

Weissman School of Arts and Sciences

Website

Weissman's administration gave us a broad project mandate: revamp the information architecture to create more user-friendly navigation and overhaul the design to create a more engaging online experience that corresponded visually to the Baruch College site. Our creative process also helped identify opportunities to promote the benefits of a liberal arts education at Weissman, especially in terms of career development, while highlighting the diverse student body and publicize faculty achievements.

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