

CASE STUDY: Genesis Medical Scheme

genesis
MEDICAL SCHEME

DURATION OF WORK: MAY 2021 - PRESENT

UX / UI DESIGN

DIGITAL DESIGN

DESIGN FOR PRINT

Programmes used: Illustrator / Photoshop / Indesign / HTML

Since 2021, I've had the pleasure of working with Genesis Medical Scheme in an ongoing creative partnership that began with a simple email signature and has grown into a multi-year brand evolution.

Over the years, I've played a key role in rebranding the company and building a strong, cohesive visual identity across both print and digital platforms.

My work has included the design of print assets such as pull-up banners, billboards, car wraps, business cards, member booklets, scheme brochures, and calendars.

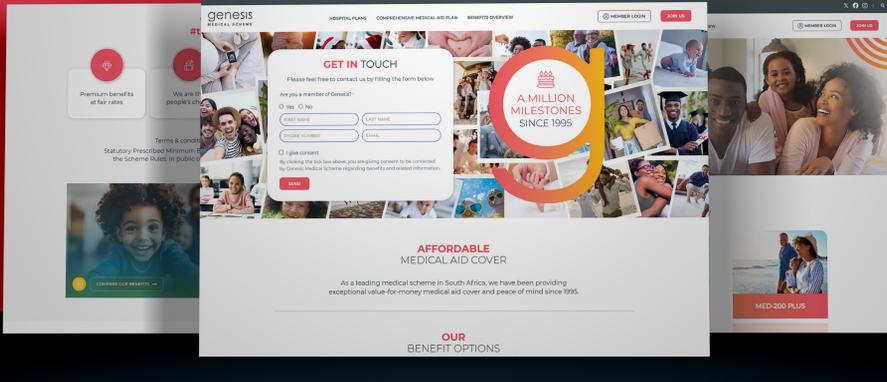
On the digital side, I've led the design of their mobile app, website, virtual medical card, social media content (for Facebook, Instagram, and Google Ads), and refreshed their email signatures.

While website implementation has often been handled by their technical partners, all design direction and creative work has come through me. I've maintained a close and highly collaborative relationship with their Head of Marketing throughout, allowing for a streamlined workflow and strong alignment on creative direction—making this one of the most rewarding and creatively fulfilling client relationships I've had.



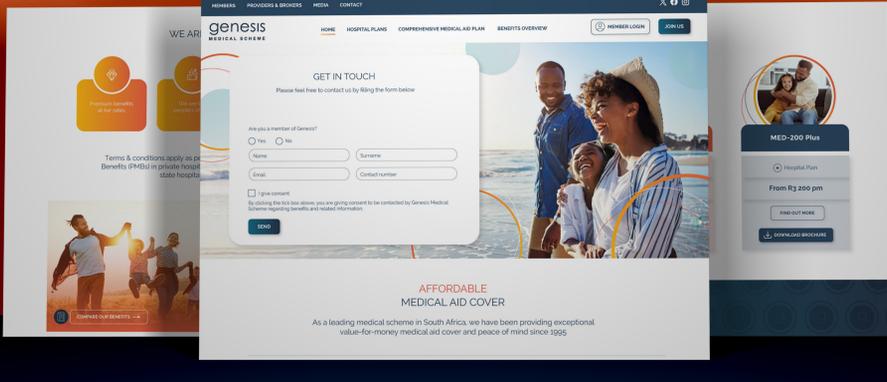
UX / UI DESIGN

Genesis Website 2026



UX / UI DESIGN

Genesis Website 2025



UX / UI DESIGN

Genesis 2026 mobile app screens



DESIGN FOR PRINT

Billboards, Pull up banners



DESIGN FOR PRINT

2026 Genesis Medical Brochures & App brochures



DESIGN FOR PRINT

2026 Genesis Calendar



DIGITAL DESIGN

Social media design: Facebook, Instagram, Google ad banners + Email signatures



Contact person at Genesis Medical Scheme: Elmarie Jensen