

Lounge Lizard Releases In-Depth Case Study on Digital Transformation for American University of Iraq – Baghdad (AUIB)

LONG ISLAND, NY, UNITED STATES, June 3, 2025 /EINPresswire.com/ -- [Lounge Lizard Worldwide Inc.](#), a leading [web design](#) and [digital marketing agency](#) known for award-winning web design and strategic marketing, has published a comprehensive case study detailing its recent collaboration with the American University of Iraq – Baghdad (AUIB).

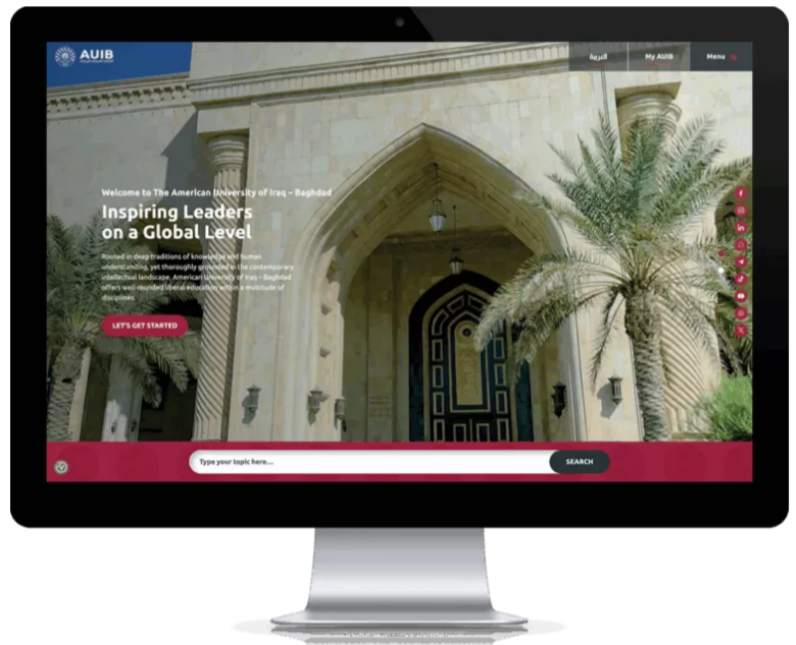
This latest case study provides an in-depth examination of how Lounge Lizard collaborated with AUIB to enhance its digital presence and optimize the user experience for both domestic and international audiences. From a complete redesign of the university's website to the implementation of intuitive navigation and scalable architecture, Lounge Lizard's strategic and technical solutions are highlighted throughout the project's lifecycle.

"This project represents our commitment to helping global institutions thrive through innovative digital strategy," said Ken Braun, Co-Owner of Lounge Lizard. "The AUIB team had a clear vision, and together, we brought it to life with a user-first, future-ready platform."



LOUNGE LIZARD

Lounge Lizard Logo



The redesigned homepage of the American University of Iraq – Baghdad (AUIB), developed by Lounge Lizard Worldwide Inc., showcasing a bold new user interface that blends cultural heritage with modern digital strategy.

The case study outlines:

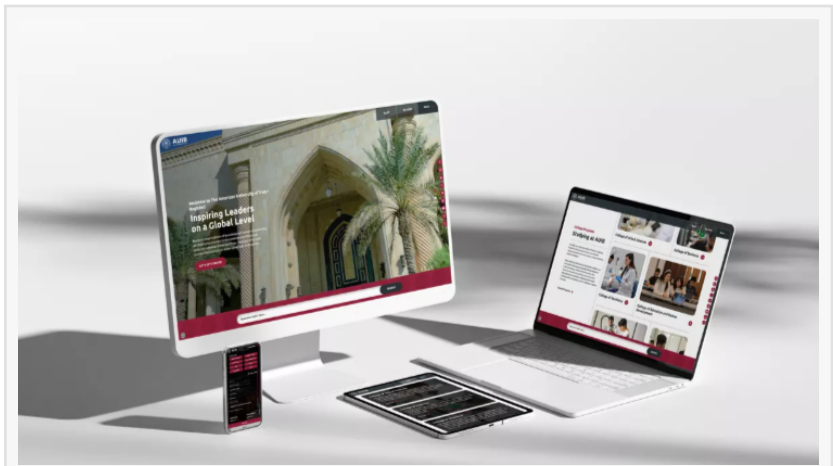
- Challenges faced by AUIB in reaching prospective students and stakeholders

- Lounge Lizard's strategic approach to UX/UI and content architecture

- The results: enhanced usability, improved engagement, and long-term scalability

Read the full case study here:

<https://www.lounge lizard.com/work/auib/>



A fully responsive website experience for the American University of Iraq – Baghdad (AUIB), designed by Lounge Lizard Worldwide Inc., shown across desktop, laptop, tablet, and mobile devices.

For universities and institutions seeking inspiration or proven digital solutions, this case study is a compelling read on how design and strategy can drive growth and visibility in a competitive educational landscape.

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About Lounge Lizard:

Founded by industry leaders Ken Braun and Sharon Sexton Braun, Lounge Lizard is a family-owned digital marketing agency celebrating its 25th year in business. Headquartered in Long Island, NY, with offices in New York City, Washington D.C., Nashville, Charleston, Los Angeles, and Miami, our award-winning firm excels in branding, web design, and results-driven digital marketing, earning accolades for our innovative strategies and tangible results. We foster long-term partnerships with our clients, creating impactful 360° digital experiences that propel their success in the ever-evolving digital landscape.

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