

WORK EXAMPLE

CLIENT

Potters Fields Park

BRIEF

Research and write interesting copy with punchy headlines

THIS IS HOW IT LOOKS



TESTIMONIAL

"Fiona's work on the Potters Field Timeline website was instrumental to the success of the project. We had strict parameters – headlines had to be unique enough to entice people to click, yet clear enough to understand. The headlines and paragraph had to be short to keep people's interest and avoid unnecessary scrolling. Both of these were crucial and it thrills us to see our design and the interactivity of this website so well complemented by the interesting information from our client Potters Field, and the way Fiona translated this into punchy and easy to read writing"

Keren Lerner, Top Left Design