

# Cristina Cid Ojeda

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“*Full-stack*” Designer:

- UX UI Specialist
- Brand Designer
- Art Director and Copywriter
- Commercial Photographer
- Illustrator
- Traditional Artist



# UX/UI Design

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Portfolio 2023



# Index

Selection of projects from  
different fields

- USE CASE - Radio intereconomía
- Hosco - Hospitality (on-going project)
- Businesscards.eco - Sustainability
- Back to Human - Alimentary & Ecommerce
- Confilegal - News & Communication
- RH Estudio - Architecture
- Welzy - Business & Finance
- Open Art NFTs - Art & Technology
- DX29 - Health & Medical
- Planazo - Events & Entertainment (App)



# Case Study

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In-depth use case



# Radio Intereconomía

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The **Bull's Eye** of business information.



# Project overview



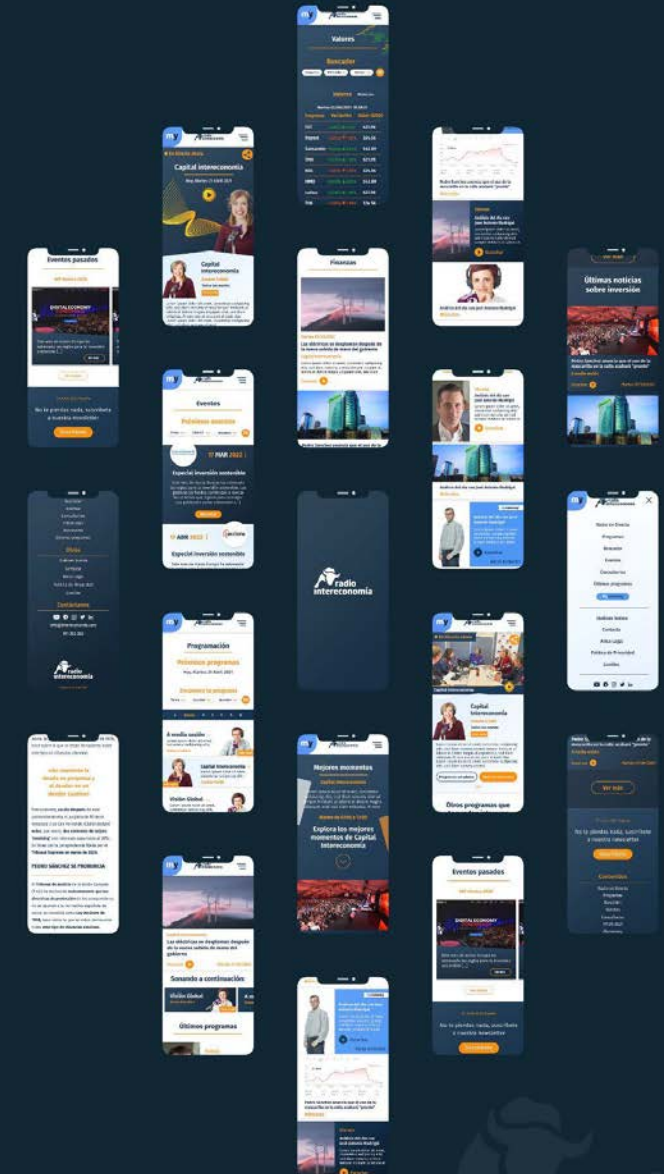
## The product:

Radio Intereconomía is the leading business themed radio and tv channel in Spain to this day.



## Project duration:

4 months





# Project overview



## The problem:

As many traditional and reputed companies, Radio Intereconomía felt their branding and look and feel was outdated, and more specifically, their online presence. They needed to connect with younger audiences to keep their name and brand at the top.



## The goal:

Improve the usability and attractiveness of their website and rebrand their Visual Identity to connect better with younger audiences and gain more listeners.



# Project overview



## My role:

Branding Designer and UX/UI Designer Specialist.



## Responsibilities:

Visual Identity redesign, benchmarking, wireframing, elaboration of high fidelity mockups, prototyping, responsive design.



# Understanding the user

- Benchmarking
- User research
- Research findings
- Personas' problem statements
- Insights and Strategy



# Benchmarking:

## Findings

We analyzed the main competitors' websites and mobile interfaces: Onda Cero, Capital Radio and Cadena SER. Cadena SER was at the moment the channel with most listeners, their website and mobile version were smooth, modern and user friendly. Appealing to younger audiences through functionality and intuitive navigation. We used them as Best practices for our project.



# Cadena SER

## EPISODIOS RECOMENDADOS



Hora 14 Fin de Semana  
(24/06/2023)  
Hace instantes - 30:00

Seguir (+)



Episodio 78 | Lo que te cobra la sanidad privada, el MasterChef contra la obesidad y pastorear la ciudad  
Hoy - 25:22

Seguir (+)



Música de campaña para Errejón y apariciones en Lancaster  
Hoy - 47:27

Seguir (+)



Las noticias de las 14:00  
Hoy - 06:04

Seguir (+)

# SER

## Liga Santander

Portada



"Mbappé tenía casi lágrimas porque quería irse al Real Madrid": la intrahistoria del 'no' a Florentino

ÁNGEL GARCÍA



El problema que está generando en el Real Madrid la posible llegada de Mbappé



## LAS VOCES DE LA RADIO

ENRIC GONZÁLEZ



Tic tac

JAVIER PÉREZ ANDÚJAR



Los cordones

MANUEL JABOIS



Un programa intratable

El grupo paramilitar Wagner se dirige hacia Moscú y se encuentra ya a unos 400 kilómetros del Kremlin

Cadena SER

**El cine en la SER** Pepa Blanes

Boletines Programación

A continuación...

**La Historia en Ruta: Almudena Grandes** De 17:00 A 18:00  
David Botello y Esther Sánchez

A continuación...

**Serendipias** De 18:00 A 19:00  
Ignacio Crespo

Una ex...  
entre P...


que  
losión

00:01

INICIO 15 DIRECTO



# User research: Initial Brand Perception study



We conducted an online poll with a sample of 80 users between 24 and 40 years old. The questions of the poll included aspects of color, shape or tone (among others), to define what could be more attractive or suitable for them for a Business themed Radio show in terms of online branding and visual identity in general.

Also, we asked questions on how they usually check the latest news and/or topics they are interested in. In this way, we could understand better how to design the digital platforms of the brand in the most optimal way, for them to find it intuitive and useful.



# Initial study: Parameters



Study type:

Online Poll



Location:

Spain, remote



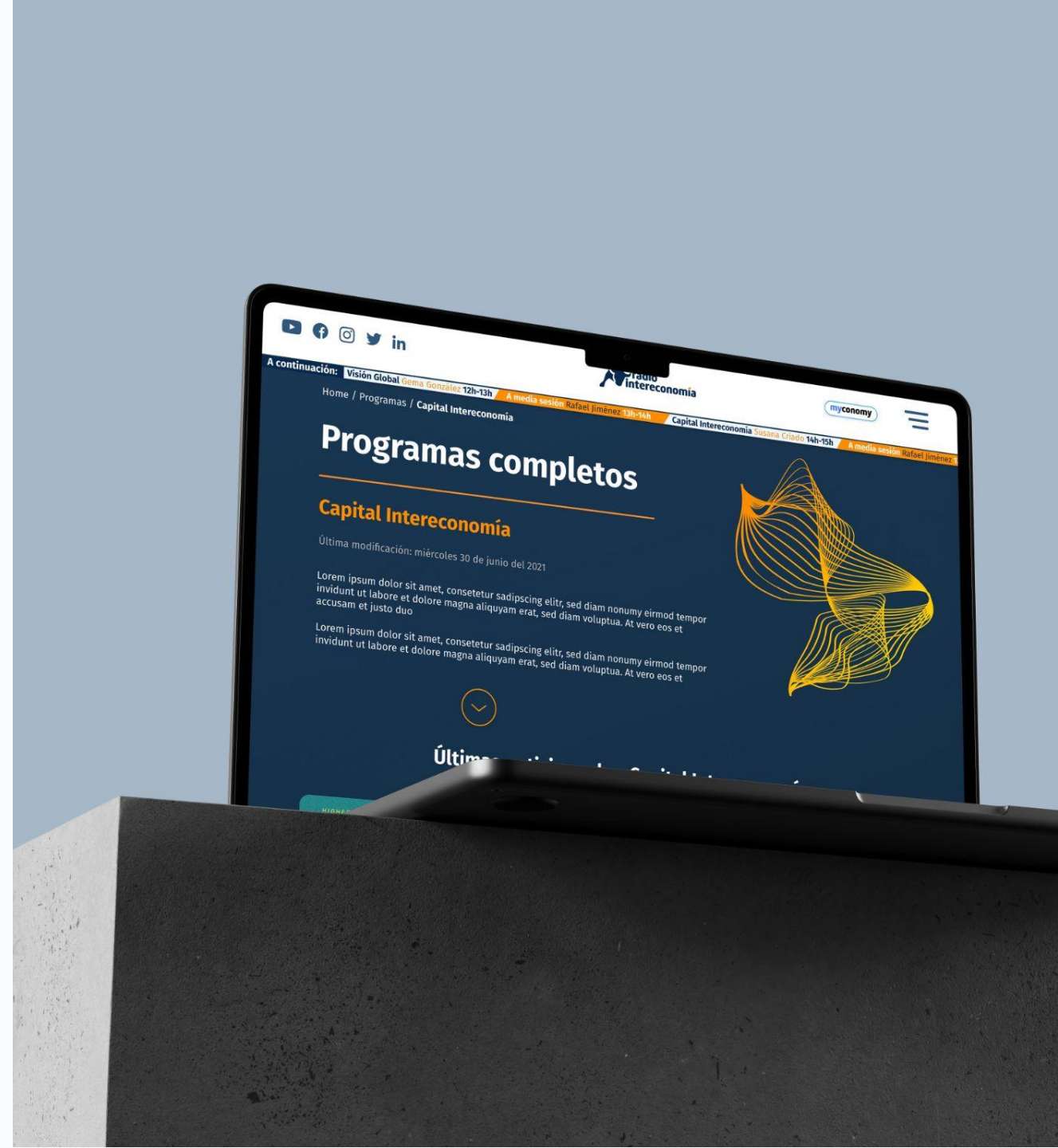
Participants:

80 participants



Length:

10-15 minutes





# Initial study: Findings

The feedback from this sample helped us recognize some initial problems:

1

## Inefficient branding

Users did not remember the look and feel of our brand and in the majority of cases described it completely different to how it actually looked like.

2

## Outdated reputation

The majority of users perceived the brand as old and outdated, using phrases to describe Intereconomía as: “a grandparents’ radio”.

3

## Political implications

The users perceived the radio as a right wing supporter. This fact, made a lot of young listeners who maybe support left wing political parties to not listen to them from the start.



# Initial study: Conclusions

From the poll, we obtained that people thought of Radio Intereconomía in blue colors mainly, some would say green. At the moment, they were using Mustard yellow and Burgundy as corporate colors, which indicated how disconnected they were with their audience's perception of them, they didn't even remember how Intereconomía looked like.

Also, the majority of them (87%) confirmed they tended to use their phones everyday to check the latest news and trends, this majority being mainly the younger range of the sample.



# Persona 1: Alex

## Problem statement:

Alex is a Business Student who needs access to a reliable source of business-related topics from his phone because he doesn't own a radio device or a car.





## Persona 2: Andrea

### Problem statement:

Andrea is a business analyst in a consulting firm who needs quick access to the latest business-related news and trends because it's crucial for her to perform her work efficiently daily.





# Insights and strategy:

We needed to make a rebranding that felt more recognizable, intuitive and appealing to our main audiences.

Our platform should be responsive and designed mobile-first, given our potential listeners are mainly mobile users.





# Original Branding



## Inolvidables

con Rocio Gómez Tortosa



con Marcos Ruíz Espín  
y Alex Lachhein





# Branding proposal

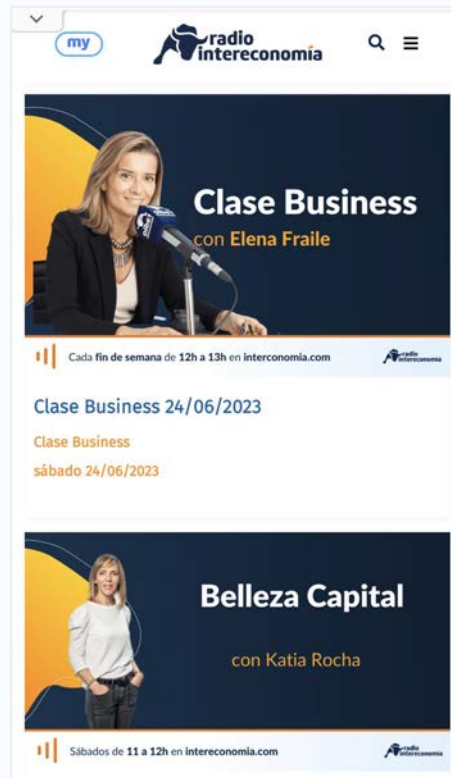
We selected dark navy blue gradients to highlight reputation, elegance and history of the brand, with accents of orange, which is the representative color of the Economic field, and adds contrast and playfulness to the website. Round shapes to add flexibility and modernity were also added to the mix, to sand the rigid image some users had of Radio Intereconomía.

We maintained the original shape of the logo to not lose the hardly earned brand recognition and differentiation.





# Look & feel proposal:





# Design process

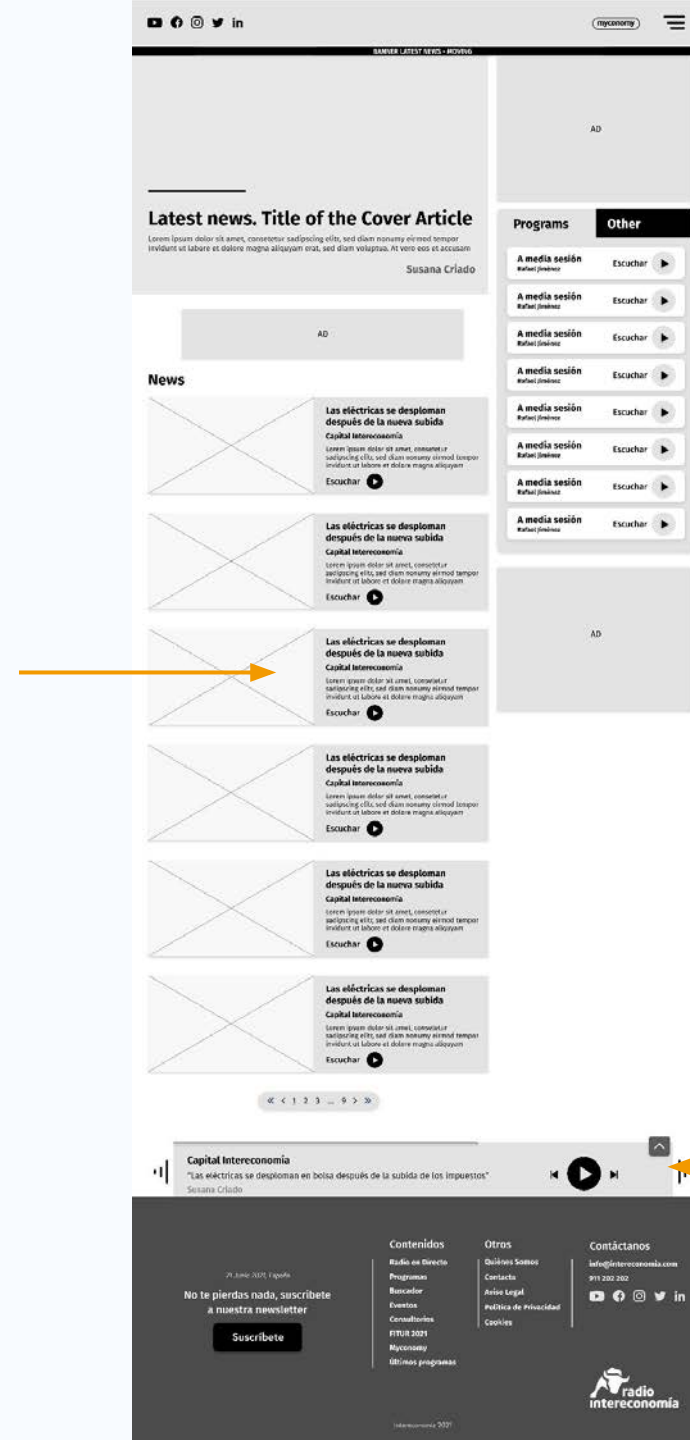
- Information architecture
- Low-fidelity Wireframing
- High-fidelity Wireframing
- Responsive Design
- Desktop Mockups
- Mobile Mockups
- Reaction to the new image



# Low-fi Wireframing

We started the project reorganizing the **information architecture** and prioritizing which content and functionalities would really make a change and get us closer to reaching our desired audience.

The first thing we come across is the latest news organized in a clean and readable way, easier to scan for the users than in the previous website.



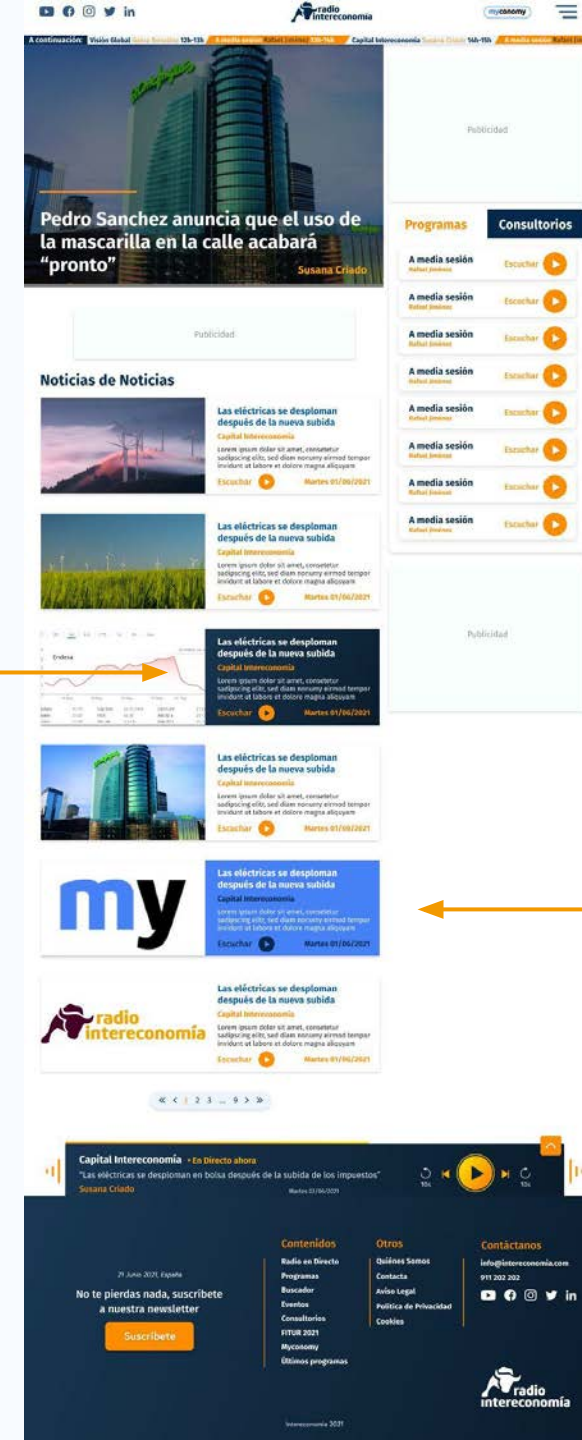
Easy and fast access to on-air listening from any device.



# High-fidelity Wireframing

In this first mockup, we included UI elements that were aligned with the business goals and user needs extracted from the user research, benchmarking and personas previously examined.

New colors, more aligned with the target audience's perception of the brand, that helped differentiate sections within the website, or highlight certain content.



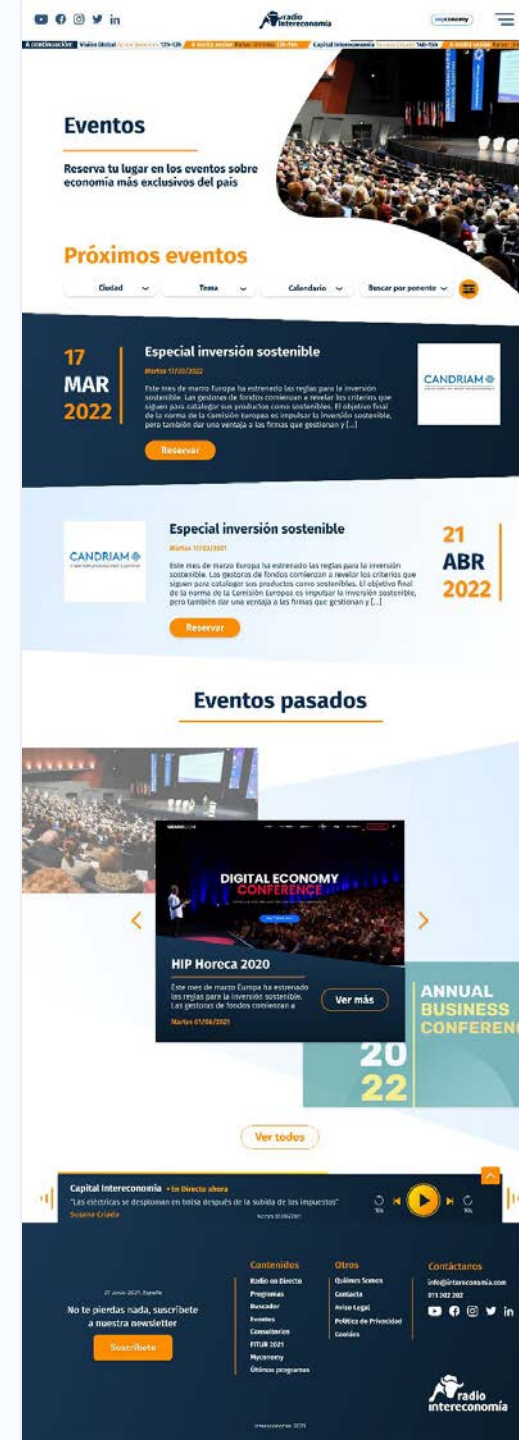
Including a sidebar with all the programs to have easy access and a global visualisation of the content in a glimpse.

Special section about crypto called: "Myconomy", specially designed to attract young users interested in these new concepts, modernizing the image of the radio as they are offering the latest content available in the field.



# Responsive design

As a response to the findings of our research, this project was designed both for Desktop and Mobile versions, to fulfill the needs of our targeted user audience, with special focus in the mobile design interfaces.





# Mobile: Before & After

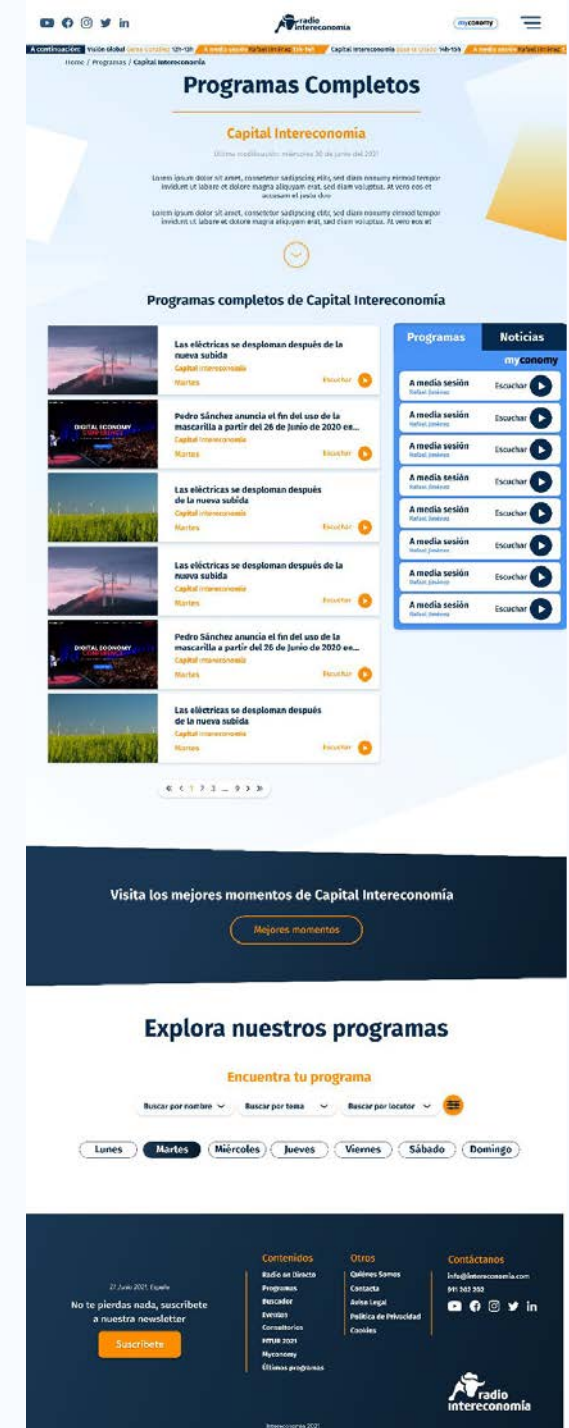
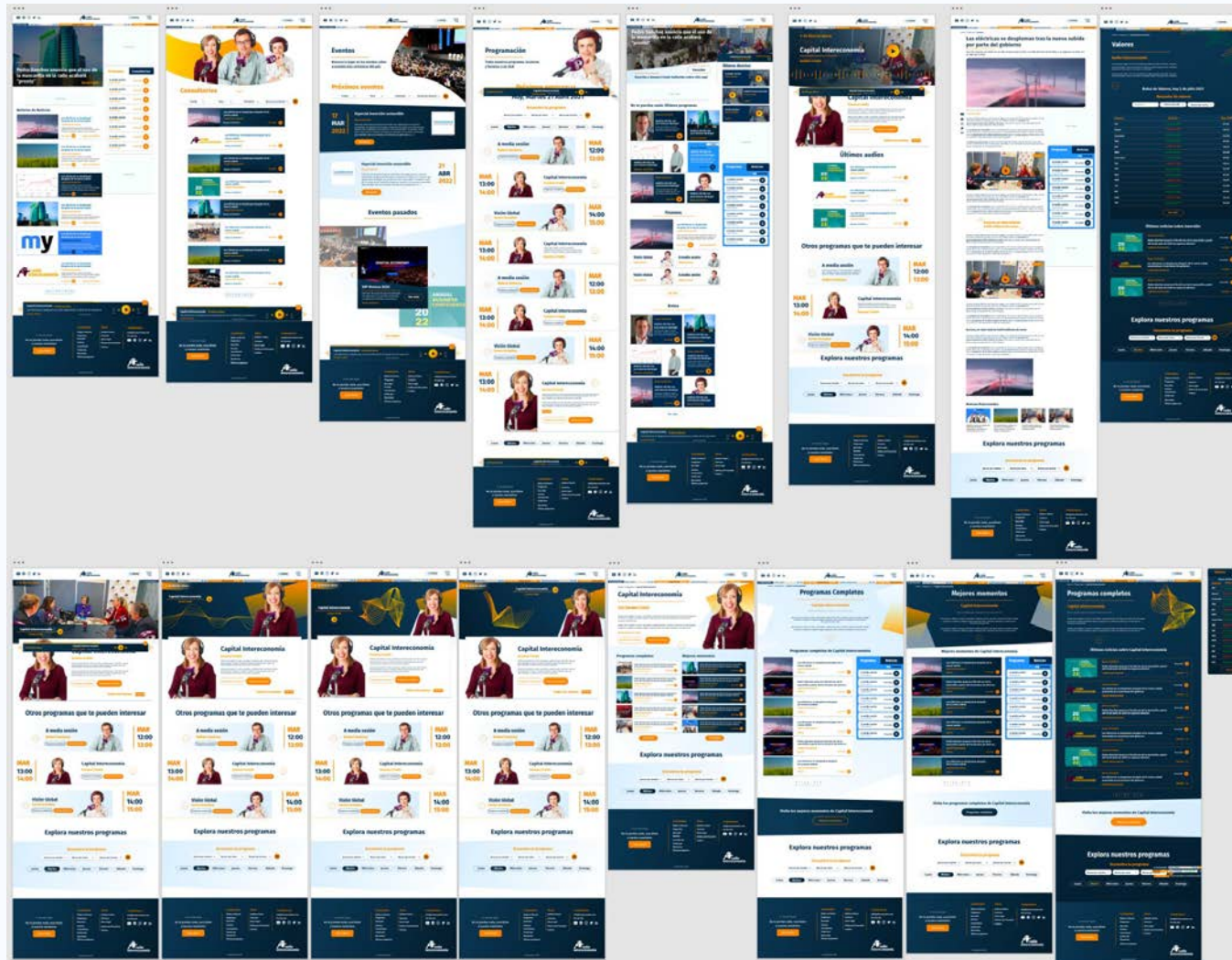
Here we can see the difference in how they would show their programs in their previous mobile version.

Now, we see a fresher, modernized, more appealing and organized screen. Saturates less the eye of the viewer and it's more inviting.



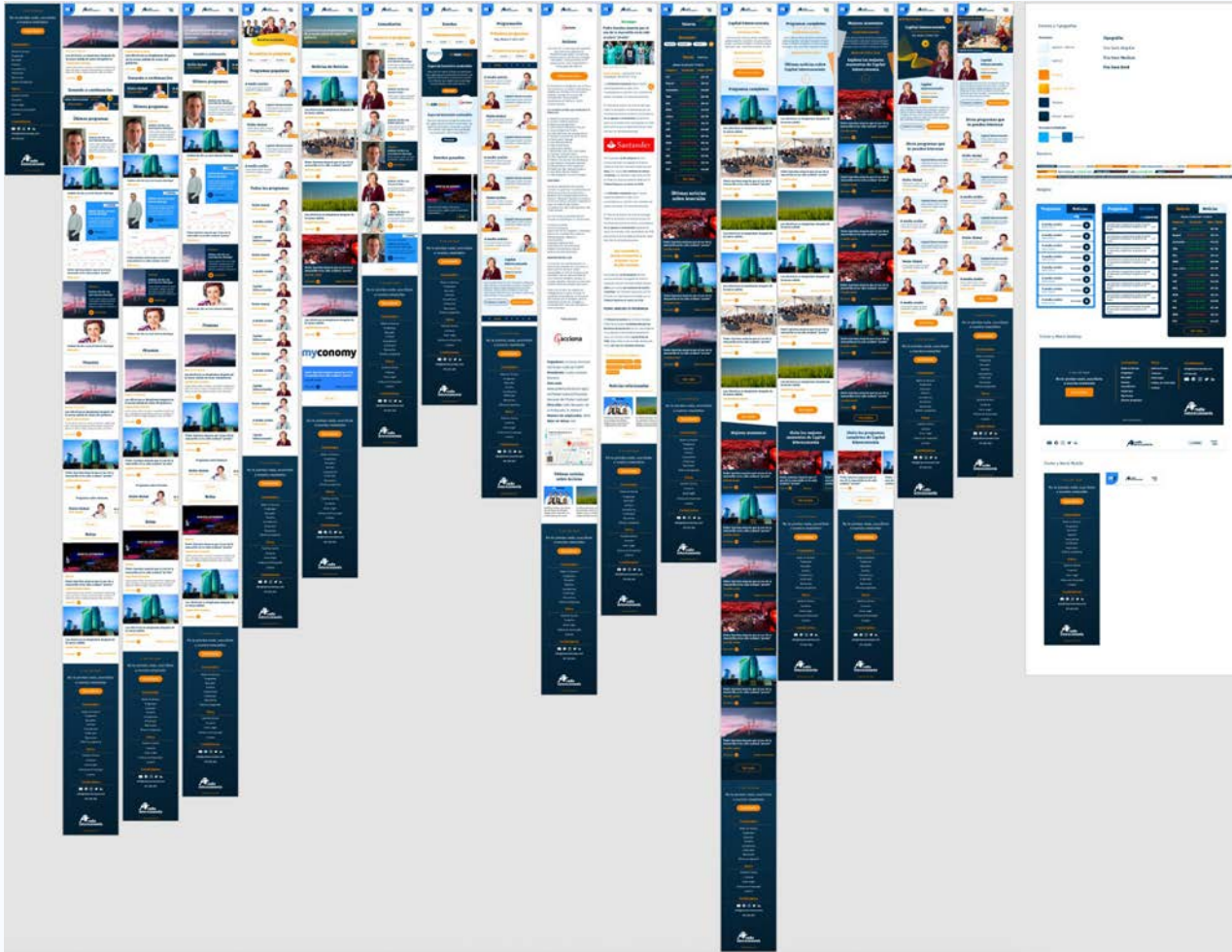


# High fidelity mockups for desktop:





# High fidelity mockups for mobile:





# Mobile close-ups

**my** radio intereconomía

## Consultorios

### Encuentra tu programa

Tema Locutor Nombre



**Viernes**  
**Análisis del día con José Antonio Madrigal**  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr,  
[Escuchar](#)



**Viernes**  
**Análisis del día con Susana Criado**  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr,  
[Escuchar](#)



**Viernes**  
**Análisis del día con Rafael Jiménez**  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr,  
[Escuchar](#)

**my** radio intereconomía

## Eventos

### Próximos eventos

Tema Ciudad Nombre



**17 MAR 2022 |**  
**Especial inversión sostenible**  
Este mes de marzo Europa ha estrenado las reglas para la inversión sostenible. Las gestoras de fondos comienzan a revelar los criterios que siguen para catalogar sus productos como sostenibles [...]  
[Reservar](#)



**17 ABR 2022 |**  
**Especial inversión sostenible**  
Este mes de marzo Europa ha estrenado las reglas para la inversión sostenible. Las gestoras de fondos comienzan a revelar los criterios que siguen para catalogar sus productos como sostenibles [...]  
[Reservar](#)

**my** radio intereconomía

## Valores

### Buscador

Empresa Mercado Sector

**Valores** Noticias

Martes 02/06/2021 15:58:21

Empresa	Variación	Valor (USD)
FGT	+0,0054 ▲ 1.98%	621.98
Repsol	-0,0054 ▼ 1.98%	324.56
Santander	+0,0014 ▲ 0.81%	543.89
TMA	+0,0054 ▲ 1.98%	621.98
BSS	-0,0054 ▼ 1.98%	324.56
MMO	+0,0014 ▲ 0.81%	543.89
Inditex	+0,0054 ▲ 1.98%	621.98
TIW	-0,0054 ▼ 1.98%	324.56
SNT	+0,0014 ▲ 0.81%	543.89

**my** radio intereconomía

## Programación

### Próximos programas

Hoy, Martes 21 Abril 2021

### Encuentra tu programa

Tema Locutor Nombre

**A media sesión** 

11:00-12:00  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr,  
**Rafael Jiménez**



11:00-12:00  
**Capital Intereconomía** 

11:00-12:00  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr,  
**Susana Criado**



11:00-12:00  
**Visión Global** 

11:00-12:00  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr,  
**Gema González**

**my** radio intereconomía

**En Directo ahora** 

**Capital intereconomía**



**Capital Intereconomía**  
**Susana Criado**  
Todos los martes  
11:00-12:00  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod  
[Programas completos](#) [Mejores momentos](#)

## Otros programas que te pueden interesar



# Mobile close-ups



El Corte Inglés

## Pedro Sanchez anuncia que el uso de la mascarilla en la calle acabará "pronto"



Esto es un pie de foto

Rafel Jiménez | 08/04/2021 15:34 | Actualizado: 08/04/2021 15:34

Los **tribunales españoles** siguen dando mayoritariamente la razón a los consumidores en relación a los contratos de tarjeta 'revolving' con intereses abusivos.

El Tribunal de Justicia de la Unión Europea (TJUE) ha declarado recientemente que las directivas de protección de los consumidores **no se oponen a la normativa** española de usura, la conocida como Ley Azcárate de 1908, base sobre la que se están declarando nulas este tipo de cláusulas abusivas.



## Capital Intereconomía

Con Susana Criado

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero

Martes de 07:00 a 12:00

Programas completos

Mejores momentos

## Programas completos



### Las eléctricas se desploman después de la nueva subida



## Mejores momentos

Capital Intereconomía

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero

Martes de 07:00 a 12:00

## Explora los mejores momentos de Capital Intereconomía



### Pedro Sanchez anuncia que el uso de la mascarilla en la calle acabará "pronto"

A media sesión



● En Directo ahora

## Capital intereconomía

Hoy, Martes 21 Abril 2021



Capital Intereconomía

Susana Criado

Todos los martes

11:00-12:00

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod

Programas completos

Mejores momentos





## Nuestros programas

## Encuentra tu programa

Tema ▾ Locutor ▾ Nombre ▾

## Programas populares

### A media sesión

Lorem ipsum dolor sit amet, consetetur sadipscing elitr,

Rafael Jiménez

11:00-12:00



### Capital Intereconomía


Lorem ipsum dolor sit amet, consetetur sadipscing elitr,

Susana Criado

11:00-12:00

### Visión Global

Lorem ipsum dolor sit amet





# Reaction to the new image:



## Feedback:

We showed the new design to some of the sample users that participated in the initial poll, and they were satisfactorily surprised by the change and the improvement (on their opinion) of the whole brand.



## Organic feedback:

The new branding was received very positively in all their social media platforms and was celebrated also by other colleagues of the Radio industry.



# Social feedback:

## Some comments on LinkedIn:

- “Sometimes changes are not good, but I think this time you hit right on the spot!”
- “You can feel the amount of work behind these changes, I hope it brings you success!”
- “Quality and Elegance!!”
- “I didn’t know the meaning of the bull, super interesting!”
- “Great work, I really like it”
- “Congratulations!!”
- “The bull is the symbol of the Economy, thank God it was not lost, it is even more noticeable now.”



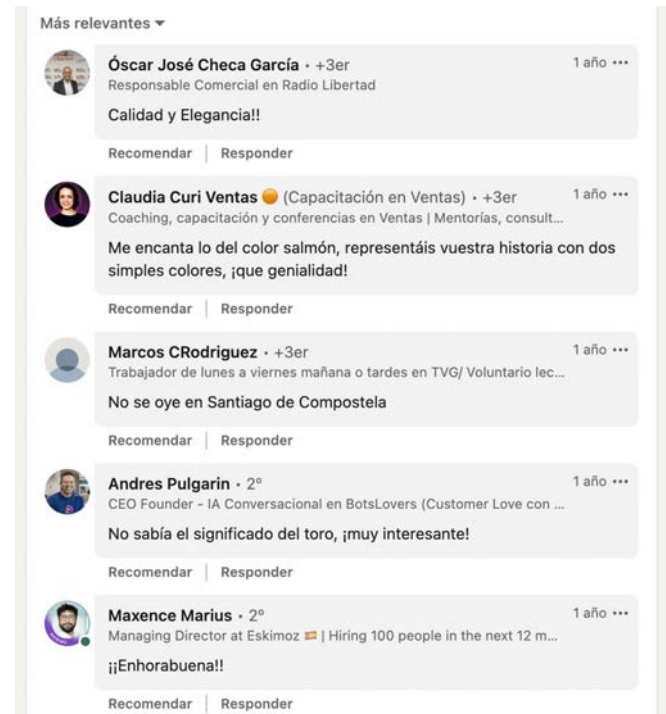
Reynaldo J. García Sánchez (El Rey de los Seguros) • +3er 1 año ...  
Te puedo ayudar a generar un ingreso garantizado para tu retiro, ...  
Los cambios no siempre son buenos, pero en este caso creo que habéis dado en el clavo 🙌🙌  
Recomendar Responder

Ghazi Mejaat (He/Him) • +3er 1 año ...  
Product Creation Enthusiast | AI and MVP Builder | IT & Marketing Pro...  
El toro es el símbolo que representa Intereconomía, menos mal que sigue, incluso destaca más  
Recomendar Responder

Blake Morris • +3er 1 año ...  
Public Adjuster at Citizens Public Adjusters  
Mucho trabajo detrás de todos estos cambios, espero que os traiga mucho éxito  
Recomendar Responder

Ghazi Mejaat (He/Him) • +3er 1 año ...  
Product Creation Enthusiast | AI and MVP Builder | IT & Marketing Pro...  
Mientras se mantenga la esencia de la radio me parece perfecto  
Recomendar Responder

Maria Lobanova • +3er 1 año ...  
PR and marketing for international markets, journalist, contributor, Ev...  
Buen trabajo, no me disgusta para nada



Más relevantes ▾

Óscar José Checa García • +3er 1 año ...  
Responsable Comercial en Radio Libertad  
Calidad y Elegancia!!  
Recomendar Responder

Claudia Curi Ventas 🍋 (Capacitación en Ventas) • +3er 1 año ...  
Coaching, capacitación y conferencias en Ventas | Mentorías, consult...  
Me encanta lo del color salmón, representáis vuestra historia con dos simples colores, ¡que genialidad!  
Recomendar Responder

Marcos CRodríguez • +3er 1 año ...  
Trabajador de lunes a viernes mañana o tardes en TVG/ Voluntario lec...  
No se oye en Santiago de Compostela  
Recomendar Responder

Andres Pulgarin • 2º 1 año ...  
CEO Founder - IA Conversacional en BotsLovers (Customer Love con ...  
No sabía el significado del toro, ¡muy interesante!  
Recomendar Responder

Maxence Marius • 2º 1 año ...  
Managing Director at Eskimoz 🍷 | Hiring 100 people in the next 12 m...  
¡¡Enhorabuena!!  
Recomendar Responder



# Selected projects

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Curated from a wide variety of industries.



# Hosco.

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**Status:** Ongoing - Current project

**Duration:** 1 year 8 months +

**Industry:** Hospitality

**Role:** Responsible for UX/UI Design



# Hosco. (on-going)



## Services provided:

UX Research, Personas, Design Systems, Wireframing, High fi mockups, Branding, Graphic Design, Copywriting, User Flows, App UX/UI Design, Responsive Design, Prototyping,

**Description:** Hosco is the number 1 portal for candidates to find hospitality jobs and the ally of hospitality companies to find the best resources.

**Main objective of the project:** Complete digital Rebranding and UX/UI boost to improve not only sales, but usability, brand recognition and leadership in the job-board market.

**Added value:** We completely re-designed complex and core functionalities of the website such as the Member Directory, where companies and recruiters would find candidates for their job offers. As you can imagine, it's a vital element of the brand and the "Jewel" of the company. We decided to be audacious and innovative with the design and gave a 180° degree flip to the section, attracting more recruiters and companies by simplifying the process and improving the aesthetic.

**Tools:** Illustrator, Photoshop, Figma, Jira, Slack, Google Services.

**Methodology:** Agile, SCRUM, Design Thinking.



# Before

SEARCH MEMBERS

KeywordMember name, Job title, Company name...

LocationParis, London, Switzerland...

Show less filters

Clear filters

Member typeStudent, Alumni, Academic

SchoolHotel school of...

GraduationMM / YYYY

Show my connections only

LanguagesFrench, Spanish

NationalitySwiss, British...

Experience inF&B, Front Office, Marketing

Seniority6 months, more than one year

Select an experience to enable this filter

Active job seekers only ?

IDMember id or email

Last updateLess than 1 month ago, 1-3 months ago...

Last job applicationLess than 1 month ago, 1-3 months ago...

Last loginLess than 1 month ago, 1-3 months ago...

CompletionCompletion percentage...

Automatic validationFull, restricted...

Manual validationFull, restricted...

Final validationFull, restricted...

Active members only ?

Final validation: Full ✕ Only active members ✕

1,002,940 MEMBERS

EXPORT MEMBERSIMPORT STUDENTS SORT BY SUGGESTED

CERTIFICATE OF STUDIES

Mahmoud Sallam

Waiter/Waitress at Le Méridien Chiang Rai Resort, Thailand

+ Connect

Dubai, United Arab Emirates

Zoe LIN

Réceptionniste at COSMYTH

+ Connect

Rosny-sous-Bois, France

Urbanas Kituku

Pizzaiolo at Radisson Blu

+ Connect

Nairobi, Kenya

36



# After

Members > Member Directory

Candidate Search

Clear all filters

Current job title

Receptionist

Keyword search

Ex - Cuisine Restauration

Work permit

Select

Search

Languages

English

Location

Villa, Pays

Experience in

F&M, Marketing, Sales

Seniority

6 months

Active job seeker

Active in the last 30 days

Filter by my Job Offers

ADVANCED FILTERS: 

Candidate type

Specific experience

School


62 results found:

Apply tags

Search settings

4 selected

Unselect all


- 

**Ana María Suárez Villa** 🌱 📧

Sales Intern at Hosco

Barcelona, Spain

2 languages


☐
- 

**Tessa Williams Archer** 📧

Sales Intern at Hosco

Barcelona, Spain

4 Languages


☒
- 

**Ana María Suárez Villa** 🌱

Sales Intern at Hosco

Barcelona, Spain

English, French, Spanish


☐
- 

**Tessa Williams Archer** 🌱

Sales Intern at Hosco

Barcelona, Spain

English, French, Spanish


☒
- 

**Ana María Suárez Villa** 🌱

Sales Intern at Hosco

Barcelona, Spain

English, French, Spanish


☐
- 

**Tessa Williams Archer**

Sales Intern at Hosco

Barcelona, Spain

English, French, Spanish


☒
- 

**Ana María Suárez Villa** 🌱

Sales Intern at Hosco

Barcelona, Spain

English, French, Spanish

☐
- 


**Tessa Williams Archer**

Sales Intern at Hosco

Barcelona, Spain

English, French, Spanish

☒



**Ana María Suárez Villa** 🌱 📧

Sales Intern at Hosco

Barcelona, Spain

Active one week ago

Updated one week ago

anamarisuaresvilla@gmail.com

+33 616 616 616

Send message

Open to work

This member is interested in your company

Specific Experience

Island Experience

Europe Experience

Hospitality Experience

Hospitality Education

GCC Experience

Show 9 experiences

Languages

Native: Spanish

Fluent: English

Professional working: Canadian French

About me

Studied drama and hospitality at school, which gave me a good grounding in 'performing' and looking after customers. Good team worker, flexible approach to work. I have lots of empathy, I relate well to people from all walks of life and I am passionate about travel. I have an inquisitive mind, I am adventurous and resourceful, organised and cool under pressure.

Experience

Inbound Sales Development Representative

Factorial Human Resources - El Poblenou, Barcelona, Spain

Sales

English teacher

What's up Language Academy - L'Hospitalet de Llobregat, Spain

Education

Show other experiences (7)

Education

Azerbaijan Tourism and Management University - Hospitality and Tourism Management - Baku, Azerbaijan



# Planazo App

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Loneliness' **Kryptonite**.



# Planazo App



## Services provided:

UX Research, Personas, Wireframing, High fi mockups, Branding, Copywriting.

**Description:** Planazo is a Mobile App designed for people to find events, concerts, workshops, and all kind of leisure activities in the city of Madrid.

**Main objective of the project:** The main goal, was to make a fun interface, where you could clearly see attractive events and inspire the user to purchase the tickets. Planazo wanted to solve the increasing issue of loneliness we are seeing in younger generations, they wanted to give a space where to share experiences and meet new people easily.

**Added value:** We integrated the swiping view for the events, we included a social component where you could see who was attending which event and you could engage and follow different users that you liked. We wanted to achieve a mixture between and commercial event platform and a social platform.

**Approach:** Given the audience is mostly an international target, between 25 and 45 years old, that is looking for cool things to do and meeting new people, we decided the app should look, bold, and exciting. With the branding and UX/UI Process we want to make the user feel he is not alone anymore and that having fun through the app is easy, affordable and crowded of people just like them!



# User research:

## Planazo App

### Benchmarking:



We analyzed the main competitors' websites and mobile interfaces: Meet-up and Fever. Fever was at the moment the app most popular for this kind of activity in Madrid, their app was elegant, modern and intuitive. The pain point we found in Fever is that is already so big, that became impersonal, you go with your friends or family to their events, it's not so much focused in encouraging people to meet others.

### Focus Group:



We decided to do a small focus group with 8 participants that embodied our target audience. The client had access to a community of international professionals living at a coliving space in Madrid (between 25 and 37 years old) that could really help us see if we were going down the right path in terms of mission and value proposition.



# Focus Group: Parameters



Study type:  
Focus group



Location:  
Madrid, Spain



Participants:  
8



Length:  
90 minutes



# Focus Group: Findings

The feedback from this sample helped us recognize some common problems and themes that we could solve with our app:

1

## Theme 1: Plans in Madrid

The users were specifically bothered by the fact that despite having lived in the city for a while, they don't know where to find good and original local plans to do on their free days.

2

## Theme 2: Flexibility

Most users agreed that one way of meeting new people would be to sign up to some class, course or establishment, but they never did it in the end because it felt like too much commitment. Also, the plan and people were always the same in this case, so they would not be motivated to repeat for long periods of time.

3

## Theme 3: Young people

When signing up to workshops or classes, they often could not find people of the same age or interests, they would like to be sure that the attendees will be more or less similar in some basic characteristics like age or professional situation.



# UX Research:

## Conclusions

The Focus group, only **confirmed the problems that Planazo had already identified** when thinking of launching this app, but still, it was very useful and insightful.

For instance, we saw that the participants in the focus group, **would always talk only, or mainly, about weekend plans**, while Planazo was planning to do events independently of the day of the week.

After the experience, Planazo could **adjust their business model including this valuable piece of information** in their plans, and we generated some personas reflecting our target audience. They would be our North Star and would remind us which features the users really would benefit from.



# Persona: Felix

## Planazo App

### Goals:

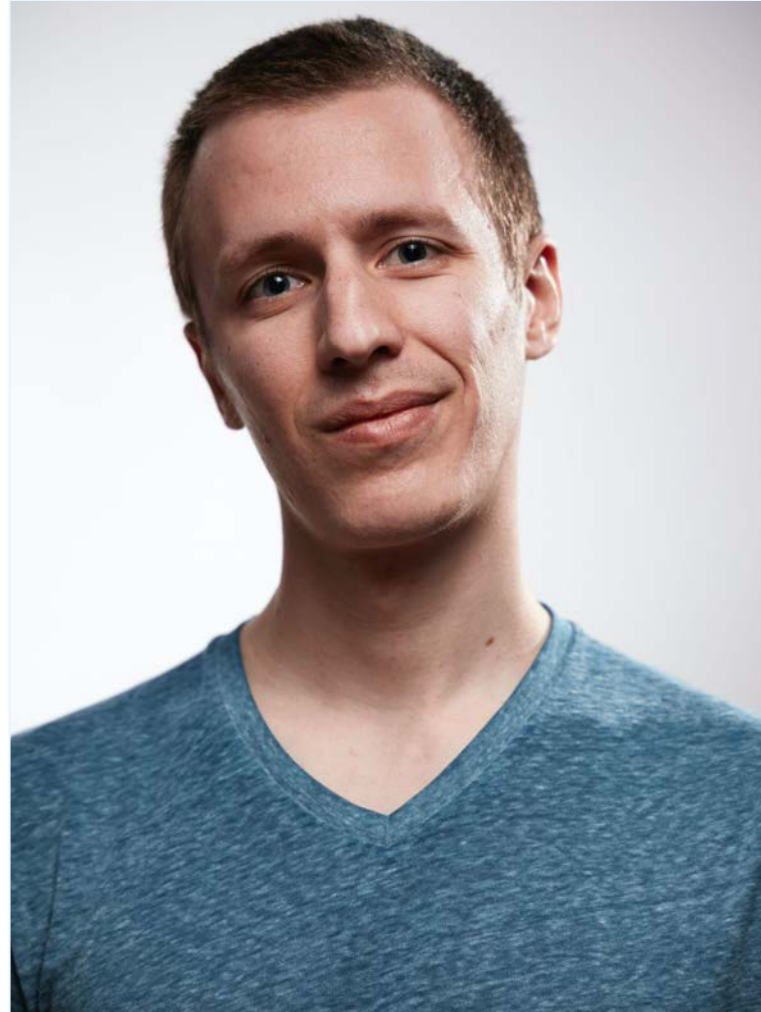
Finding a way to connect with people in the area to spend time away from work and build relationships with locals in the area.

### Frustrations:

Felix doesn't know where to start or how to get informed about attractive plans frequently where he could meet new people and have some fun.

### Scenario:

Felix is a digital nomad working remotely from Madrid for a German Start Up, he lives by himself in a studio in the centre. He loves the city and the quality of life, but he misses company.



*"Working remotely in a different city, you are used to spending long periods of time by yourself, but you still miss connecting with new people sometimes. Abroad, is not always easy to find something that helps you fulfill this emotional need I think we all have."*

*- Felix*

### Personal details:

- Felix
- 29 years old
- Degree in Computer Engineering
- From Cologne, Germany. Currently living in Madrid.
- Single
- Full-Stack Remote developer at a Start-Up company



# Persona: Holly

## Planazo App

### Goals:

Finding different plans to make on weekends, with new people that is available to do fun things from Friday to Sunday mainly.

### Frustrations:

Her friends from work are amazing, but they are normally locals, this means that on weekends they visit their families and other friends, and normally Holly has no plans.

### Scenario:

Holly lives in a shared flat in Madrid with a roommate she doesn't get along with that well. She feels a bit lonely on weekends given her friends from work are busy during this time.



*"My friends only have weekends to see their families and other friends, I understand that completely... It's just so boring for me, I think I am the only person in the world who hopes for Monday to arrive so I can see somebody!!"*

*- Holly*

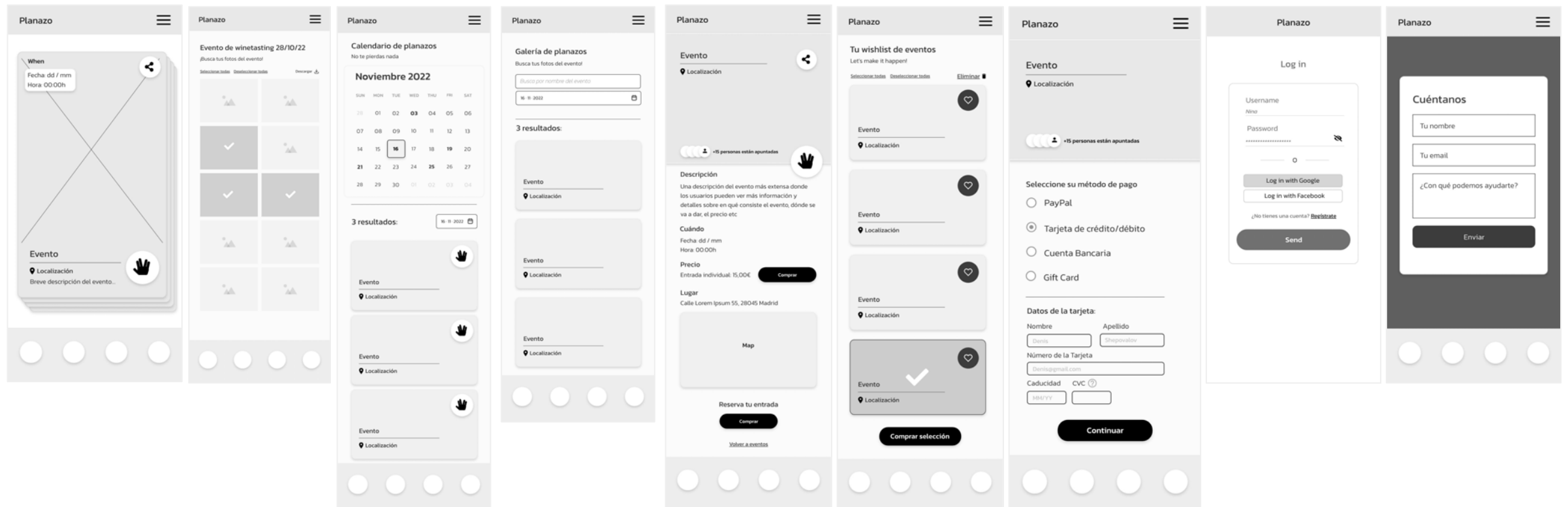
### Personal details:

- Holly
- 32 years old
- Double degree in Marketing & Advertising
- Bristol, United Kingdom
- Single
- Community manager in a Madrid's Marketing Agency



# Wireframing

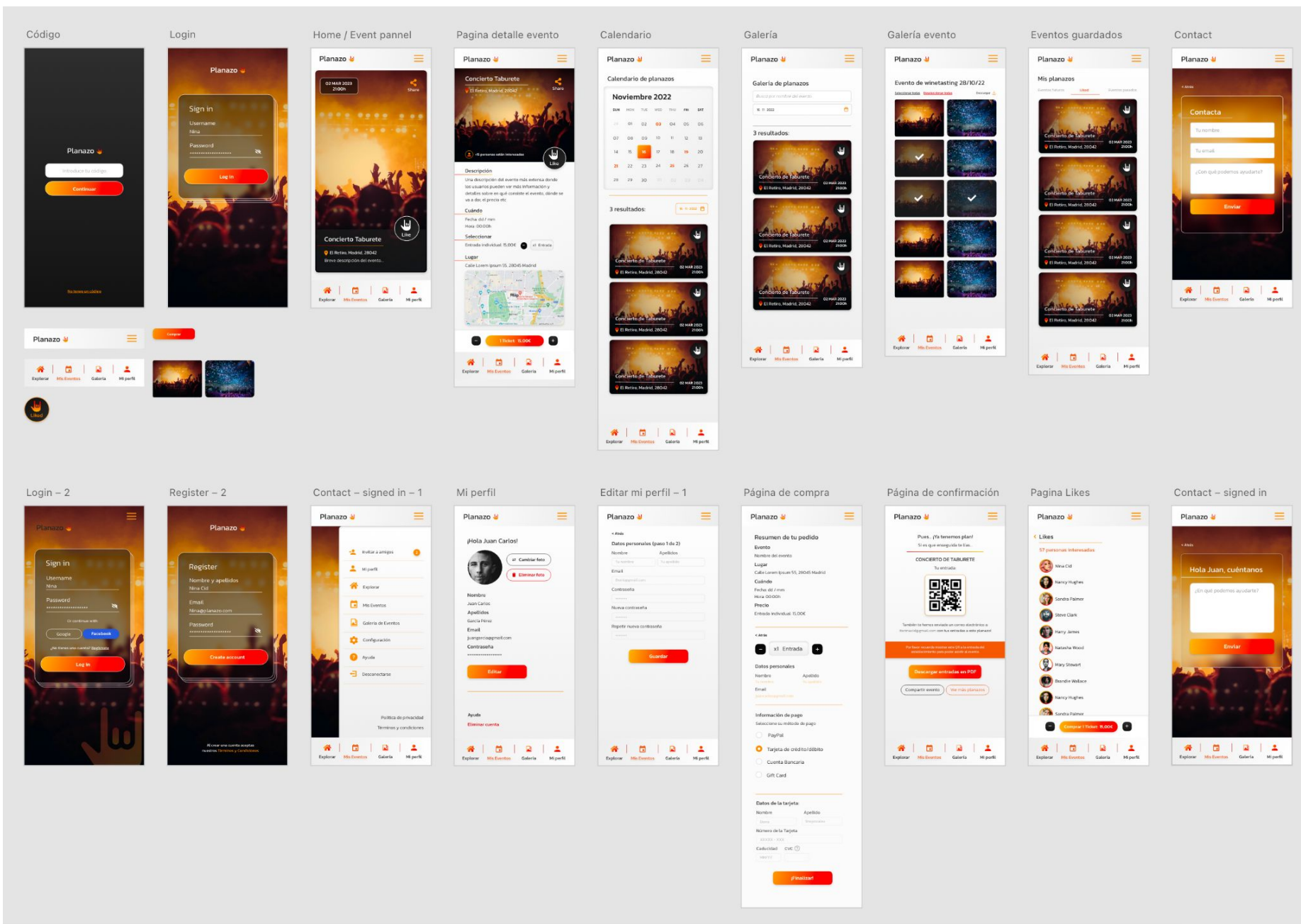
## Planazo App





# Hi-fi mockups

## Planazo App





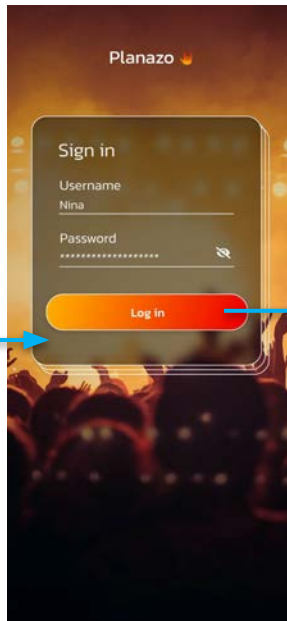
# User flow

## Planazo App

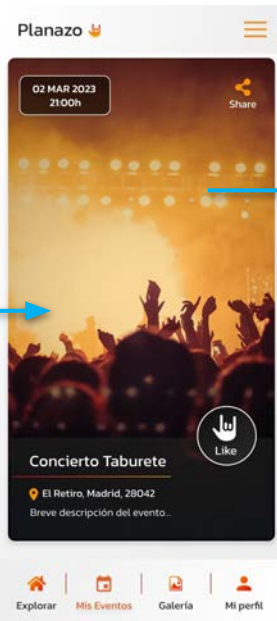
Step 1



Step 2



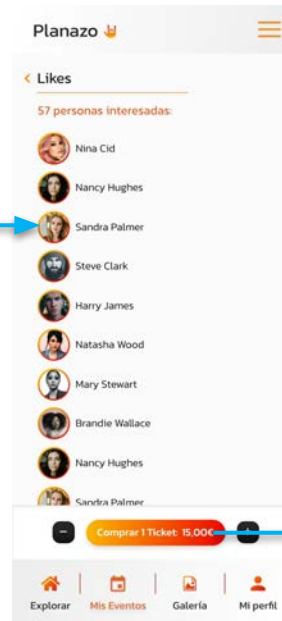
Step 3



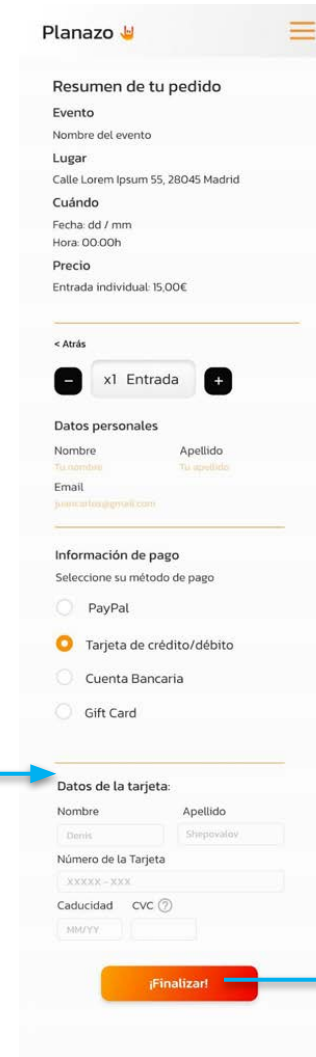
Step 4



Step 5



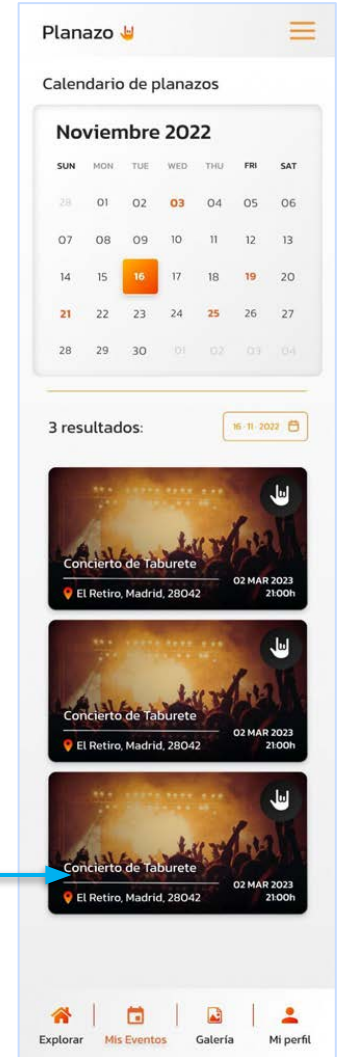
Step 6



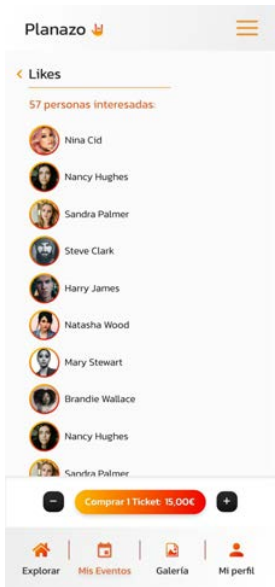
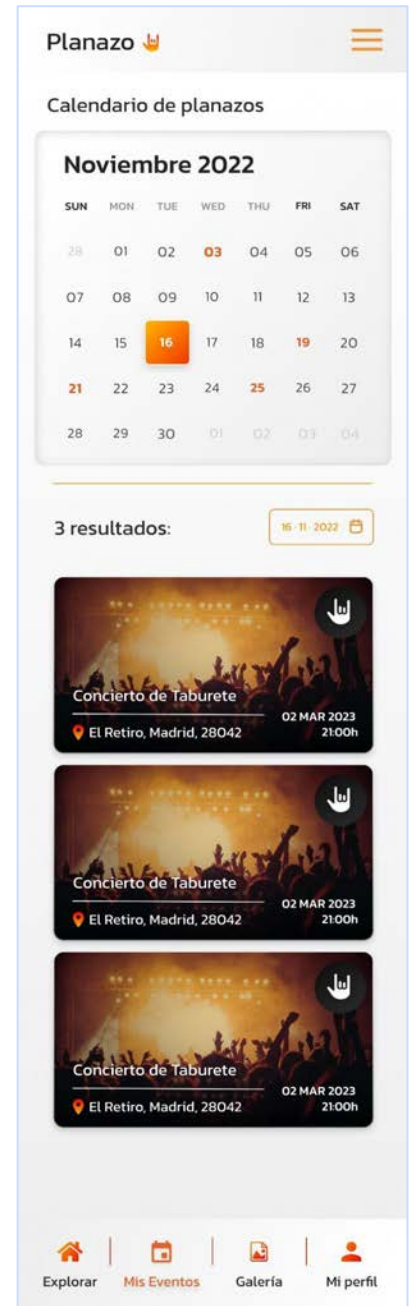
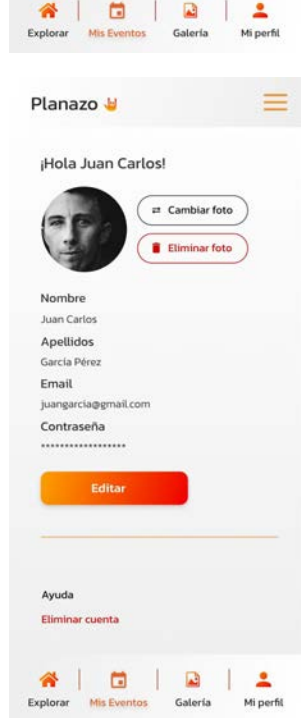
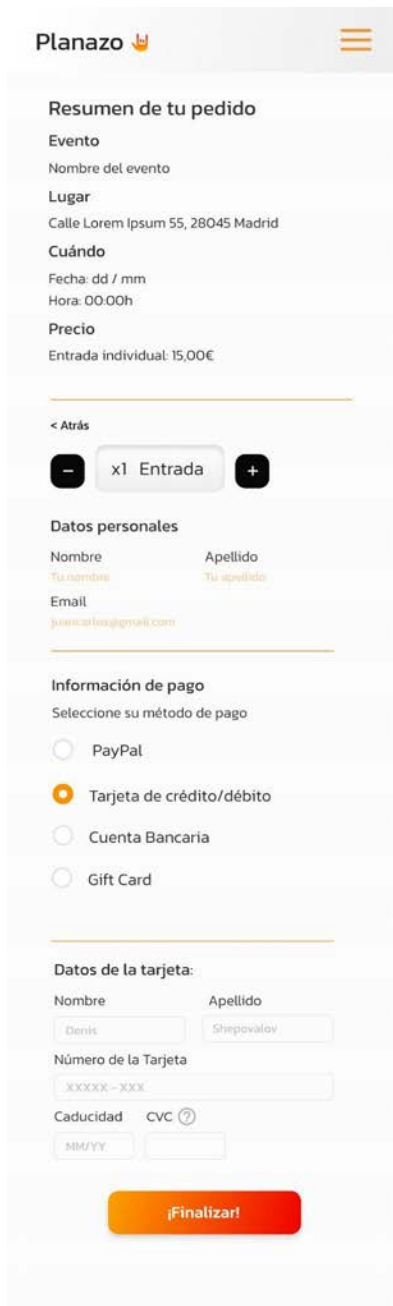
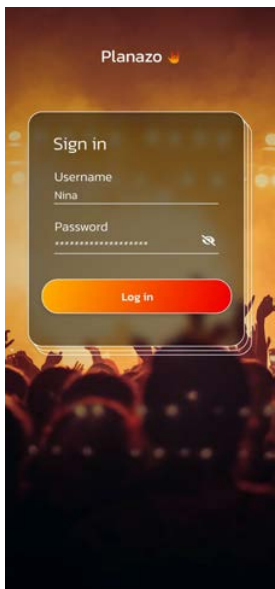
Step 7



Step 8









# Businesscards.eco

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E-cards: promoting sustainability.



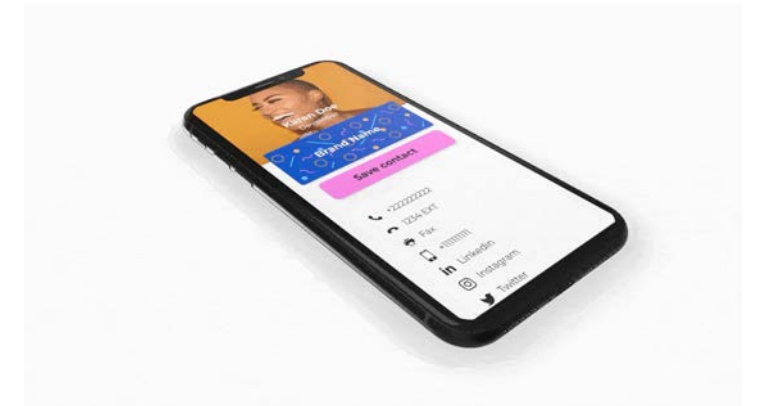
# Businesscards.eco

**Description:** Businesscards.eco is a company dedicated to the development of customizable virtual cards aimed at the professional and business world. They propose an alternative that does not involve physical printing on paper, turning virtual corporate cards into a more sustainable option for the environment.

**Main objective of the project:** Carry out a rebranding of the platform to give a renewed, fresh image that is more in line with a young audience, especially the freelance profile. In addition to the UX and UI redesign of the website, new templates for freelance cards were also designed, generating attractive designs focused on this specific audience.

**Added value:** Through focus groups of people with these characteristics, new functionalities were proposed that had not been taken into account a priori in the original card designs, but which were finally accepted and included in the final product due to the advantages what they mean for the user.

**Approach:** This redesign sought to give Businesscards.eco a light and light image that evokes that cleanliness and sustainability, while maintaining a simple and elegant design that gave a professional touch to the look and feel of the web platform



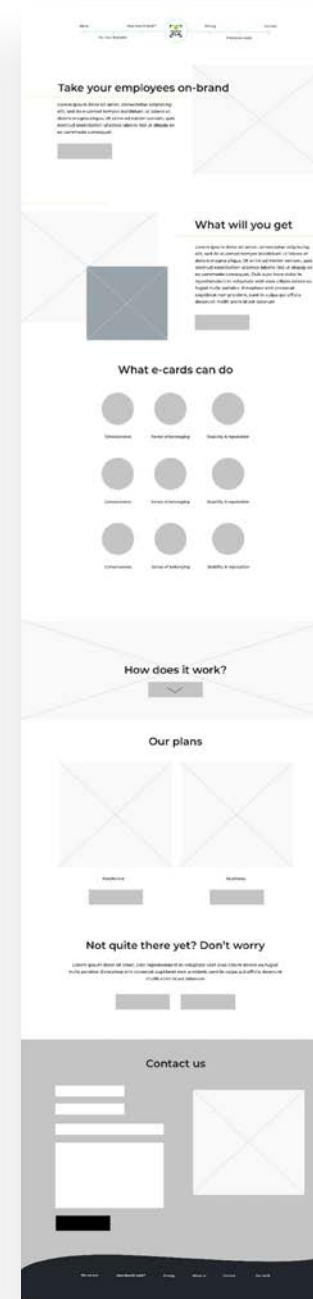
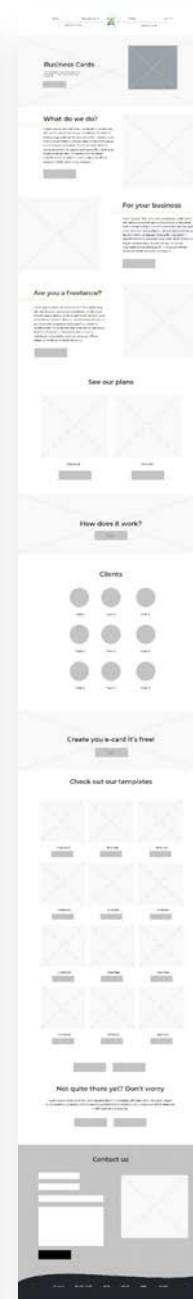
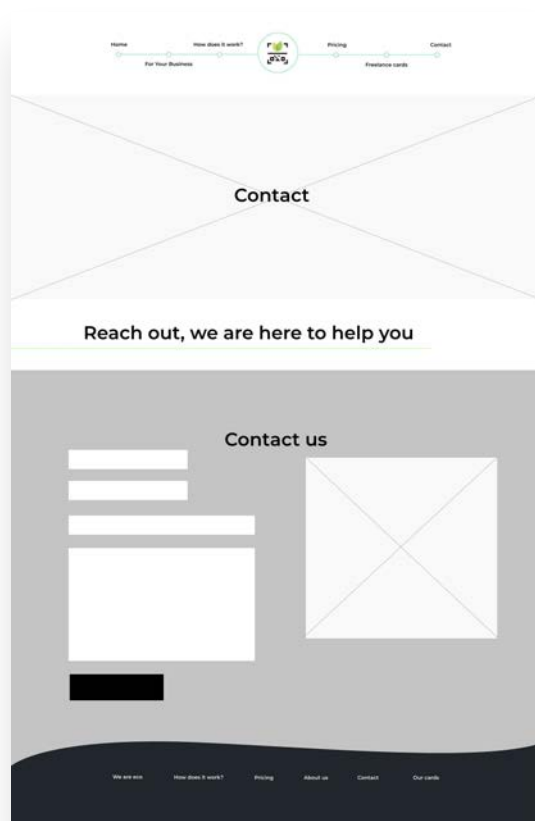
**Services provided:**

Wireframing, High fidelity mockups,  
Graphic design, Copywriting.



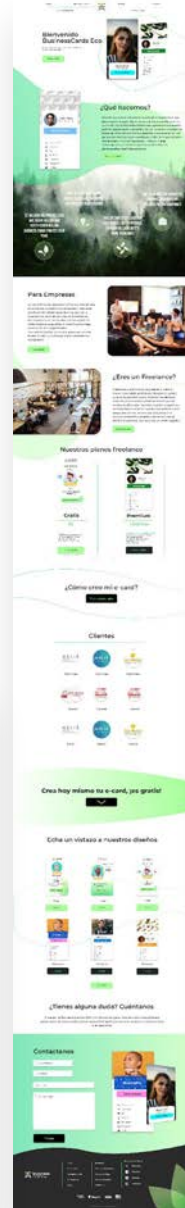
# Wireframing

## BusinessCards





# Hi-fi mockups BusinessCards





Home

How does it work?

Pricing

Contact

For Your Business

Freelance cards

## Bienvenido BusinessCards Eco

E-cards y Q-cards, las tarjetas de visita de un futuro más sostenible.

Saber más

Silvia Smith  
Photographer  
Save contact

John Doe  
Lawyer  
Save contact

### ¿Qué hacemos?

Hoy más que nunca nos damos cuenta de la importancia que tiene nuestra imagen digital de cara al mundo profesional. En un mundo completamente digitalizado, queremos que puedas sentirte representado a la perfección por un nuevo concepto de tarjeta de visita. No solo hemos diseñado unas tarjetas con las que puedes mostrar tu personalidad y estilo, si no que también podrás añadir muchos más datos y links de interés, contribuyendo a un menor impacto medioambiental.

¿Quieres saber más? Descúbrelos.

Crea tu e-card

87% OF COMPANIES THINK DIGITAL CARDS ARE THE FUTURE OF EMPLOYEE PLANIFICATION

27 MILLION ARE PRINTED EACH DAY, SEVEN BILLION AND FORTY-SEVEN MILLION BUSINESS CARDS PRINTED EACH YEAR.

90% OF EMPLOYEES CONFIRM THEY WOULD LIKE TO UPGRADE TO A DIGITAL CARD SO IT'S MORE SHAREABLE

DIGITAL CARDS ARE PROVED TO IMPROVE ORGANISATION METHODS WITHIN COMPANIES

## ¿Eres un Freelance?

Freelances y autónomos, os presento a vuestro nuevo mejor aliado profesional. Nuestras e-cards y q-cards te permiten incluir muchos más datos de contacto, redes sociales y links de interés que las tarjetas tradicionales. También, podrás compartirlas en todas tus plataformas favoritas sin problema para asegurarte de que nadie te pierde la pista. Una solución sostenible que salva cientos de miles de árboles anualmente gracias a que son 100% digitales.

Probar e-card

### Nuestros planes freelance

Alan Williams  
Freelance  
Save to contacts

**Gratis**  
0€

**Gratis**

- Añade hasta 3 perfiles de red
- Tu información de contacto
- Qualify e-business
- Campaña limitadamente

Crear gratis

John Doe  
Lawyer  
Save contact

**Premium**  
1.50€/mes

**Premium**

- Perfil de red social (LinkedIn)
- Información de contacto online
- Opción e-business
- Incluye tu mejor foto de perfil
- Añade tu logo personal
- En publicación

Crear tarjeta

### ¿Cómo creo mi e-card?

Visita nuestra guía

# Close-ups

Premium

Crear

Premium

Crear

Premium

Crear

Ver más

## ¿Tienes alguna duda? Cuéntanos

El equipo de Businesscards está 100% a tu disposición para cualquier duda o pregunta que puedas tener. Es muy sencillo, rellena nuestro formulario con tus comentarios y te contestaremos lo antes posible.

## Contáctanos

Tu nombre

Tu email

Asunto

Tu mensaje

Enviar

Karen Doe  
Lawyer

Brand Name

Save contact

Silvia Smith  
Photographer

Save contact

Home

For Business

How does it work

For Freelance

Pricing

Nota Legal

Política de privacidad

Política de venta

Política de cookies

Contact us

Contact us on Social

WhatsApp

Facebook

LinkedIn

Instagram

business cards.eco

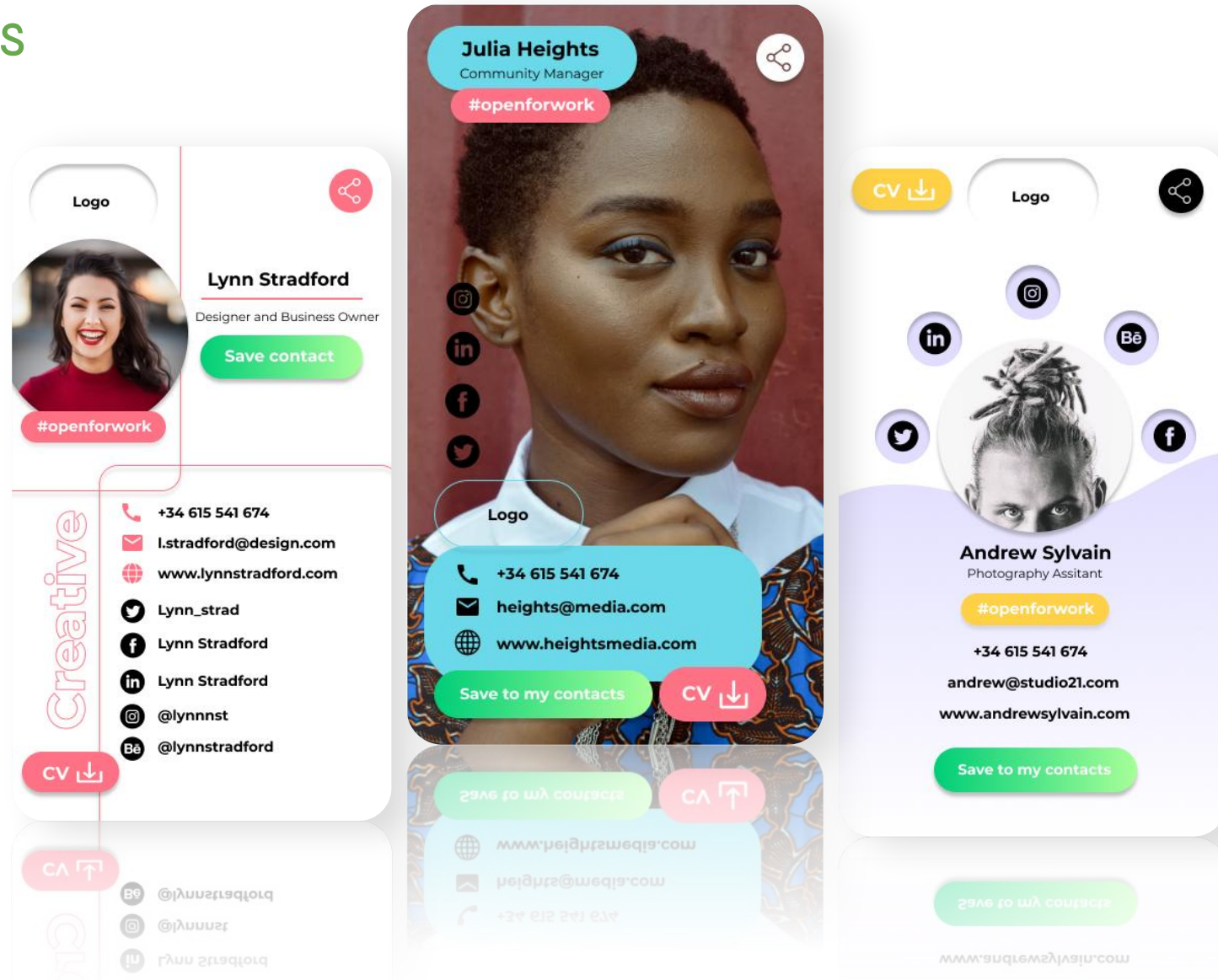
PayPal VISA

2021 All rights reserved. BusinessCards.eco



# E-card Design

## BusinessCards





# Back to Human

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Learning from our roots.



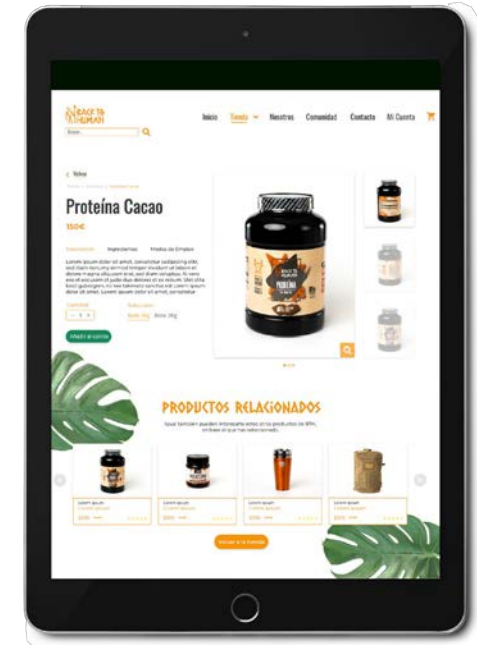
# Back to Human

**Description:** Back To Human is a food supplements and organic nutritional products online store, with the philosophy that human beings should return to a diet based on how our ancestors ate, that is, a diet based on the same components that were taken in antiquity.

**Main objective of the project:** Carry out a redesign of the existing platform to create a visual image and brand personality that represents the mission and objectives of the company.

**Added value:** In order to achieve a connection between the message of the brand and the consumer, they wanted to make the experience more immersive, so that it was not "just another supplement store". An example of this is the soundtrack that was proposed as a background for the website, sounds of the jungle that transport the user "back to nature", as well as a community on Facebook where advice and concerns between users could be exchanged.

**Approach:** We used elements reminiscent of nature with a very primitive and organic design, which provided a "wild" look and feel, together with a very direct and clear explanation of the products, giving abundant nutritional and medical information, to dispel the doubts that these products usually generate and, thus, favor conversion.



Services provided:

Brand manual, UX Audit, High fidelity mockups, Graphic design, Copywriting, Product photography, Post-production editing.



# Branding

## Back to Human



### Tipografia corporativa:

**AA**  
CAESAR PRESSING

**Aa**  
Oswald Regular

**Aa**  
Montserrat

### Colores corporativos:





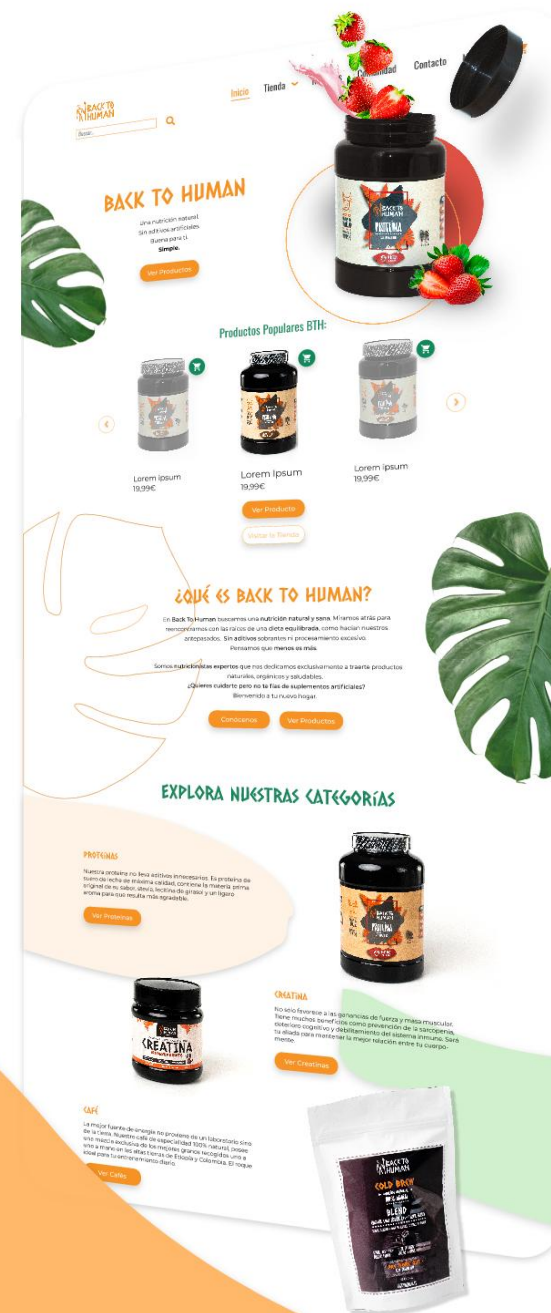
# Branding

## Back to Human

Fotografía

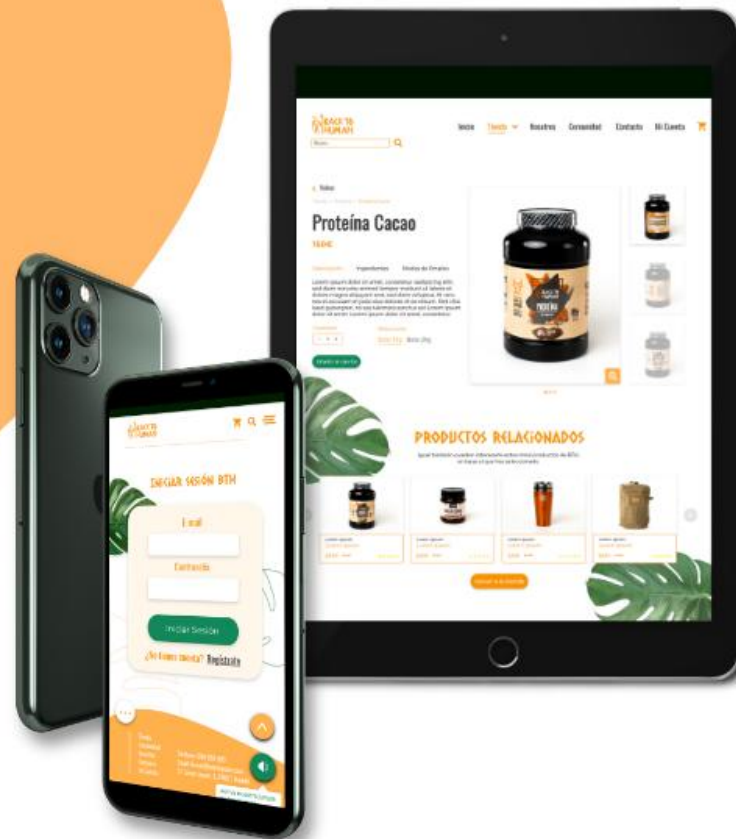


Diseño



Diseño UX





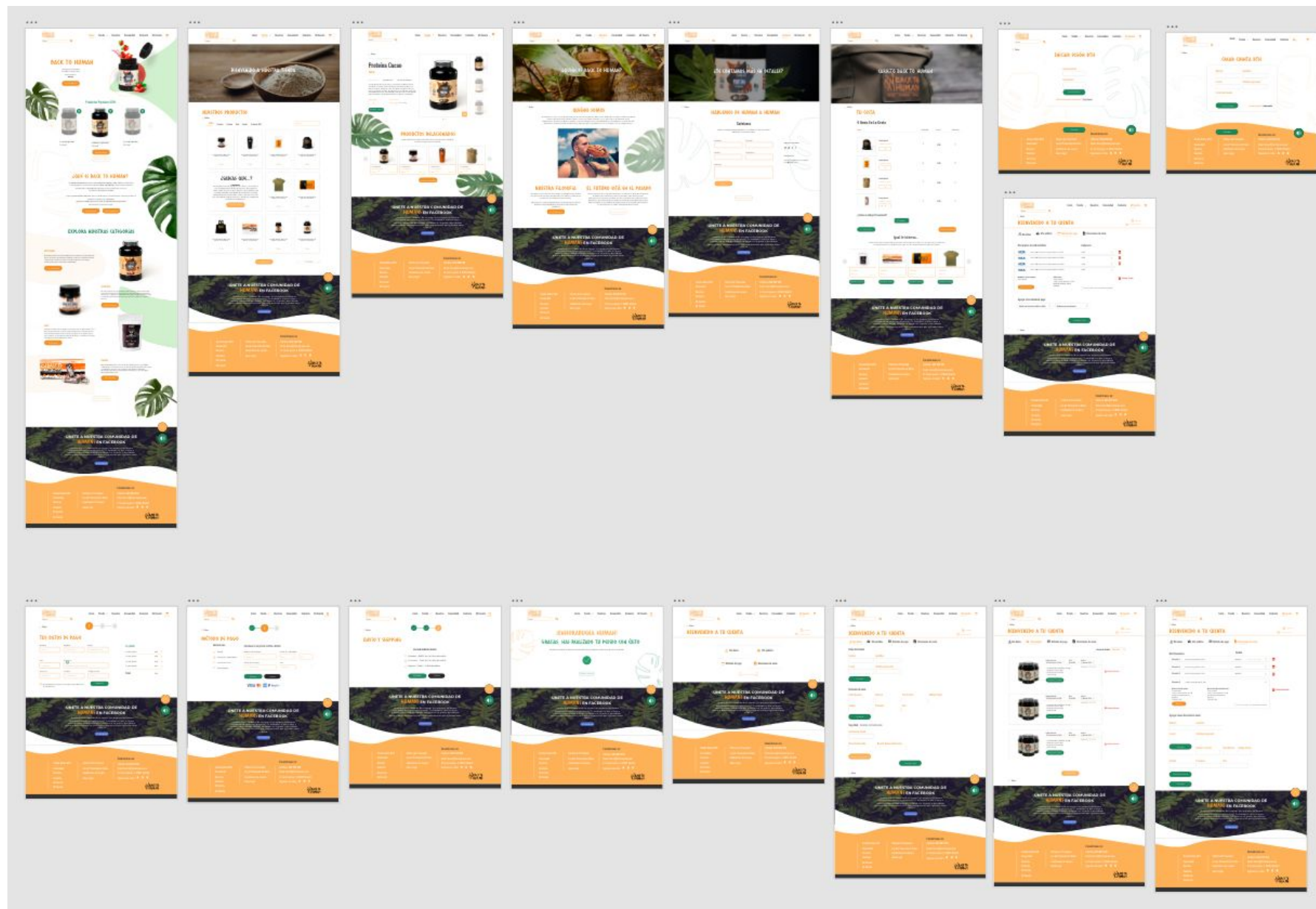
# Branding Back to Human



# Hi-fi mockups

## Back to Human

Desktop

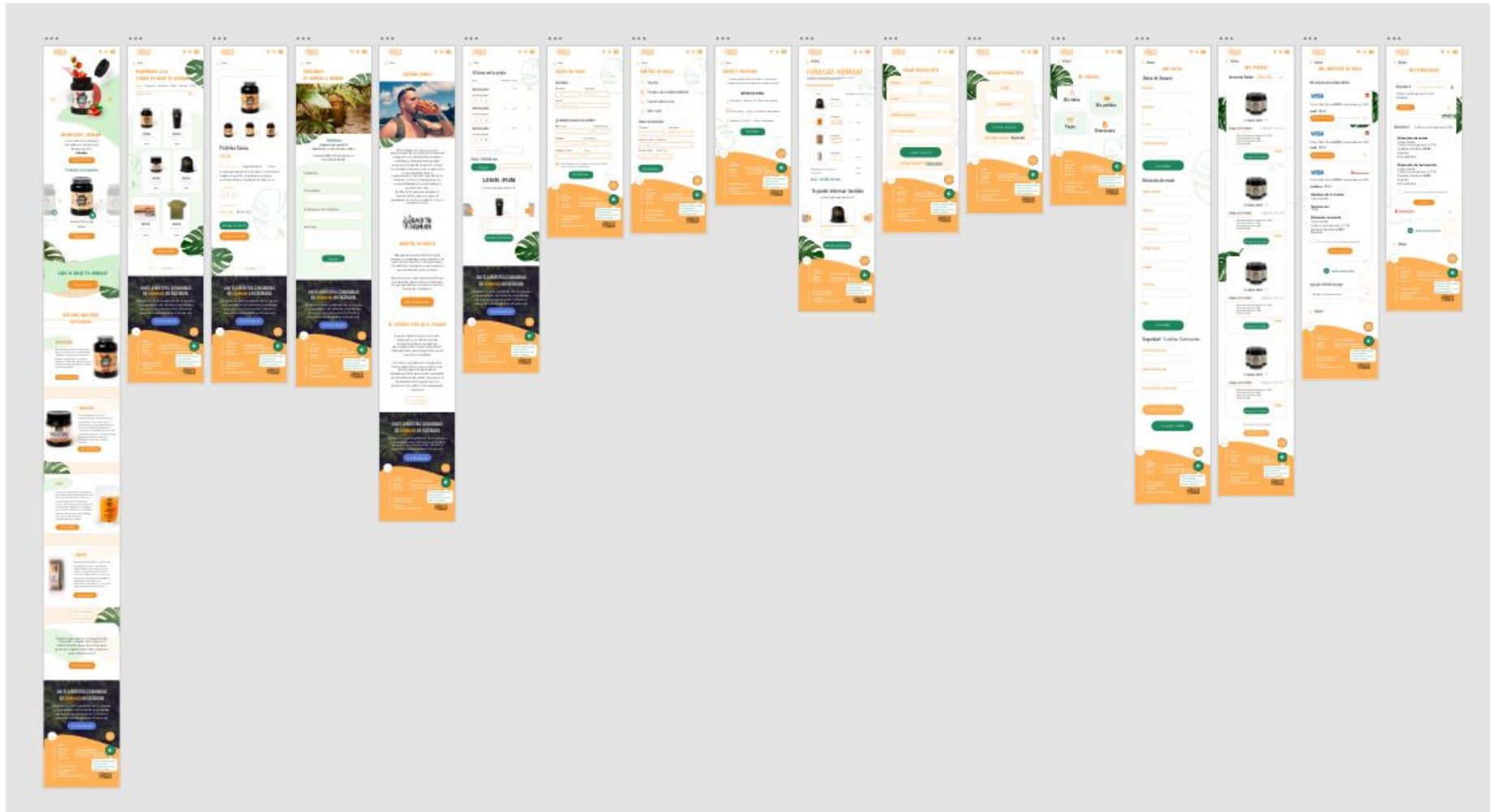




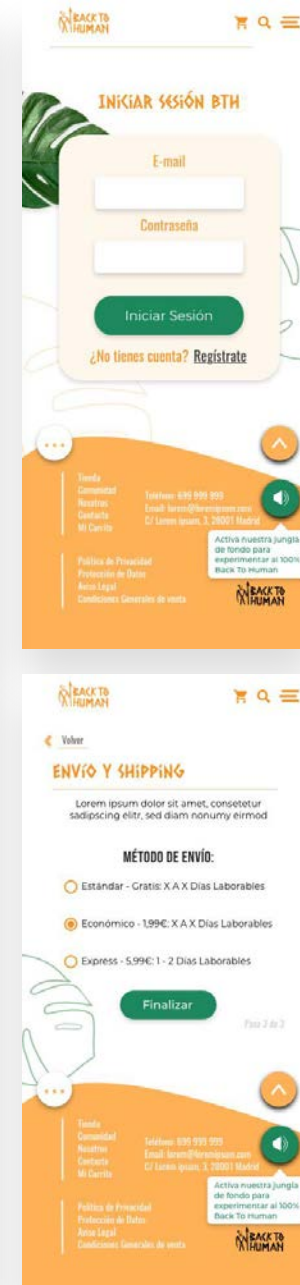
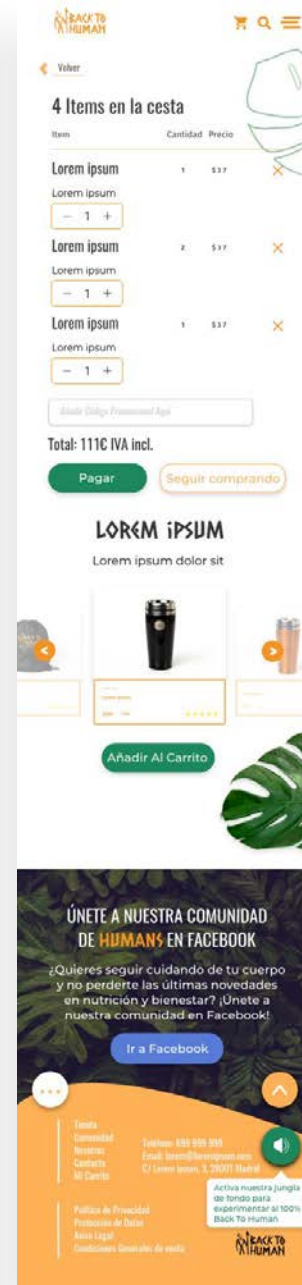
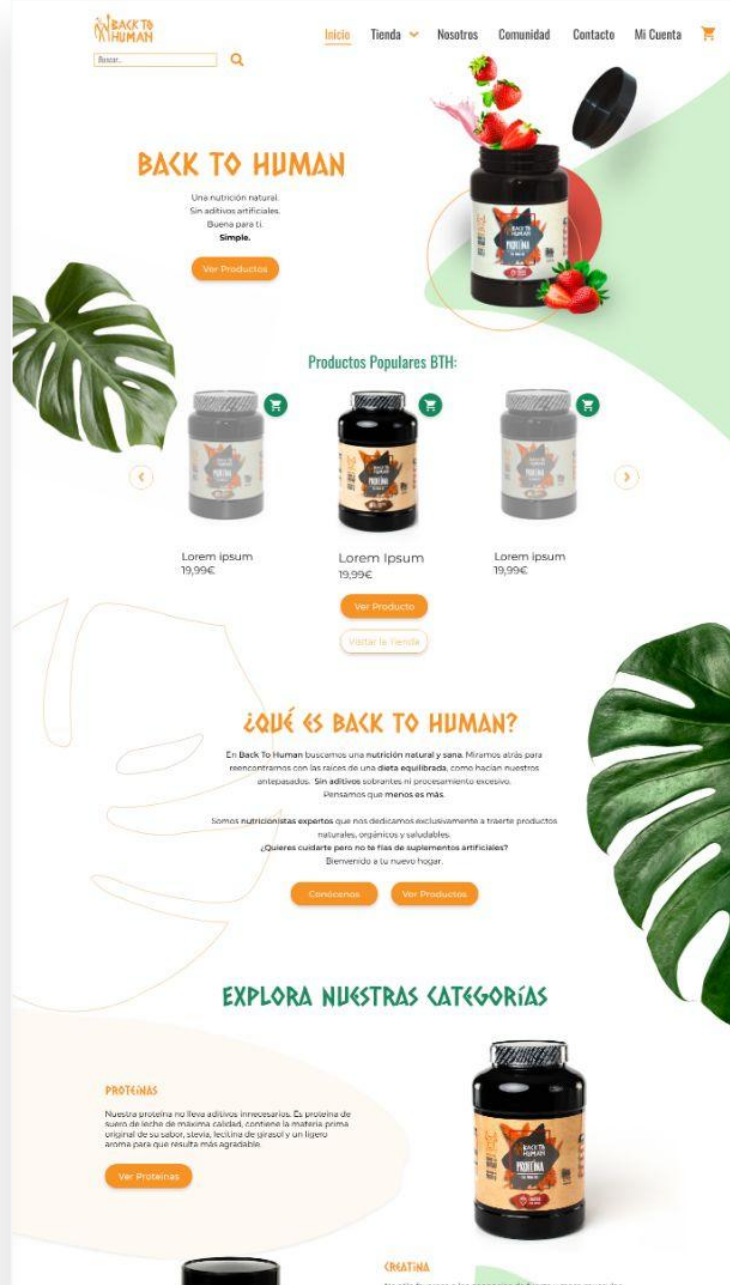
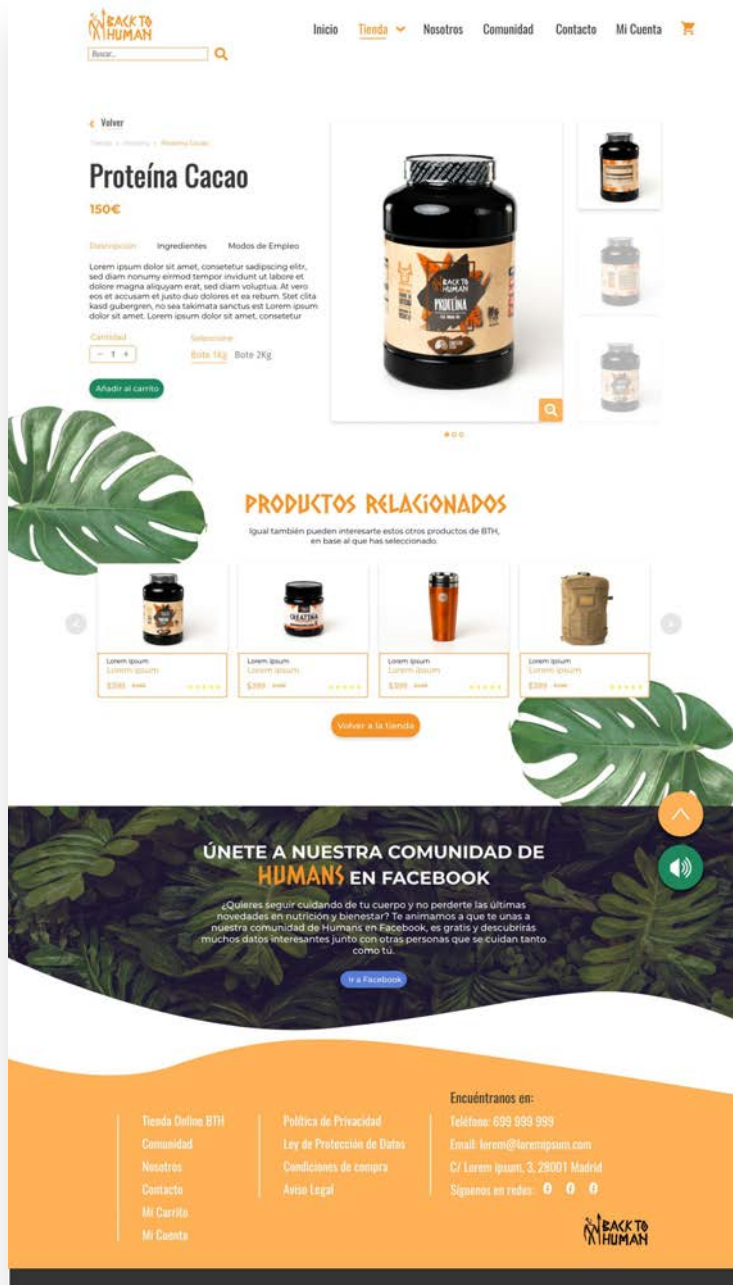
# Hi-fi mockups

## Back to Human

Mobile









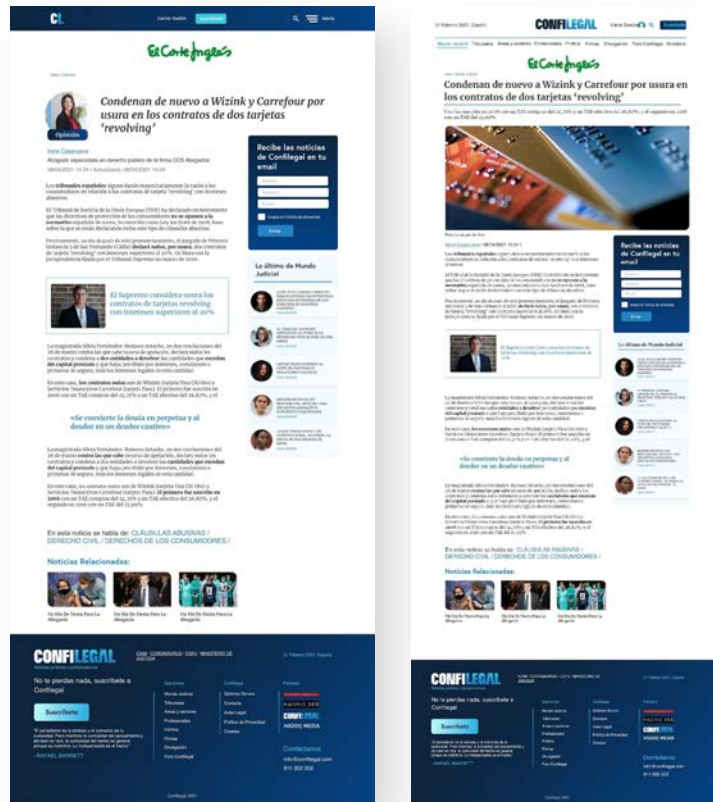
# Confilegal

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Law *in* Order.



# Confilegal



**Description:** Digital newspaper specialized in legal news, law firms and legal events. Directed by Carlos Berbell.

**Main objective of the project:** Given the perception that the web was beginning to be outdated and obsolete, the client requested a redesign of the existing platform to create a visual image and brand personality that represents the mission and objectives of the company.

**Challenges:** Being a digital newspaper and receiving advertising funding, space was limited and the chances of content saturating the consumer's eye were high. In addition to space issues, the consumer is an older audience and the content not only had to retain a classic style but also had to be viewed easily and at a larger size, which greatly limited modernization options.

**Approach:** Understanding the challenges of this project and analyzing its main target audience, it was decided to use a classic design in terms of simplicity, straight shapes and very clean. It was also modernized using very subtle gradients that provide richness of color and darkening the palette a little more to provide respectability and a feeling of reliability.

Services provided:

Information Architecture, UX audit, High fi mockups, Branding, Graphic Design, Copywriting



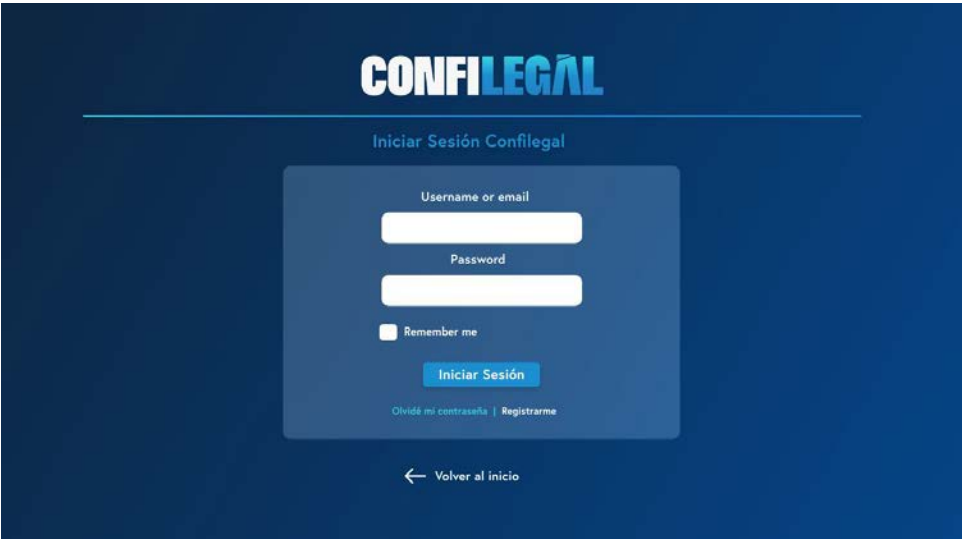
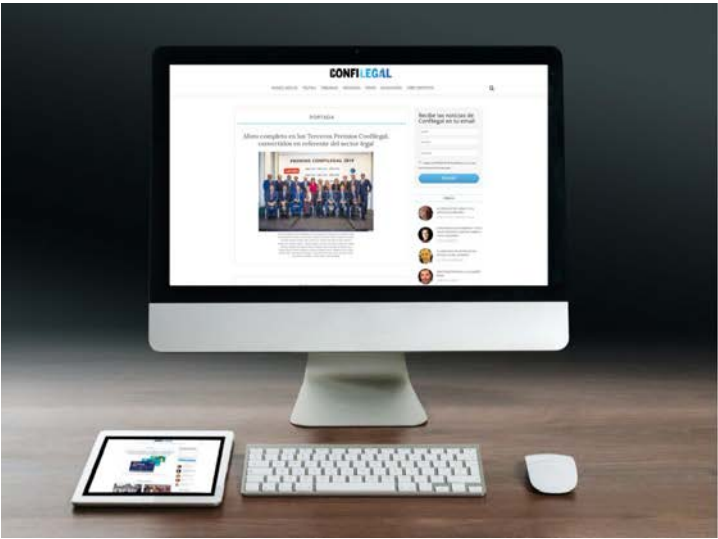
# Rebranding

## Confilegal

Before:



After:

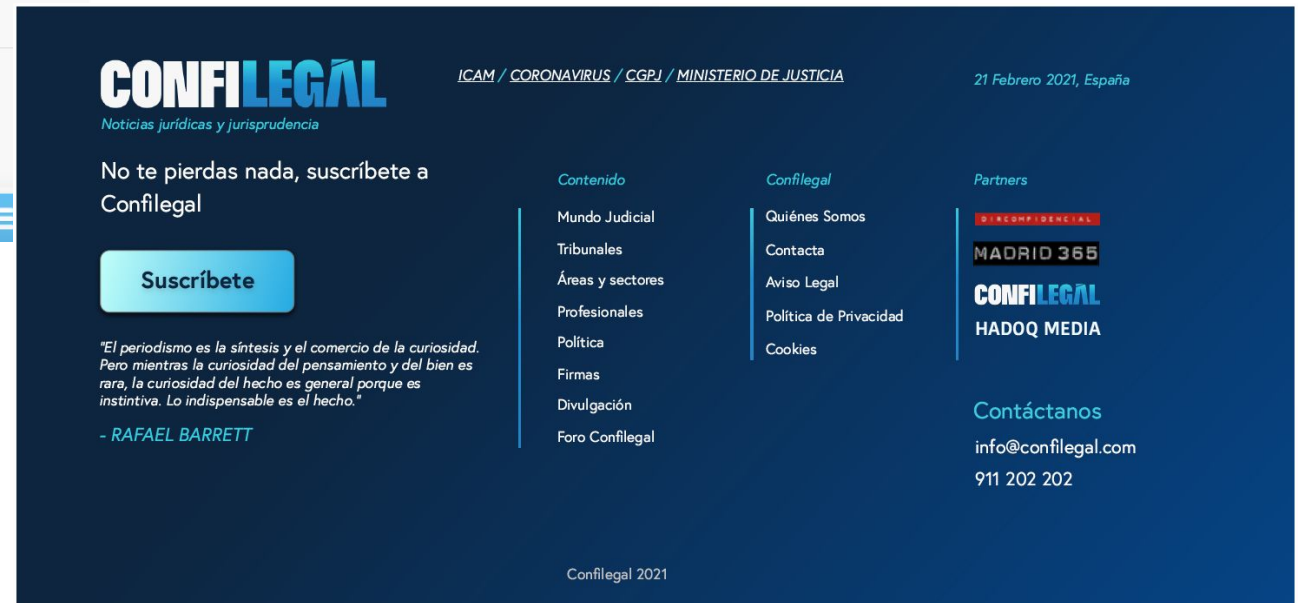




## (Footer) Before:



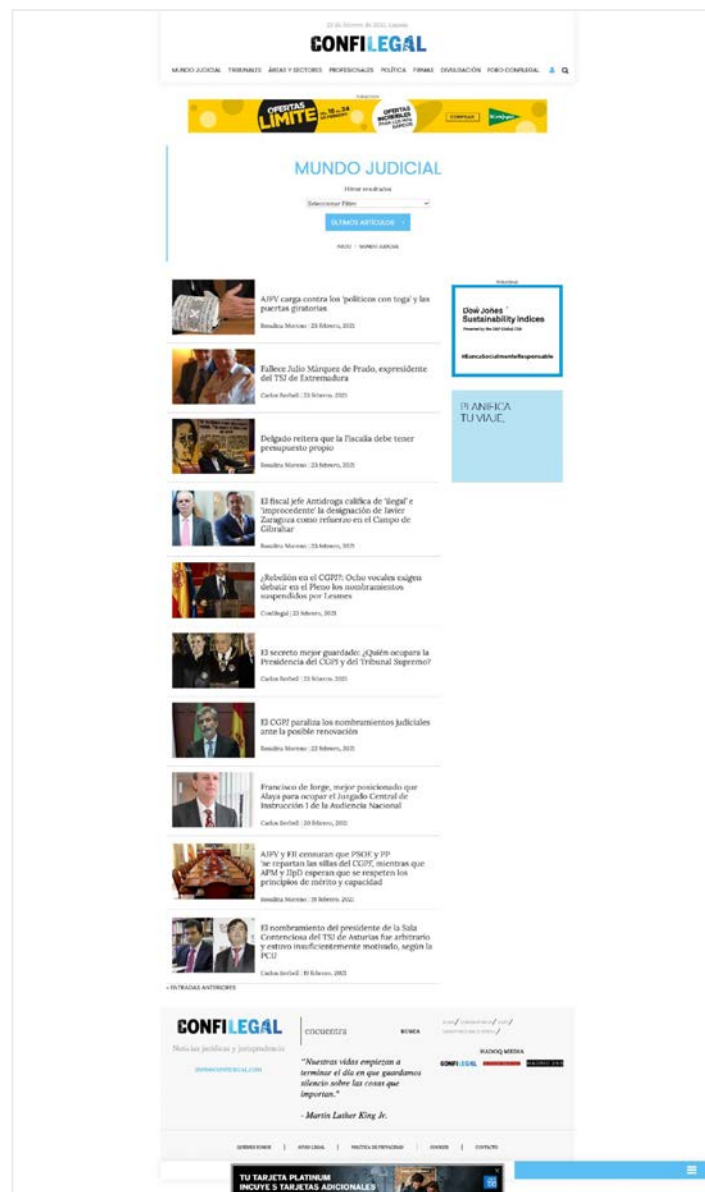
## (Footer) After:



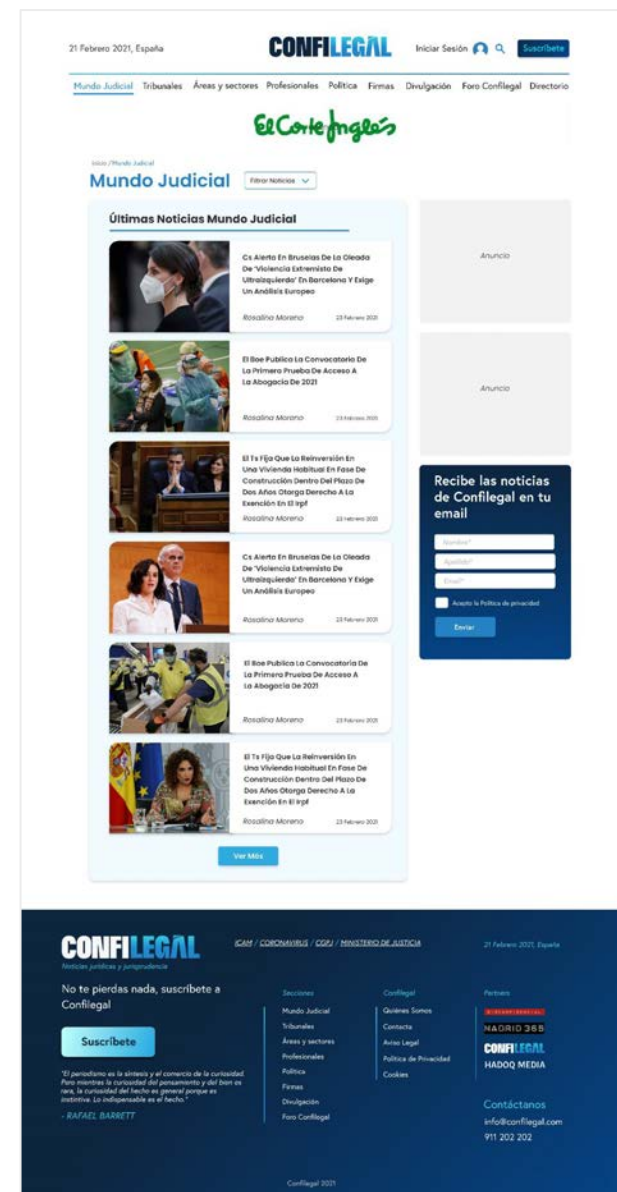


# UX/UI rebranding Confilegal

Before:



After:





# High fi mockups

## Confilegal



Desktop



# High fi mockups

## Confilegal

Mobile





# RH Estudio

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Disrupting Architecture.



# RH Estudio



## Services provided:

Information Architecture, UX audit, Wireframing  
High fi mockups, Branding, Illustration, Copywriting,  
Typography study, Dark mode/Light mode design

**Description:** Architecture studio based in Madrid with international projection and voluminous projects, often collaborating on large public works and specialized in city planning.

**Main objective of the project:** Search for a redesign that would be completely different, original and that would stand out from the other studies in the sector. The studio required a minimalist design but at the same time it was perceived to be modern and up to date with digital trends.

**Added value:** In the case of this study, we had to create a totally disruptive website, since the founders are creative and the web was another form of expression for them in their profession.

**Approach:** It was decided that we could be somewhat rebellious in the forms and structures of the web to give that different and surprising look and feel, something worthy of two high standing creative professionals. By "breaking the rules", the web gives the user a sensation of finding himself in an artistic, innovative and totally groundbreaking site within his field.



# Typography study

RH Estudio

## VISTA PREVIA TIPOGRAFÍAS

Medel

PROYECTOS ARQUITECTURA PORTFOLIO CLIENTES SOSTENIBILIDAD ESTUDIO  
Este proyecto fue llevado a cabo en 2017 para nuestro cliente X en Madrid, España. Con una duración de 17 meses, ahora es uno de los edificios más emblemáticos de la ciudad.

Cora

PROYECTOS ARQUITECTURA PORTFOLIO CLIENTES SOSTENIBILIDAD ESTUDIO  
Este proyecto fue llevado a cabo en 2017 para nuestro cliente X en Madrid, España. Con una duración de 17 meses, ahora es uno de los edificios más emblemáticos de la ciudad.

Mostra  
Nuova

PROYECTOS ARQUITECTURA PORTFOLIO CLIENTES SOSTENIBILIDAD ESTUDIO  
Este proyecto fue llevado a cabo en 2017 para nuestro cliente X en Madrid, España. Con una duración de 17 meses, ahora es uno de los edificios más emblemáticos de la ciudad.

Utile  
Display

PROYECTOS ARQUITECTURA PORTFOLIO CLIENTES SOSTENIBILIDAD ESTUDIO  
Este proyecto fue llevado a cabo en 2017 para nuestro cliente X en Madrid, España. Con una duración de 17 meses, ahora es uno de los edificios más emblemáticos de la ciudad.

FRANKS

PROYECTOS ARQUITECTURA PORTFOLIO CLIENTES SOSTENIBILIDAD ESTUDIO  
Este proyecto fue llevado a cabo en 2017 para nuestro cliente X en Madrid, España. Con una duración de 17 meses, ahora es uno de los edificios más emblemáticos de la ciudad.

## VISTA PREVIA TIPOGRAFÍAS

ANDARILHO  
FONT NORMAL

PROYECTOS ARQUITECTURA PORTFOLIO CLIENTES SOSTENIBILIDAD  
Este proyecto fue llevado a cabo en 2017 para nuestro cliente X en Madrid, España. Con una duración de 17 meses, ahora es uno de los edificios más emblemáticos de la ciudad.

Metropolis

PROYECTOS ARQUITECTURA PORTFOLIO CLIENTES SOSTENIBILIDAD  
Este proyecto fue llevado a cabo en 2017 para nuestro cliente X en Madrid, España. Con una duración de 17 meses, ahora es uno de los edificios más emblemáticos de la ciudad.

Something

PROYECTOS ARQUITECTURA PORTFOLIO CLIENTES SOSTENIBILIDAD  
Este proyecto fue llevado a cabo en 2017 para nuestro cliente X en Madrid, España. Con una duración de 17 meses, ahora es uno de los edificios más emblemáticos de la ciudad.

Roboto

PROYECTOS ARQUITECTURA PORTFOLIO CLIENTES SOSTENIBILIDAD  
Este proyecto fue llevado a cabo en 2017 para nuestro cliente X en Madrid, España. Con una duración de 17 meses, ahora es uno de los edificios más emblemáticos de la ciudad.

Europa

PROYECTOS ARQUITECTURA PORTFOLIO CLIENTES SOSTENIBILIDAD ESTUDIO  
Este proyecto fue llevado a cabo en 2017 para nuestro cliente X en Madrid, España. Con una duración de 17 meses, ahora es uno de los edificios más emblemáticos de la ciudad.



# Typography study

RH Estudio

Preview sample

## VISTA PREVIA TIPOGRAFÍAS

Recomendaciones

Something + Metropolis

### PROYECTO DINAMARCA 2018

Este proyecto fue llevado a cabo en 2018 para nuestro cliente X en Copenhage, Dinamarca.

Con una duración de 9 meses, ahora es uno de los edificios más emblemáticos de la ciudad.

Ver más

Descargar



### LA SOLANA (MADRID, ESPAÑA)

Este proyecto en plena planificación, estará terminado para febrero de 2021 en las afueras de Madrid, España.

Con una duración de 27 meses, diseñamos y llevamos a cabo la construcción de esta maravillosa villa particular en plena naturaleza

Ver más

Descargar

## VISTA PREVIA TIPOGRAFÍAS

Recomendaciones

Medel + Metropolis

### PROYECTO MADRID 2017

Este proyecto fue llevado a cabo en 2017 para nuestro cliente X en Madrid, España.

Con una duración de 17 meses, ahora es uno de los edificios más emblemáticos de la ciudad.

Ver más

Descargar



### PROYECTO SUECIA 2019

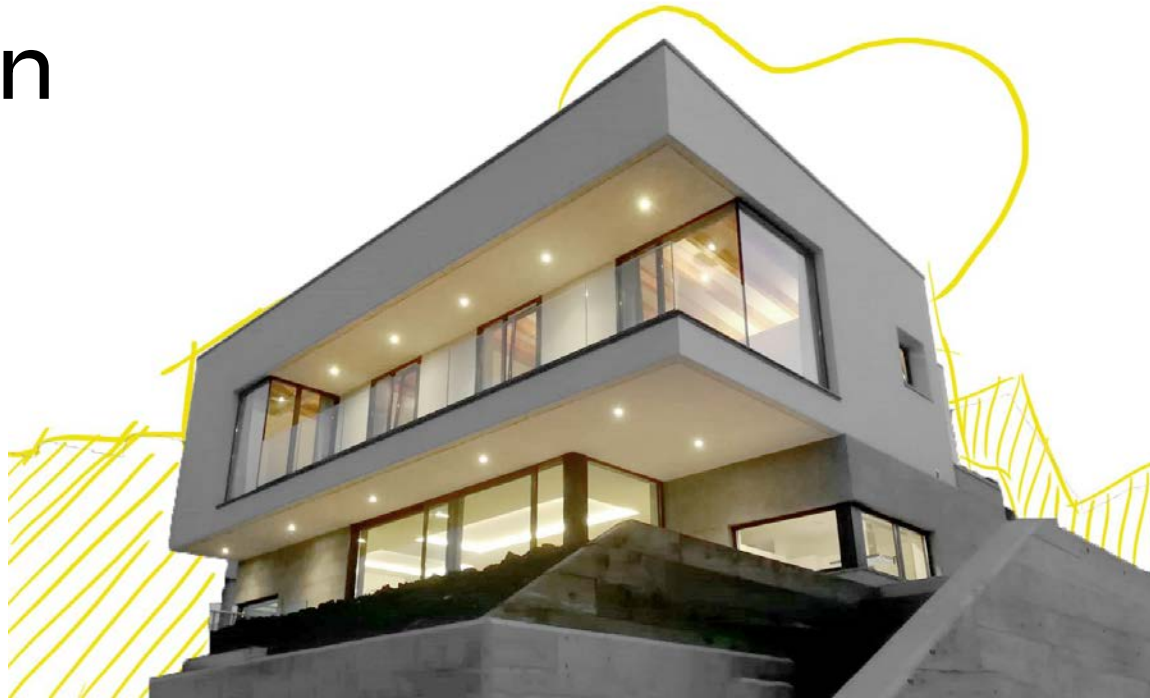
Este proyecto fue llevado a cabo en 2019 para nuestro cliente X en Estocolmo, Suecia.

Con una duración de 6 meses, diseñamos y llevamos a cabo la construcción de esta maravillosa villa particular en plena naturaleza



# Illustration

RH Estudio

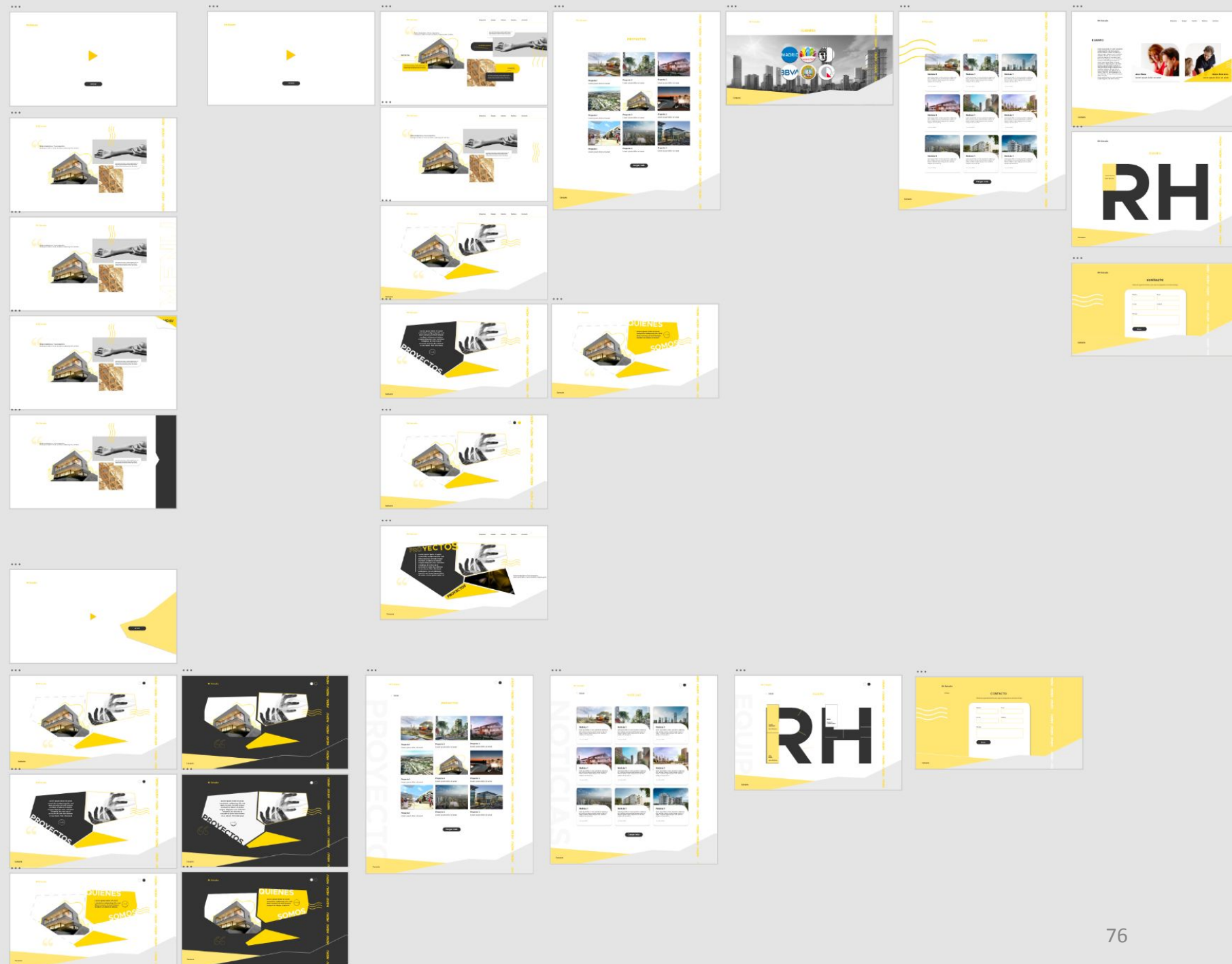




# Hi-fi mockups

RH Estudio

Desktop





RH Estudio

(Cambia el fondo)



MENU • MENU • MENU • MENU • MENU • MENU • MENU • MENU • MENU • MENU





PROYECTOS



• MENU • MENU • MENU • MENU • MENU • MENU • MENU

Re llena el siguiente formulario para que nos pongamos en contacto contigo

Email

Telefono

Enviar

## QUIENES



**SOMOS**



MENU • MENU • MENU • MENU • MENU • MENU • MENU



## PROYECTOS



Proyecto 1

Lorem ipsum dolor sit amet



Proyecto 2

Lorem ipsum dolor sit amet



Proyecto 3

Lorem ipsum dolor sit amet



Proyecto 1

Lorem ipsum dolor sit amet



Proyecto 2

Lorem ipsum dolor sit amet



Proyecto 3

Lorem ipsum dolor sit amet



Proyecto 1

Lorem ipsum dolor sit amet



Proyecto 2

Lorem ipsum dolor sit amet



Proyecto 3

Lorem ipsum dolor sit amet

[Cargar más](#)

QUIENES

Lorem ipsum dolor sit amet,  
consetetur sadipscing elitr,  
sed diam nonumy eirmod  
tempor invidunt ut labore et

SOMOS

“

Lorem ipsum dolor sit amet,  
consetetur sadipscing elitr,  
sed diam nonumy eirmod  
tempor invidunt ut labore et  
dolore magna aliquyam erat,  
sed diam voluptua. At vero  
eos et accusam et justo duo  
dolores et ea rebum. Stet clita

PROYECTOS

“



## Noticias



## Noticia 1

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et

16 Junio 2020



## Noticia 1

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et

16 Junio 2020



## Noticia 1

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16 Junio 2020



## Noticia 1

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16 Junio 2020



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16 Junio 2020



## Noticia 1

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16 Junio 2020

[Cargar más](#)

## Equipo



JAVIER  
HERREROS  
Socio Director

ANA  
RIAZA  
Socia Directora



BBVA  
Empresa  
Colaboradora



# Welzy

---

Your finances, made easy.



# Welzy

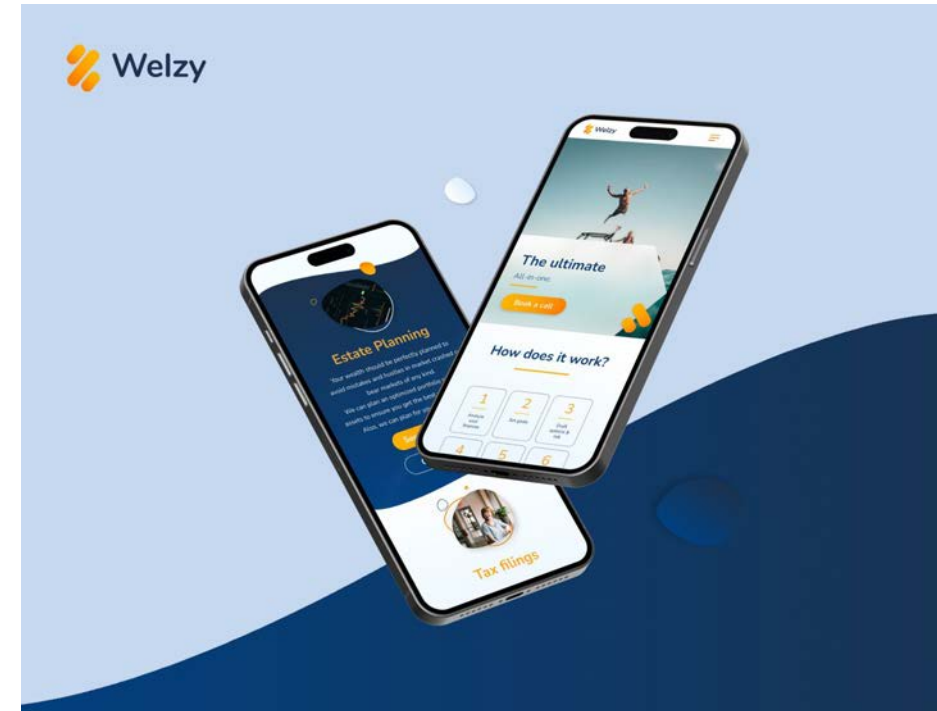
**Description:** Welzy is a Spanish financial advisory company designed to modernize the industry. The team of Welzy is formed by a young crew, with the core objective of filling a gap in the market and aiming to help the younger and coming generations to manage the finances according to their current needs.

**Main objective of the project:** The main goal of this project was to elaborate a corporate identity that reflects the values and mission of Welzy. The graphic elements, in addition to color palettes and typography chosen for this project, were selected to express freshness and a modern look, yet highlighting the professionalism of the team and their work methodologies.

**Added value:** The most critical element in the user experience of Welzy's website was being able to understand their audience to the core and transmit their message in the most efficient manner. We relied heavily on copywriting and content organization so that the target felt comfortable and could navigate easily to the content they are looking for as smoothly as possible. The main goal is to express how fluid and easy would be working alongside Welzy's experts. Basically, how quickly finance could become easy.

**Approach:** The online platform of Welzy had to be coherent and homogeneous with their branding identity. Taking into account that the most important features of their branding were freshness, professionalism and friendliness, we chose according graphic elements:

- Rounded and irregular shapes in bright, joyful gradient colors, colliding with dark muted tones.
- Isometric illustrations
- Friendly copywriting
- Photography of people with whom the target would feel identified.



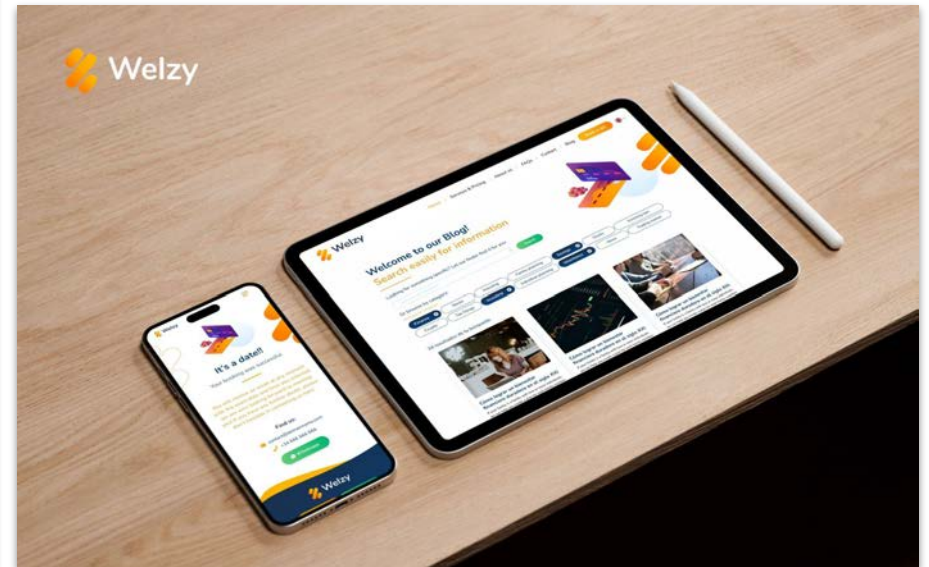
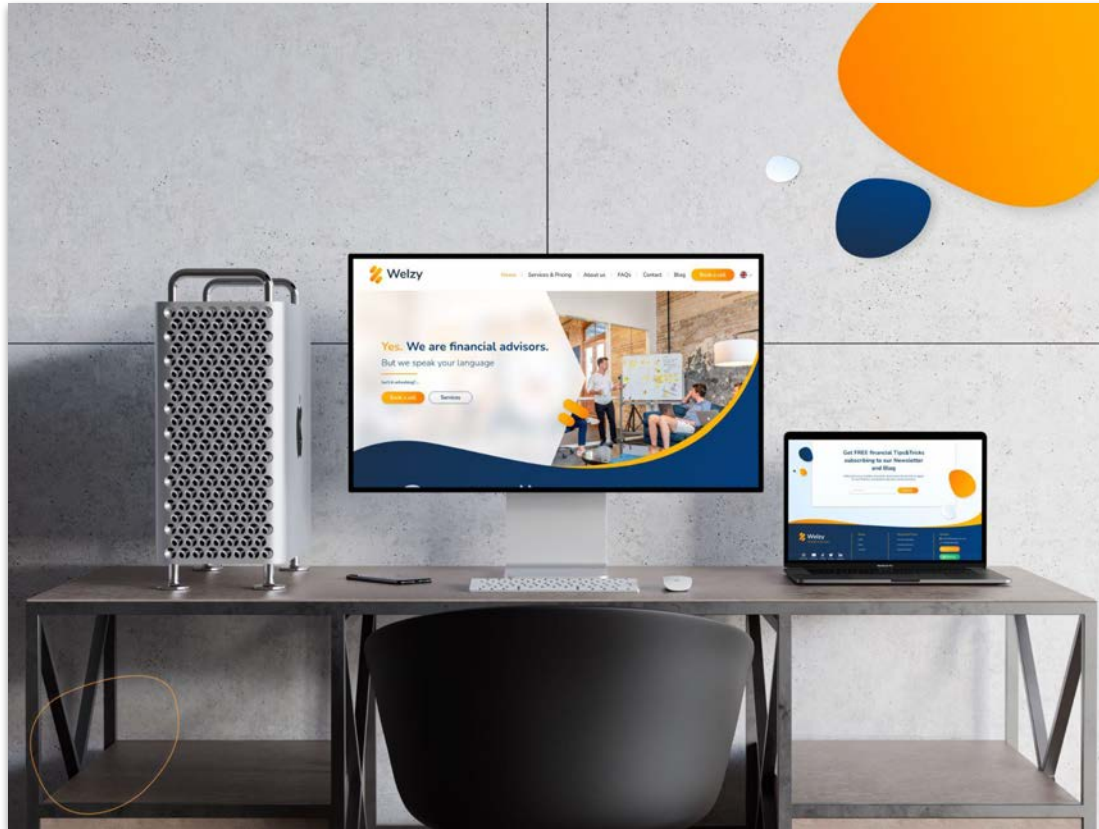
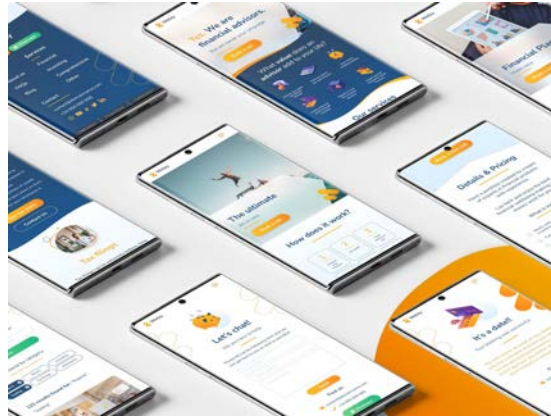
Services provided:

UX Audit, Information architecture and Sitemap,  
Wireframing, High fidelity mockups, Graphic design,  
Copywriting.



# Branding

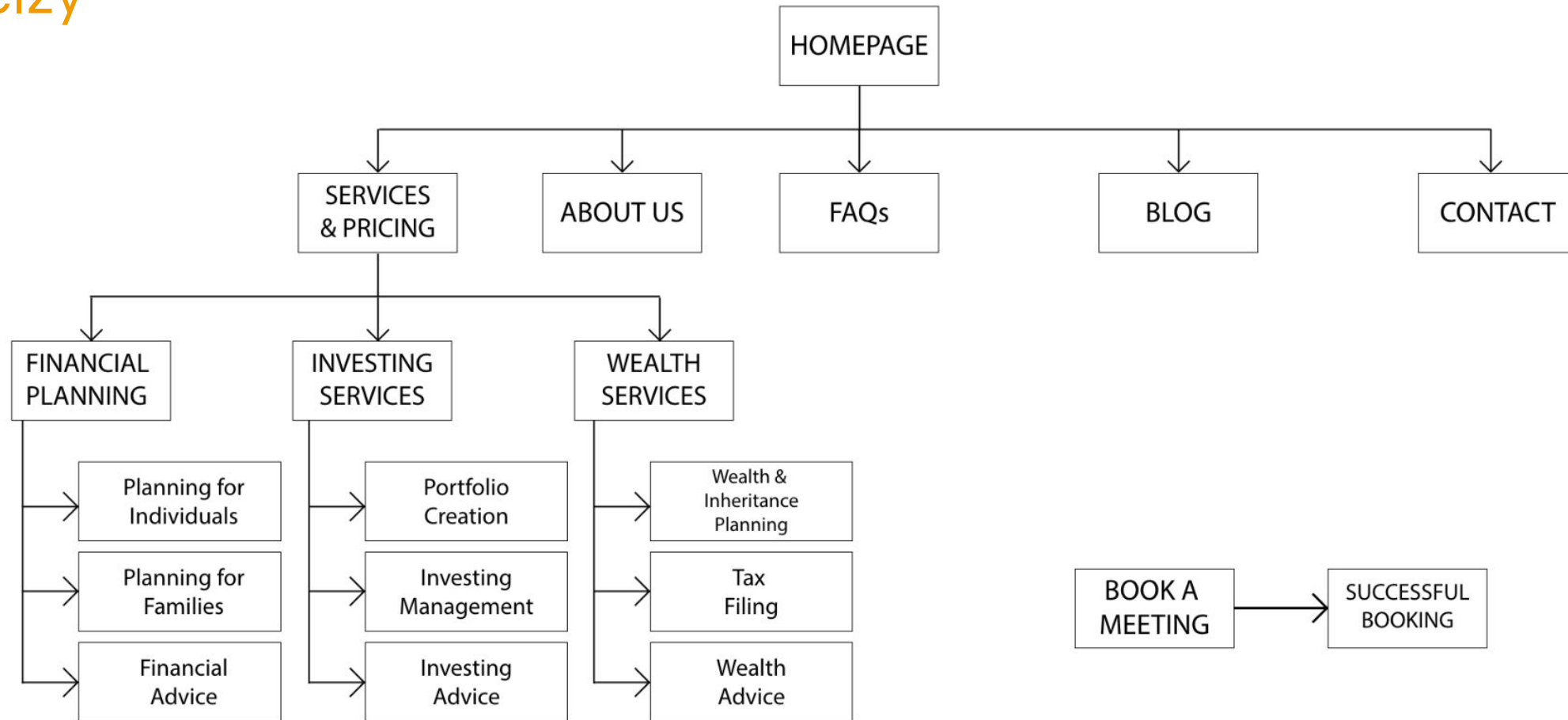
## Welzy





# Sitemap

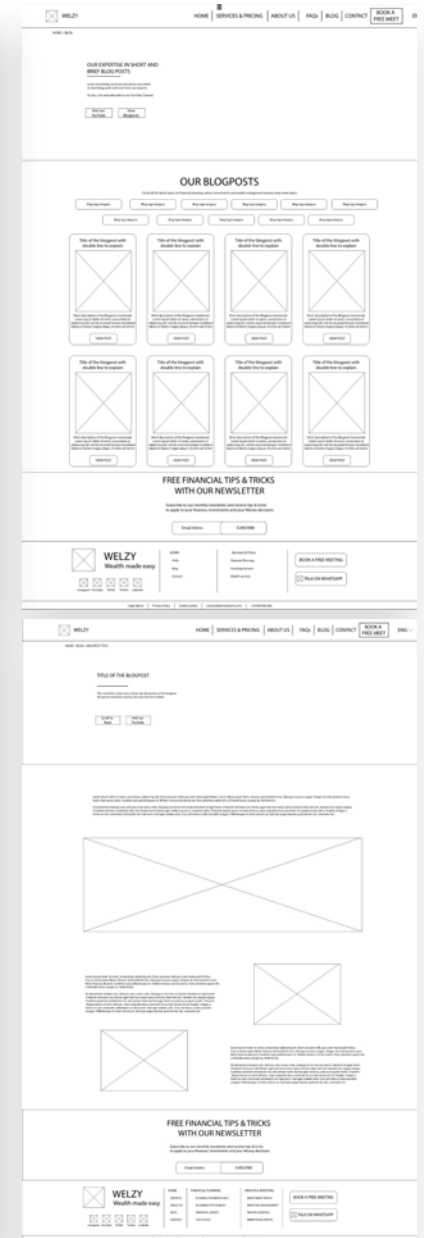
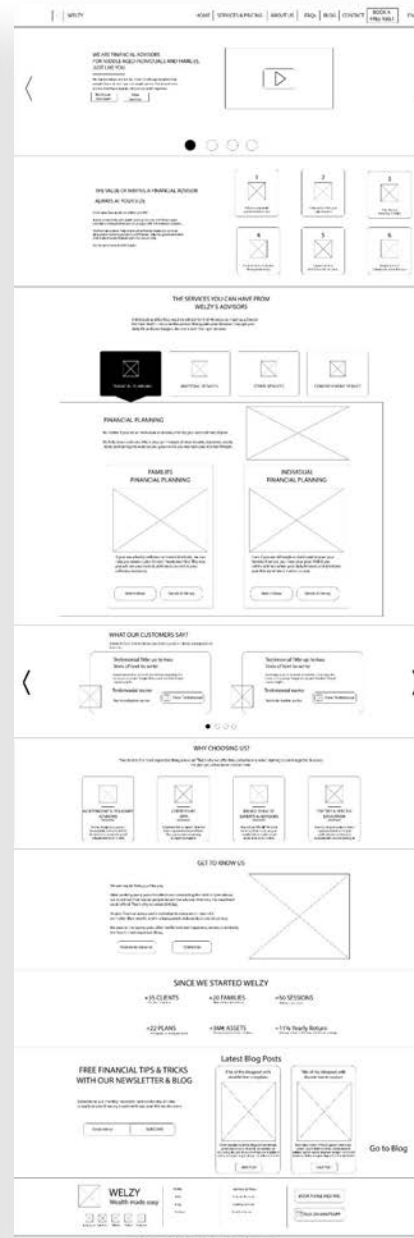
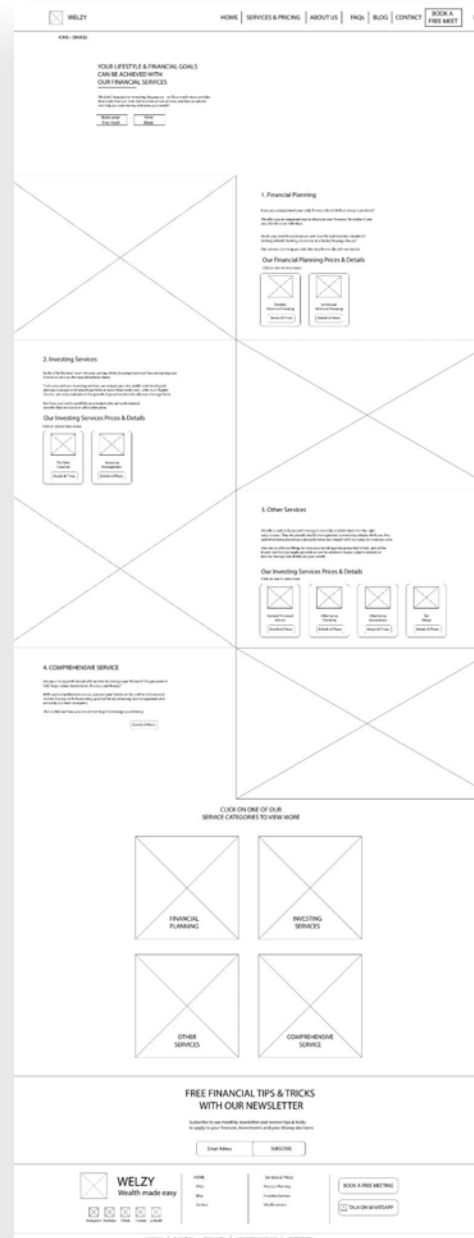
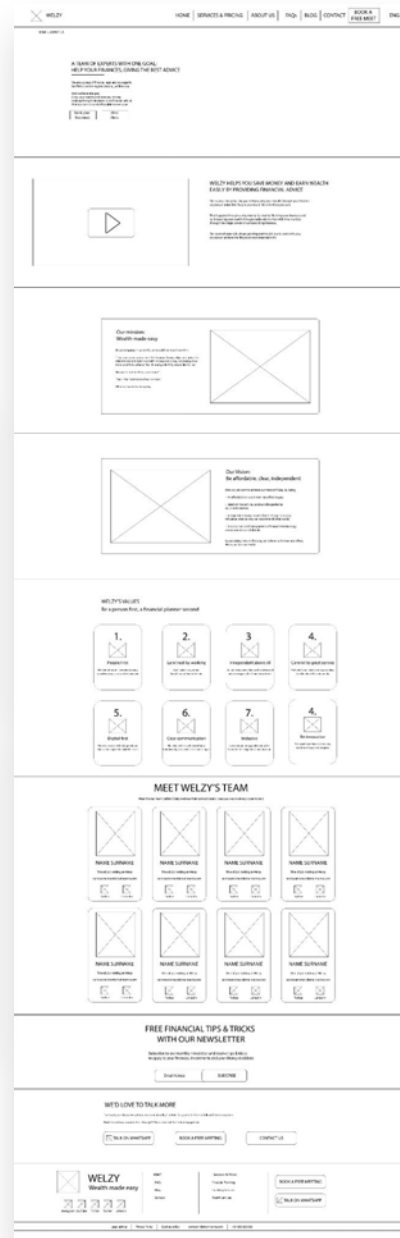
Welzy





# Wireframing

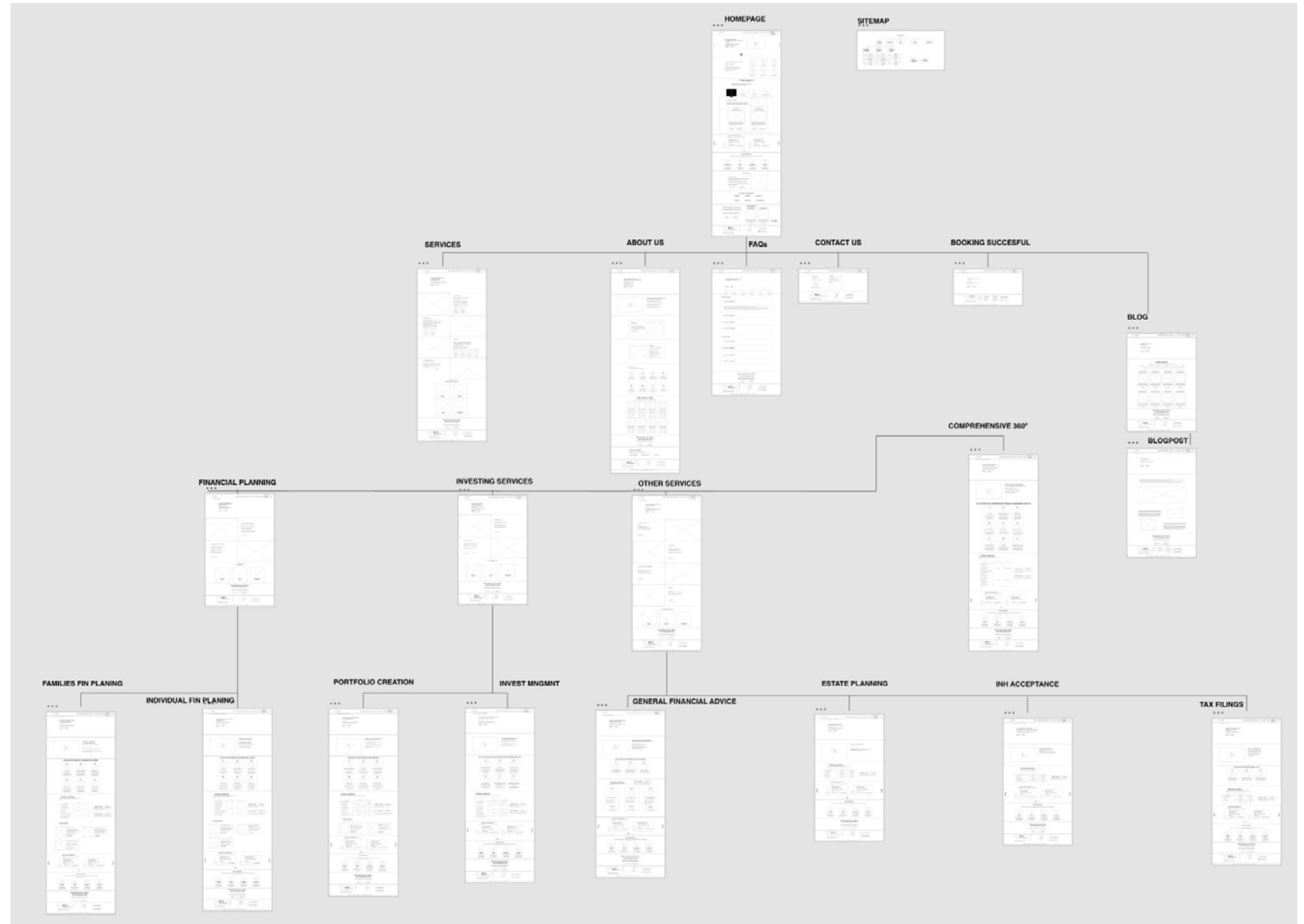
## Welzy





# Information Architecture

Welzy

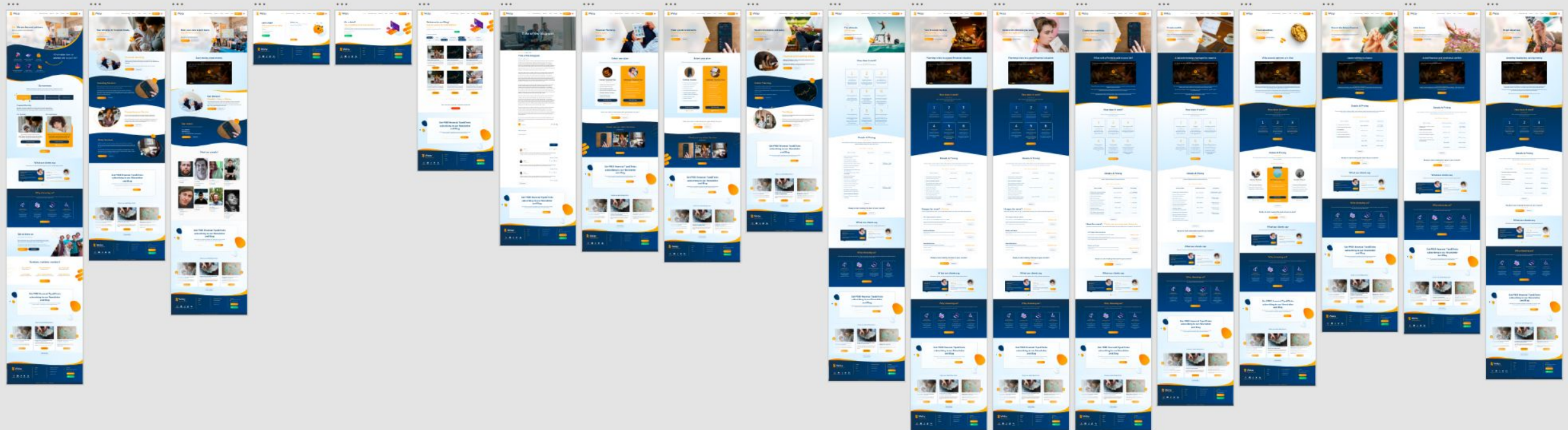




# Hifi mockups

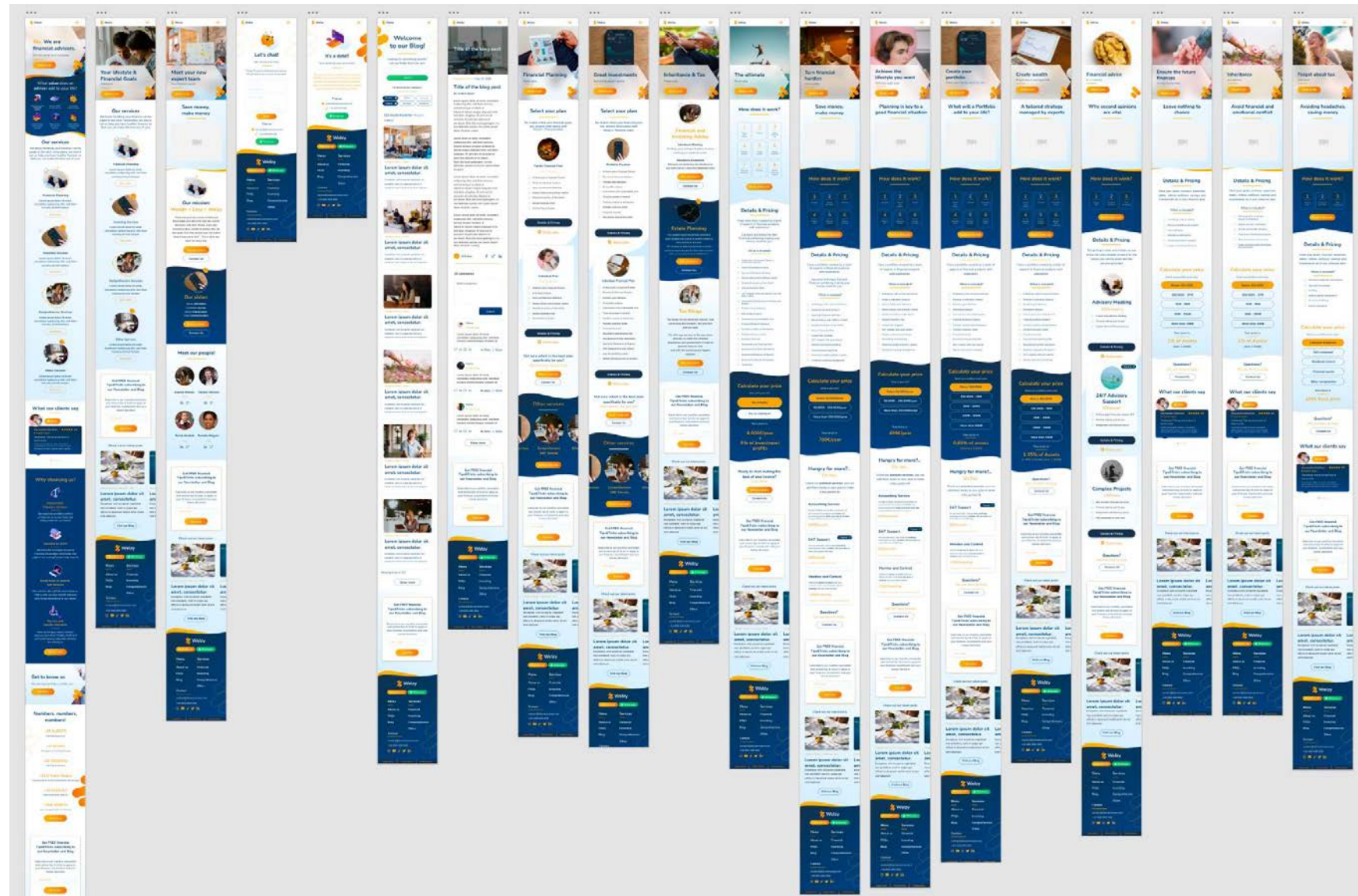
Welzy

Desktop





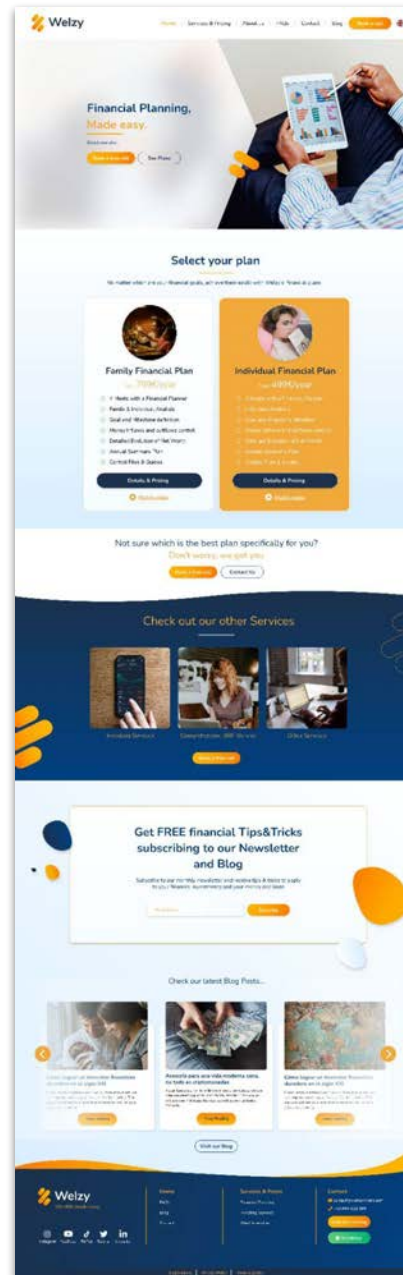
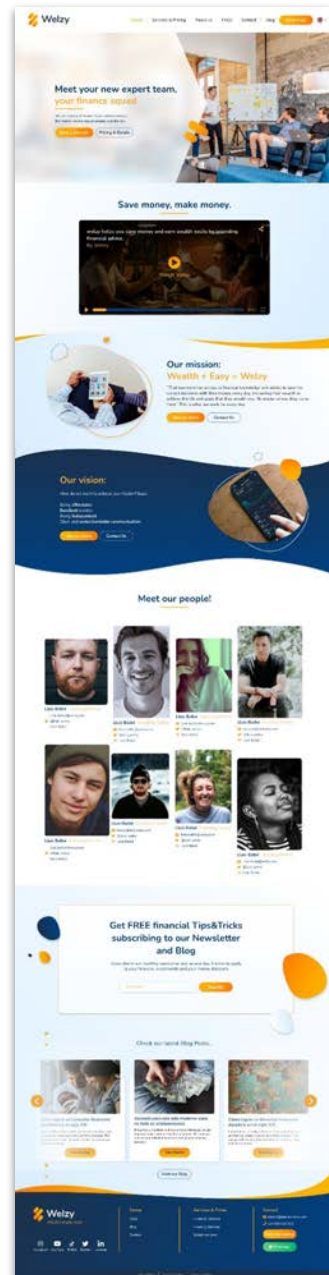
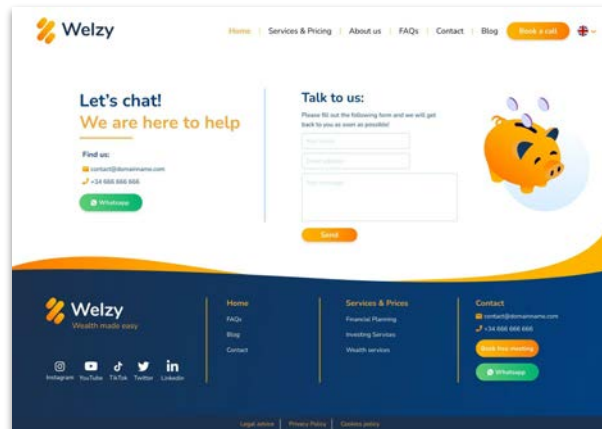
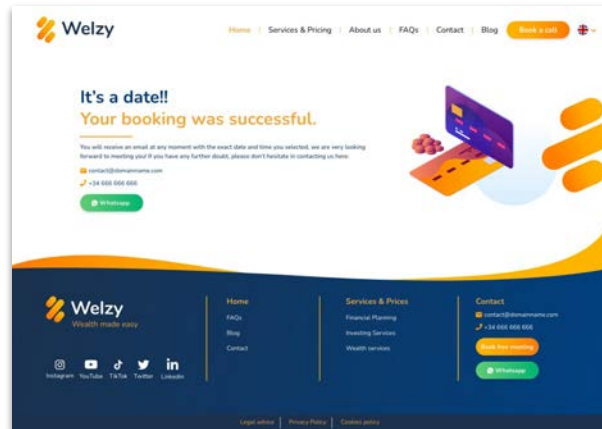
Mobile





# Close-ups

## Desktop





# Open Art NFTs

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The gallery of ~~tomorrow~~ today.



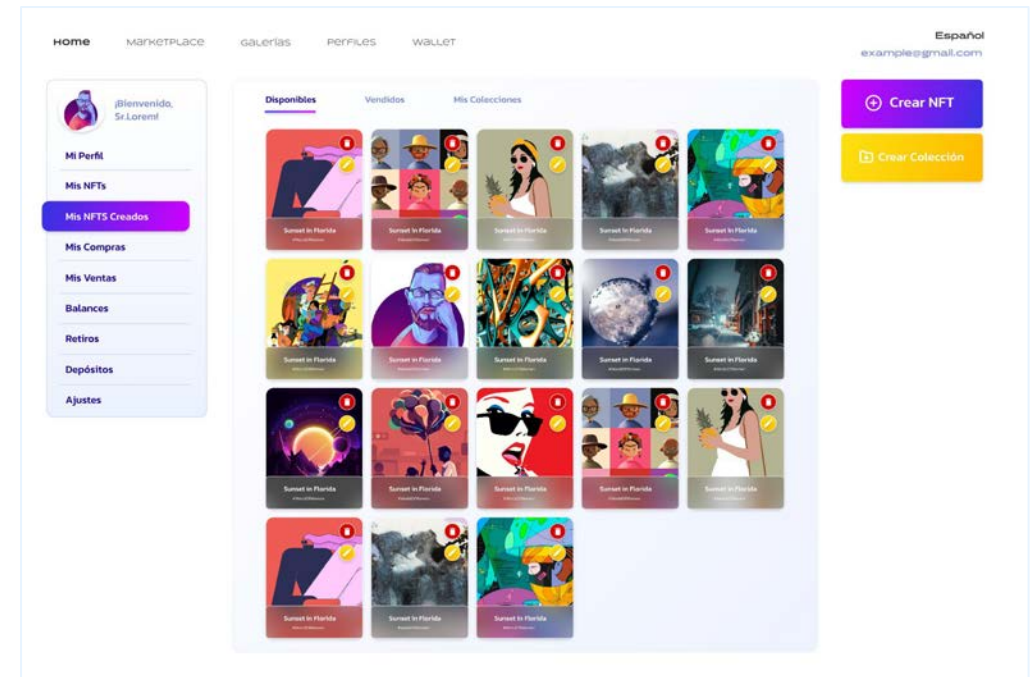
# Open Art NFTs

**Description:** OpenArt NFTs is an online NFT Art gallery where artists from all countries can share their projects and art with the rest of the world. This project focuses on Blockchain technology to generate the first Artistic NFT Marketplace in Spain.

**Main objective of the project:** Build an intuitive and aesthetically attractive portal where artists, galleries, museums and individuals co-exist seamlessly.

**Challenges:** The biggest challenge in this project was usability. Given there were many different types of users and population segments, the hardest component of this exciting project was find a structure that all of them could find intuitive and user friendly.

**Approach:** In the briefing of the project they expressed their willingness to look bold, brave and drastically urban, so we decided to implement a verbal and visual identity that responded to this description, by using irregular shapes, bright gradients and big imagery of the art in exhibit.



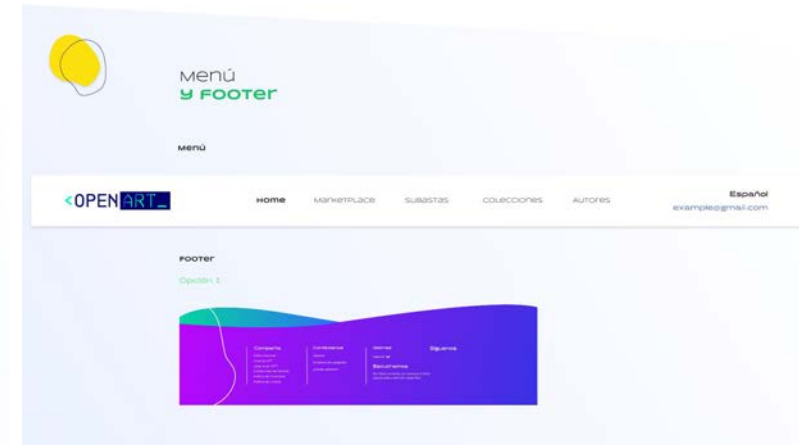
Services provided:

Wireframing, High fidelity mockups, Hi-fi Prototyping,  
Branding, Graphic design, Copywriting



# Manual of identity

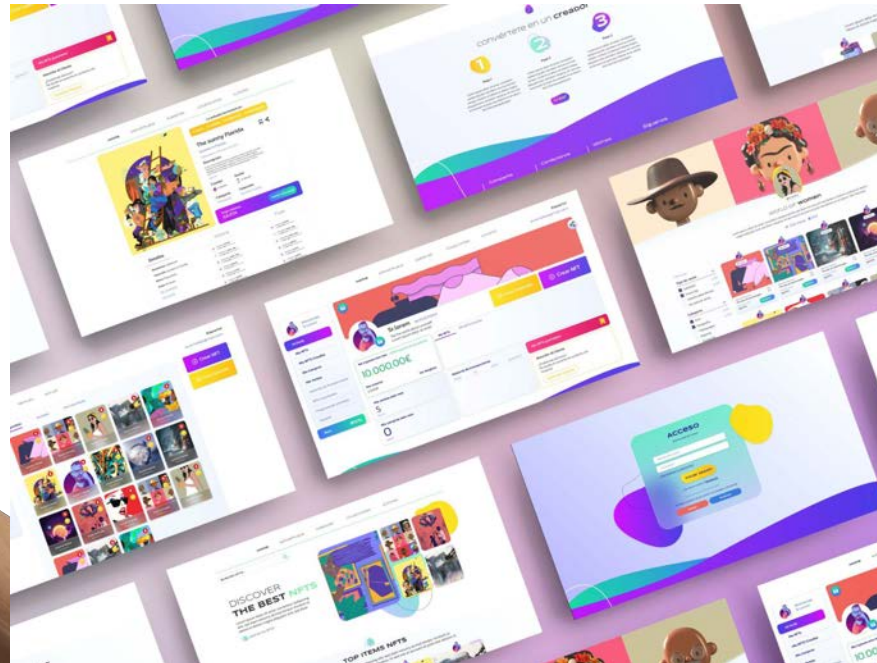
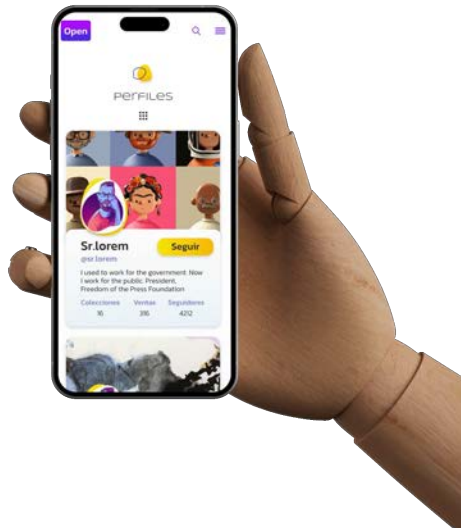
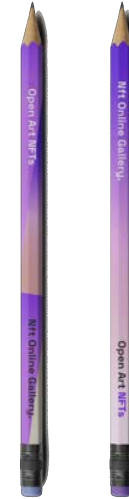
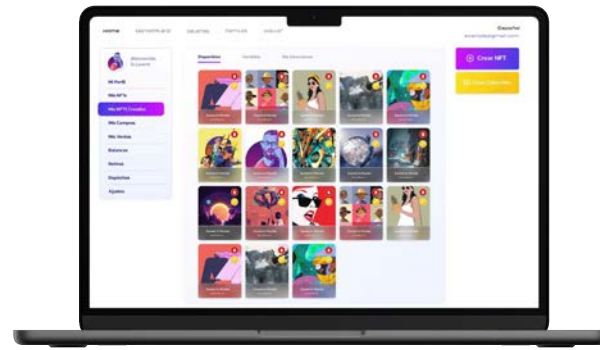
## Open Art Nfts





# Look & Feel

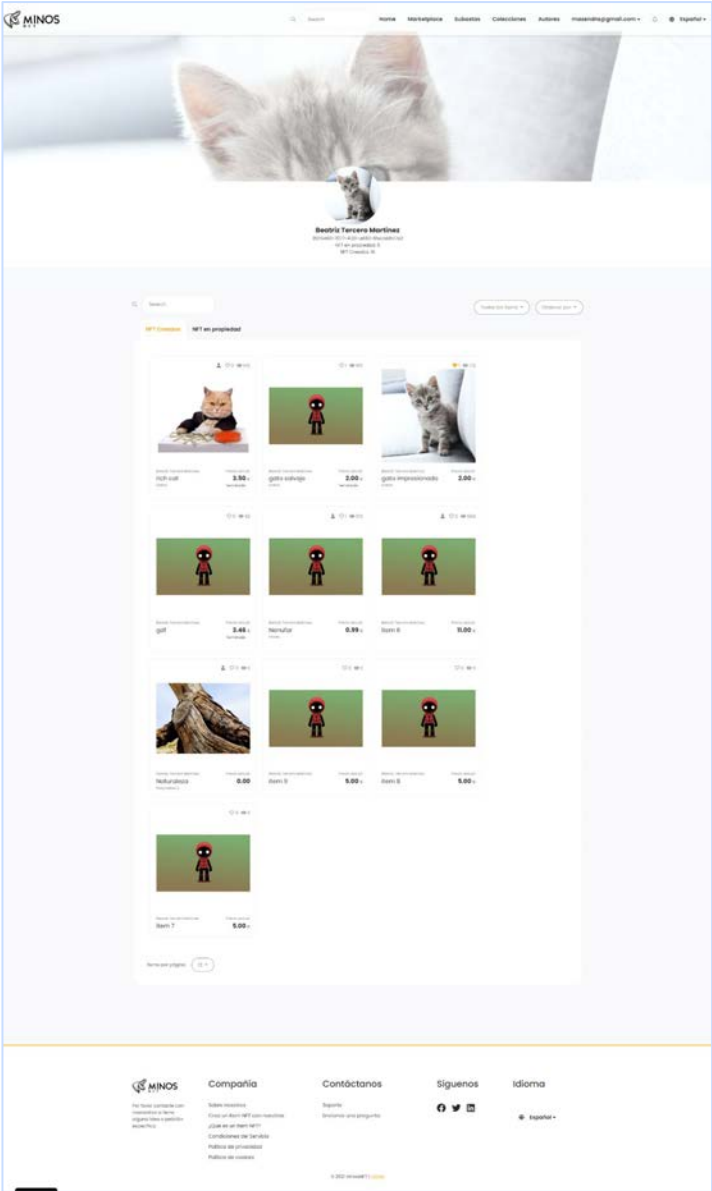
## Open Art Nfts



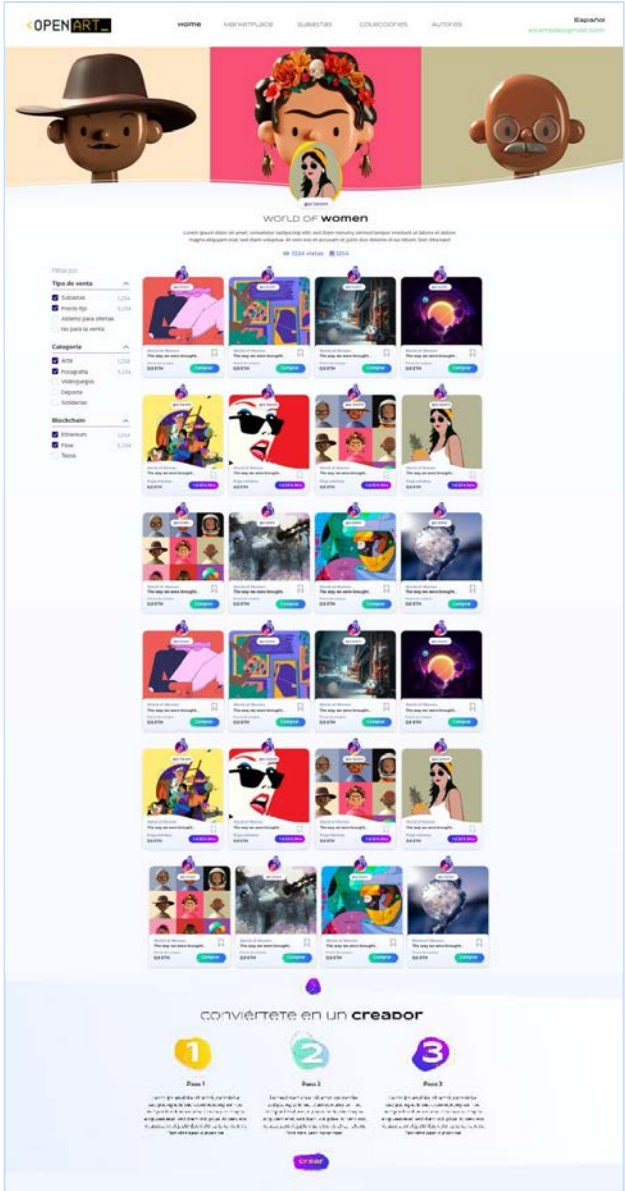


# UX/UI rebranding Open Art NFTs

Before:



After:

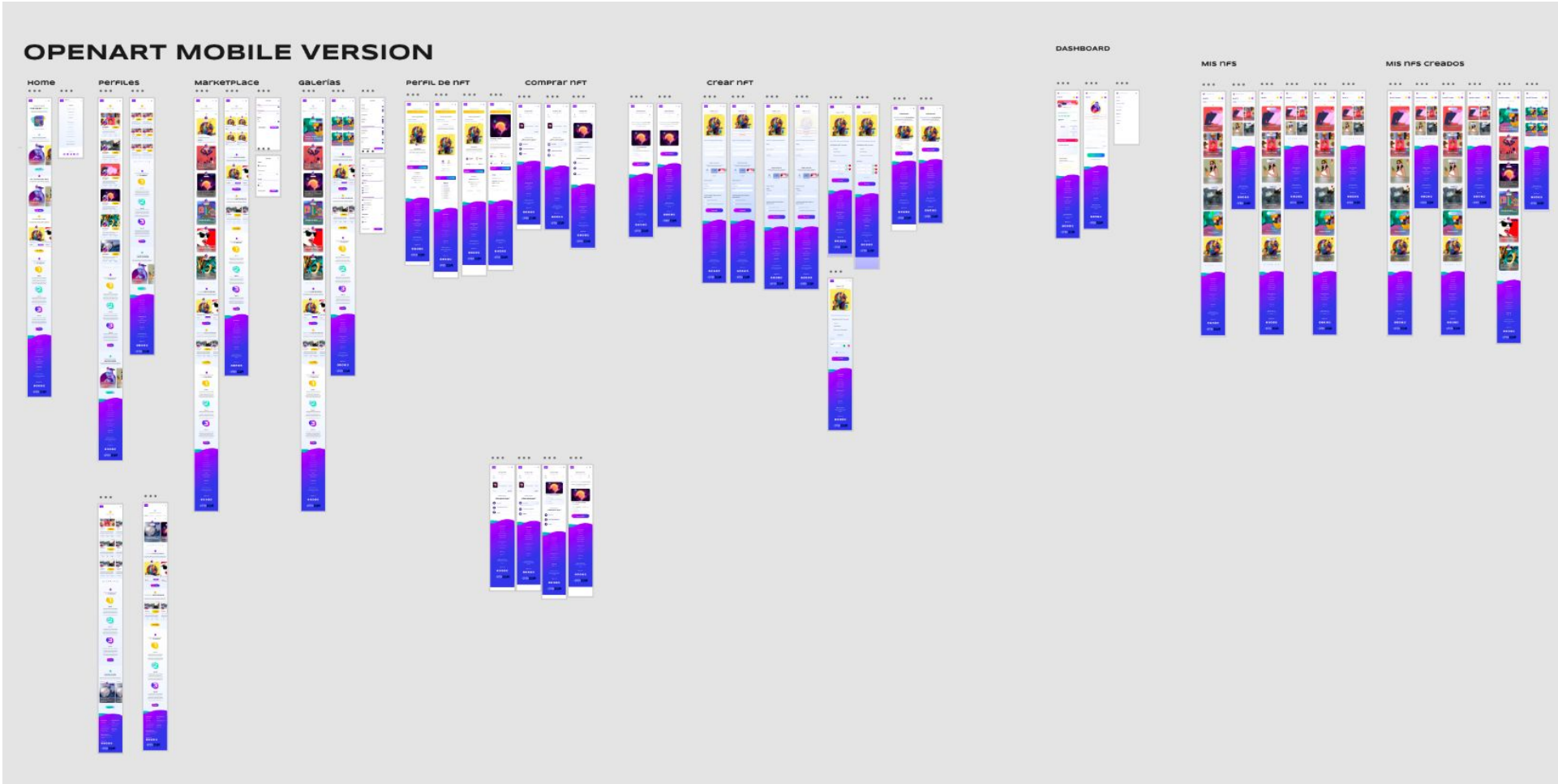




# Hi-fi mockups

## Open Art Nfts

Mobile



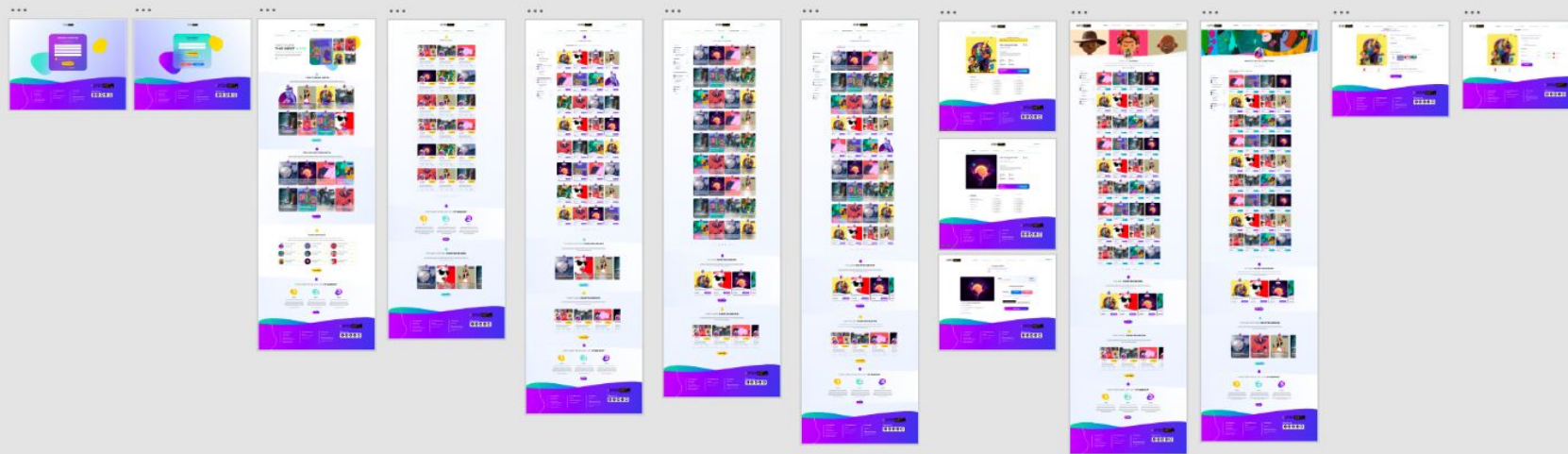


# Hi-fi mockups

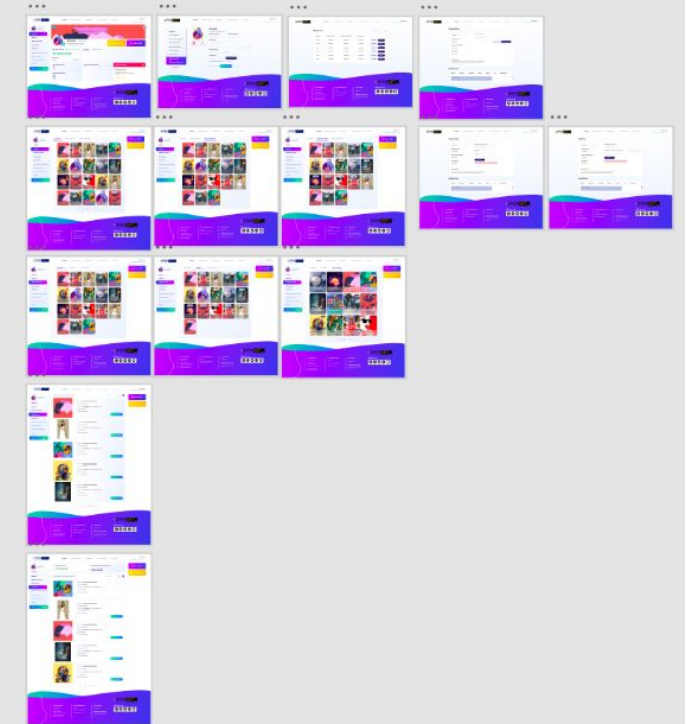
## Open Art Nfts

Desktop

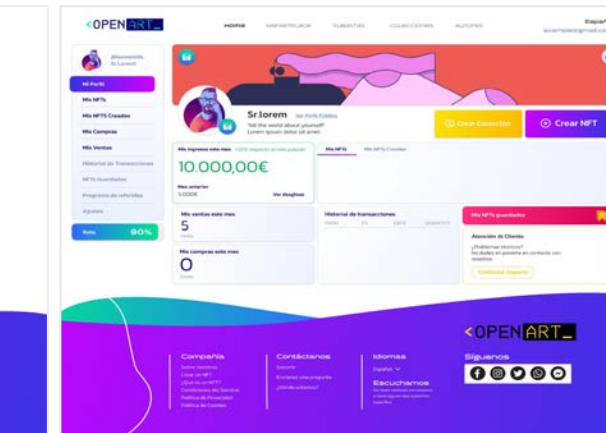
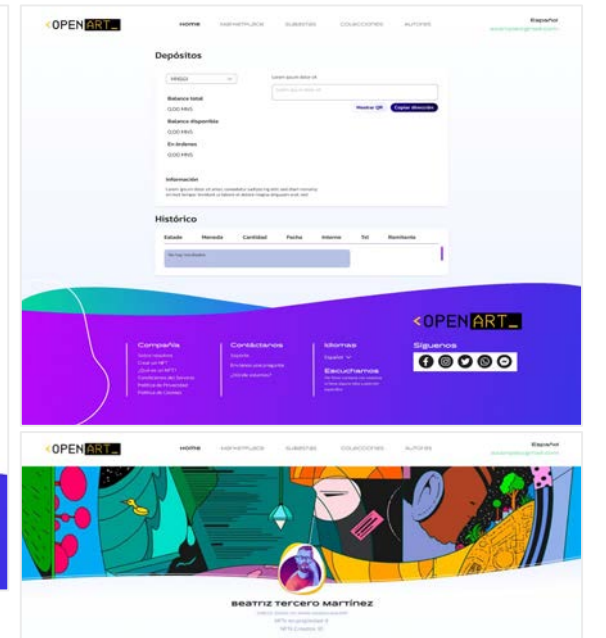
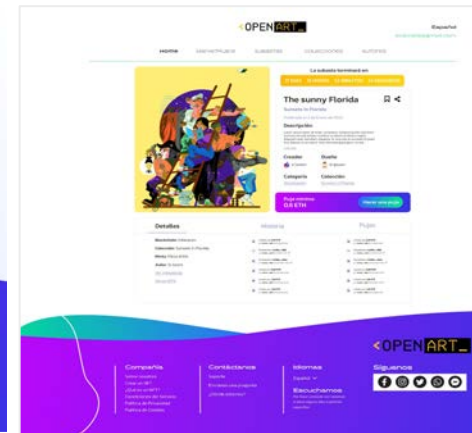
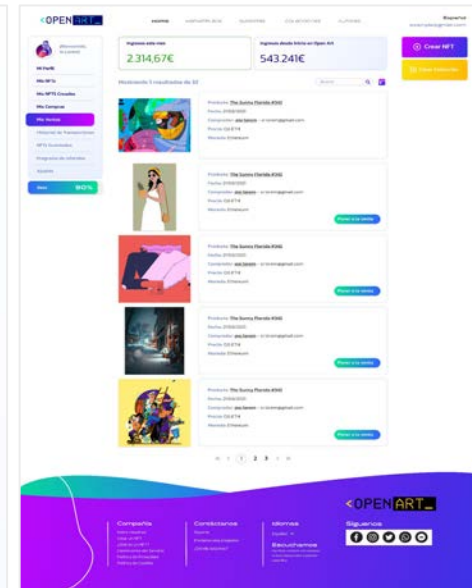
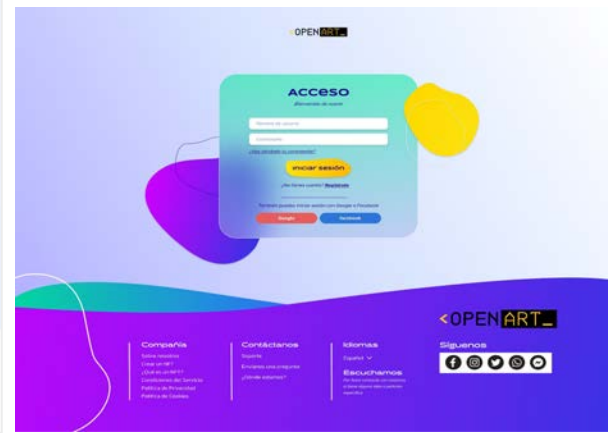
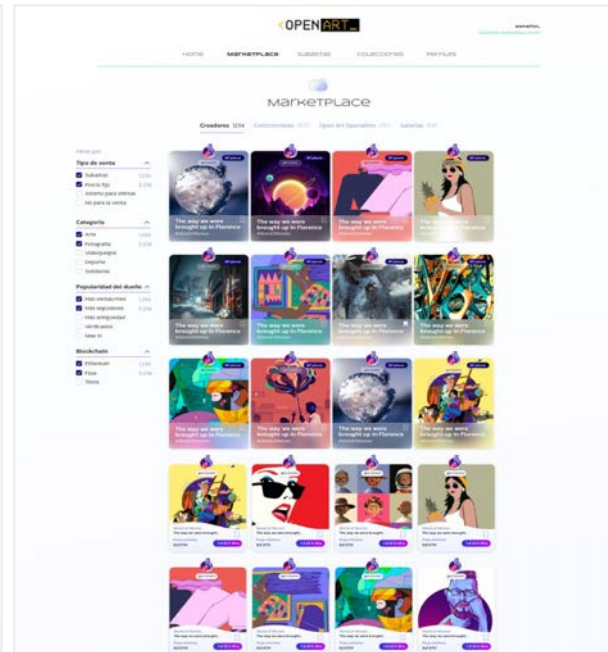
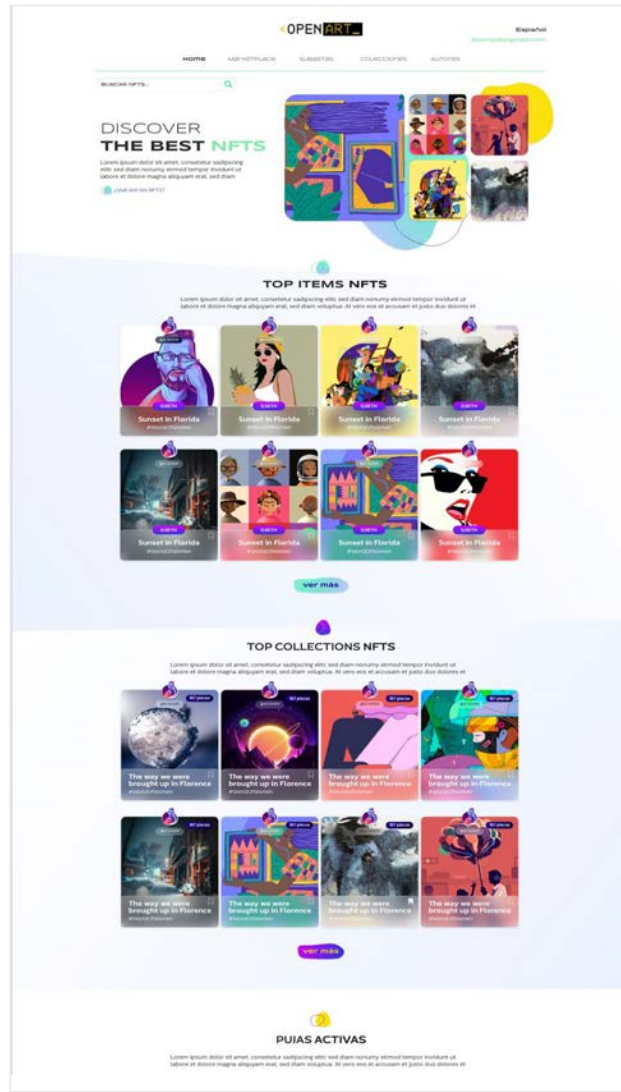
### WEB COMERCIAL



### AREA MIEMBROS










La subasta terminará en:

17 DIAS 13 HORAS 52 MINUTOS 14 SEGUNDOS




### The sunny Florida

Sunsets in Florida


Publicado el 2 de Enero de 2022

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**Creador**

 sr.lorem


**Dueño**

 sr.ipsum

**Categoría**

 [#ilustración](#)

**Colección**

 [Sunsets in Florida](#)

Puja mínima:

0,6 ETH

Hacer una puja

Detalles

Historia

Pujas

**Blockchain:** Ethereum


**Colección:** Sunsets in Florida

**Minta:** Pieza #345

LOGO

galerías

Creadores Coleccionistas Open Art Specialists Galerías




@sr.lorem

187 piezas

### The way we were brought up in Florence

#WorldOfWomen



@sr.lorem

187 piezas

### The way we were brought up in Florence

#WorldOfWomen

LOGO

Crear un NFT

Reemplazar Imagen

Eliminar Imagen

Cancelar

Peso máximo de archivo: 100MB

### Paso 1/2: Información General

Nombre:

The Sunny Florida

Número de copias:

e.g. 205

Descripción:

Añade tu descripción aquí


0/1000 caracteres

Añadir a Colección:

Añade tu nuevo NFT a una de tus colecciones recientes o crea una colección nueva:

+

✓




LOGO

DESCOVER

THE BEST NFTS


Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut



¿Qué son los NFTs?

TOP ITEMS NFTS

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut




@sr.lorem

187 piezas

0,6ETH

The way we were brought up in Florence

#WorldOfWomen



The way we were brought up in Florence

#WorldOfWomen

ver más

LOGO

Español

example@gmail.com

Home

Marketplace

Galerías

Perfiles

Wallet

Compañía

Sobre nosotros

Crear un NFT

¿Qué es un NFT?

Condiciones del Servicio






Política de Privacidad

Política de Cookies

Contáctanos

Escuchamos

Síguenos



FILTROS

Status

Subastas

Precio fijo

Abierto para ofertas

No para la venta

Categoría

Arte

Fotografía

Videojuegos

Deportes

Solidarios

Popularidad del dueño

Más ventas/mes

Más seguidores

Más antigüedad

Verificados

New in

Blockchain

Ethereum

Flow

Tezos

Borrar todos

Resultados

CONVIÉRTETE EN UN CREADOR

1

Paso 1

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergrenvmod

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Paso 2

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Paso 3

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crear

98



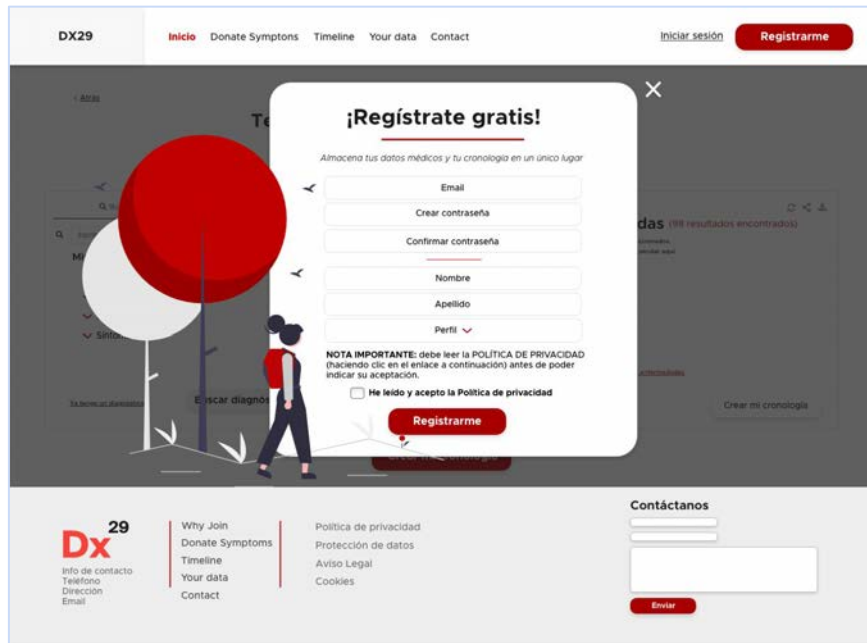
# Dx29

---

A revolution in Rare Disease Diagnosis.



# DX29



Services provided:

Information Architecture, UX audit, Hi-fi mockups,  
Illustration, Copywriting

**Description:** Dx29 is a non-profit project to help patients and physicians understand the patient disease. It is a completely free software for analysis and management of your symptoms, creation and sharing of your medical history and help to reach a diagnosis.

**Main objective of the project:** Modernize the previous interface of the brand. They were treating sensitive data and attending people in a vulnerable position and they wanted to have a website easy to use, and give a trustworthy image to the patients.

**Challenges:** Being a Medical and Health diagnosis platform, the main challenge was to make everything as simple as possible, and talking about rare diseases, it was indeed a challenge. We made easier the access to experimental studies for the patients, simplifying the application process and giving them the information more clearly and scannable. **Also, their branded colors were not very suitable with a healthcare related product (black, grey, white and red), so, making the design look gentle and soft, empathetic, was probably the real hardship of this beautiful project.**

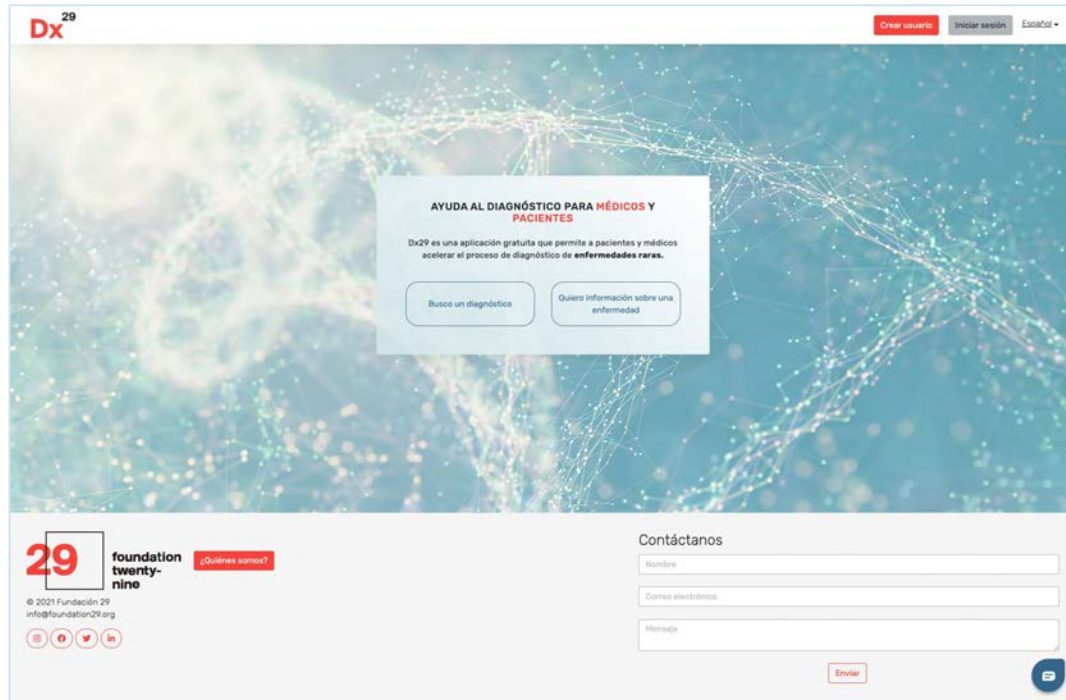
**Approach:** Simplicity at its' best. We wanted a lean, clean platform, as it's health related, cleanliness is an absolute must. In addition, illustrations were added throughout all the screens, we wanted to give the user the sentiment of companionship throughout the whole navigation. These users are sick of a rare disease, so we wanted to be as supportive as we could, within the limits of a screen.



# UX/UI Rebranding

DX29

Before:

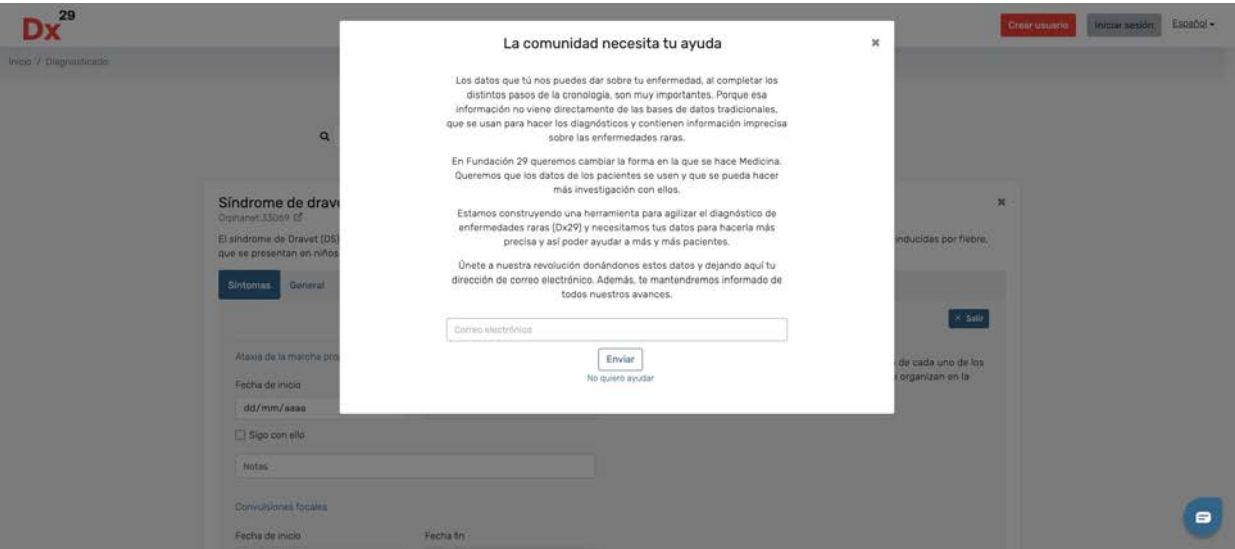


After:

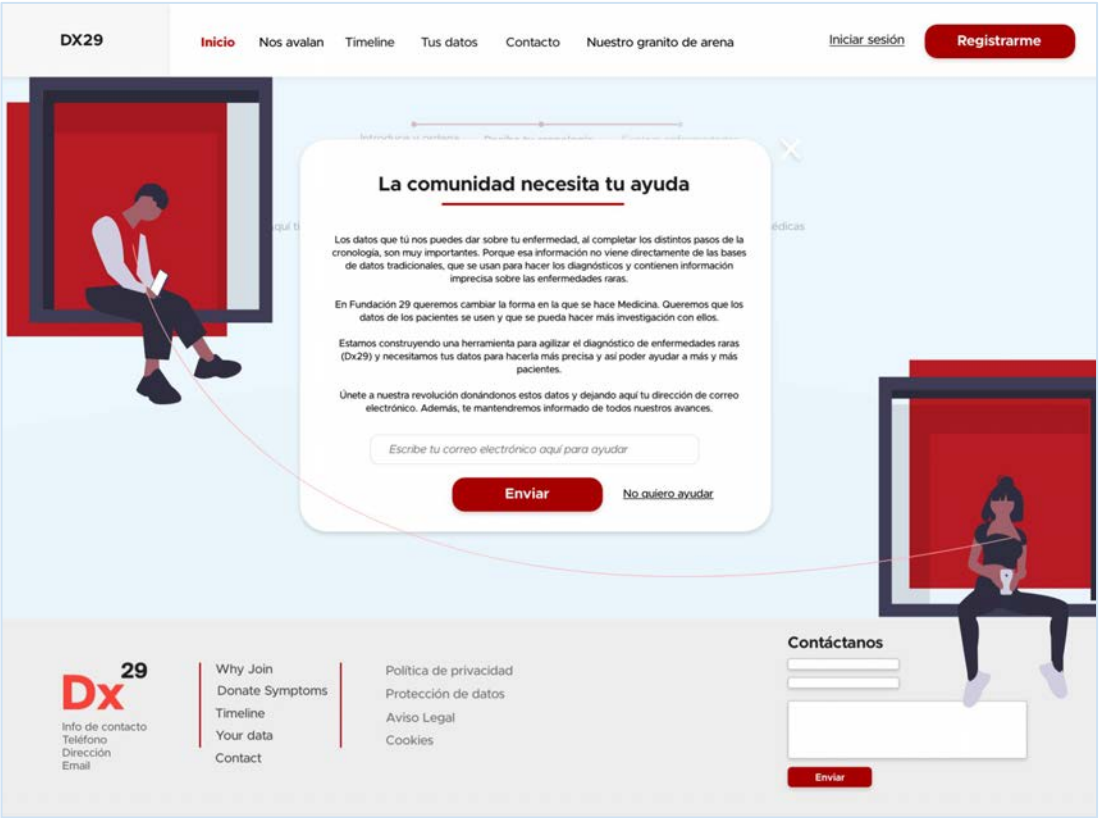




Community page Before:



Community page After:





# UX/UI rebranding

DX29

Before:

The screenshot shows the old DX29 website interface. At the top, there's a navigation bar with 'Inicio / Diagnosticado' and buttons for 'Crear usuario', 'Iniciar sesión', and 'Logout'. The main heading is '¿Qué diagnóstico de enfermedad rara tienes?'. Below this is a search bar. The central content area is titled 'Síndrome de dravet.' and contains a form with sections for 'Ataques de la marcha progresiva', 'Convulsiones focales', 'Regresión en el desarrollo', and 'Anidadad'. Each section has date pickers, checkboxes, and text input fields. On the right, there's a timeline view showing dates and descriptions of events. At the bottom left, there's a footer with the '29 foundation twenty-nine' logo and contact information. At the bottom right, there's a 'Contáctanos' section with a form for name, email, and message, and an 'Enviar' button.

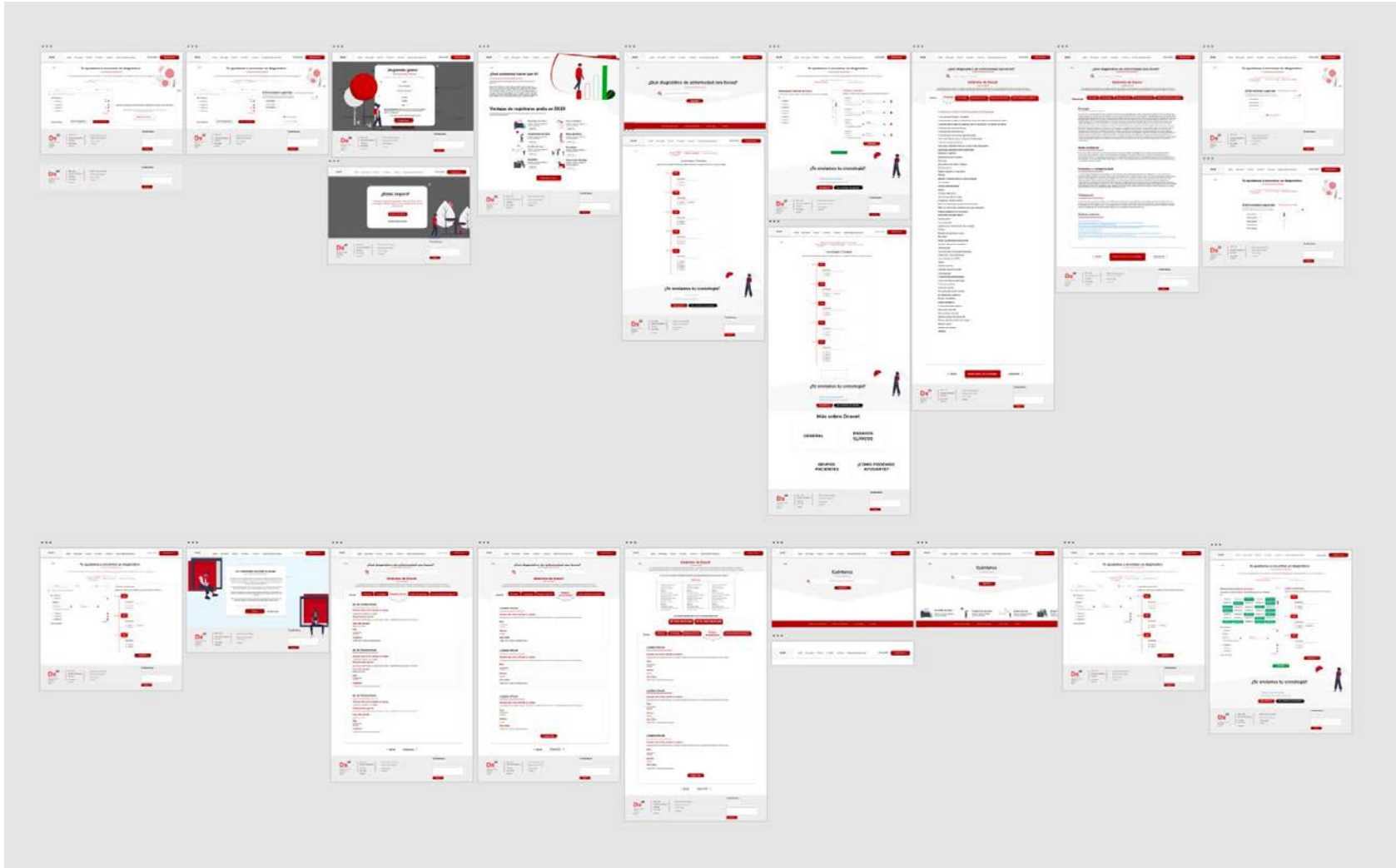
After:

The screenshot shows the new DX29 website interface. The top navigation bar is clean with links: 'Inicio', 'Donate Symptoms', 'Timeline', 'Your data', 'Contact', 'Iniciar sesión', and 'Registrarme'. The main heading is 'Cronología / Timeline'. Below this is a sub-heading: '¿Aquí tienes tu cronología? Guárdala para poder utilizarla en tus siguientes consultas y revisiones médicas'. The central content area is a vertical timeline showing dates and descriptions of events. At the bottom, there's a section titled '¿Te enviamos tu cronología?' with a form for email, a checkbox for 'Acepto los Términos y Condiciones', and buttons for 'Enviádmela' and 'No, continuar sin guardar'. The footer is divided into three columns: 'DX29' with contact info, 'Why Join' with links to 'Donate Symptoms', 'Timeline', 'Your data', and 'Contact', and 'Política de privacidad' with links to 'Protección de datos', 'Aviso Legal', and 'Cookies'. On the right side of the footer, there's a 'Contáctanos' section with a form for name, email, and message, and an 'Enviar' button.



# High fi mockups

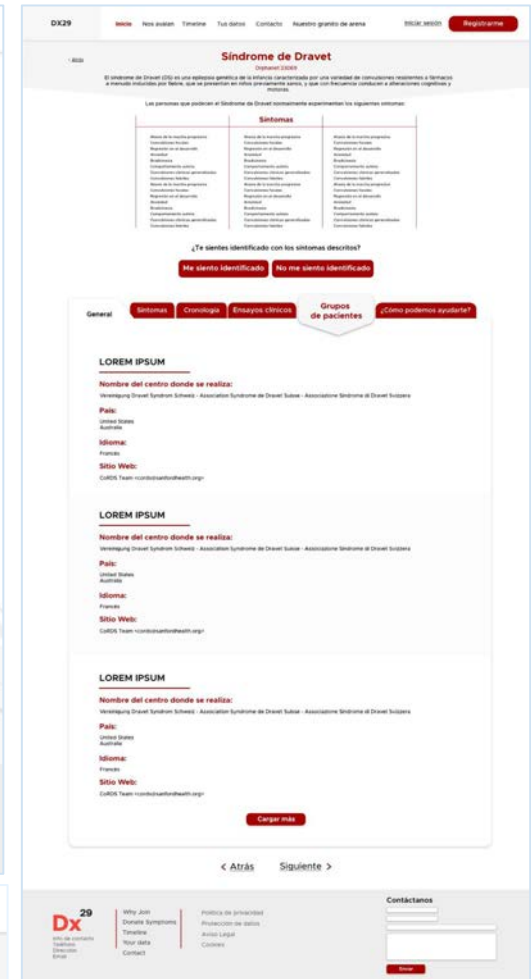
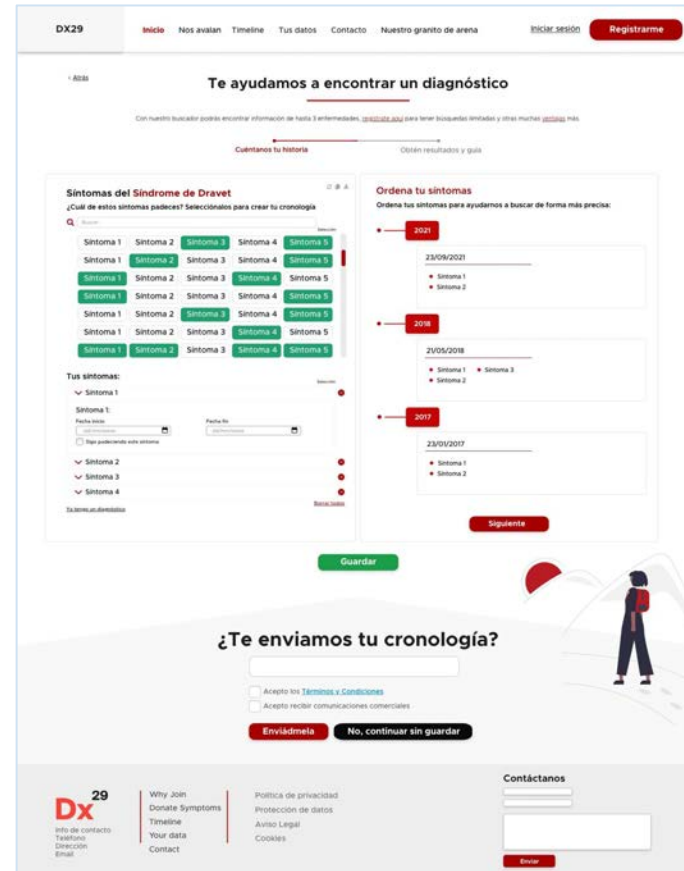
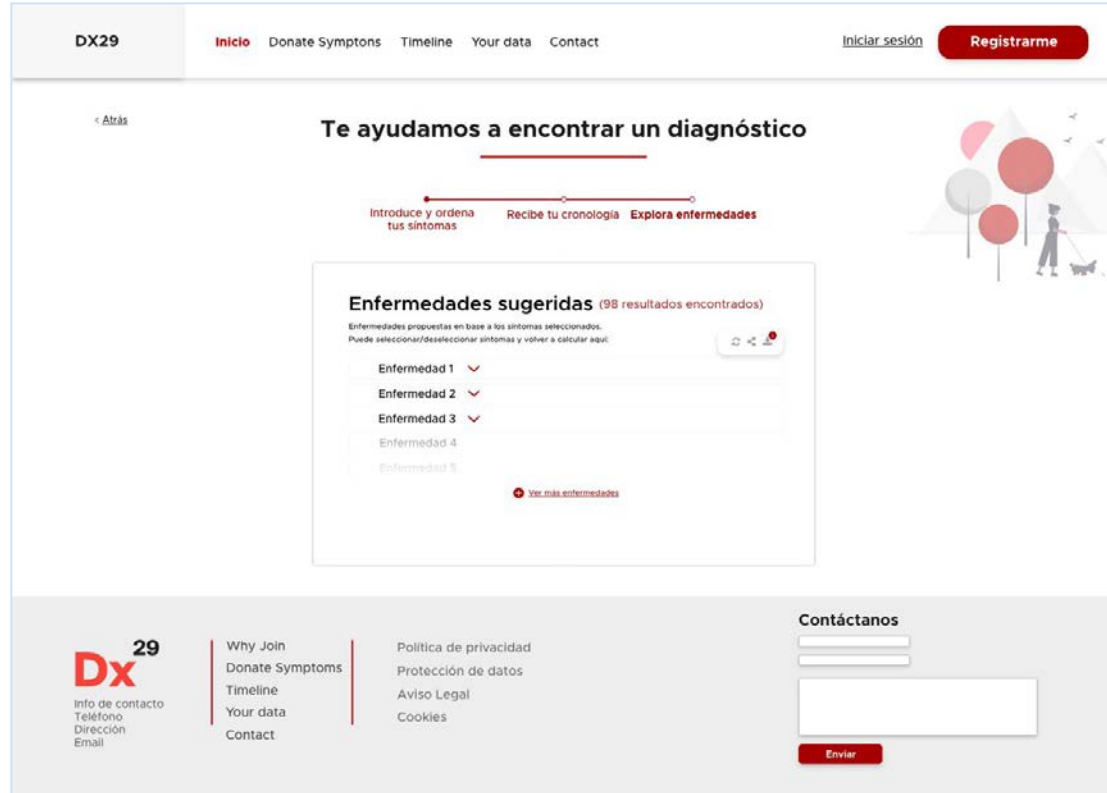
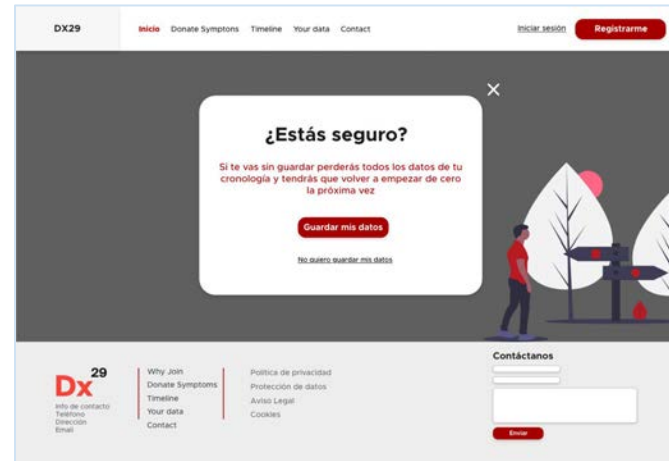
DX29





# Close-ups

## DX29





# Summary

In case you would like to revisit any of the shown projects, here I leave you a little shortcut!



(Only from Desktop)

- [USE CASE - Radio intereconomía](#)
- [Hosco - Hospitality](#)
- [Planazo - Events & Entertainment \(App\)](#)
- [Businesscards.eco - Sustainability](#)
- [Back to Human - Alimentary & Ecommerce](#)
- [Confilegal - News & Communication](#)
- [RH Estudio - Architecture](#)
- [Welzy - Business & Finance](#)
- [Open Art NFTs - Art & Technology](#)
- [DX29 - Health & Medical](#)



# Thank you.



## Let's connect!

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[www.ninacidstudio.com](http://www.ninacidstudio.com)  
[itsninacid@gmail.com](mailto:itsninacid@gmail.com)  
Linkedin