

Portland Oregon

45° 31' 12" N 122° 40' 55" W

CASE STUDY: WELOCALIZE

DESIGN REVIEW



WELOUNGE

The Digital HQ for Welocalize

CLIENT: WELOCALIZE

ROLE: PRODUCT DESIGNER, AND
SOLUTION ARCHITECT

PROJECT TYPE: INTRANET CONCEPT,
MIGRATION, ARCHITECTURE AND BRAND
STRATEGY

MEDIUM: DIGITAL, WEB, PRINT



welocalize

The image shows the Welocalize logo in white text on an orange background. The background is decorated with faint, light-orange line-art icons including a head with a brain, a hand, a cloud, an eye, and various geometric shapes like squares and circles. The logo itself consists of the word 'welocalize' in a lowercase sans-serif font, followed by a stylized circular icon with a wavy line underneath it.

THE CHALLENGE



CONNECT THOUSANDS OF EMPLOYEES, BREAK
DOWN SILOS, AND CREATE A DIGITAL “HOME BASE”
FOR COLLABORATION, COMMUNICATION, AND
CULTURE.

THE PROBLEM: A SYSTEM STUCK IN THE PAST

01

Disconnected and siloed
communication across
departments

02

No central hub(s) for
news, updates, or
recognition

03

A confusing user
experience, especially for
new hires

PROJECT GOALS: MORE THAN JUST A MAKEOVER

GOAL 1

Centralize communication,
updates, and resources

GOAL 1

Foster culture by
spotlighting teams, wins,
and stories

GOAL 3

Enable every employee to
contribute and stay
informed

OUR SOLUTION: WELOUNGE

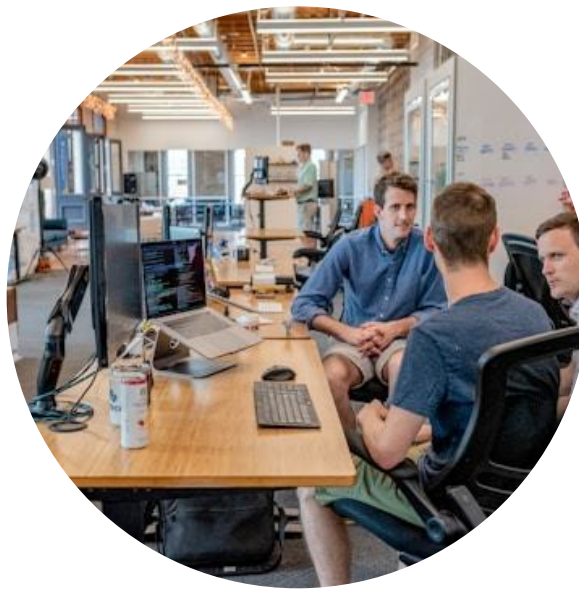
A TRUE DIGITAL
HEADQUARTERS

“THE VIRTUAL OFFICE”

CULTURE &
CONNECTION AT THE
CORE

UNDER THE HOOD:
BUILT FOR SCALABILITY

USER PERSONAS



ADMIN & OPS

These are the behind-the-scenes enablers

HR, IT, finance, facilities

The folks who keep the global machine running.

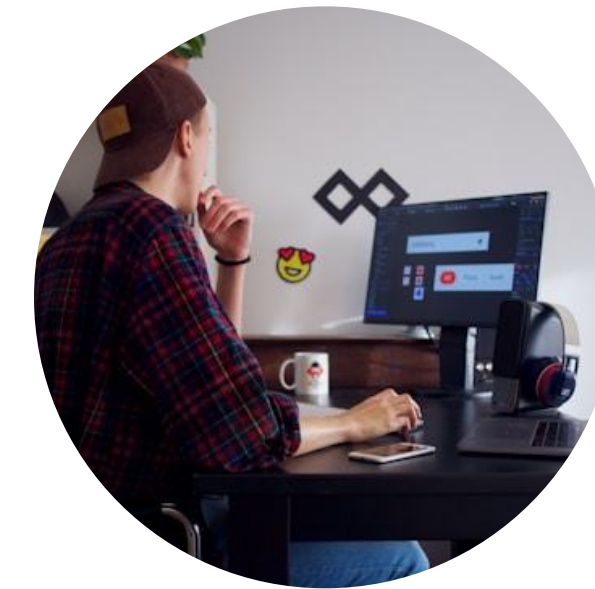


TRANSLATION STAFF

The core of Welocalize's business

Linguists, editors, project managers

Working across time zones to deliver mission-critical language services.



CONTRACTORS

External talent brought in on demand

Project-based contributors, subject matter experts, and specialists across language pairs.

DESIGN PROCESS: FROM CHAOS TO CLARITY

Discovery & Research

Information Architecture &
Content Strategy

Prototyping &
Feedback

Training & Launch

Persona
Definition

UX/UI Design

Development &
Deployment

Post-Launch
Optimization



INFORMATION ARCH & CONTENT STRATEGY

Rebuilt From the Ground Up

Role-Based & Region-Specific Paths

Modular Content Blocks

Findability First

Governance Without Bottlenecks

DESIGN SYSTEM HIGHLIGHTS

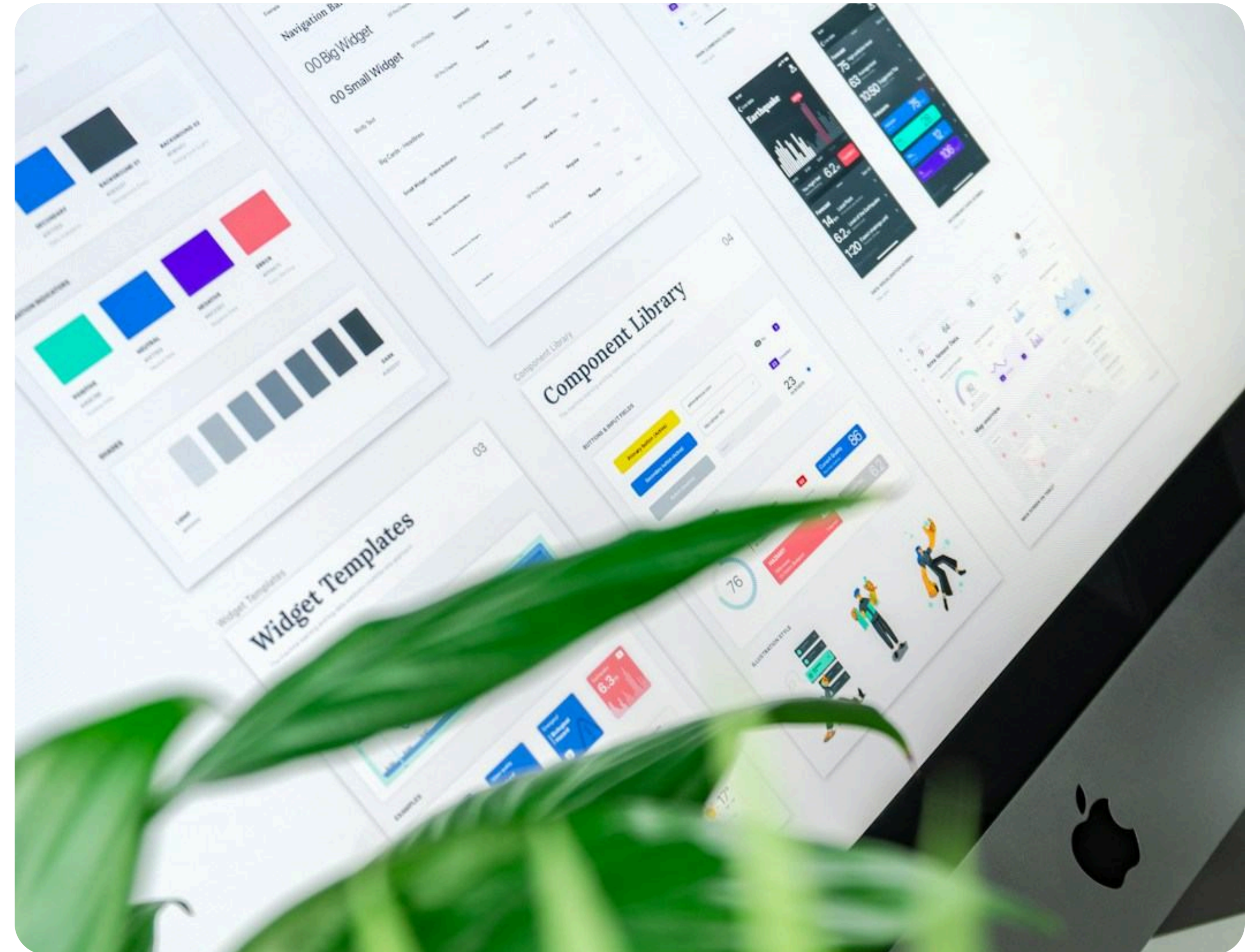
Modular Content Blocks

Consistent Visual Hierarchy

Custom Iconography & Image Styling

Flexible by Design

Accessibility First



Best for organizations wanting to drive internal belonging, boost engagement, and use the intranet as a culture hub, not just a tool.

DIRECTION 1

“WeLounge Classic”

Familiar, Functional, Global

Key Features:

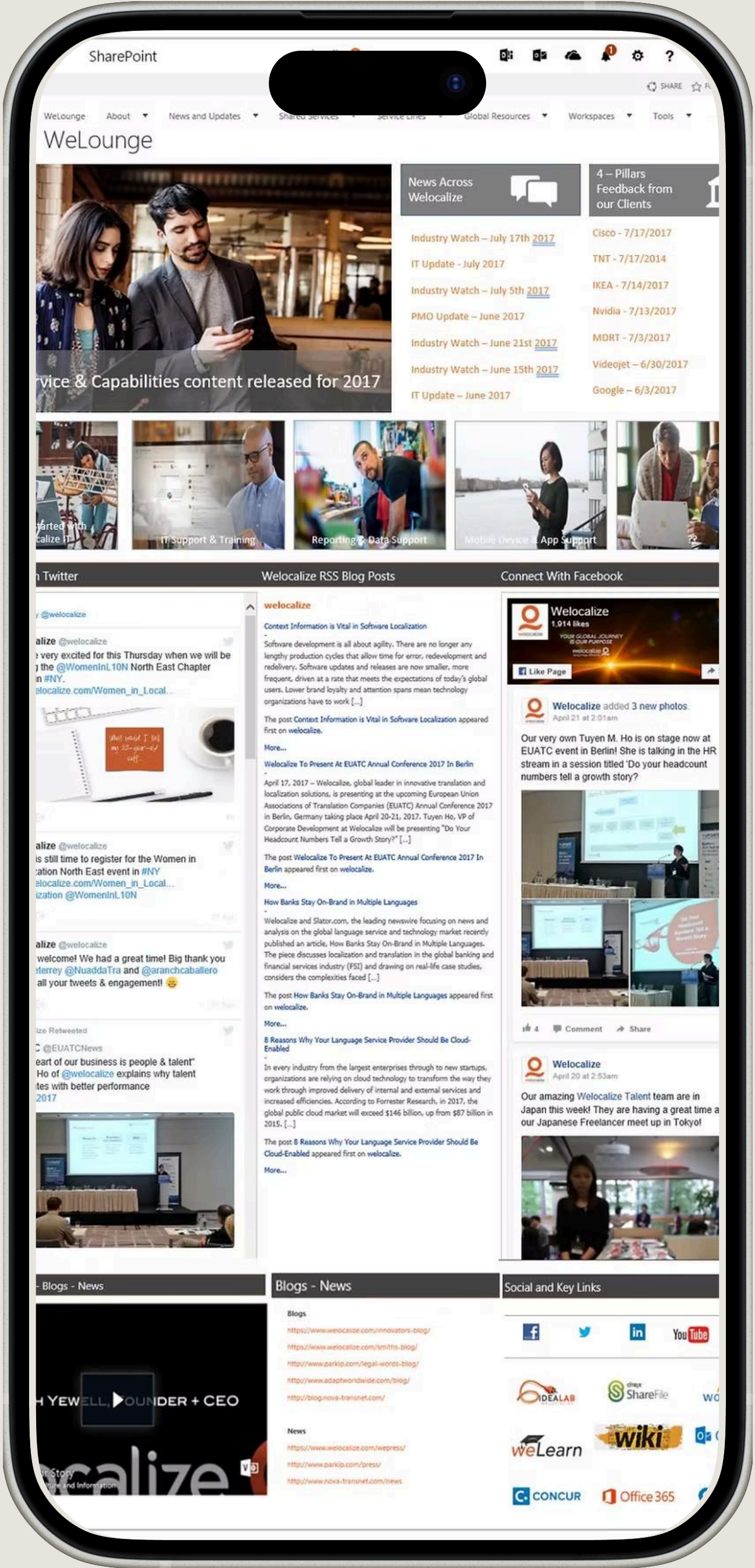
Global homepage with live news and regional callouts

Role-based access to tools and resources

Integrated feedback loops and shout-out modules

Department-level templates to encourage adoption

Perfect for operational efficiency, compliance, and day-to-day internal comms across a large, distributed workforce.



DIRECTION 2

WeLounge Culture+”

Bold, Expressive, Human-Centered

Key Features:

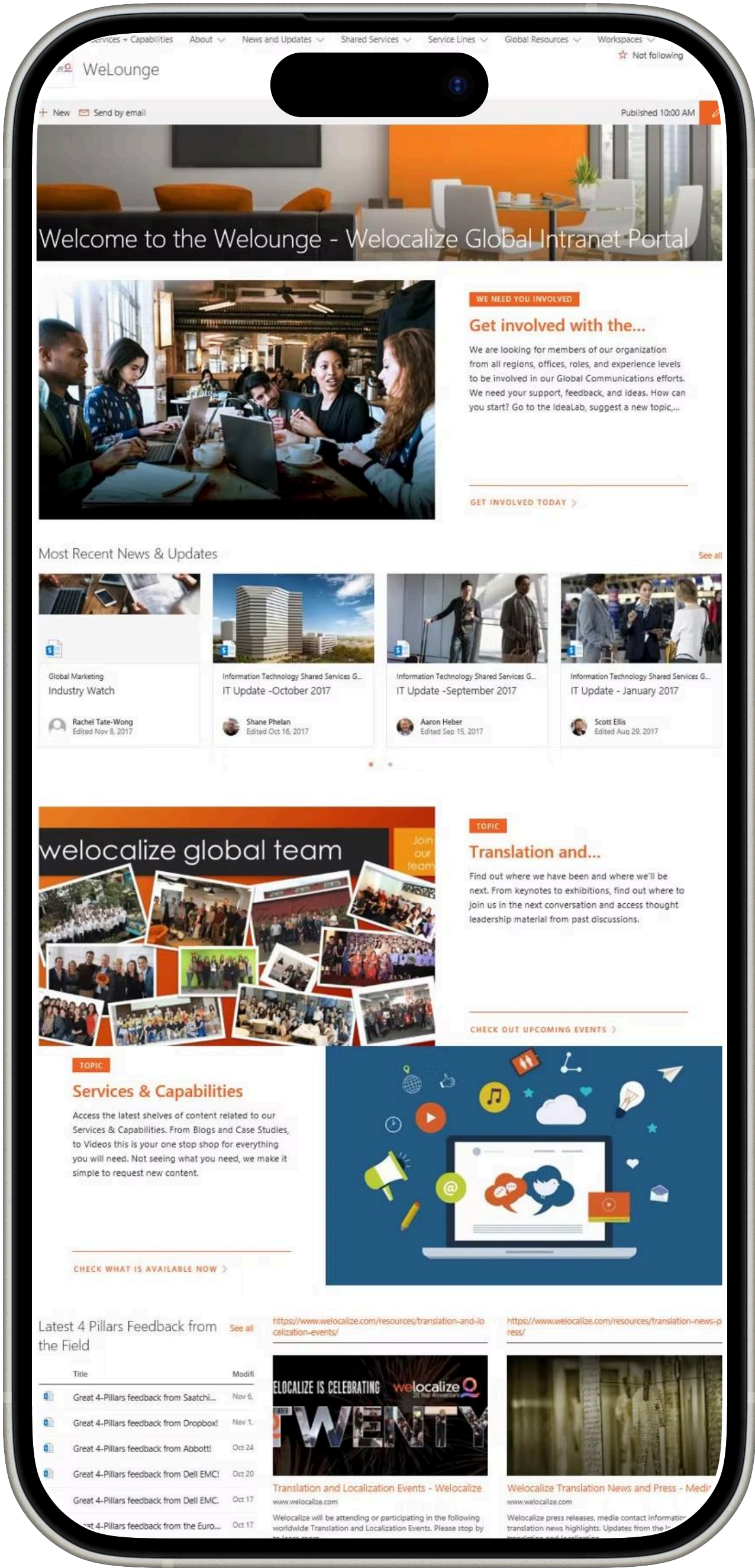
Dynamic employee spotlights and rotating hero stories

Culture calendar and live event features

Video messages from leadership and office tours

Contribution tools for user-generated content

Best for organizations wanting to drive internal belonging, boost engagement, and use the intranet as a culture hub, not just a tool.



IMPACT: TANGIBLE RESULTS IN 90 DAYS

Internal engagement doubled in the first quarter

“Where do I find...?” tickets dropped 60%

News readership increased by 80%

Staff feedback: “It finally feels like a real community.”

Global teams now actively share wins, ideas, and updates — without prompting



Best for organizations wanting to drive internal belonging, boost engagement, and use the intranet as a culture hub, not just a tool.

WELOUNGE

Outcome

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