

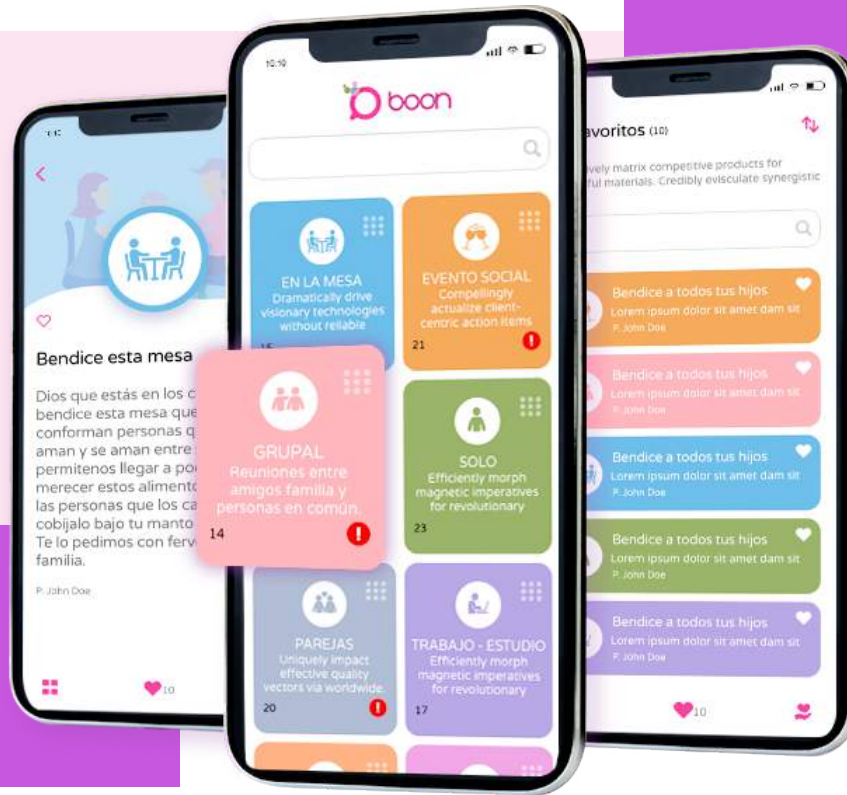


Boon Project

App for all audiences that helps to say a few words of encouragement, thanks and/or blessings in special or trivial situations either in a group or for oneself.

Tasks: Research – Design – Testing

Client: Own Project



Challenge

Create an agile and intuitive App that shows you what to say in moments of encouragement, blessings or support, either alone or in a group.

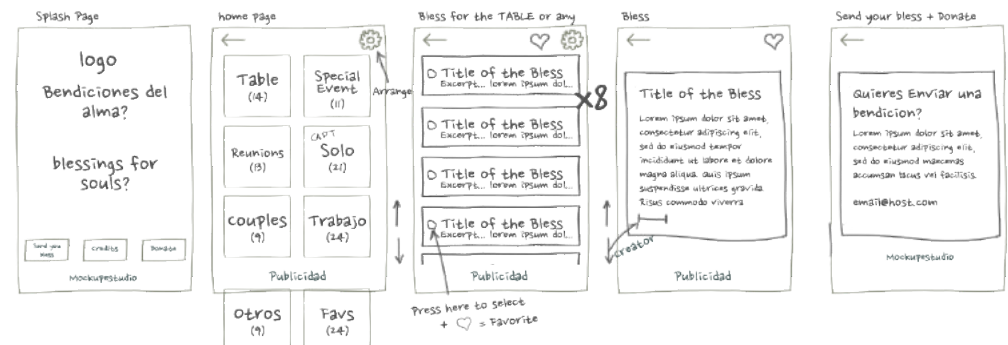
1 Identify the Need

On occasions, I found myself being in meetings being the last to say what I'm thinking, without having prepared something or avoiding repeating what others said. And since smartphones became part of our lives, what better a centralized place that helps us say a few words at the moment.

2 Workflow & Sketching



The first thing that I tried to achieve in the first draft was to avoid the user having to make the most of the taps, I wanted that when the person opens the application with just 3 touches of the screen they reach the text they want to see. In this aspect, I would start to have a good base in the structure before jumping to the look and feel.





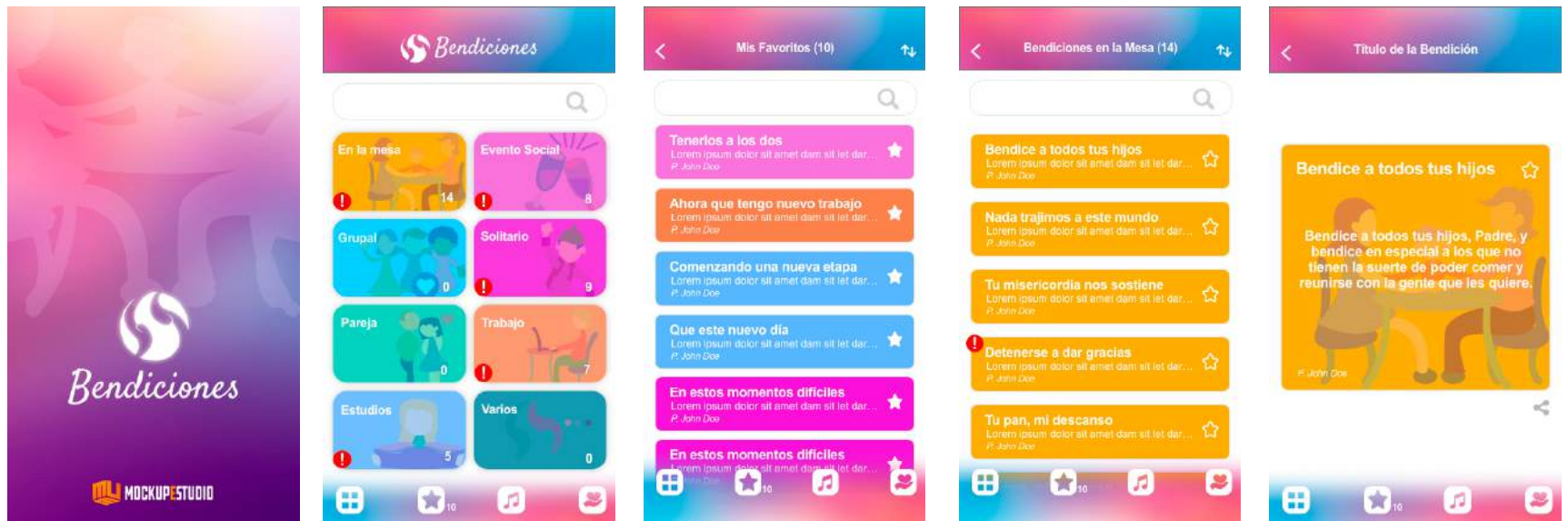
3 Wireframe

After some corrections, I think the structure is simple and solid so that the user can be guided, obviously, this is very rigid to be an application, humanistic and philanthropic, for the first version I will use fewer straight corners. As you will see at the beginning I used the name «Bendiciones» (Blessings), but it seemed a kind of «niche name» so I took a more commercial name, Boon!



4 Beta Test

Now it is having more «body» with the shapes and colors, I used primary colors and easy to associate when entering the categories of each sentence. Likewise, I used more friendly forms and even adapted illustrations for their greater association when choosing the content to use. At this stage change the name to be something more commercial.

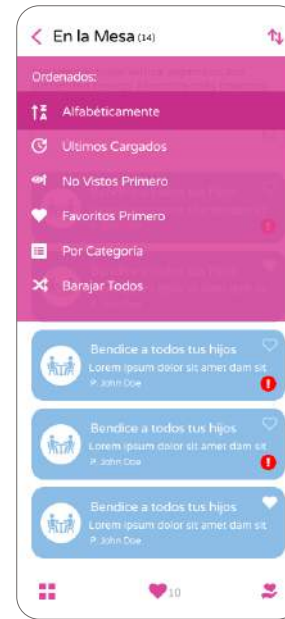




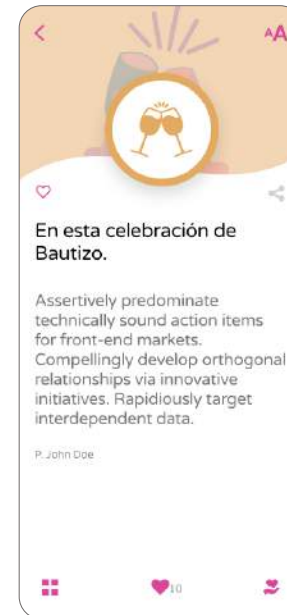
5 Final Result



For the final product, I lowered the intensity of the colors to more pastel tones but continued to use primary colors for their best association. I added the isotype of the logo which resembles a chat «bubble» and I used subtle shadows to give the application more «peace of mind».



For more info of the project, please visit [here](#)

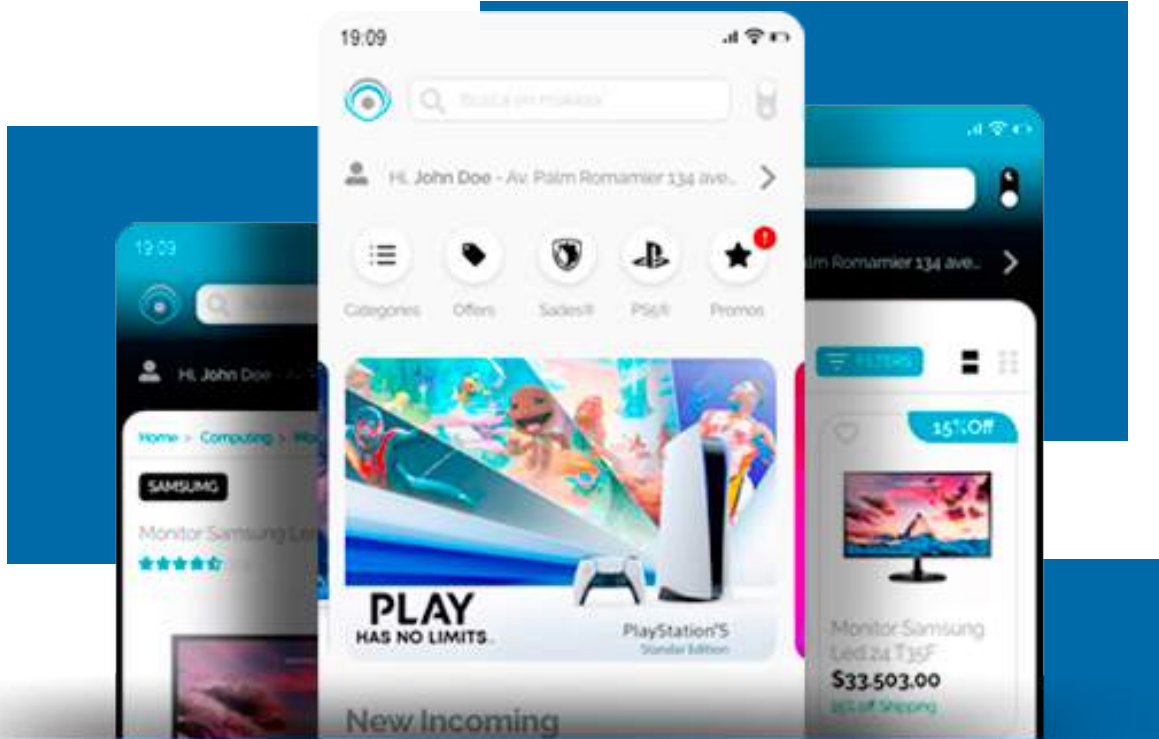




Makkax Project

An e-commerce's App that markets and promotes electronic items.

Tasks: Research – Design
Client: Makkax

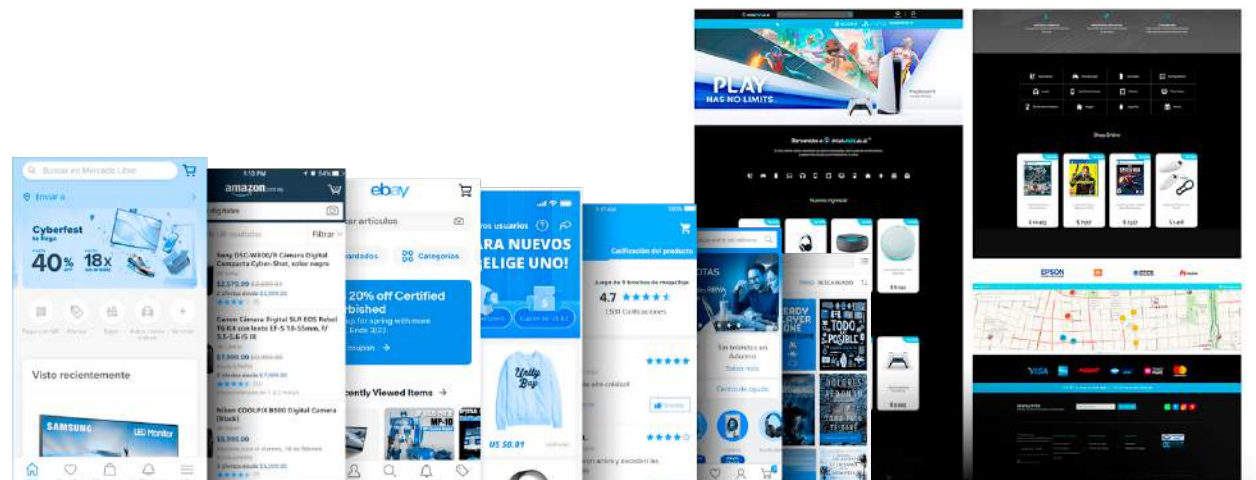


Challenge

Build an app based on the current Makkax® website that attracts attention with an intuitive use that markets and promotes the electronic items that the company has for sale, in addition to showing the new products to be entered, news, offers, and promotions.

1 Context, Research & Identify the Need

The Makkax® company seeks to have better sales and to be able to approach all types of public from another medium on the web. At the moment they are well-received by selling to wholesalers, but they need to reach the final consumer directly. Although the website they have lately been updated to a more «technological and futuristic» visual mode, they are not having the sales they would like to have through their website. They want to have a more dynamic medium and without resorting to their website or a mobile-web. They want their brand to be on today's smartphones.





2 First Draft

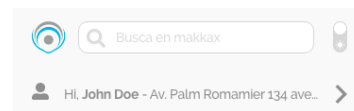
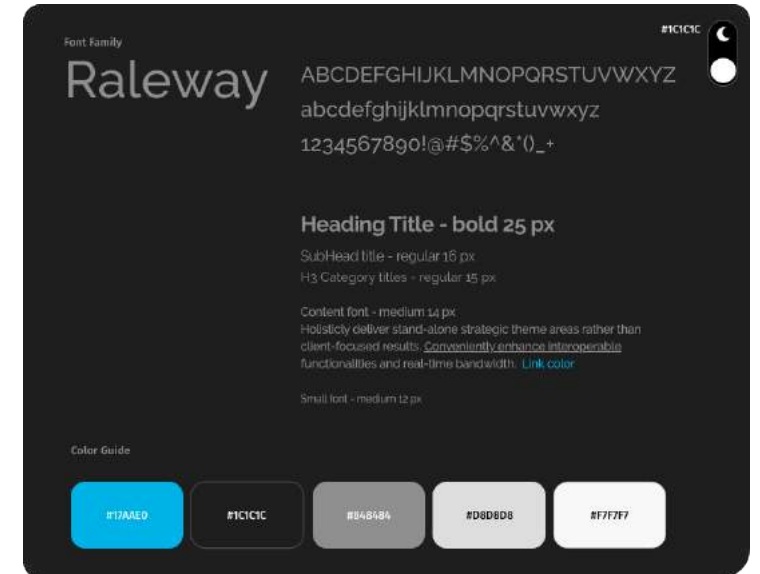
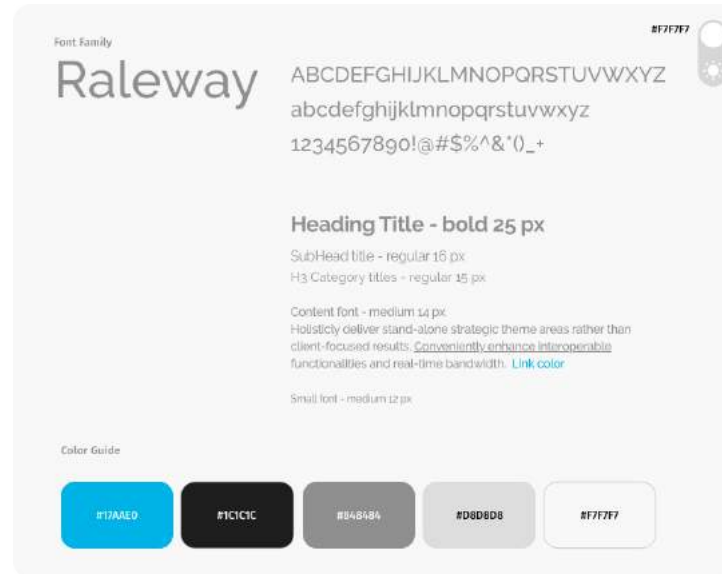
For the first wireframe attempt, I tried to focus on the products and promotions that the company may have, leaving the less relevant information for a different section. Trying to first show how the web shows without much information about places or phones.





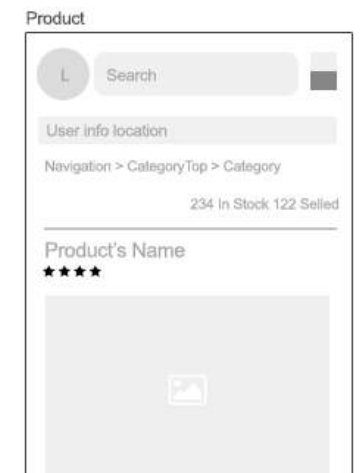
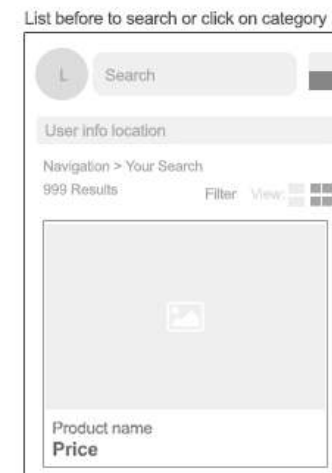
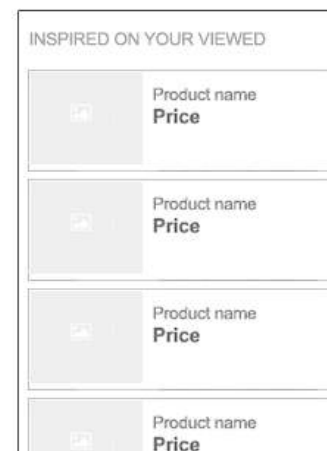
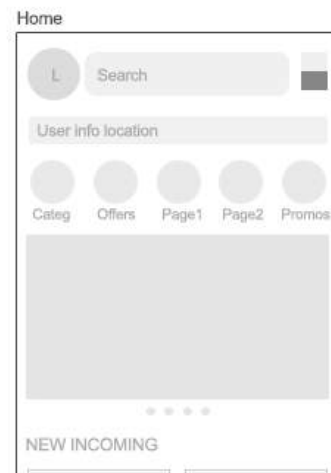
3 Concepts & View Language

In meetings with the company, we reached a consensus on the concepts of colors, structure, and visualization. I proposed so that the site is not completely black (in the background) because absolute black is not always visually comfortable, but we agreed to leave it as absolute 000 because of their current website, but, with the variation of being able to create a version "Bright" of the application, and we concluded in only changing the design of the background, and leaving the fonts and more casual content in a medium tone which allow working well in dark as well as bright's environments, with the CTA colors in light blue. We get the following visual scheme:



4 Wireframe

After adapting and testing the colors so that it works well in dark and light environments, the menus and content were reorganized to always have it at hand so that the user can click to buy without much thought.





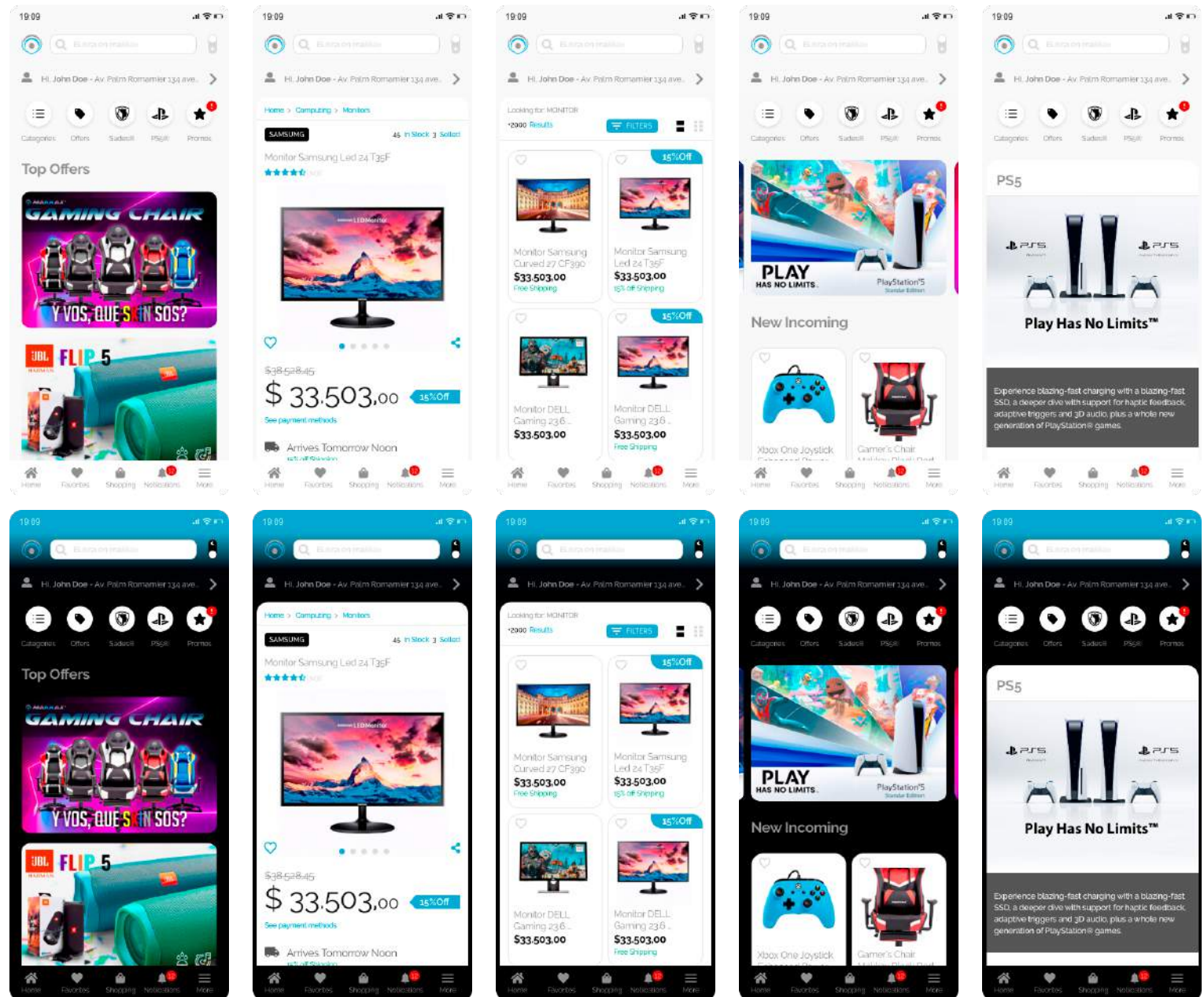
5 Final Product



With a total of 6 months of work, the project passed from department to department within the company. Many rebuked that the application was quite similar to the competition, however, the directive preferred that if the successful formula of the competitors turned out well, why not get ideas from there. Likewise, everyone was very satisfied with what was arrived at.

About the design, there was not much to berate, since we were subject to the color palette and the scheme of their website. Obviously, they found the section from dark to light to be very interesting. For future editions, it will be studied whether it is left with one palette or another.

The design was reviewed by the company's board of directors and each department made their comments for the benefit of the app.



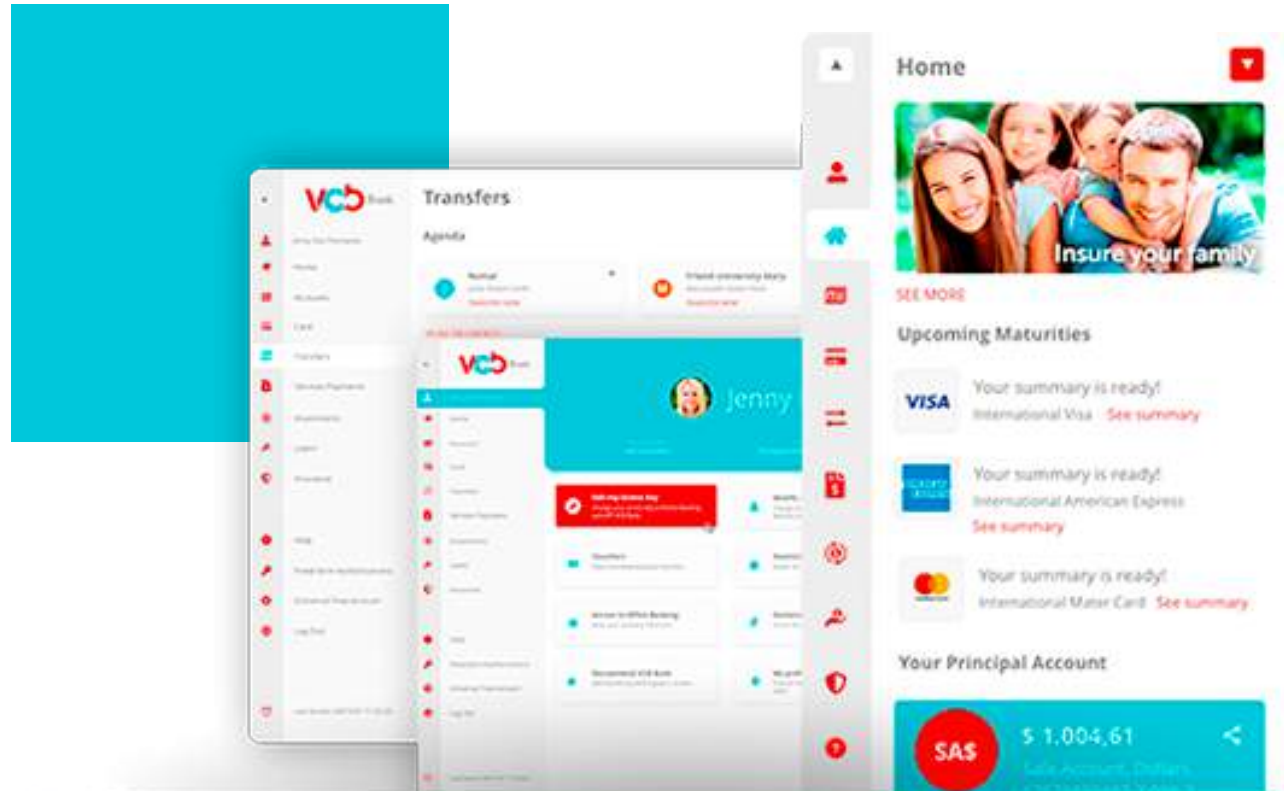


VCB bank Project

Web App of a Virtual Bank/wallet which complies with most of the procedures that a normal bank would do.

Tasks: UI Design

Client: Own Project



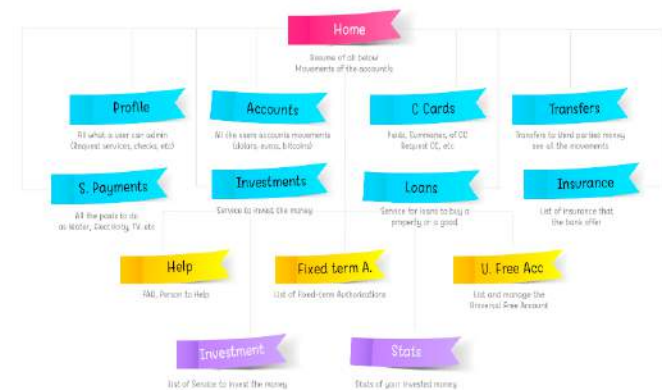
Challenge

Design a website that works as a virtual bank and allows to fulfill the different functions that a client can do in a virtual bank, showing each module in a friendly and easy to interpret way, so that user navigation is dynamic and understandable (even for seniors people).

1 My Approach

Any bank user always wants to deposit their money in good hands, and they always want their transactions or the movement of their account to always be clear and precise. This is why talking to some people, I learned that what I would like the most in a bank was «clear accounts, thick chocolate». I decided to put the items most named by people first in the design.

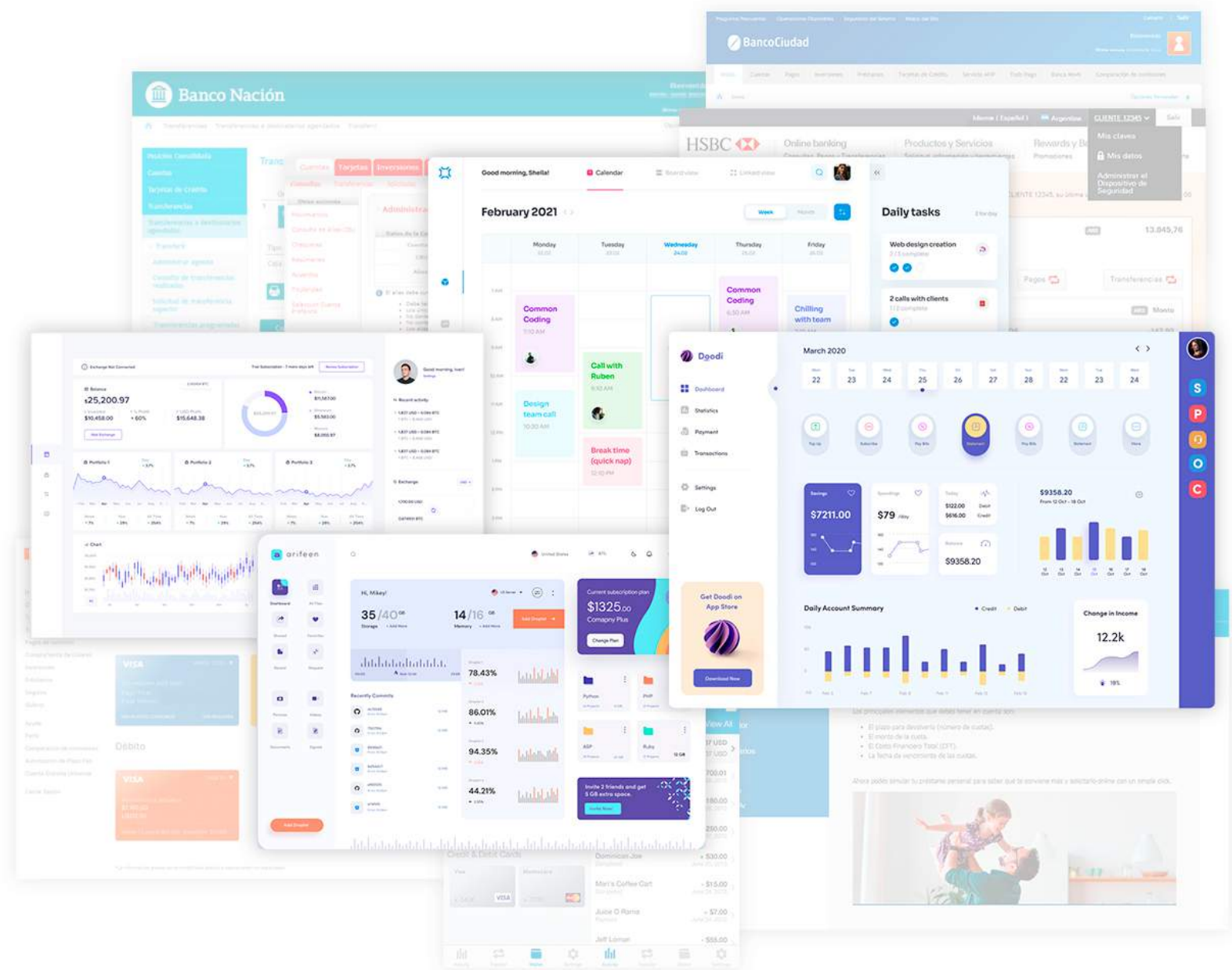
After obtaining the data that the normal user required; Clear and precise. I started collecting visual data for inspiration for this project. And from the collection of these two data (testimonials from common users and visual inspiration), I had a clearer idea to reach the goal.





2 Research & Moodboard

I collected data on the services offered by virtual banks from some in the market. After some analysis, I came to the conclusion that the «movements» of the account are the basic in one that shows in virtual banks since it is necessary to know what is being done with the user's money and the services that he does or has done. After that, comes the accounts and services attached to the account to be able to carry out procedures in a simple way. Most use a main menu on the side for easy navigation. Regarding the visual aspect, they all have a clear and concise aspect, since a lot of information is used which can be very confusing in a first view of the screen.

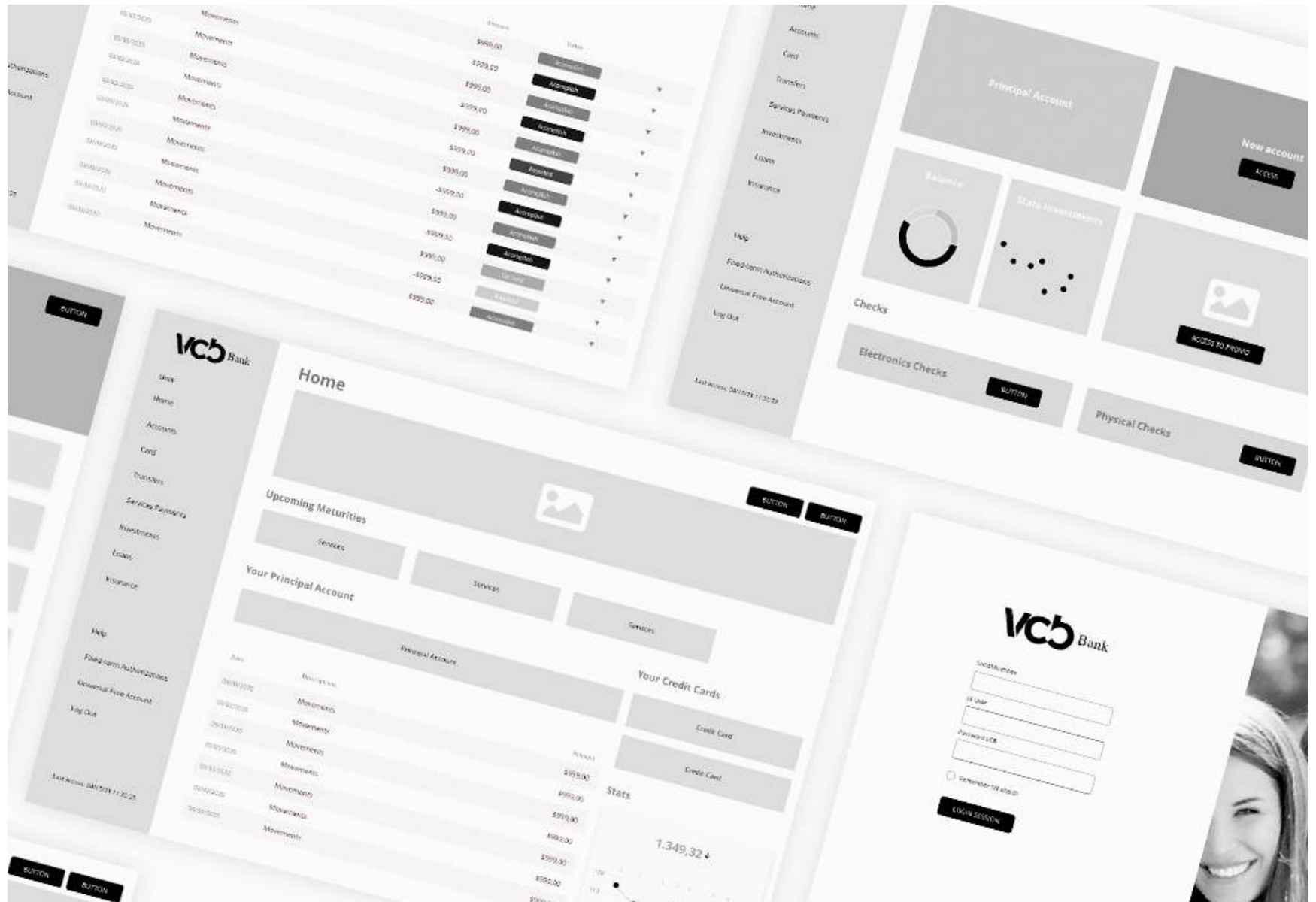




3 Wireframe

I determined the contents that will be displayed on the main page of VCB bank and in the 3 subsequent or main pages on the website of the virtual bank, finding the main wiring.

I made some ideas starting from the main entry page until I got to the needed schematic. After determining the structure, full width (horizontal) with scrolling only of the content sector and that it fits what is needed in virtual wallets or Home banking, I came up with the following wireframe:





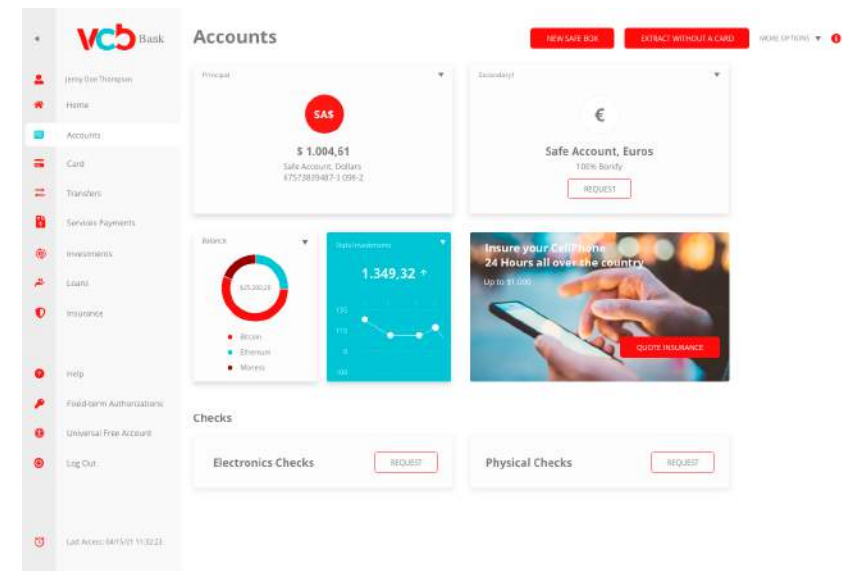
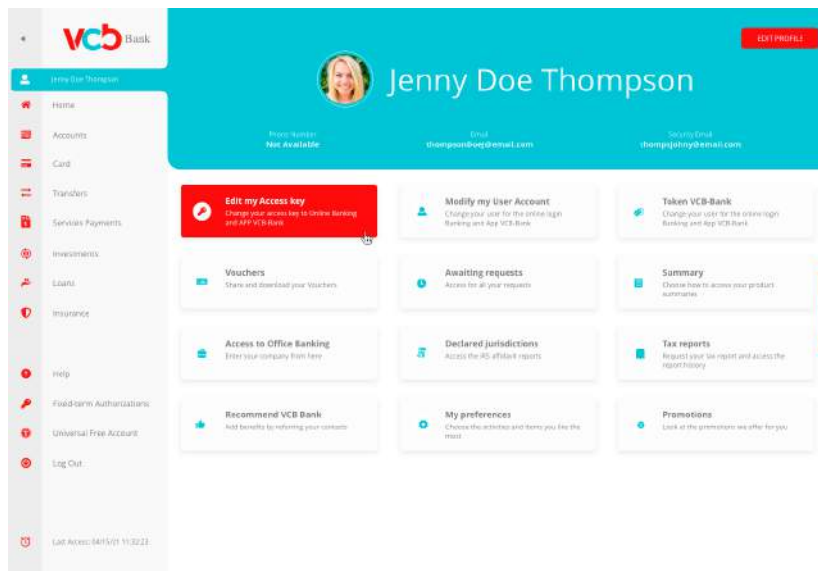
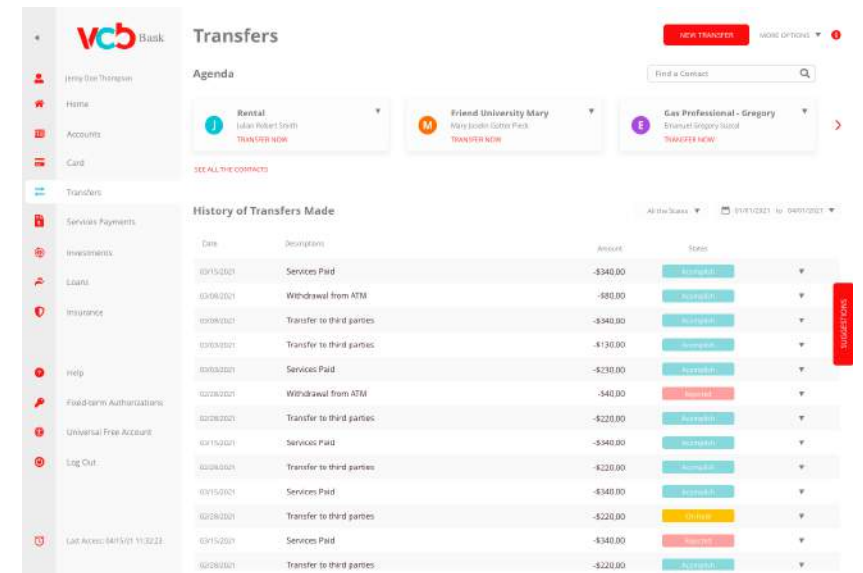
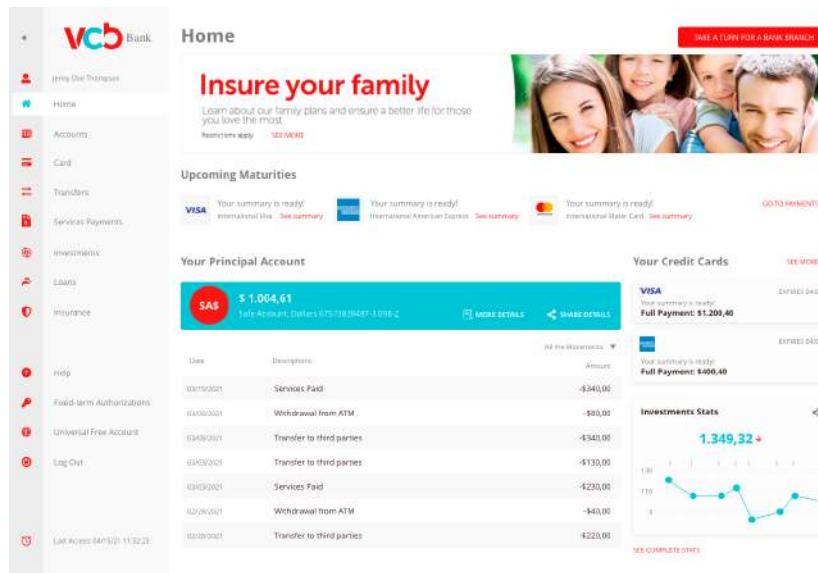
4 Final Product



After finalized the wireframe and created low-fi prototype based on the IA and flow we had via Adobe XD, I play around with some colors and visual elements. We tried a lot, following the guide we had on the first step, solid colors (red, turquoise, whites), some stats images, and product visualization with simple icons.

With a total of 5 weeks of work, since only the main screens were defined, it was considered that the design, structure and graphic form were very understandable, intuitive, and easy to follow. It was compared to the virtual wallet of the Galicia bank of Argentina. Which I based precisely its content but not its design.

The design was reviewed by fellow designers and UX and UI specialists, as well as a couple of bank employees.





Peppergame Project

Arcade-Sports agility game for mobiles, dedicated to all types of users and ages, intuitive & easy to play.

Design – Testing – Developing
Own Project

! Challenge

Create an entertaining, agile, and easy-to-play game that encompasses what baseball is and the predisposition to train until you improve and be able to overcome obstacles to be worthy of the reward. Make it intuitive, but show how to play it at least at the beginning.

1 Context & Inspirations of the project

Since I was a child I was a baseball fan, my mother took me to train every afternoon from Monday to Friday, so that the weekend before it was 10 am. We were already on the court to play against the team on duty in the annual tournament. The team was made up mostly of my cousins and brothers since we were all contemporaries of age.



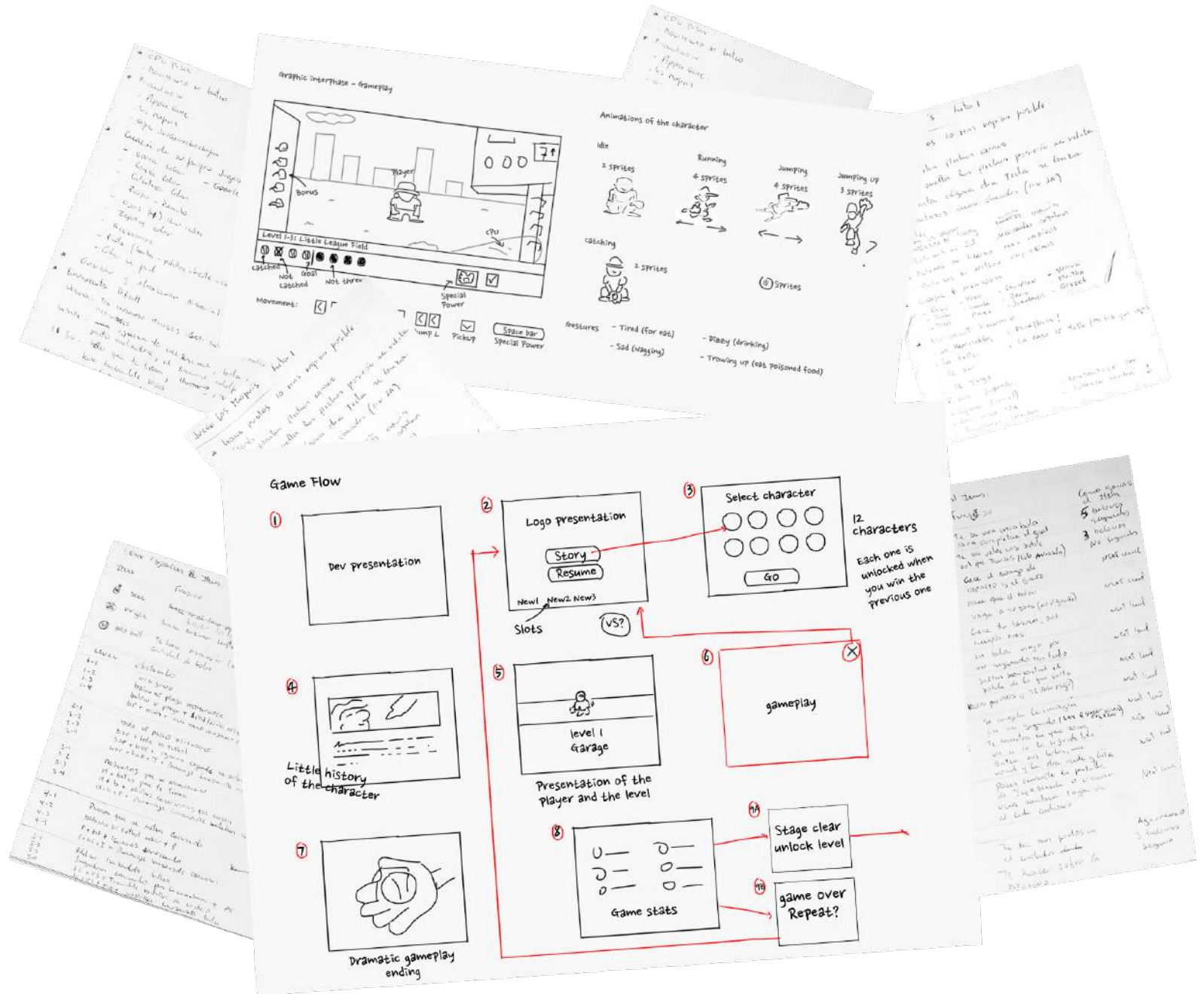
As an adult, my cousins and I continued to play this sport (more like softball). We were no longer so agile, but we were still very close. So why not, let's create a softball team, and what will we call it? Obvious «The cousins». We had a great time in our first softball championships, we were unbeatable, and we made a lot of friends in the process.

Already in the last championships, I came up with the idea of creating a kind of «Adventure of the cousins» in a cartoon, I did a couple of vignettes, but that's where I got when the rise of smartphones came. What better to create something more interactive and that we can all enjoy them. There came the idea for "Peppergame" the game.



2 First Draft

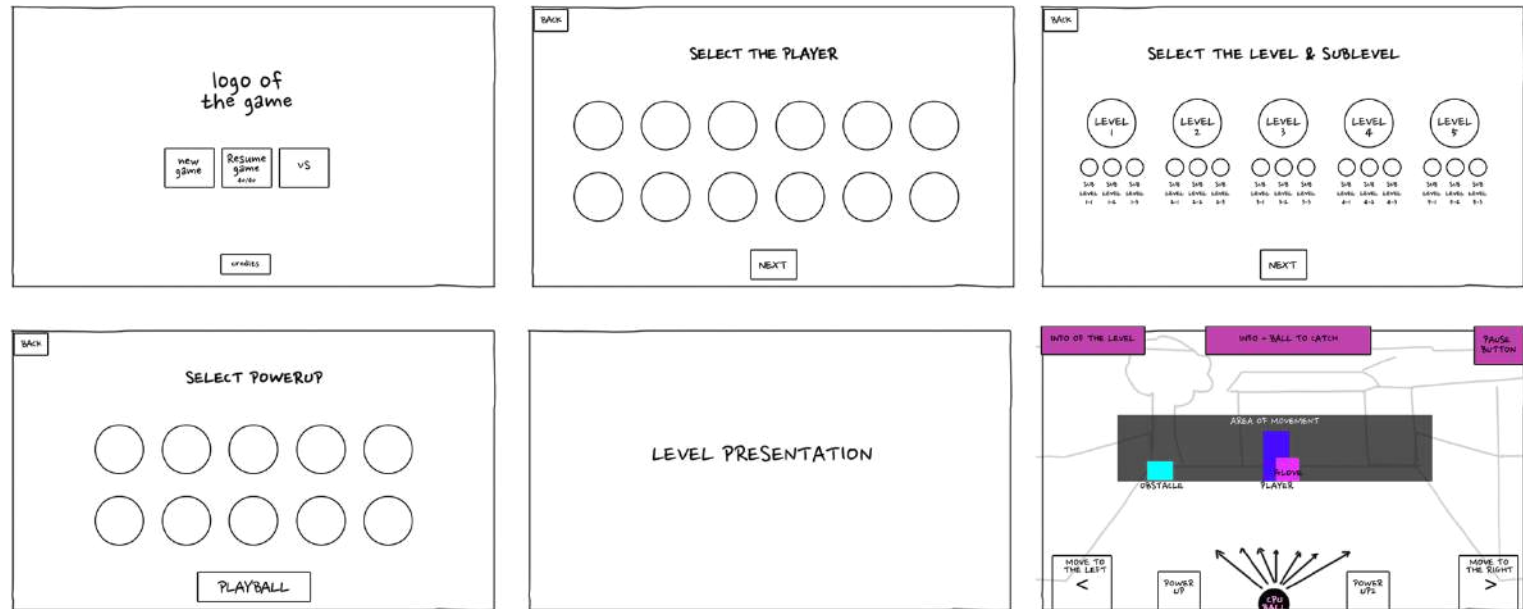
The idea that I had in my head was to create a kind of adventure resembling what we went through when we were little with my cousins to get to the main team. I did not want just to do a baseball game itself, but the journey that one has to go through in order to reach the ideal team. So what should a player do to be better every day...? Practice and practice, so that, the game wanted it to be a practice, but not just any practice, but, with one with obstacles and prizes when passing each one of them.





3 Wireframe

A first wireframe was generated for the positioning of the interaction objects in the menu flow and on the gameplay screen, it was discussed with development colleagues to see what was discarded, what was improved, and what was included.



4 Beta Test

Testing all items and game mechanics





4 Final Product



After some design tweaks and gameplay fixes, we come to one final conclusion. An early version of the game. There are always some details that can be improved or changed, but for a first try to the world, it's a good start.



With 1 year of work between design, development, testing, and publication. The game being on Google play in a few weeks has not obtained the desired downloads. Despite the design attracts the attention of many groups from young people to children, the game at the beginning is a bit difficult to understand, but as soon as they get used to its playability it is easy to keep up. In addition, its star completion challenges attract the attention of those who like to collect and reach 100% of the finished game. At the moment the game was canceled due to bugs and Google terms and conditions. A new edition is expected to be up in the middle of this year.

Regarding the design, what most attracted them was the way of differentiating it through pastel colors and easy navigation.

Tested to a total of approximately 40 people, including softball players, game developers and a few family members of the team.