absorb summit
2025

CASE STUDY 01

Elevating virtual engagement through cohesive branding and digital design.

2 months | Lead Designer

Overview

2 days global virtual conference

Absorb Summit 2025 was our global virtual conference bringing together LMS customers, partners, and industry experts.
To modernize and unify the Absorb Summit identity for 2025, building on last year’s energy while enhancing brand depth and visual consistency across all digital assets and social channels.

Deliverables

Visual system, event landing page, event portal (product), social/email template, presentation template, CEO keynote, and Swag!



absorb summit

2025

absorb summit 2025

SEPT 24 - 25, 2025, Virtual

Strategic learning starts here!

















Before



After

Role

As the Design Lead, I directed the rebranding and digital experience:

- **Led concept exploration and brand system creation** (logo, palette, visual system, and typography).
- Designed the **event website and portal UI/UX** for a cohesive attendee experience.
- Partnered with **marketing, product, and dev teams to implement assets.**
- **Created templates** for internal and external use (social, promo, email).
- **Presented design directions clearly and persuasively** to stakeholders, gathered feedback, and built alignment across teams

Business goals

1

Unify event and brand

Cohesive Summit identity aligned with Absorb across site, portal, and campaigns.

2

Enhance the digital experience

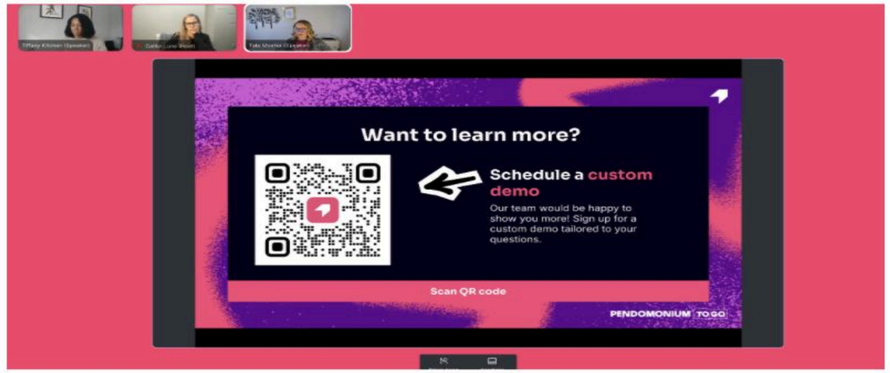
Simpler portal and registration flows, better landing page from last year’s feedback, responsive and accessible.

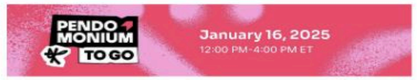
3

Increase engagement

Increase registrations and attendance with clear CTAs and modern visuals.
Provide reusable social and email templates.

Industry audit





Pendomonium To Go



Pendomonium To Go – FAQ











asana.com

Work Innovation Awards * Asana

The Work Innovation Awards will recognize the brightest minds and most forward-thinking teams driving what's possible for the future of work within their organizations.

www.servicenow.com

ServiceNow Partner Awards

The ServiceNow Partner Awards seek to recognize and celebrate our global partners who drive innovation and have made a notable impact on our customers.



www.oracle.com

Customer Excellence Awards | Oracle

Recognizing Oracle customer achievements. The Oracle Customer Excellence Awards celebrate the very best of business innovation, showcasing how organizations around the world



www.litmos.com

2024 Lenny Awards honor the best of Litmos use cases

The Lenny Awards showcase innovative and inspiring Litmos use cases across industries and organizations of all sizes.

business.adobe.com

Meet the 2025 Adobe Experience Maker Awards finalists.

Meet the 2025 Adobe Experience Maker Awards finalists redefining customer experiences with bold innovations and Adobe Experience Cloud solutions.

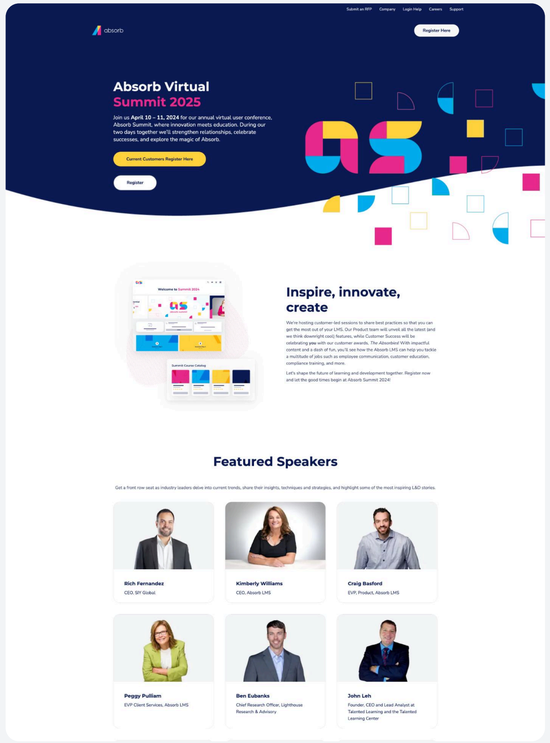
www.hubspot.c...

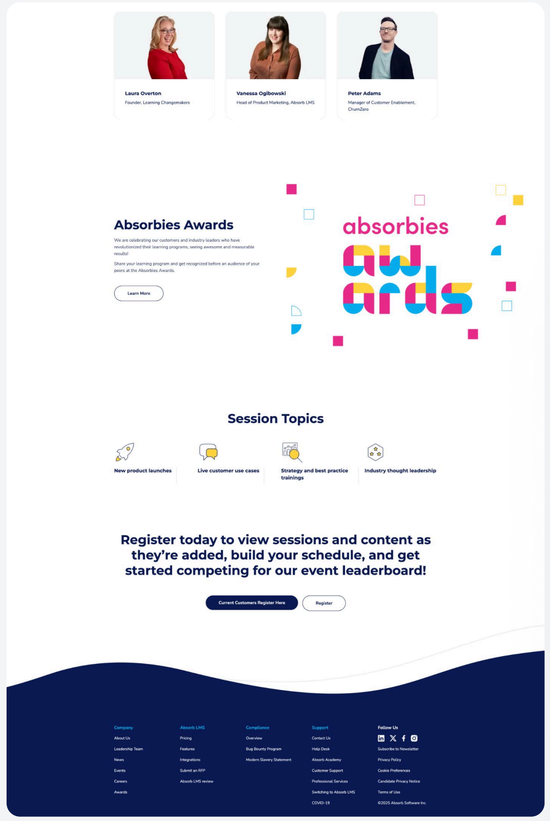
HubSpot Impact Awards | Showcase Homepage

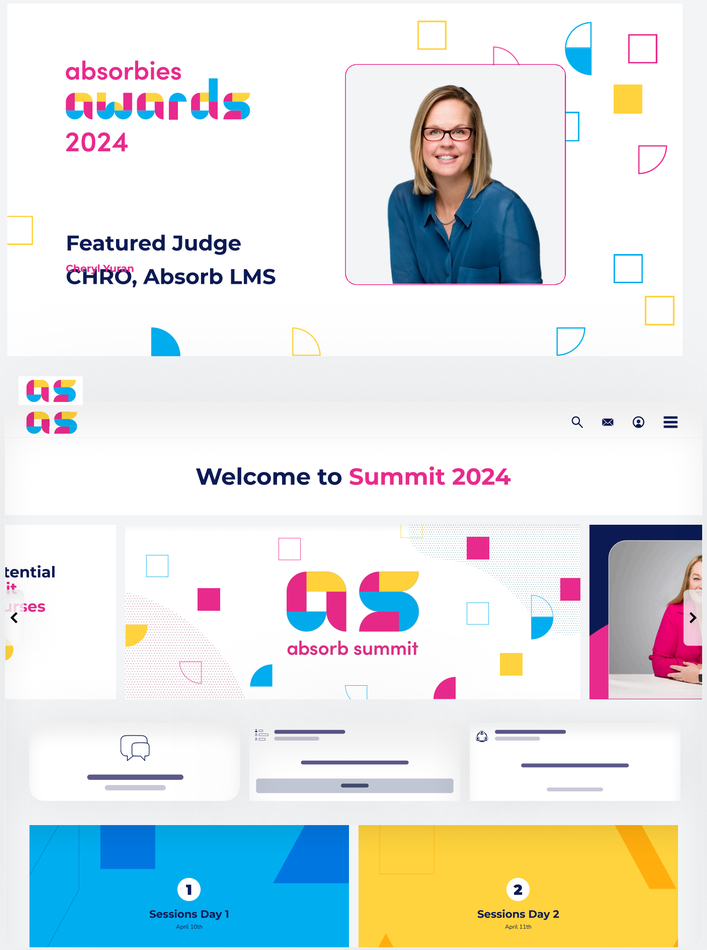
Hear from the winners of the HubSpot Impact Awards around the exceptional work they have done for their clients.



Last year audit

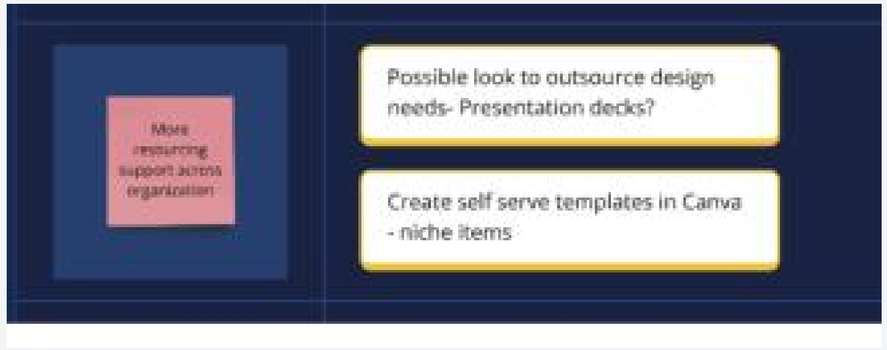




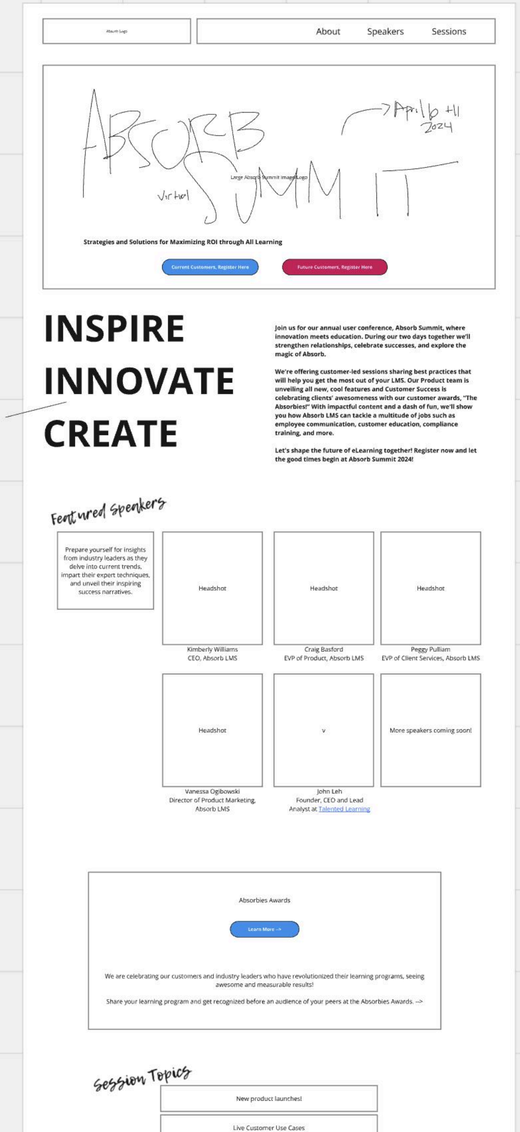


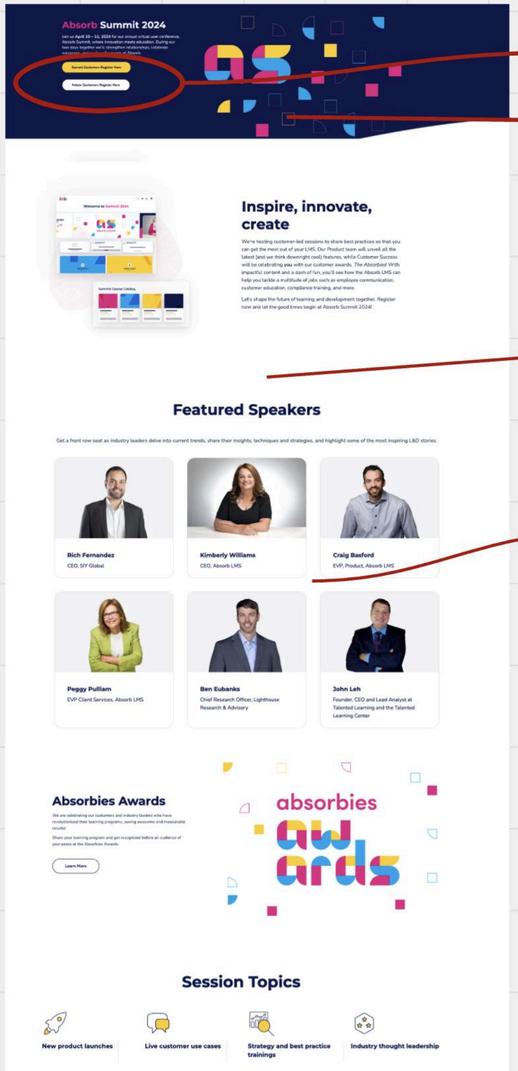
Last year audit





Last year audit





One CTA button to register (will lead to summit portal)

feel free to update and change colors of logo (have fun with it. can we add 2025 in here?)

is there something we could add that is interesting to show highlights from last year's Summit here?

Maybe images from sessions in a carousel? Or some session quotes/highlights from what we talked about (think cards with X attendees, X sessions, New product launches, customer led sessions and networking, etc.)

Can we upd... headsh... be smaller? Is this possible?



Link to

agenda page

Before the rebrand: audit takeaways

1

No cohesive system

2

Weak web experience

3

Inconsistent execution

Before the rebrand: audit takeaways

1

No cohesive system

Logo-only branding with no visual or motion system or templates → generic feel that didn’t resonate.

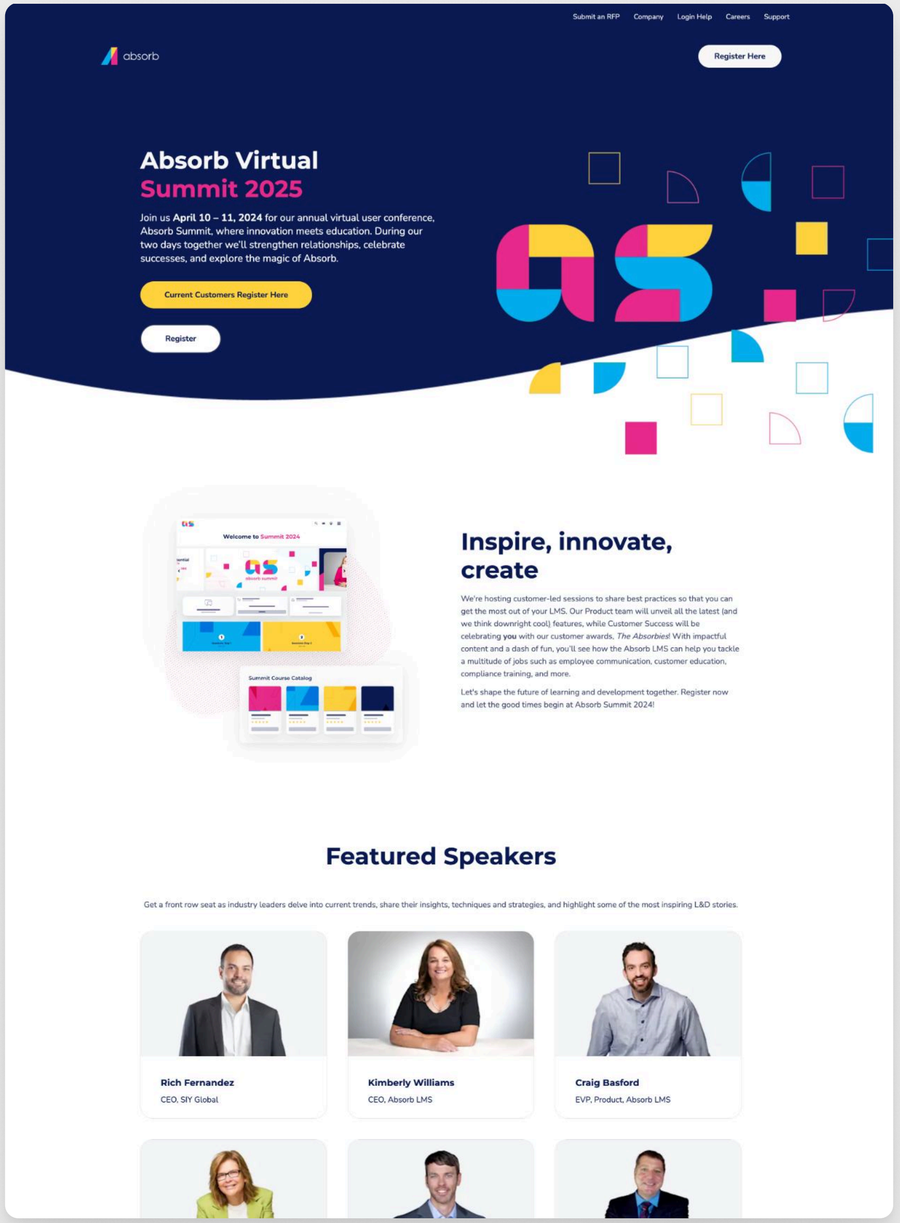


Before the rebrand: audit takeaways

2

Weak landing page

Missing key info (two-day agenda, value) → low clarity and hesitant sign-ups.



Before the rebrand: audit takeaways

3

Inconsistent execution

Assets were created without shared standards → visual inconsistency and diluted impact.



The design challenge

How might we create **a unified brand and web experience** that connects Absorb’s core identity with an elevated virtual event presence?

Design principles

1

Brand harmony

Unified identity and reusable templates across channels → fixes no cohesive system.

2

Digital clarity

Clean layouts with clear two-day agenda, value props, responsive and accessible → fixes weak landing page.

3

Visual cohesion

Consistent color, type, and motion across assets → fixes scattered execution.

03

Develop

Brand Identity System

absorb summit
2025

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Featured speaker



absorb summit
2025

Brand Identity System

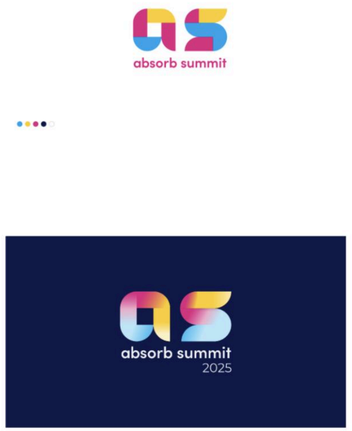
Purpose

To modernize and unify the Absorb Summit identity for 2025—building on last year's energy while enhancing brand depth and visual consistency across all digital and social channels.

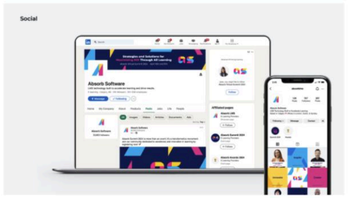
2024 vs. 2025 Highlights

Logo: Flat geometric with small shapes → Gradient, dimensional
Color Palette: Bright flat tones → Gradient over deep navy
Typography: Friendly pink → Polished white/navy
Visual Mood: Modular & fun → Strategic & bold
Layout Structure: Minimal → Layered, content-driven

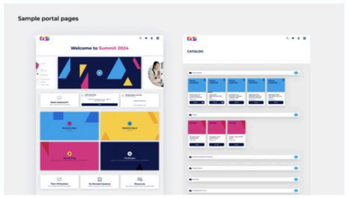
Logo



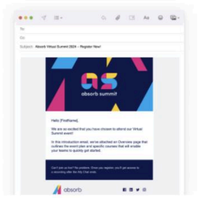
Social



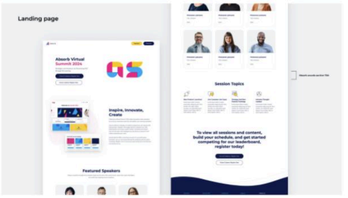
Sample portal pages



Email



Landing page



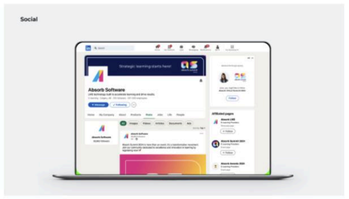
🎨 **Core Design System**
- Gradients convey innovation and energy
- Navy provides contrast, and professionalism

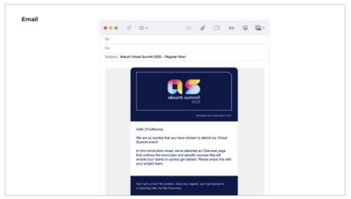
Social Media Assets: Event announcements, speaker cards, etc

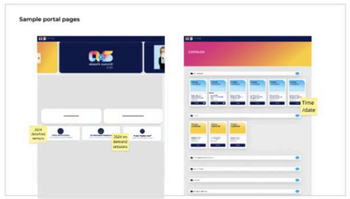
Portal Pages: Fully themed experience (cards, tabs, catalog)

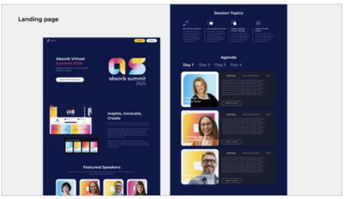
Landing Page: Dark theme with deep navy background, clean white CTAs for contrast, and vibrant gradient frames to guide user focus

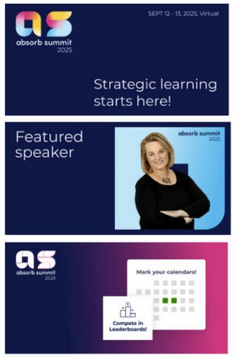










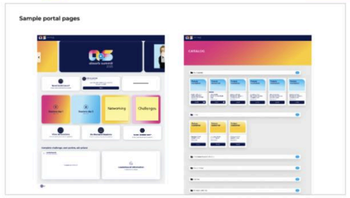


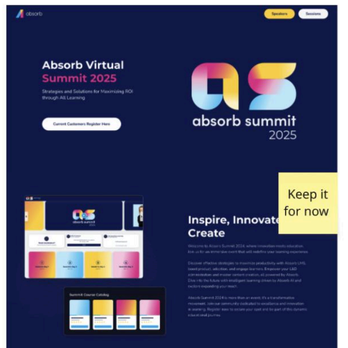
VIDEO

Pannel +

1 headshot for each

V2

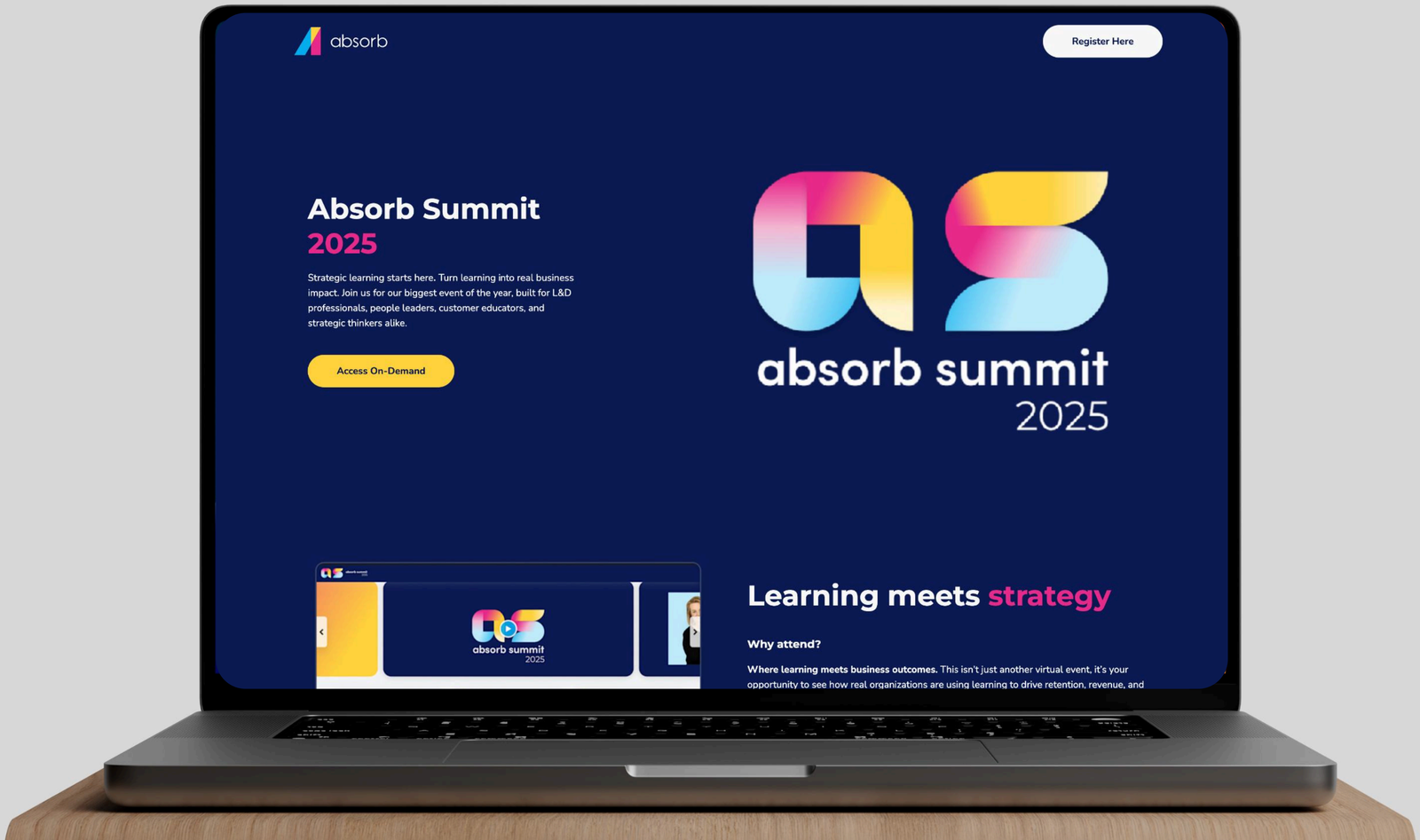




Keep it for now

TBD

Website experience



absorb

Register Here

Absorb Summit 2025

Strategic learning starts here. Turn learning into real business impact. Join us for our biggest event of the year, built for L&D professionals, people leaders, customer educators, and strategic thinkers alike.

Access On-Demand

absorb summit 2025



Learning meets strategy

absorb

Register Here

Summit agenda

Start building your full agenda.

Turn two days of learning into lasting business impact.

Day 1 Day 2



Opening notes

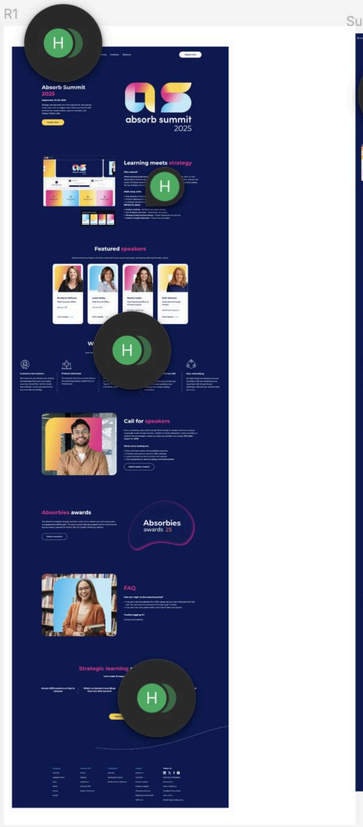
Strategic learning in action: Shaping the future

Kimberly Williams Chief Executive Officer, Absorb LMS

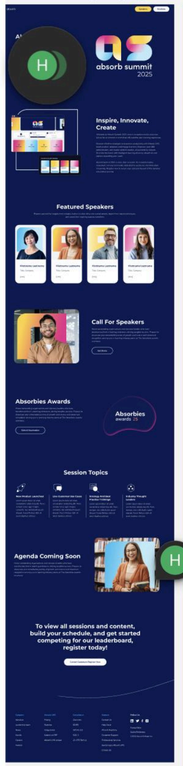
Join Kimberly Williams, Chairperson & CEO of Absorb, as she opens Absorb Summit 2025 with a vision for the future of learning. She'll celebrate customer achievements and explore how AI, skills intelligence, and measurable impact are reshaping learning into a driver of business performance.

Website experience

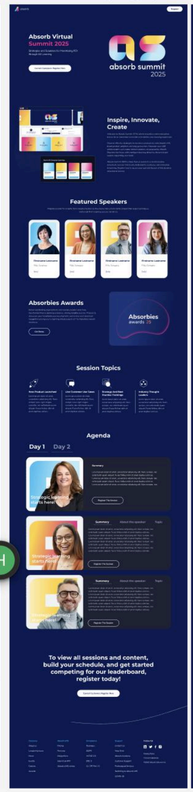
R1



Summit Landing Page-ph...



Summit Landing Page-ph...



Summit Landing Page-ph...





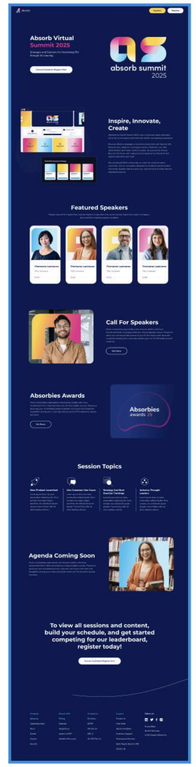


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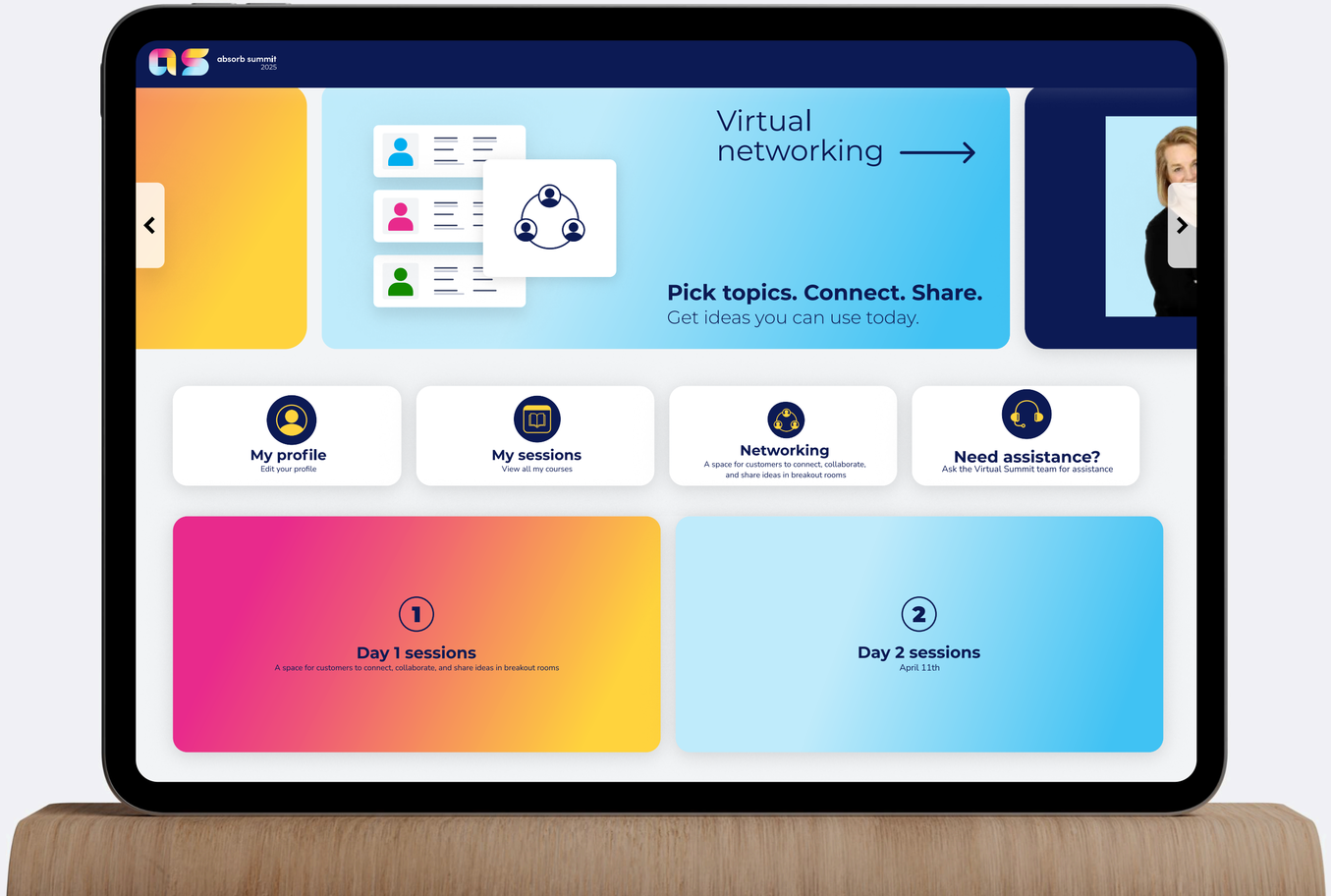


V2

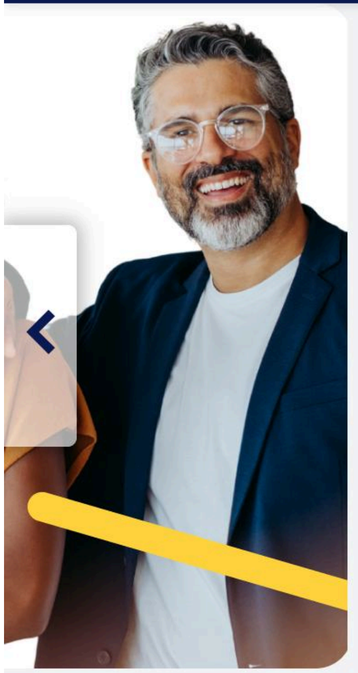




Portal experience



absorb summit 2025



Watch on-demand →

Catch up on Summit.
Watch Summit sessions on-demand

Complete your profile
Update your information

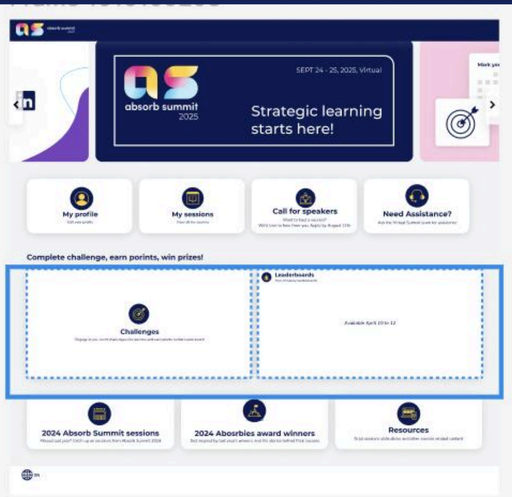
My sessions
View all my sessions

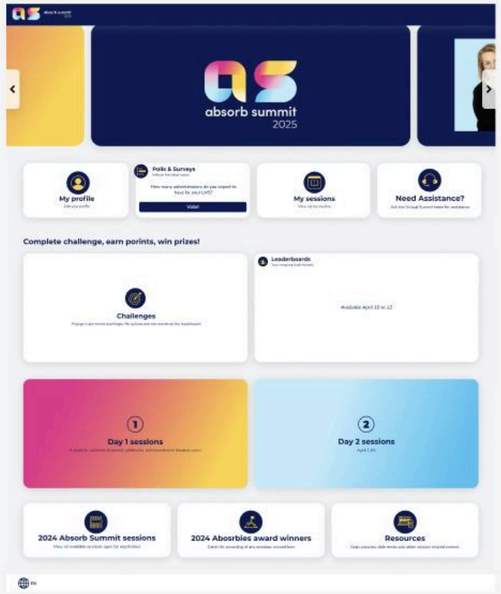
Need assistance?
Ask the Summit Team for assistance

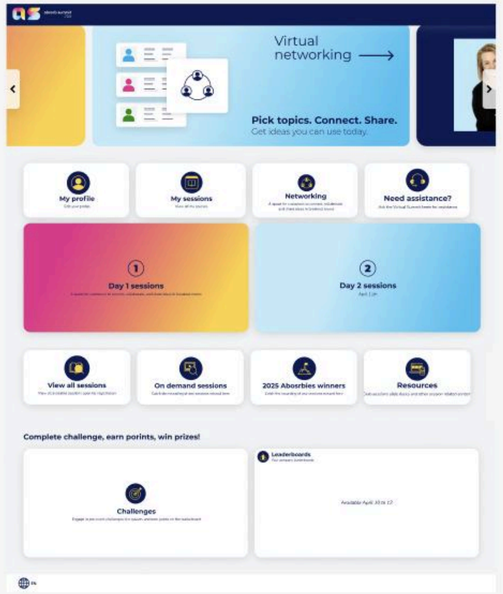
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Portal experience

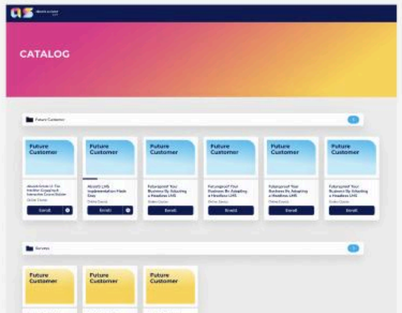








Frame 592



Day 1_Course Thumbs



Day 2_Course Thumbs



D...



Campaign toolkit





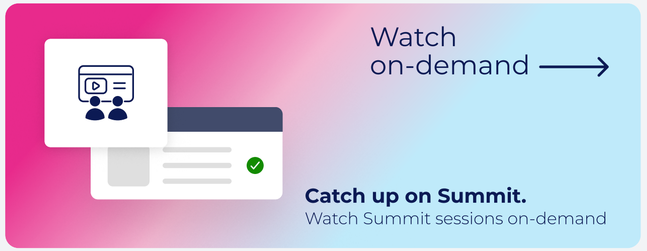


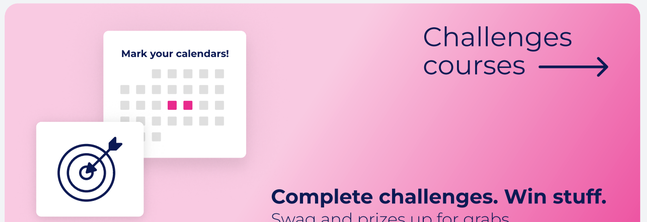




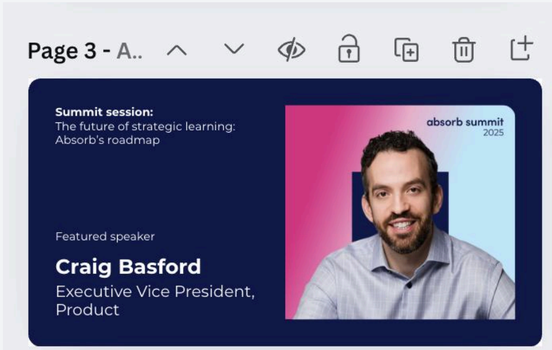


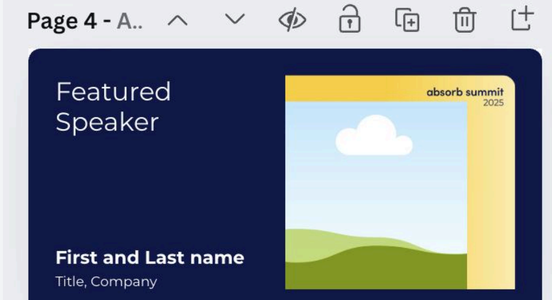


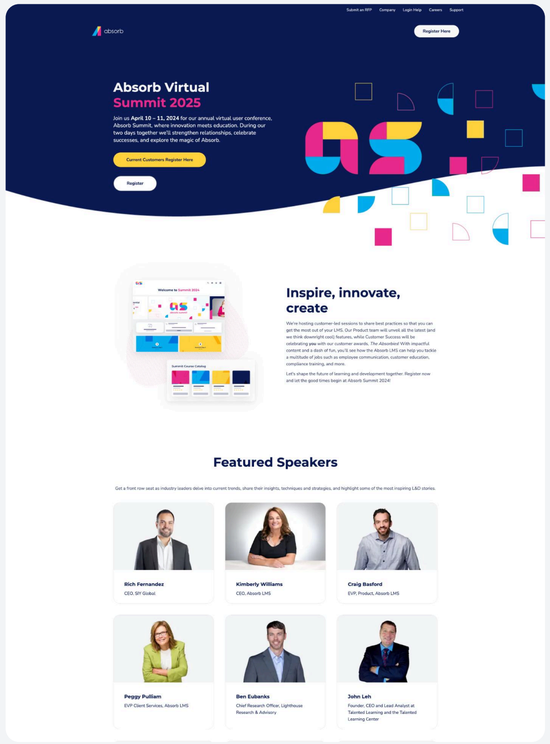


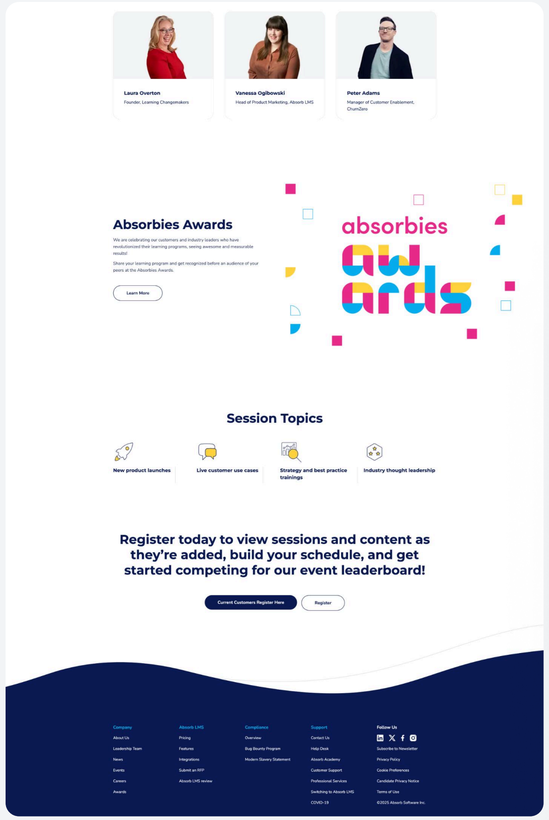




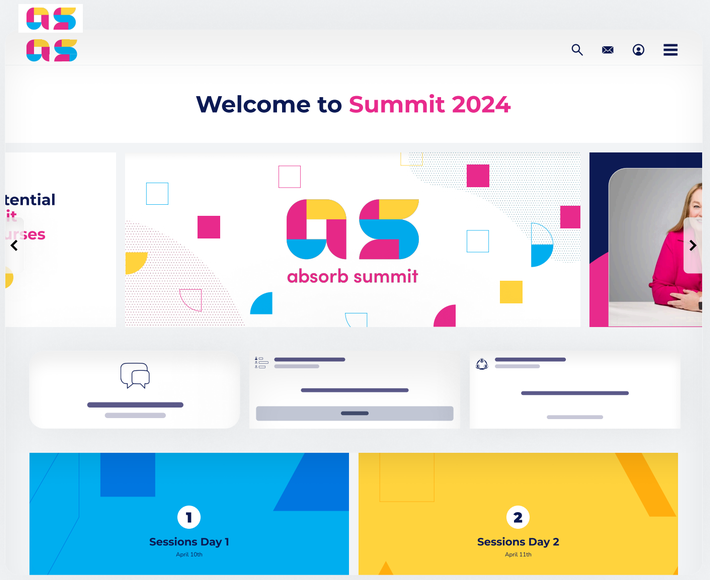





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Register Here
Absorb Virtual
Summit 2025
Join us April 10 – 11, 2024 for our annual virtual user conference, Absorb Summit, where innovation meets education. During our two days together we'll: strengthen relationships, celebrate successes, and explore the magic of Absorb.
Current Customers Register Here
Register
Inspire, innovate, create
We're hosting customer-led sessions to share best practices so that you can get the most out of your LMS. Our Product team will unveil all the latest (and we think downright cool) features, while Customer Success will be celebrating you with our customer awards. The Absorbies! With impactful content and a dash of fun, you'll see how the Absorb LMS can help you tackle a multitude of jobs such as employee communication, customer education, compliance training, and more.
Let's shape the future of learning and development together. Register now and let the good times begin at Absorb Summit 2024!
Featured Speakers
Get a front row seat as industry leaders delve into current trends, share their insights, techniques and strategies, and highlight some of the most inspiring L&D stories.
Rich Fernandez
CEO, SPI Global
Kimberly Williams
CEO, Absorb LMS
Craig Basford
EVP, Product, Absorb LMS
Peggy Pulliam
EVP Client Services, Absorb LMS
Ben Eubanks
Chief Research Officer, Lighthouse Research & Advisory
John Leh
Founder, CEO and Lead Analyst at Talented Learning and the Talented Learning Center


Laura Overton
Founder, Learning Changemakers
Vanessa Ogilowski
Head of Product Marketing, Absorb LMS
Peter Adams
Manager of Customer Enablement, ChurnZero
Absorbies Awards
We are celebrating our customers and industry leaders who have revolutionized their learning programs, seeing awesome and measurable results!
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Register today to view sessions and content as they're added, build your schedule, and get started competing for our event leaderboard!
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Leadership Team
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Pricing
Features
Integrations
Submit an RFP
Absorb LMS review
Compliance
Overview
Bug Bounty Program
Modern Slavery Statement
Support
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absorbies
awards
2024
Featured Judge
Cheryl Yuran
CHRO, Absorb LMS


Welcome to Summit 2024
absorb summit
1
Sessions Day 1
April 10th
2
Sessions Day 2
April 11th

absorb summit 2025

SEPT 24 - 25, 2025, Virtual

Strategic learning starts here!

















absorb summit

2025

04

Impact

Business goals

1

Unify event and brand

Cohesive Summit identity aligned with Absorb across site, portal, and campaigns.

2

Enhance the digital experience

Simpler portal and registration flows, better landing page from last year’s feedback, responsive and accessible.

3

Increase engagement

Increase registrations and attendance with clear CTAs and modern visuals.
Provide reusable social and email templates.

Business Impact

The rebrand turned Summit into a flagship digital event for Absorb, reinforcing the company’s innovation and elevating its B2B presence.

+22%

increase in event registrations

+38%

higher average session attendance

Enhanced brand recognition and positive attendee feedback.

05

Learning

Learning 1

Cohesive systems outperform isolated assets.
Building a reusable brand kit reduced design time by 40%.

Learning 2

Cross-functional collaboration drives quality.
Working closely with dev and marketing ensured brand accuracy across platforms.