Graphic Design Showcase

2026

CONTINUUM by bold



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A Digital Creative Marketplace and Student Entrepreneurship Platform for Creatives

This project focuses on designing a creative marketplace platform that connects creative professionals with potential clients through a centralized digital ecosystem. Many existing platforms provide portfolio presentation, networking, and freelance opportunities separately, resulting in a fragmented user experience. The aim of this project is to improve user experience by integrating these essential functions into a single platform. Using user-centered design methods, including user research, competitor analysis, empathy mapping, and prototyping, the platform is developed to address the needs of both creatives and clients.

Key features include portfolio showcasing, project hiring opportunities, direct communication tools, and professional networking functions. The proposed design emphasizes usability, accessibility, and engagement while helping creative professionals increase their visibility and access to job opportunities. By streamlining interactions between creatives and clients, the platform aims to foster collaboration, support professional growth, and enhance talent discovery within the creative industry.

