

LUMA

AI Creative Workspace - SaaS Concept Project

DESIGNER	TOOLS	TYPE	YEAR
Anna Linker	Figma · WordPress · Elementor	SaaS Concept & Dashboard Design	2026

OVERVIEW

LUMA is a conceptual AI-powered workspace designed to help creative teams organize campaign planning, content production and visual ideation within a unified digital environment.

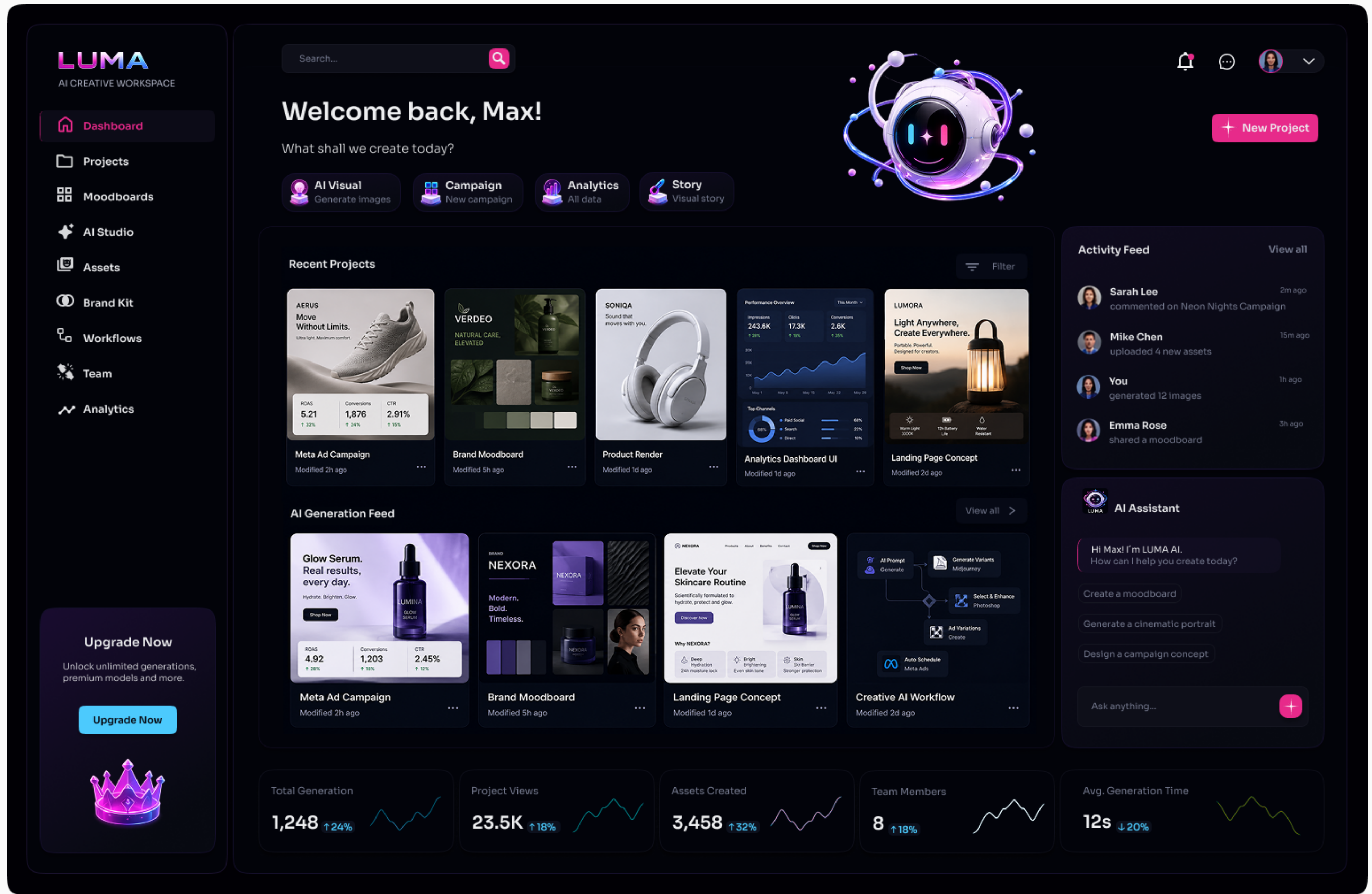
The project explores how AI-assisted workflows, project organization and collaborative planning can be presented through a modern SaaS experience. The focus was placed on usability, information hierarchy and a clean visual system that supports productivity without overwhelming the user.

The concept includes both a marketing website and a dashboard experience, demonstrating how product presentation and application design can work together as a single ecosystem.

Dashboard Overview – AI Workspace

The dashboard serves as the central workspace for campaign planning, content creation and AI-assisted ideation. Users can manage projects, generate visual concepts, organize assets and monitor performance metrics from a single interface.

The layout combines project management, creative workflows and analytics within a structured environment designed for clarity, efficiency and collaboration.



DASHBOARD EXPERIENCE

The dashboard was designed as the operational core of the product. It combines campaign planning, content management and AI-assisted workspace tools inside a structured interface.

Special attention was given to layout consistency, navigation clarity and the balance between information density and usability.

PROCESS

01 THE IDEA	The idea behind LUMA was to create a workspace where creative planning, content production and AI-assisted ideation could exist in one connected environment.
	Many creative tools solve only a single part of the workflow. LUMA explores what a more unified experience could look like.
02 THE CONCEPT	The project was developed as a complete SaaS concept, combining a marketing website with an internal dashboard experience.
	The visual direction focuses on clarity, soft gradients and structured layouts that communicate both creativity and productivity.
03 THE CHALLENGE	The main challenge was presenting a complex product idea without creating visual overload.
	The interface needed to communicate multiple features, workflows and dashboard components while remaining clean, approachable and easy to navigate.

ROLE	FOCUS
Concept development · UX structure · UI design · Dashboard design · Landing page design · Responsive adaptation · WordPress/Elementor implementation	AI-assisted workflows · Dashboard design · SaaS experience · Visual branding · Responsive design · Product presentation

OUTCOME

LUMA became a complete SaaS concept project demonstrating both product presentation and dashboard design.

The project showcases my ability to translate a complex product idea into a clear user experience, combining branding, interface design and responsive implementation within a cohesive digital ecosystem.