

Visual Identity, UX Interface & Instructional Visual System Design

Strategic Wealth Creator System™ (SWCS) Executive Learning Systems, Inc.

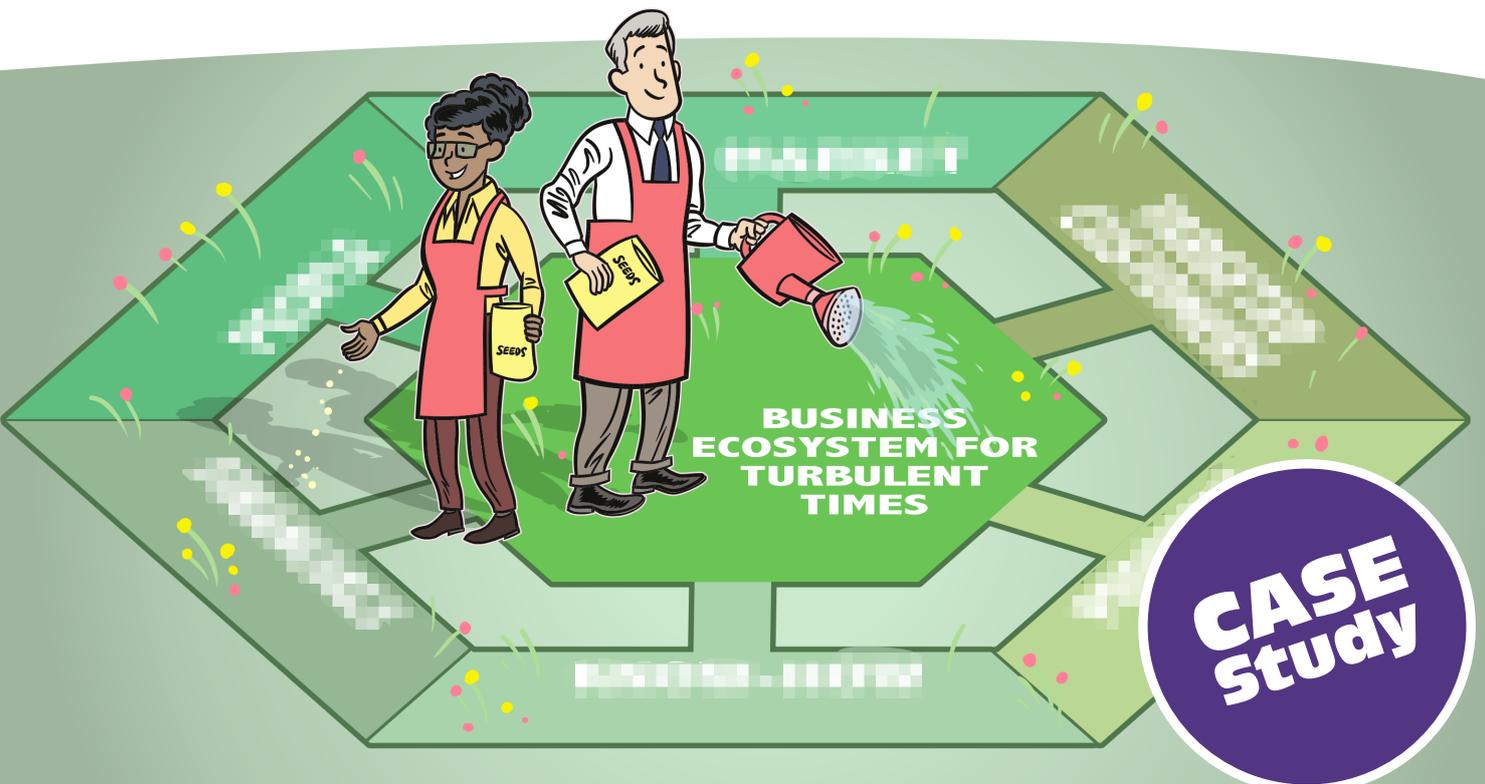
Strategic Wealth Creator System™



360°



- 360° HOLISTIC BUSINESS SCAN OVERVIEW
- BUSINESS DRIVERS
- FUTURE DRIVERS
- INTERNAL DRIVERS
- ECOSYSTEM DRIVERS
- LEADERSHIP DRIVERS
- DIAGNOSTIC / STRATEGIC ROADMAP





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CASE STUDY - MARSDEN CREATIVE

Executive Learning Systems, Inc.

Strategic Wealth Creator System™ (SWCS)

Visual Identity, UX Interface & Instructional Visual System Design

Integrated illustration, interface concept and visual learning architecture for executive education

Client: **Executive Learning Systems, Inc.**

Project: **Strategic Wealth Creator System™ (SWCS)**

Location: **United States / International**

Role: **Creative Director · Illustrator · Visual Systems Designer · Information Designer · UI/UX Concept Designer**

Project Type: **EdTech Product Design / Executive Training System / Visual Learning Platform**

This project is presented for portfolio and self-promotional use. Proprietary instructional content, formulas, and strategic materials have been intentionally obscured. Strategic Wealth Creator System™ and all underlying methodologies remain the property of their respective owners.

Executive Learning Systems commissioned the development of a visual system for the **Strategic Wealth Creator System™ (SWCS)**, a strategic framework created by business strategists Jay Abraham and Carlos Dias for executive education and leadership development.

The objective was to translate a complex business methodology into a coherent visual language that could support training programs, learning materials, and an interactive diagnostic platform for business leaders.

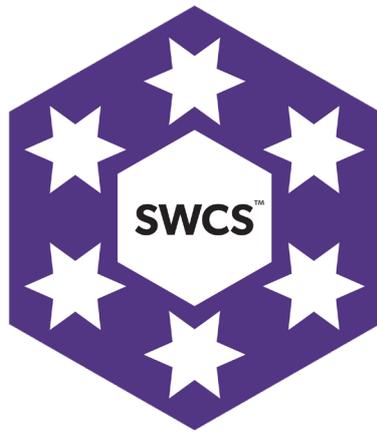
My role included the design of the program's visual identity, a modular color-coded learning architecture, the concept and layout of a simulated handheld learning interface, and the creation of numerous instructional illustrations and infographics used throughout the program.

Project Scope

This project required the integration of multiple design disciplines.

The work included:

- **Visual identity design**
- **Brand symbol development**
- **Icon system design**
- **Information design**
- **Instructional illustration**
- **Corporate illustration**
- **Infographic design**
- **UI / UX interface design**
- **Visual learning system architecture**
- **Color-coding and navigation taxonomy**
- **Educational interface graphics Visual Identity System**



Strategic Wealth Creator System™



Strategic Wealth Creator System™

The Strategic Wealth Creator System™ required a clear visual identity capable of representing the six interconnected strategic domains within the framework.

The final mark is built around a hexagonal structure symbolising the integrated nature of the methodology. Six surrounding nodes represent the key strategic dimensions analysed by the system, while the central hexagon anchors the core framework.

The identity was designed to function across multiple contexts, including learning materials, executive presentations, dashboards, and printed publications.

Both color and monochrome versions were created to ensure flexibility across digital and print environments.

Modular Color Architecture

To help participants navigate the program, a modular visual coding system was developed.

Each section of the program — referred to by the client as “kits” — was assigned a distinct color and geometric marker.

This system allows users to immediately recognise:

- **which strategic dimension is being analysed**
- **where they are within the learning sequence**
- **how individual modules relate to the broader framework**

The resulting visual taxonomy reinforces learning through consistent color association and visual repetition.

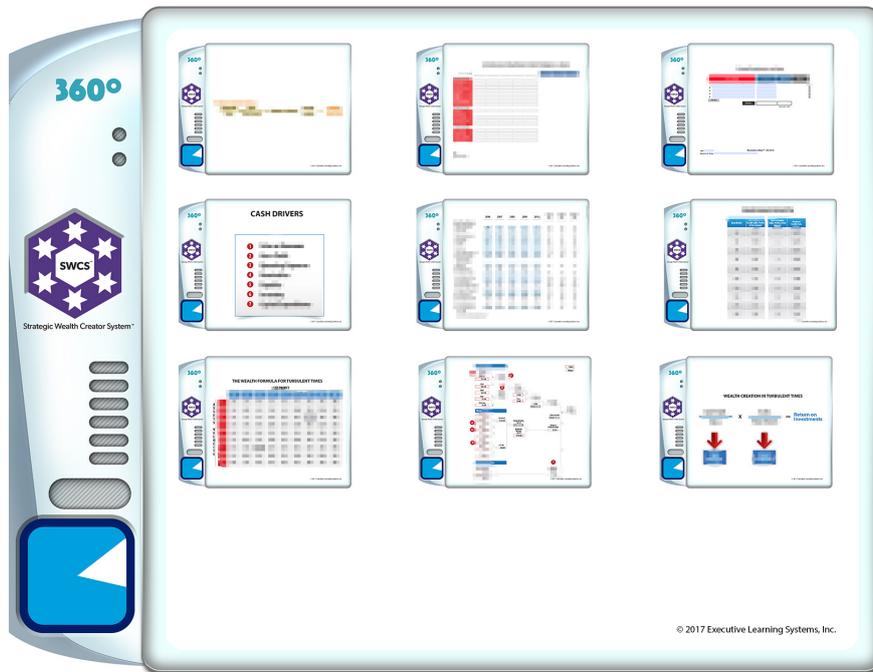


UX Interface Concept

A simulated handheld console interface was designed to present the learning system as an interactive executive diagnostic tool.

The interface includes:

- a vertical navigation column showing the color-coded module icons
- a central display area for instructional diagrams and illustrations
- visual indicators that track progress through the program's modules



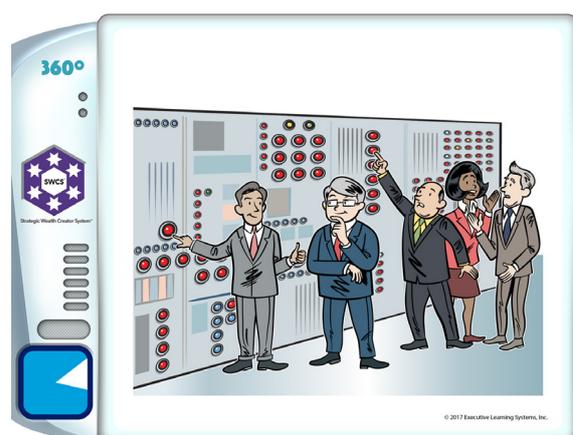
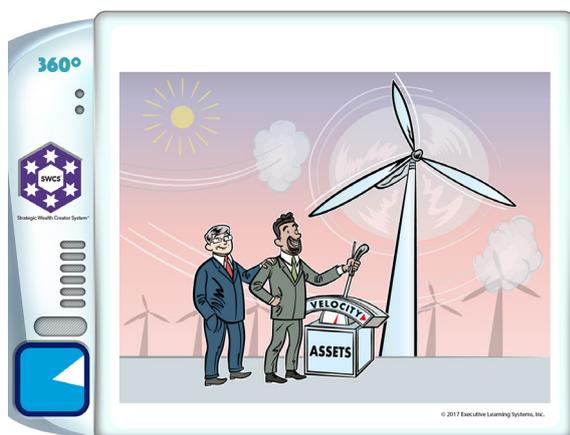
The interface was designed according to UX principles commonly used in e-learning environments and digital training platforms.

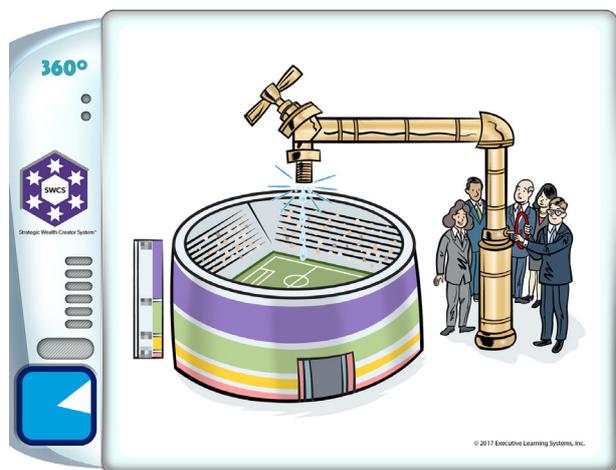
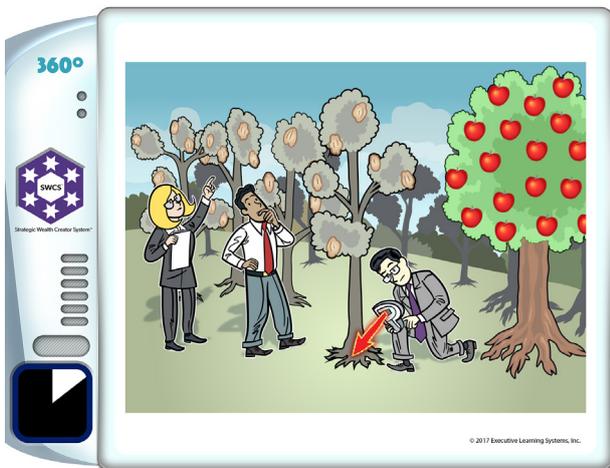
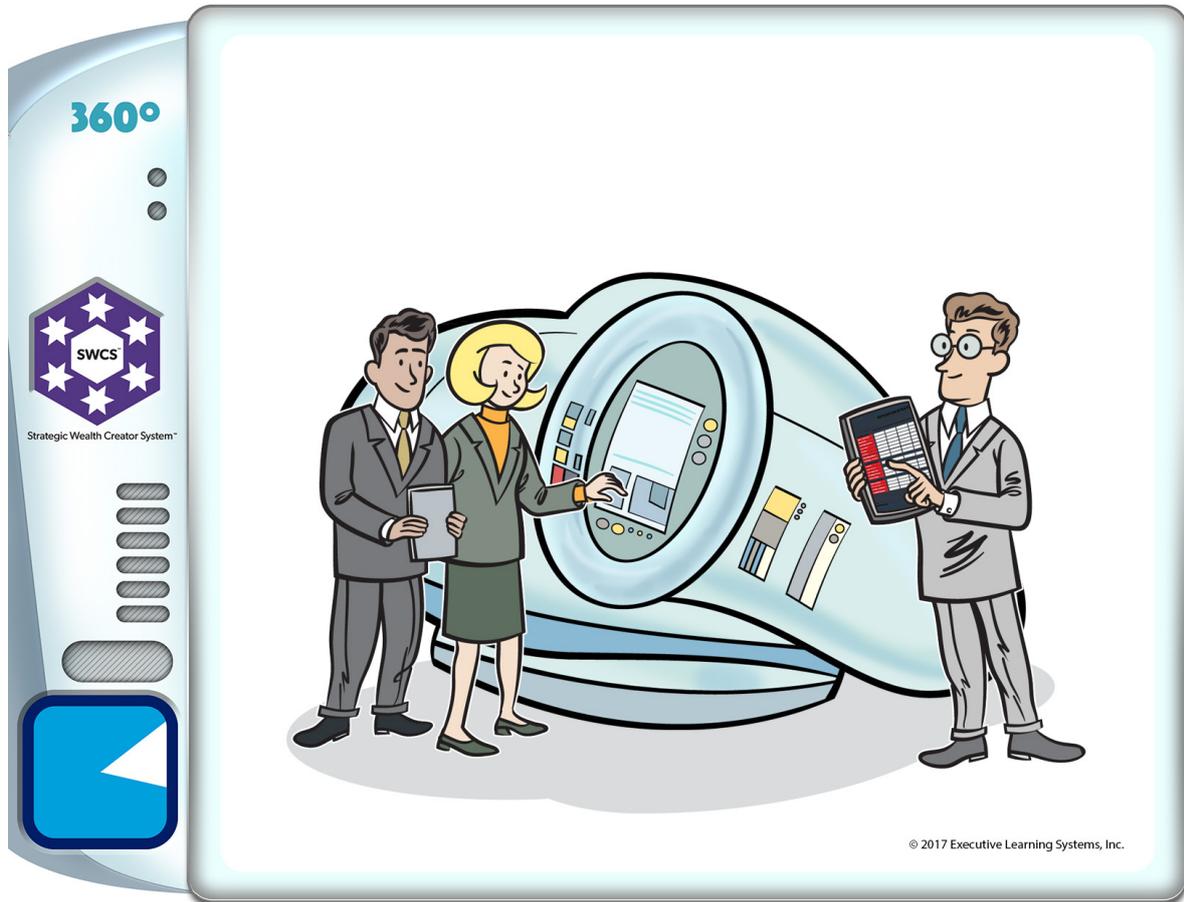
Instructional Visual Communication

A large portion of the project involved creating visual explanations for strategic concepts used within the training program.

These visuals included:

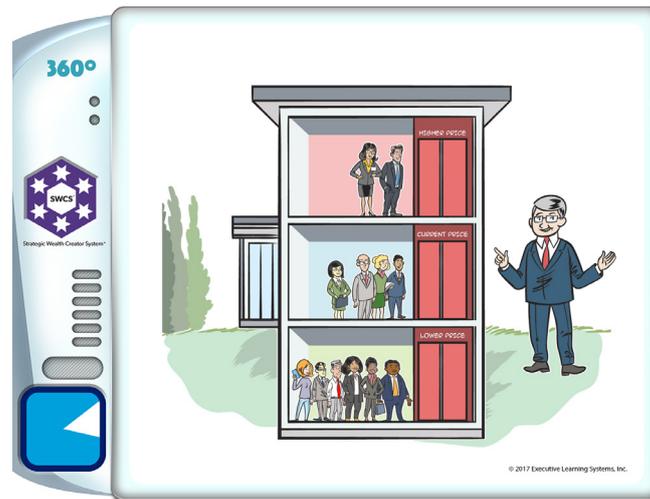
- illustrated business scenarios
- leadership archetype diagrams
- strategic decision frameworks
- corporate storytelling illustrations
- conceptual metaphors illustrating business processes
- visualised financial, operational, and strategic models







Some illustrations also incorporated a stylised illustrated representation of **Carlos Dias**, co-creator of the Strategic Wealth Creator System™, used as a narrative guide within selected modules.



The illustrations were intentionally developed in a clean corporate style — engaging and narrative-driven while remaining appropriate for executive education environments.

Information Design & Strategic Graphics

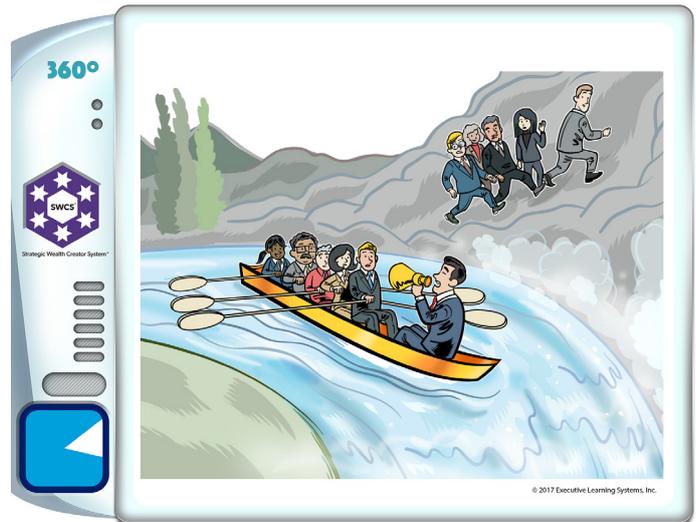
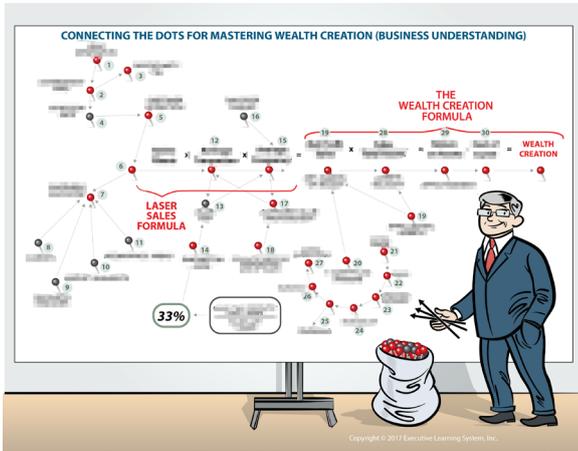
In addition to narrative illustrations, the program required numerous structured diagrams and analytical graphics.



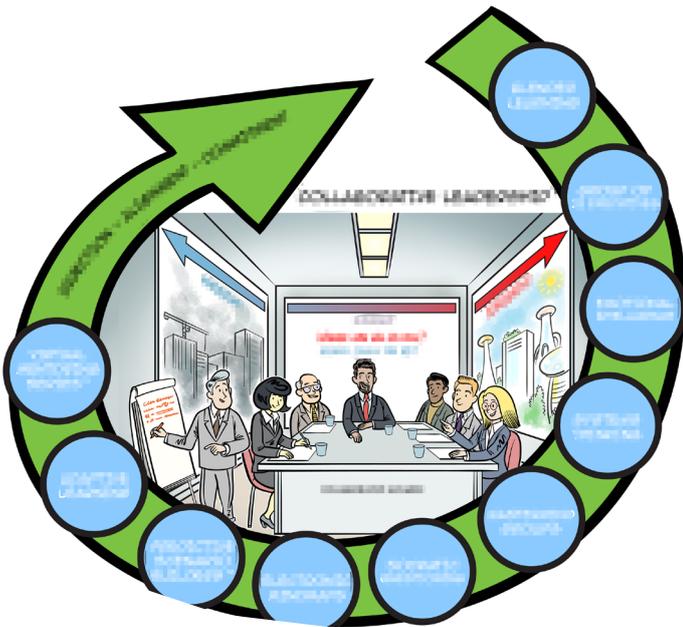
	2016	2017	2018	2019	2020	2021	2022
Market Size							
1. Total Market	1000	1050	1100	1150	1200	1250	1300
2. Market Growth	5%	5%	5%	5%	5%	5%	5%
3. Market Penetration	10%	12%	14%	16%	18%	20%	22%
4. Market Share	15%	16%	17%	18%	19%	20%	21%
5. Market Saturation	80%	82%	84%	86%	88%	90%	92%
6. Market Efficiency	90%	91%	92%	93%	94%	95%	96%
7. Market Resilience	95%	96%	97%	98%	99%	100%	100%
8. Market Stability	98%	99%	100%	100%	100%	100%	100%
9. Market Innovation	10%	12%	14%	16%	18%	20%	22%
10. Market Sustainability	90%	92%	94%	96%	98%	100%	100%
11. Market Scalability	10%	12%	14%	16%	18%	20%	22%
12. Market Flexibility	90%	92%	94%	96%	98%	100%	100%
13. Market Adaptability	95%	96%	97%	98%	99%	100%	100%
14. Market Resilience	98%	99%	100%	100%	100%	100%	100%
15. Market Stability	100%	100%	100%	100%	100%	100%	100%
16. Market Innovation	10%	12%	14%	16%	18%	20%	22%
17. Market Sustainability	90%	92%	94%	96%	98%	100%	100%
18. Market Scalability	10%	12%	14%	16%	18%	20%	22%
19. Market Flexibility	90%	92%	94%	96%	98%	100%	100%
20. Market Adaptability	95%	96%	97%	98%	99%	100%	100%

These included:

- leadership behaviour matrices
- strategic roadmap diagrams
- financial performance tables
- diagnostic worksheets
- business driver charts
- organisational capability frameworks



Each graphic was redesigned from client concepts into clear visual structures that improved comprehension and usability during training sessions.



Result

The final design system unified identity design, instructional illustration, and information architecture into a coherent visual learning environment.

By translating abstract strategic models into structured visual frameworks, the system made complex executive concepts easier to understand, navigate, and apply within leadership training programs.

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