

Digital Rebranding and Design Leadership for Orthodontic Startup in Silicon Valley

OrthoFX

End to End Design · San Fransisco

🕒 1 year

Overview

Led a team of four to meet the design requirements of an orthodontic startup in Silicon Valley. Ensured the on-time completion of projects while effectively managing client expectations. Took charge of service design, overseeing the creation of personalized pitch decks and marketing materials, and made slight adjustments to the brand's aesthetic language to align with contemporary standards.

- ⚡ Extended Branding & Service Design
- ⚡ Website Design & E-commerce extensions
- ⚡ Creative strategy and Motion Design
- ⚡ Pitch Decks, Content Strategy & Social Media Design

[Products](#) • [Pricing](#) • [Treatable Conditions](#) • [Our Guarantee](#) • [Results](#)


[AMLA CANDIDATE?](#) [FIND A DOCTOR](#)

[For Doctors](#) [Sign in](#)

A better clear aligner experience for your practice.

Our mission is to deliver a better clear aligner experience for your patients by combining the latest in clear aligner technology with best-in-class doctor support.

[ABOUT ORTHOFX](#)



- Free replacement aligners
- Premium whitening
- Free retainers

Free Doctor visits



[HELP AN AVAILABLE](#) [HELP AN AVAILABLE](#)

Dr. Paul Austin
 Austin Orthodontics
 1001 W. 15th St. Suite 200
 Santa Monica, CA 90404
 (310) 304-9033
[HELP AN AVAILABLE](#) [VIEW PROFILE](#)

Dr. Rajul Patel
 Diamond Dental Care
 403 S. Diamond St. Blvd. Suite 201
 Diamond Bar, CA 91765
 (909) 460-1095
[HELP AN AVAILABLE](#) [VIEW PROFILE](#)

Dr. Rajul Patel
 Diamond Dental Care
 Check your home zip code and work zip code to see what locations are most convenient for you.

A financial model as clear as our aligners.

Why? Our unique payment structure makes you pay \$0 down for your aligners, and no charge if you don't finish.

Advanced technology powered remote monitoring

- 40% fewer visits
- Combination of AI and human intelligence
- Intelligent appointment scheduling

Visit only when needed



Next generation clear aligner polymer

NO PAIN
 Comfort is our #1 priority

ON-TIME, EVERY-TIME
 4 out of 5 treatments end as planned

WEEKLY ALIGNERS
 30% faster




ORTHOFX Always upfront.

[Why OrthoFX](#) • [Products](#) • [Pricing](#) • [Treatable Conditions](#) • [Our Guarantee](#) • [Results](#)

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A price you'll love as much as your new smile

Upfront cost. No hidden fees. No fine print. Everything is included or half the price compared to other in-person Doctor treatments.

Plans for everyone. From mild to complex.

Premium clear aligner experience minus the premium pricing



[PREMIUM](#)

We help you close cases for free.

VIRTUAL TREATMENT COORDINATOR
 100% patient follow-up with no effort on your part to answer their questions and to increase case starts.

NEW PATIENT REFERRAL PROGRAMS
 Turn your current patient base into your best evangelists. We pay to drive new patients to your practice.

staffed professionals
 easy to rehire
 100% patient increase cost

ORTHOFX™
Better smiles. Better future.

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The world we know is rapidly changing...

...At a pace like never before
COVID-19 Impact

Digitisation
Consolidation
Consumerization
Customer Experience
smile

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This change will produce winners and losers.

Streaming vs Blockbuster
Playlists vs Mixtapes

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A better clear aligner experience for you and your patients.

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OrthoFX • Introduction • Status Quo

The new status quo

Our customers believe that there is a better way to do things.

200+
years of clear aligner and dental expertise

10000+
hours of R&D investment

30+
patents

©2020 OrthoFX - Confidential

A genie-doctor in your pocket.

Receive most of the care remotely without compromising quality or safety.

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OrthoFX • Better Product • Lifetime Approach

Lifetime approach

Top rated Customer experience end-to-end

Clear Aligners
Try-It-Kits
Subscription Products

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Your All in One Console

Expert Doctor
Easy Financing
Faster Treatments

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On-time, every time.

Finishing treatments per plan 2x more than others

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OrthoFX • Better Services • Clinical Services

Clinical services

Treatment Planning
Remote co-monitoring
Coaching and guidance

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Comfort like it makes you feel better.

Shorter wear times and 40% lower forces mean you'll barely notice that they're there.

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OrthoFX • Better Services • Customer Success

Customer Success

Insurance Processing
Financing
Customer Support

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OrthoFX • Let's Partner • Our Team

Loc Phan
Director of R&D

Ren Menon
CEO & Founder

Nicole Garcia
President & Founder

Henry Chan
CTO & Founder

Agnieszka Klucinska
Head of Product Management

ORTHOFX™
Meet our team

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Align, shine, refine! It's easy like clockwork.

Keep patients smiling by preventing teeth relapse with FXTetra Bright™ retainers.

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It's all 'clear' with us.

From aligners to pricing options we echo transparency. You'd no longer have to spend time doing guesswork.

©2020 OrthoFX - Confidential

Affordable pricing. No nickel and diming.

All our treatments include premium whitening, a retreatment guarantee and retainers.

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Key Pointers

- Orchestrated diverse projects, involving overall management & design leadership.
- Spearheaded successful digital rebranding for enhanced identity and market presence.
- Collaborated directly with top leadership, ensuring seamless communication and project goal alignment.
- Proactively drove multiple initiatives to closure, employing effective project management and contributing to strategic objectives.



How our treatment works?

Follow our Smile Journey to learn exactly what it will be like to go through an aligner treatment with OrthoFX.

- 1/ Meet doctor
- 2/ Start treatment
- 3/ Hybrid check up
- 4/ Final smile

HOW IT WORKS

ORTHOFX™



A complete Doctor-driven clear aligner experience

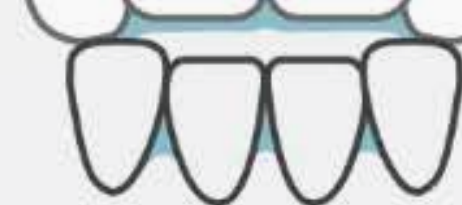
In-person Doctor care. Clear cut prices. Multi-year guarantee. Ear-to-ear smiles.

AM I A CANDIDATE?

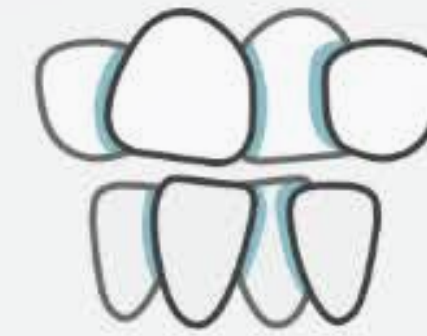


Tech almost as smart as you'll look wearing it.

FASTER
Half the time. Double the smiles. All the safety. Math is fun.



Open bite



Crowded teeth

Starting at \$85/month.
No hidden fees.

SHE FINDS

DR



yahoo!

Daily

TOP 5

Our doctors are with you. Every step of the way.

We like to imagine your face, face-to-face with a doctor's face, because, face it, that's just better. Our doctors got your back at every step.

In-person doctor consultations



your88smiles



With our app FXOntrack, get the best care anywhere.

Our touchless option lets you connect with doctors virtually and receive treatment and advice from the comfort of your home. Try it today!

Starting at \$85/month.
No hidden fees.

When you learn our treatments have no hidden fees, you won't be able to hide your smile. And when you're finished, you won't have to.

SEE PRICING



ORTHOFX™

Introducing FXPay™ Payment plans for everyone



Starting at \$85/month.
No hidden fees.

When you learn our treatments have no hidden fees, you won't be able to hide your smile. And when you're finished, you won't have to.

SEE PRICING





ORTHOFX™

[Visit website](#) →

Involvement



RESEARCH

- Requirement Gathering
- Stakeholder Meetings
- Brand Research
- Market Analysis
- Onsite Research
- Competitor Analysis

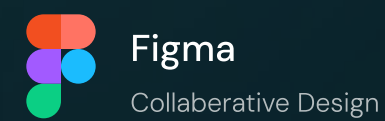
DEVELOP

- User Personas
- Task Flow Definition
- Mobile-App Design
- Website Design
- Pitch Decks & Social Media Assets
- HiFi Prototyping
- Motion Design

LAUNCH

- User-Testin
- Design Sprints
- Scrum & Agile Planning
- Developer Handoff
- Social Media Strategy

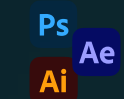
Tools used



Figma
Collaborative Design



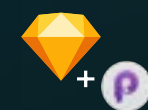
JIRA
Project Management



Adobe Suite
Visual & Motion Design



Miro
Whiteboarding & Mapping



Sketch + Principle
HiFi Prototyping



Blender
3D Design & Animation