

# phenomena

THE ULTIMATE CINEMATIC EXPERIENCE

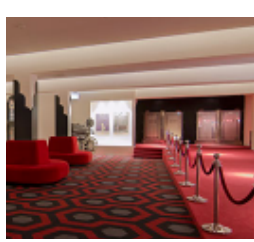


## Cinematic - Master's degree project

### The problem

Phenomena needs to improve the way it communicates information about:

- Movie billboard and Film cycles
- Club memberships, benefits and activities
- Phenomena's story
- Keep the mood that connects with the public



### My role

- Discover the ideas of the project, listening to the mood of the social networks about the brand.
- Review stakeholder expectations and previous site performance.
- Design a fresh look and feel and bring up to date content to fix the web information missalignment



### Final result

New layout and mobile centered content.

Information created with the language and image code used by the visitors.

Enhanced Club / Membership section with graphics about activities and upcoming events.

Controlled color palette to build a

Icons, photos and headlines curated to communicate the cinematic mood.

Written content reduced when needed and complete descriptions in movie / directors / actors pages.

#### Fonts

### Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9

### Zilla Slab

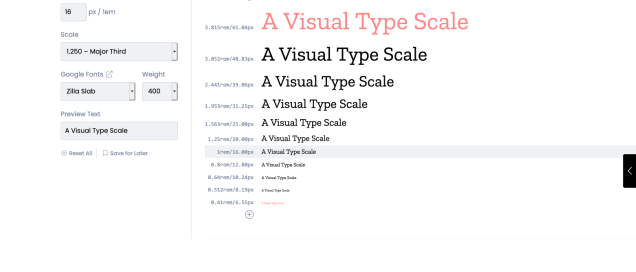
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9

#### Montserrat

I selected this typeface for the titles because of its versatility in variations and its ease of reading.

#### Zilla Slab

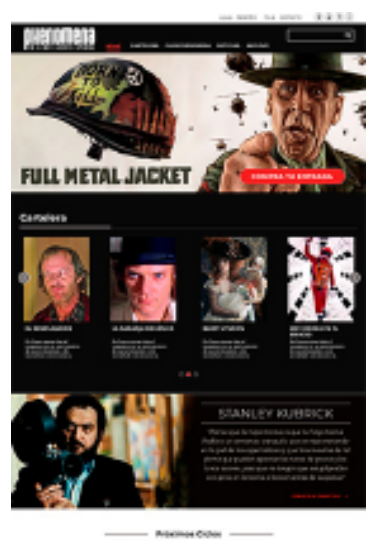
I selected this font for the texts of the site. It has a great similarity to the characters of typewriters. A classic idea in creating movie scripts.



#### Colors



#### Tools



#### Inspiration

The palette that I selected to work with in the interface is taken from the elements of vintage movie theaters. I also relied on the graphical appearance of the current Phenomena website.

Red and burgundy: they evoke the red carpet of film festivals, the color of the curtains in theaters and the shades of the synthetic leather of the chairs.

Dark gray - black: they symbolize the darkness necessary to the interior of the rooms to make possible the projection of the films.

Dark brown: refers to a bygone era, something that happened a long time ago. It is a variant of the sepia tone.

White: means the light, thanks to the illumination, the projection of colors is visible. It is the magical moment that is experienced when the lights in the room go out and the projector light shines on the white screen.



# VitC

## Website de lanzamiento de complemento dietario



### Localization



### The problem

The customer needs to communicate the availability of new products, with a language closer to the consumer.



The website has to unify the information about the product and the laboratory.

### My role



- Support in the discovery of user needs and product preferences.
- Collaborator in the written content formulation.
- Apply design principles.
- Design wireframes and wireflows.
- Inspiring graphic design line.

### Final result

Creation of graphic memories of the project in a digital log.

Approval of the graphic line concept from the first phases of the project.

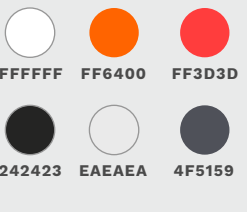
Incorporation of micro interactions for the illustrations that accompany the content.

#### Fonts

## Univers LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0 1 2 3 4 5 6 7 8 9

#### Colors



#### Tools



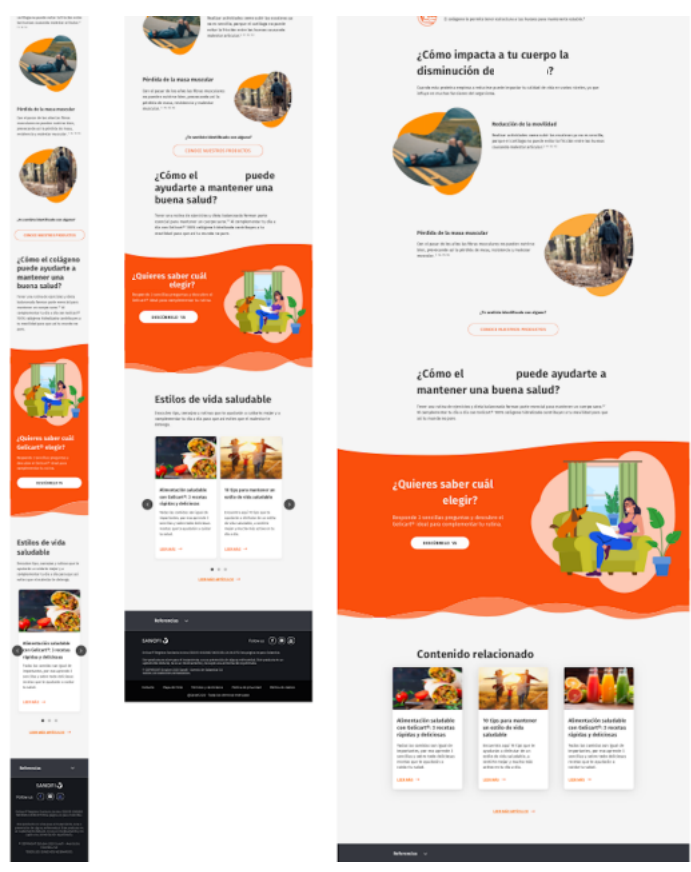
Continuar

Cancelar



**Información Nutricional o Nutricional**  
 Porción: 1 sobre 10g  
 Porciones por envase: 30 sobres

	Por 100 g	Por porción 1 sobre de 10 g	%VID (Valor diario de referencia) Por porción
Valor energético	1636 kJ (380 Kcal)	163 kJ (38 Kcal)	1,8 %
Carbohidratos (Hidratos de carbono) disponibles	0 g	0 g	0 %
Azúcares totales	0 g	0 g	0 %
Grasas totales	0 g	0 g	0 %
Grasas saturadas	0 g	0 g	0 %
Grasas trans	0 g	0 g	-
Proteínas	90 g	9 g	0 %
Fibra alimentaria / dietética	0 g	0 g	0 %
Sodio	200 mg	20 mg	-



# CES

## Sistemas virtuales de aprendizaje



# Styletiles

## The problem

- There is no corporate identity guide to build the products and services microsites.
- The customer needs to improve brand awareness and show new lines of services.
- There must be a difference between the services and the products' brand.



## My role



- Guide the client in the conceptualization of the identity of the service and the company.
- Lead the creative team in the presentation of design alternatives.
- Support the agency's marketing team in the presentation of designs.

## Final result

Come to agreements with the client in less time than it took the Design Agency with these kind of projects.

We designed 4 websites to increase the awareness, and 1 landing for the company.

Better designed services websites to support the marketing team.

## Fonts

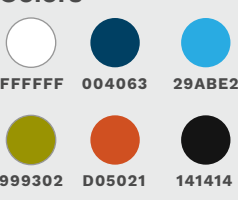
# Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9

## Gilroy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9

## Colors



## Tools



# SIGEP

## Gestión de hojas de vida de empleados del Estado



## Research & Workshops

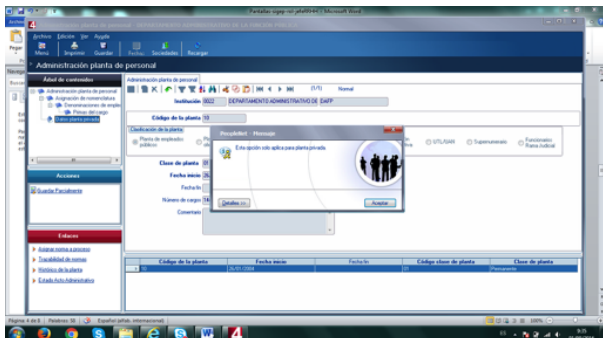


## The problem

Ported and localized system result in almost impossible to interact Web App.

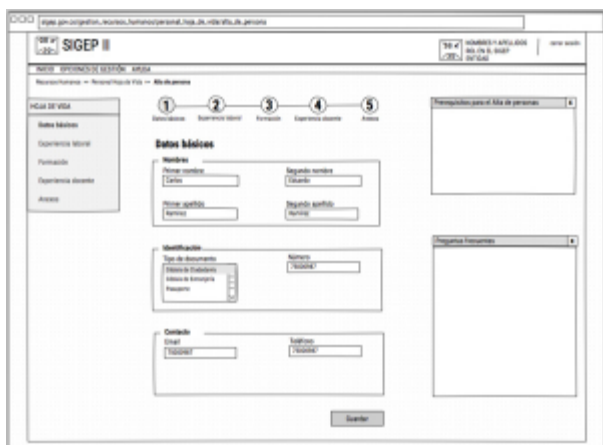
The client needed a better design (UI UX Software) to hire a custom dev solution.


The team had to write the specs for the new design.

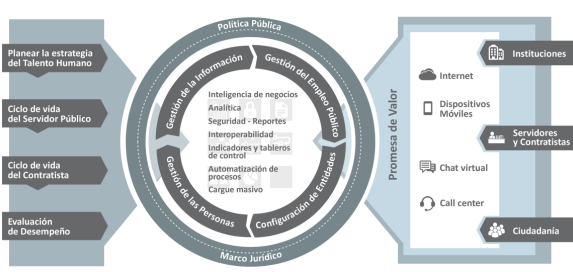


## My role

- Integrate design methodologies for ideation workshops with stakeholders and focus groups.
- Support the consulting team with Accessibility and Usability guidelines for .gov websites.
- Complement the use cases with wireframe illustrations and mockups.
- Create a graphical style guide to develop the new software version.
- Support the consulting team with infographics.



 Bring the client into the ideation and design process.



## Final result

Fonts  
**Open Sans**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9

Colors

FFFFFF 5B483B DFD8CE  
D1CAC2 DAB00E 262628

Tools



Design the first UI iteration for Sigep II.

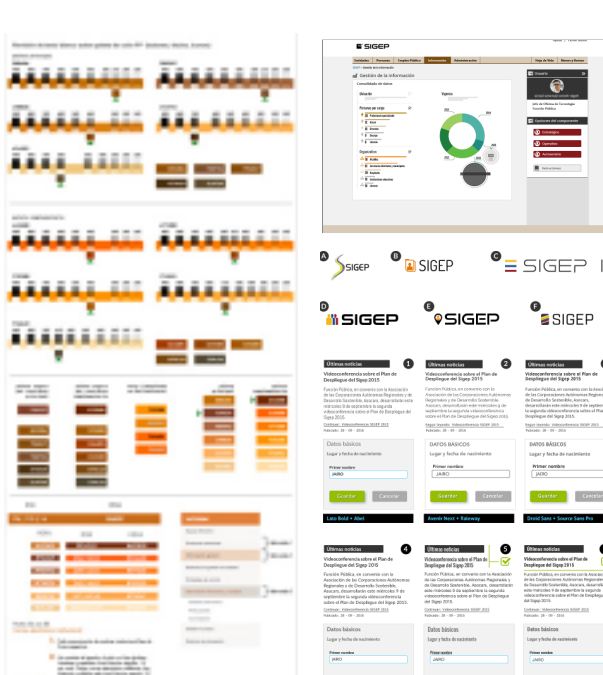
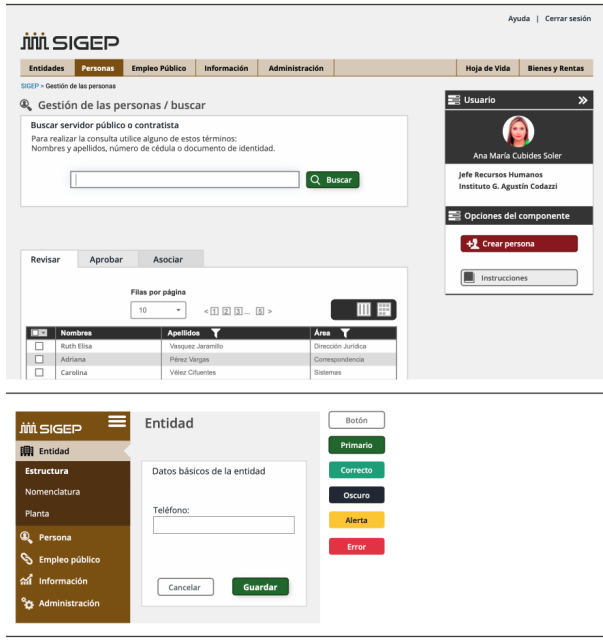
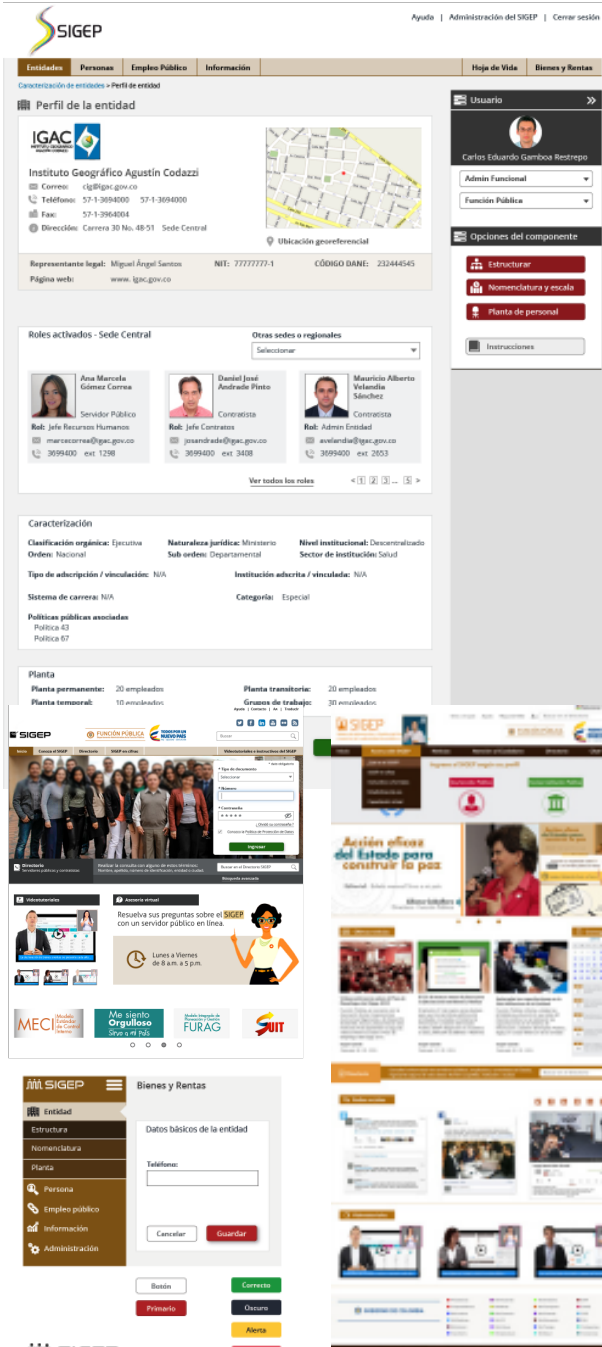
Support the client in requirements' validation and the creation of a tailored solution.

Support in the preparation of technical documents for RFI and RFP as a requirement to advance the bidding process.

Create the opportunity for the Consultant Agency to start new projects with other client's web portals.

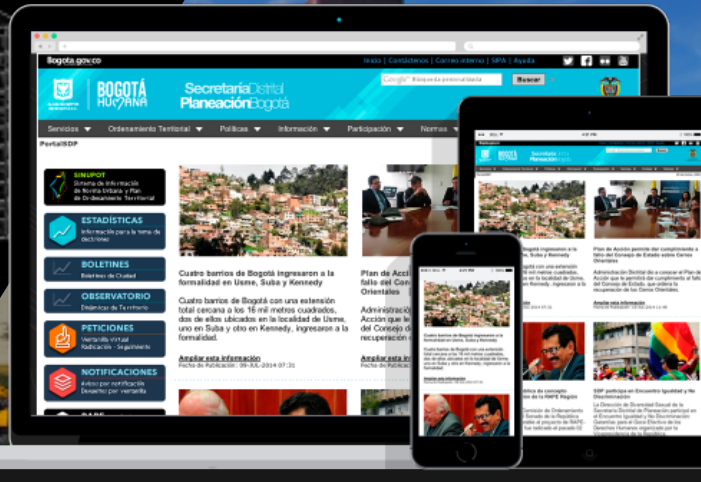


 Create new business opportunities for the Consultant Agency.



# SDP

## Secretaría Distrital de Planeación



## Usability

### The problem

Outdated design and wrong communication strategy with Service Portal and Intranet

- Navigation
- Content architecture
- Version management
- Graphic inconsistency
- Deficiency in accessibility



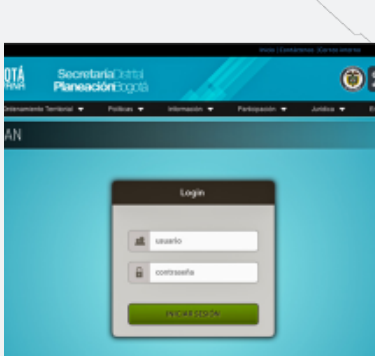
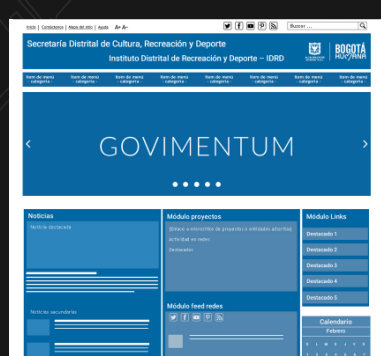
### My role

- Bring new ideas for online content display.
- Web designer for Content Architecture, Navigation, Usability and UI improvements.
- Design and publish a monthly intranet ezine.
- Lead the coding and design team.
- Usability advisor for custom SDP web application and digital projects.



### Final result

- Less complaints for unreadable content
- Better rendering performance
- Better user adoption
- 14 versions of the intranet
- New microsities
- First team designer for Govimentum project
- New content formats (interactive multimedia, video, 3d renders, infographics)



After 3 years in the project, the team managed to produce a unique graphic communication style to display across the digital properties.

With this project, we pushed other teams in the city to improve websites in government offices.

## Fonts Fira Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0 1 2 3 4 5 6 7 8 9

**Colors**

- FFFFFF
- 20597F
- 5BBCE6
- 28384F
- 333333
- 141414

**Tools**

- Icon of a pen
- Ai (Adobe Illustrator)
- Ps (Adobe Photoshop)
- Fw (Adobe Flash)

