

FLOWLAB WORKSHOPS

Event Landing Page System — WordPress / Elementor Project

DESIGNER	TOOLS	TYPE	YEAR
Anna Linker	Figma · WordPress · Elementor · Contact Form 7	Landing Page · Responsive Web Design	2026

OVERVIEW

FlowLab Workshops is a fictional event landing page created as a portfolio-ready rework of an earlier webinar page concept. The goal was not to build a complex product, but to turn a simple event structure into a clear, reusable and visually consistent landing page system.

The page presents a fictional workshop brand for digital teams. It includes a hero section, upcoming workshop cards, expert profiles, a four-step journey, contact information and a working contact form. The structure is designed to guide users from understanding the offer to taking action without unnecessary complexity.

PROJECT CONTEXT

The original idea came from a practical event landing page structure. For the portfolio version, I removed the previous brand identity and rebuilt the page as an independent fictional concept. This allowed me to focus on layout, hierarchy, responsive behavior and a more polished visual direction.

Instead of presenting the page as a single webinar, I expanded it into a small workshop system that could support multiple sessions, reusable event cards and a bilingual EN/DE structure.

DESIGN APPROACH

The visual direction is calm, structured and system-based. I used soft grey backgrounds, white content cards, subtle shadows and a lime accent to create a clean but recognizable identity.

The design is built around reusable components:

event cards

expert blocks

journey steps

contact form

language switch

footer structure

The goal was to make the page feel organized and realistic, while still showing enough visual detail for a portfolio project.

CONTENT STRUCTURE

The landing page follows a simple user journey:

1. Introduce the workshop concept
2. Show upcoming sessions
3. Present experts
4. Explain how the workshop process works
5. Invite the user to get in touch

This structure keeps the page easy to scan and supports a clear conversion path.

RESPONSIVE IMPLEMENTATION

The page was built in WordPress with Elementor and adapted for desktop and mobile screens. The mobile version uses a simplified layout, stacked content sections and readable spacing to keep the page usable on smaller devices. Special attention was given to navigation, form usability, card readability and the bilingual language switch.

BILINGUAL VERSION

The project includes English and German versions. Instead of using a translation plugin, I created separate page versions and connected them manually through an EN/DE switch. This gave me more control over wording, layout and URL structure.

ROLE

Concept adaptation · Visual identity · Landing page layout · Responsive design · WordPress/Elementor implementation · Contact form setup · EN/DE page structure

FOCUS

Reusable landing page sections · Clear content hierarchy · Bilingual structure · Mobile adaptation · Practical WordPress implementation

OUTCOME

FlowLab Workshops became a complete portfolio landing page project that demonstrates how I can turn a simple event concept into a structured, responsive and visually consistent web experience.

The project shows my ability to work with layout systems, content structure, WordPress implementation and practical design decisions for real-world landing pages.