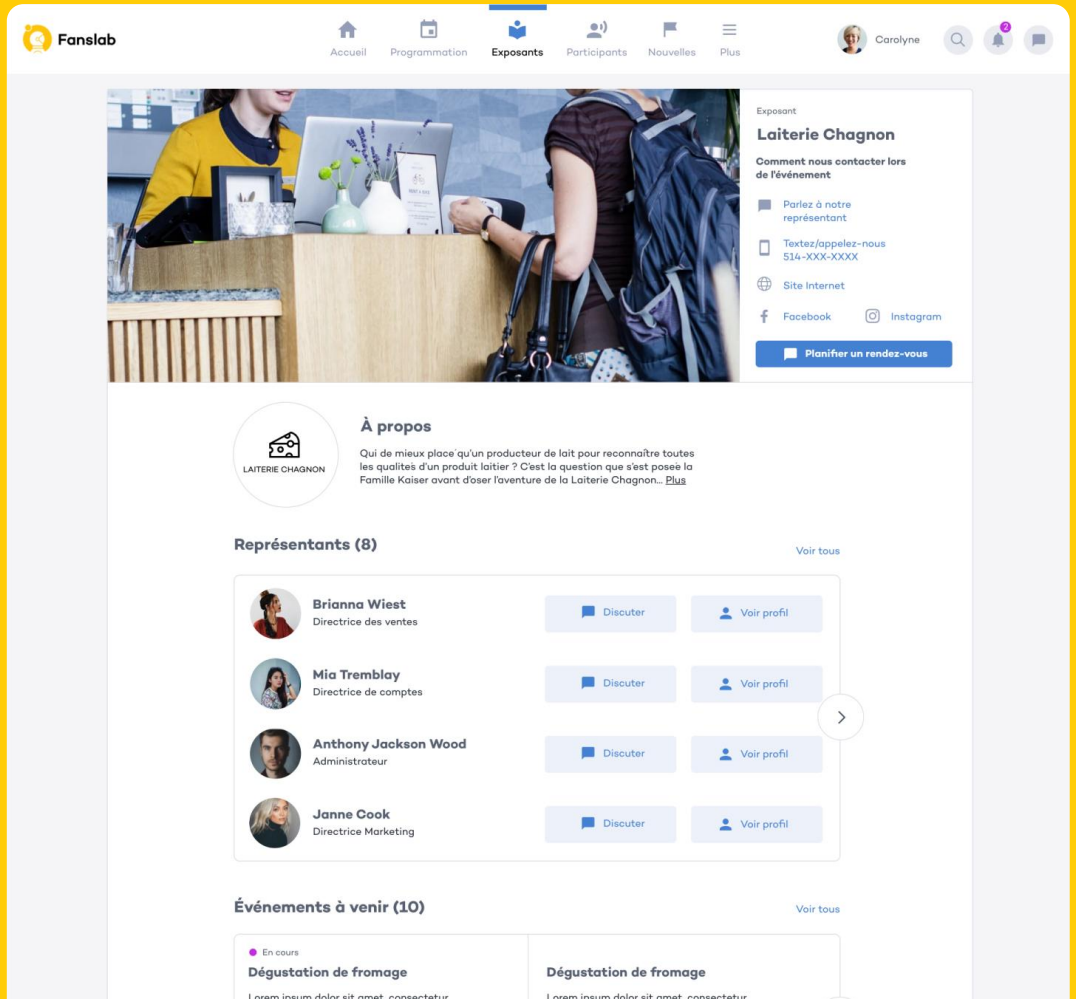
Caring

Compassionate yet resilient

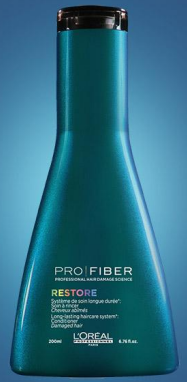
Trustworthy

Accountable, authentic

Fanslab design update
Social networking solution
(Multiple owners)



$39 **Restore Shampoo**
PRO FIBER | 250 ML



ADD TO CART

PRODUCT DETAILS

Restore hair care shampoo, perfect for medium to thick, damaged hair. Prolong the smoothing effect of your P ro Fiber in-salon treatment. UHair appears smooth as if restored. The hair fibre looks shiny and feels soft, smooth, and lightweight from root-to-tip.

APPLICATION

IN SALON STEP 1 | IN SALON STEP 2 | PROLONG & RECHARGE

After an in-depth consultation your hairdresser will prepare your hair by applying the appropriate shampoo and giving you a relaxing scalp massage. They will then select a special Concentrate that can only be found in-salon and apply it onto the damaged areas of your hair.

YOU MAY ALSO LIKE

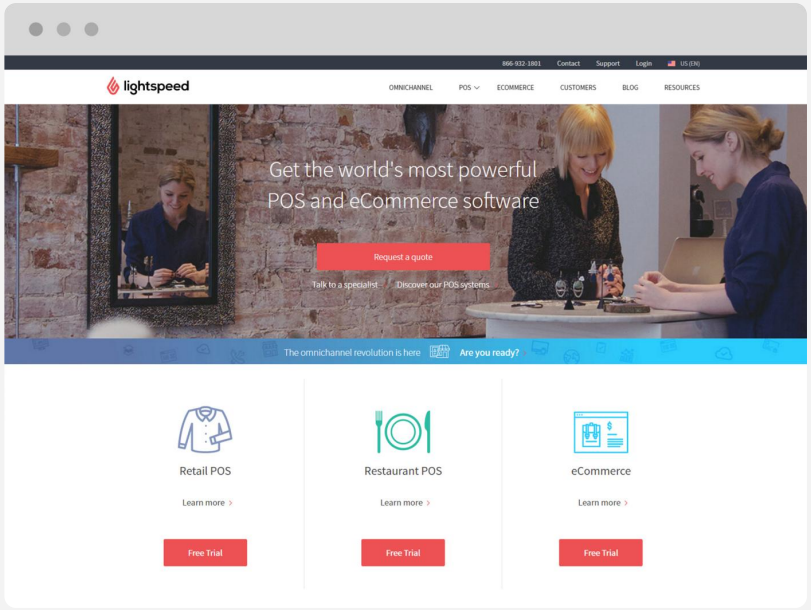
RESTORE KIT SHAMPOO

RESTORE MASK

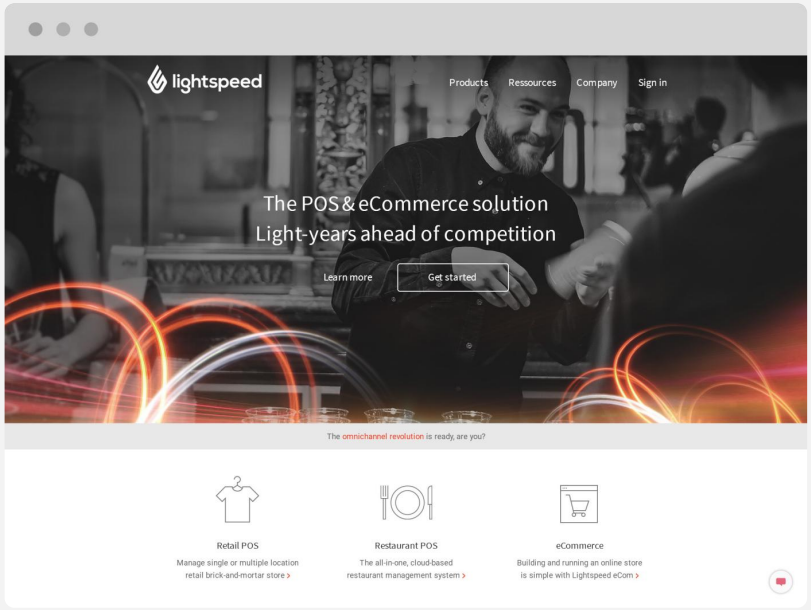
COLOUR FANATIC

Lightspeed homepage
Design concept

Before

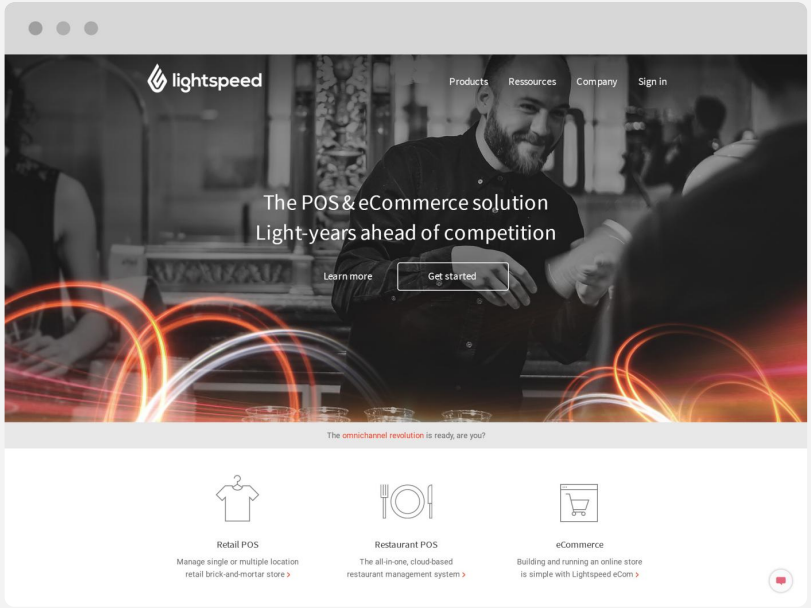


After

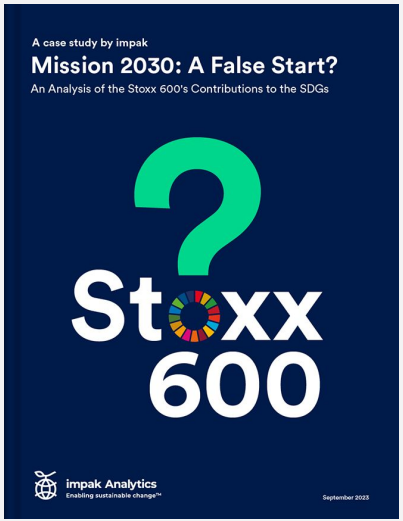


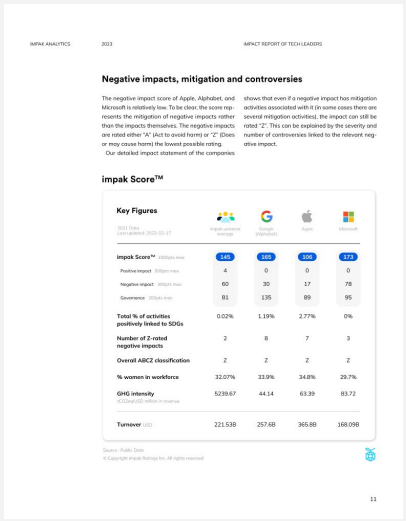
Case study: Lightspeed homepage redesign

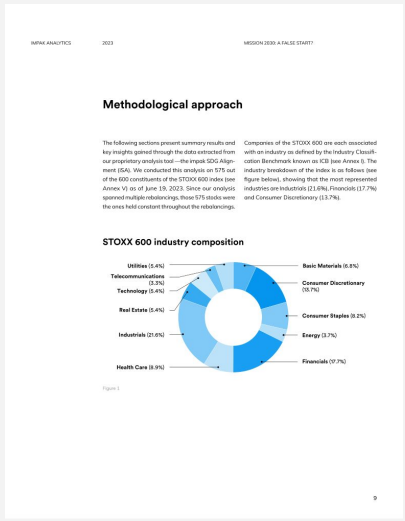
Challenge:	An outdated homepage that failed to capture user attention and communicate brand value effectively.
Strategic design solutions:	Color optimization: Strategically reduced color palette to amplify brand red, creating visual hierarchy and focus. Navigation simplification: Streamlined main navigation and interface elements, including icons for enhanced readability. Visual dynamism: Incorporated bold, high-energy red and white light painting strokes across photography, creating a dramatic visual representation of speed directly echoing Lightspeed's brand name.
Content refinement:	The project involved developing a more impactful headline, implementing high-impact photography, and improving overall visual communication.
Outcome:	Key design principles, including color psychology, visual hierarchy, user-centered design, and a minimalistic approach, were applied to achieve stronger emotional engagement, clearer brand messaging, and enhanced user experience. As a result, Lightspeed's homepage was transformed from dated to dynamic, creating a more compelling and memorable brand experience.



impak Case Studies
Art direction, layout,
illustration, data viz







NDATIONS RECOMMENDATIONS RECOMMENDATIONS

Hugo is the main creative force behind impak's branding, establishing a cohesive visual identity that aligns with our mission.

Boris Couteaux
Chief Strategy Officer, impak Analytics

A talented designer and team player... Hugo’s work has brought great visibility and credibility to our company.

Stéphanie Bernier-Monzon
Senior Associate Communications, Rally Assets

Hugo has an excellent temperament. Working with him offers incredible opportunities for growth and autonomy.

Steven Rancourt
Product Designer, Hydro-Québec

THE END OR THE BEGINNING

Connect

Hugo Caron

Art Direction & Design

https://linkedin.com/in/hugocaron

Thanks for Watching