

Collaboration Guide, 2026
esteVan

**STRATEGY &
CREATIVE
ENGINEERING**

THE OBJECTIVE

Design without data is intuition. Data without design is silence. My role is to strike a balance between the two.

Create products
that are not only
beautiful but also
technically
superior.

The Process

Rigor is not the enemy of creativity; it is its foundation. I turn technical uncertainty into a roadmap to excellence.

Phase 01 : Exploration & Data Mapping

Analysis of your ecosystem, your data, and your business objectives

Phase 02 : Architecture and/or AI

Definition of algorithms, data structures, and the technical foundation

Phase 03 : Interactive design

Design of the user interface (UI/UX) with a focus on fluidity and motion.

Phase 04 : Engineering and Deployment

High-performance development, testing, and deployment on scalable infrastructure.

COMMUNICATION CHANNELS

We will communicate via Slack and Notion. I do not use personal messaging apps in order to ensure that our decisions are properly documented.



WORK PACE

Review sessions are held Monday through Friday, from 9:00 a.m. to 6:00 p.m. Each phase of the project is validated by a specific technical milestone.

PRODUCTION TOOLS

Design work is centralized on Figma, development on GitHub, and task management on Linear, ensuring complete transparency in real time. (Of course, I'm flexible!)



FINANCIAL TERMS

All projects begin after the contract is signed and a deposit of 30–50% is paid. The remaining balance is due upon final delivery, prior to the website going live.

Checklist Pre-Consultation

To ensure our strategy session is as productive as possible, please prepare the following:

VISION & GOALS

What is the number one problem we need to solve? (Conversion rate, AI automation, outdated visual identity?)

TECHNIQ- UES

If the project involves existing infrastructure, list the tools and APIs currently in use (AWS, Vercel, OpenAI, etc.).

BENCHMA- RKS

Identify 2 or 3 brands or products that inspire you with their technical or aesthetic execution.

VALIDAT- ION

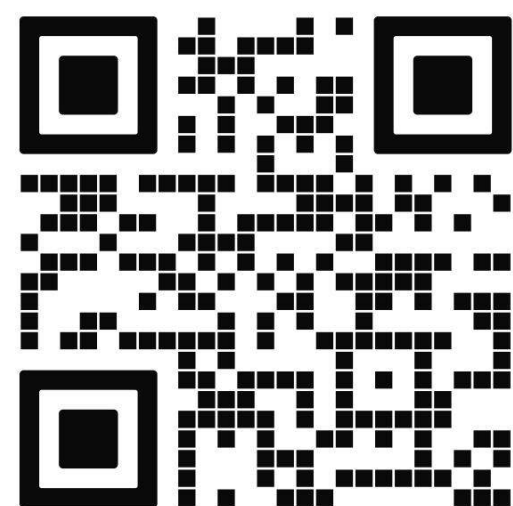
Please make sure that the person with the final say on creative and budgetary decisions is present or represented during our meeting.

BUDGET

Have a clear idea of the allocated investment.

Ready for the next step?
We'll be in touch very soon.

Let's stay in touch



LinkedIn