

# Anderson Magri Portfolio

Design Lead & Product Designer

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TO GET THE BEST EXPERIENCE,  
PLEASE SWITCH TO PRESENTATION MODE.

WINDOWS



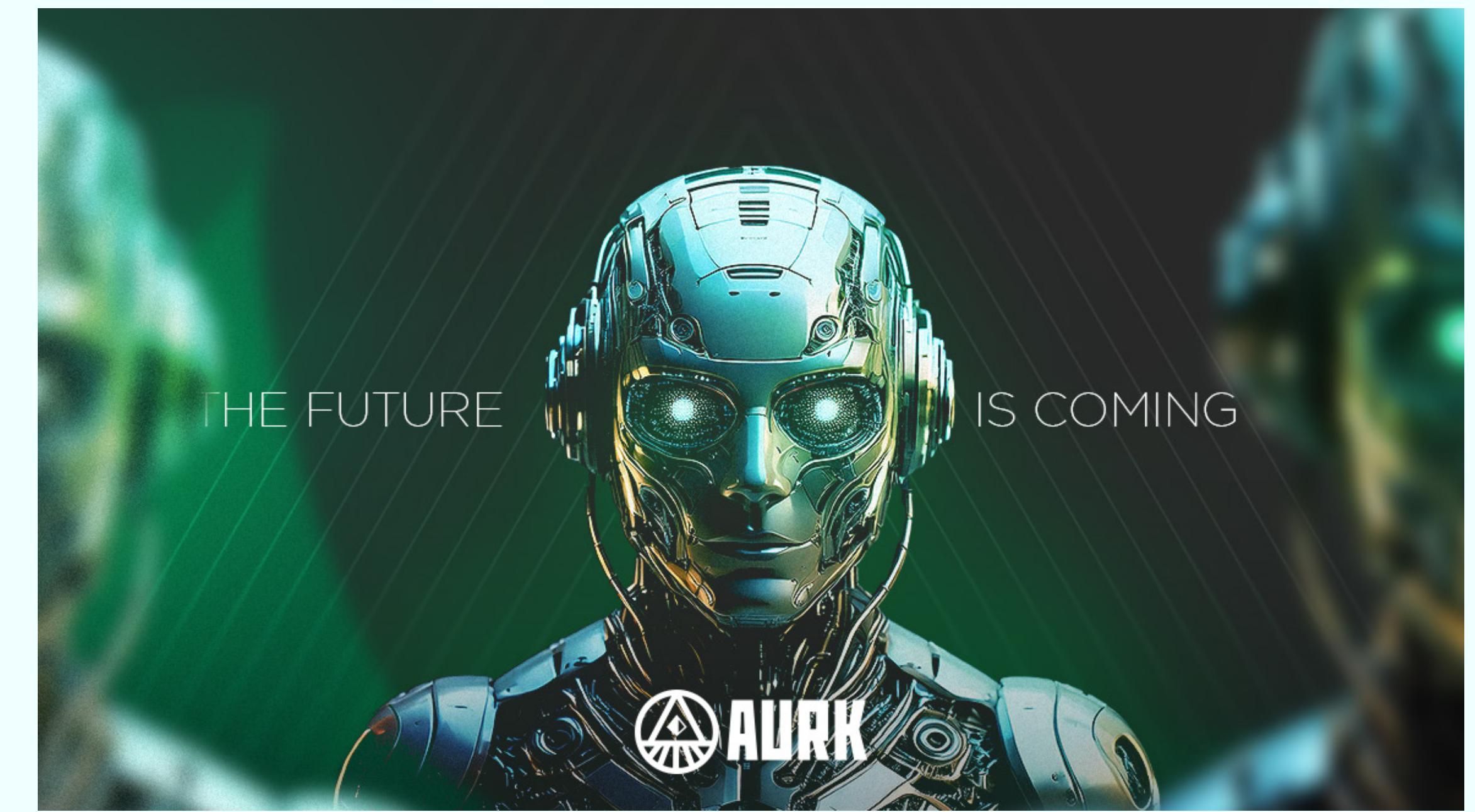
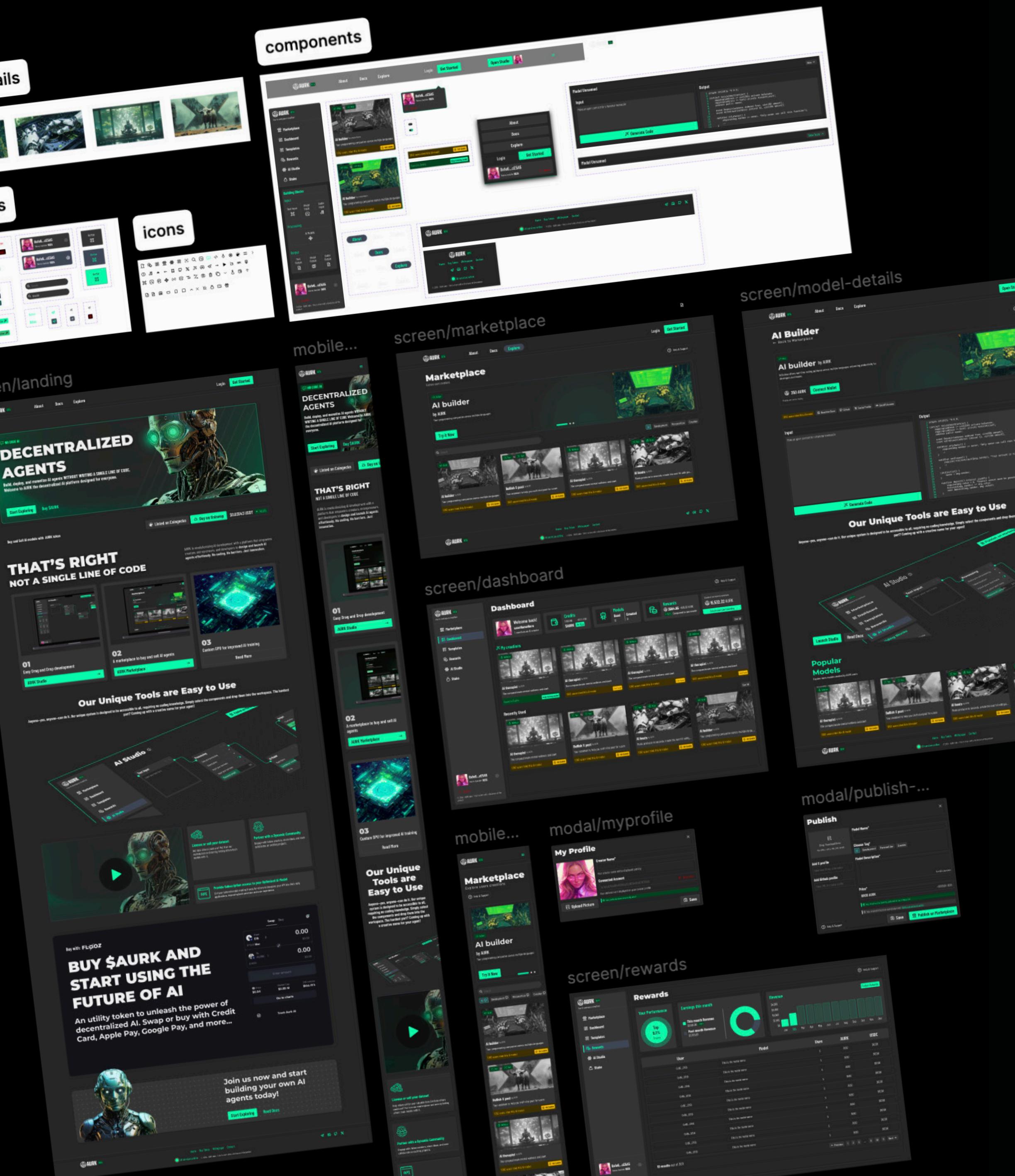
MAC



# Why me?

Experienced Product Designer & Design Lead with a proven track record of success in driving user growth and brand awareness. Expertise in UX design, Web3, and digital marketing. Passionate about creating innovative and usercentered solutions.





**AURK** // FEATURES // AGENT CREATION // AGENTS COLLECTION // MARKETPLACE // WHITEPAPER

**AURK IS A DECENTRALIZED AI PLATFORM ON ETHEREUM FOR CREATING, DEPLOYING, AND MONETIZING AI MODELS WITH NO CODE.**

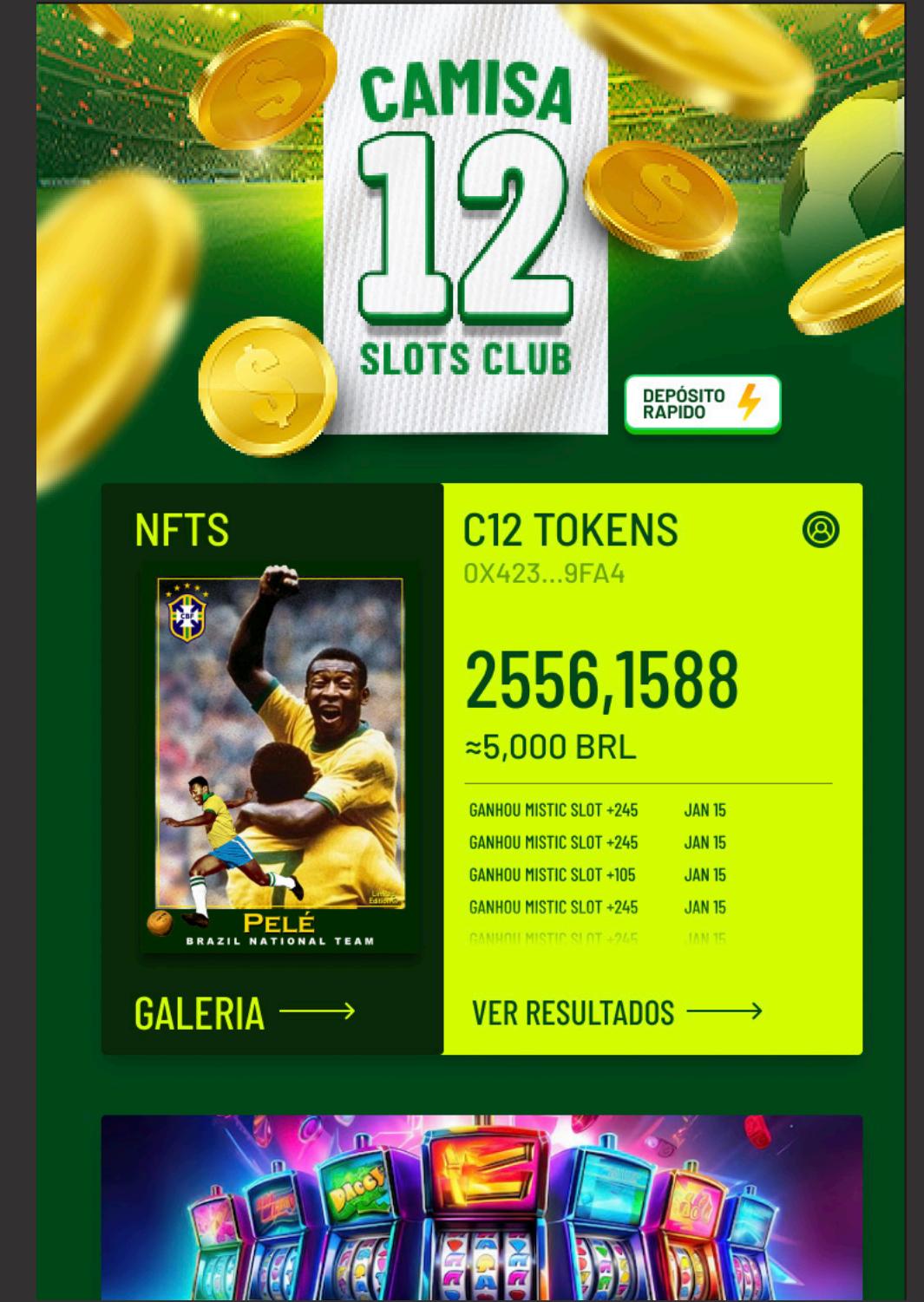
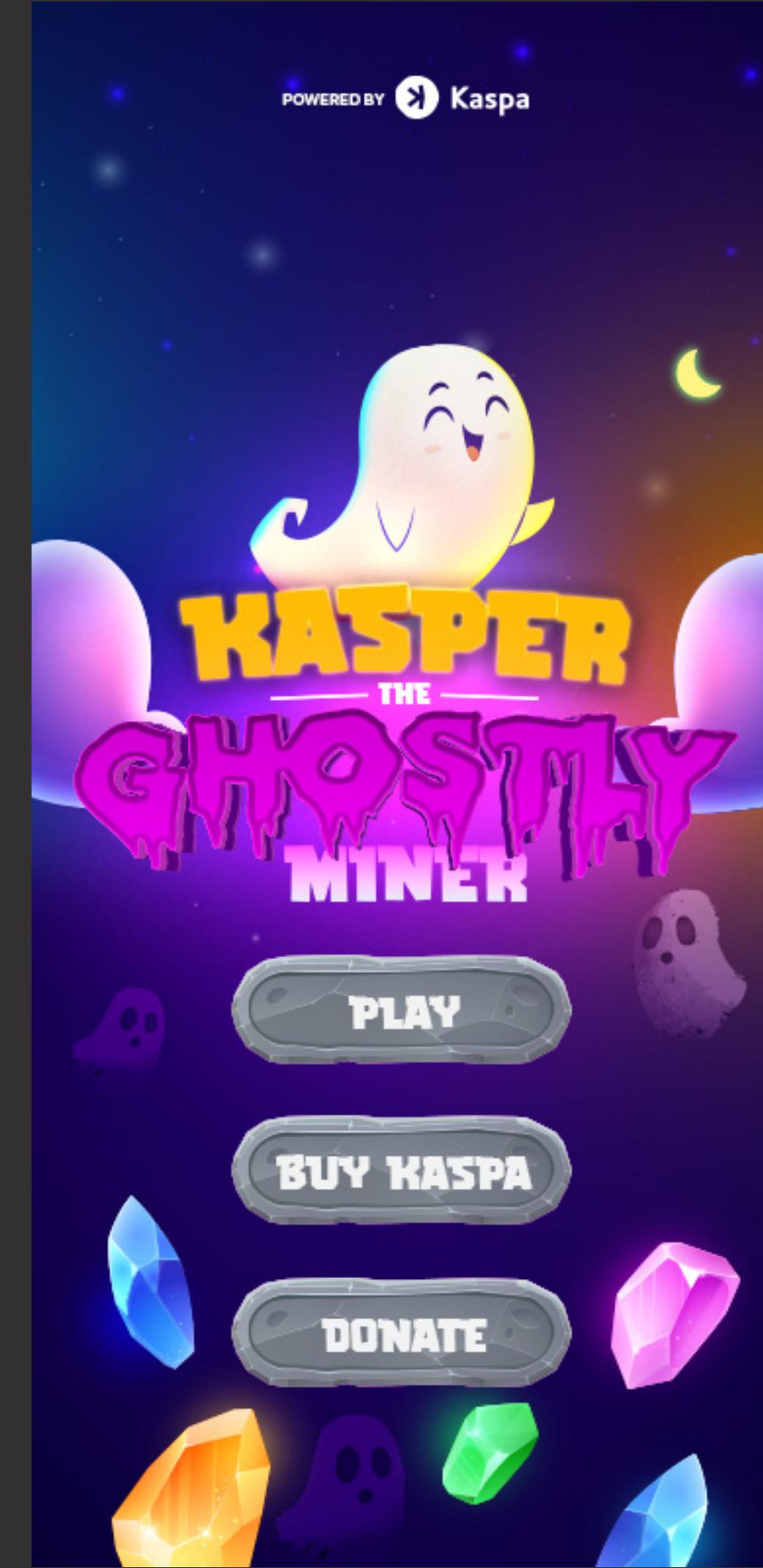
**AURK TOKEN**  
\$0.03374 USDT  
+25.8%  
CoinGecko  
[BUY ON Uniswap](#)

**YOU HEARD IT RIGHT —NO CODE!**

**DRAG-AND-DROP DEVELOPMENT**

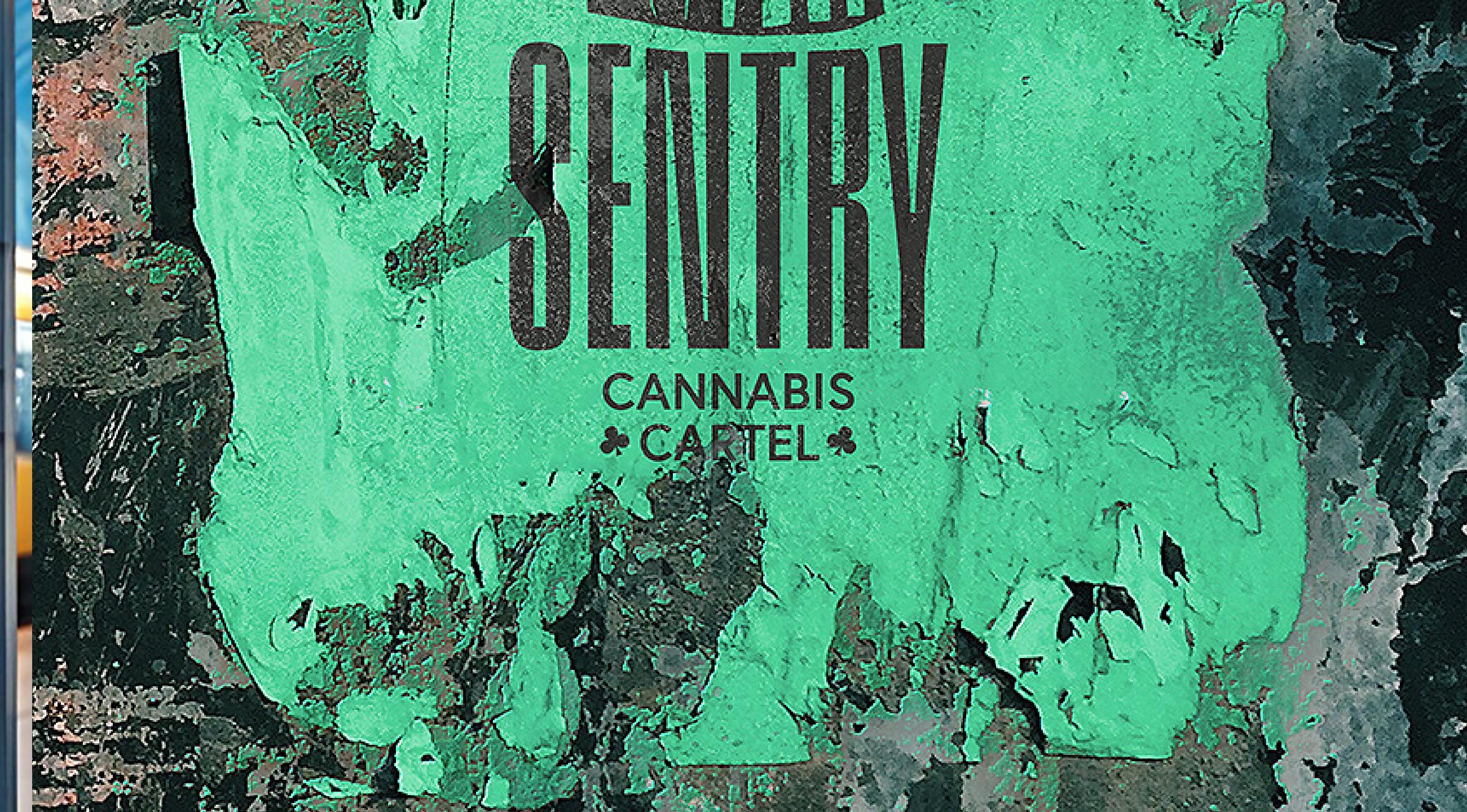
**MARKETPLACE**

**CUSTOM GPU**



**Previous Page:** AURK Product and Branding Development.

**Current Page:** Avail Branding Development (Complete Guidelines), Image Manipulation, and UI Designs for Mobile Games.





Previous Page: Brand Development and NFT Images (No AI).

Current Page: Part of the work for Metis while I was the Design Lead.



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**WARTHOG NETWORK**

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How our tech is better? Read our article →

## Rethinking the blockchain

Our goal is a safer, more efficient blockchain, aligned with the original vision of cryptocurrency: one CPU, one vote.

- \$500k of liquidity currently supplied in Warthog Network

WHERE TO BUY?

ARTICLES See all →

DEVELOPER DIARY

Lorem ipsum dolor sime es et latus et DEFI monte sielter altar manusc est...

DEVELOPER DIARY

Lorem ipsum dolor sime es et latus et DEFI monte sielter altar manusc est...

DEVELOPER DIARY

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TOKEN

## What makes us unique?

**TOKENOMICS** ⓘ

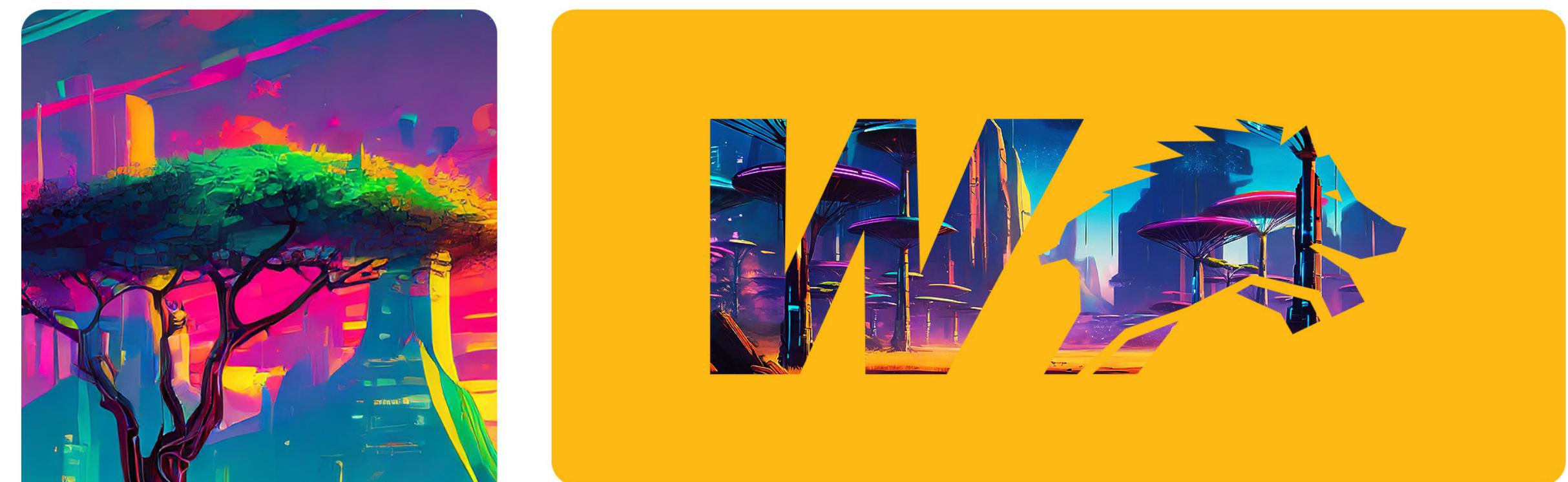
- No Premise** ⓘ Project was fairly launched on Bitcointalk
- Written from scratch** ⓘ This project is NOT a fork/copy of anything else
- No "Team/Dev" fund** ⓘ No unfair allocation to anybody aka "team" / "development" funds
- Modern Codebase** ⓘ Using modern C++20 and tools like clangd, meson, ninja
- 100% mineable** ⓘ 100% of supply is publicly mineable, no coins were minted
- Open Source** ⓘ You are welcome to contribute

TECH

## Revolutionary features

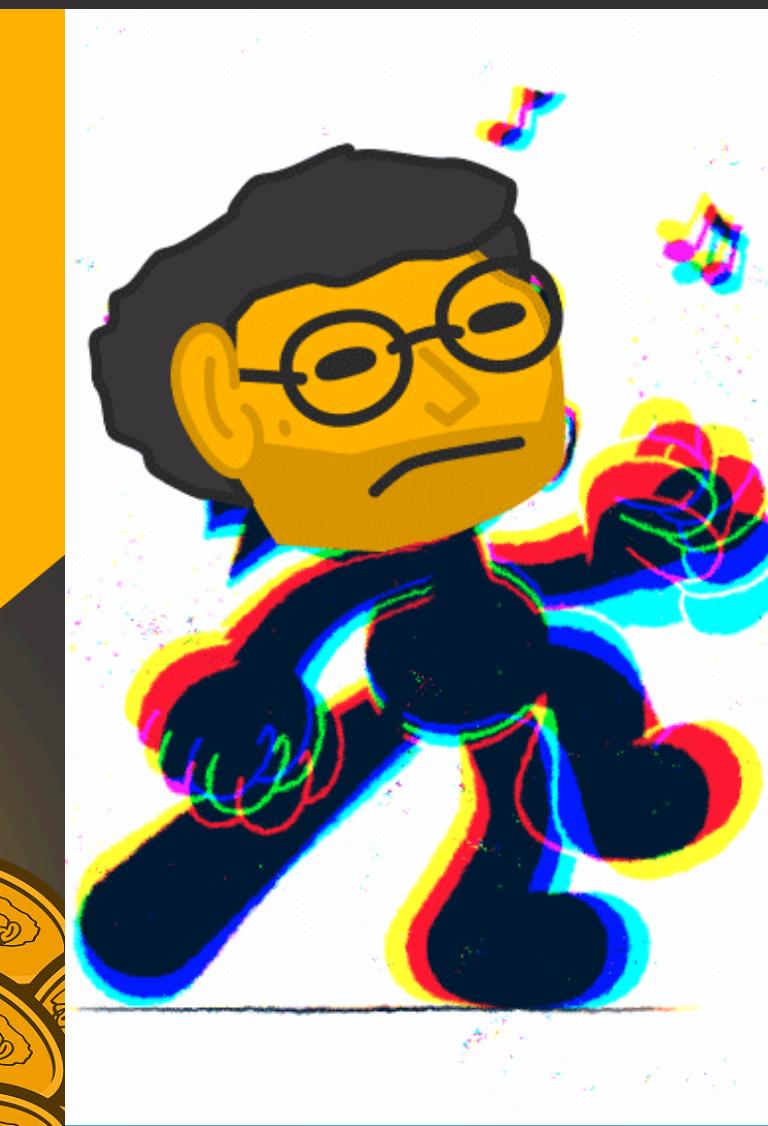
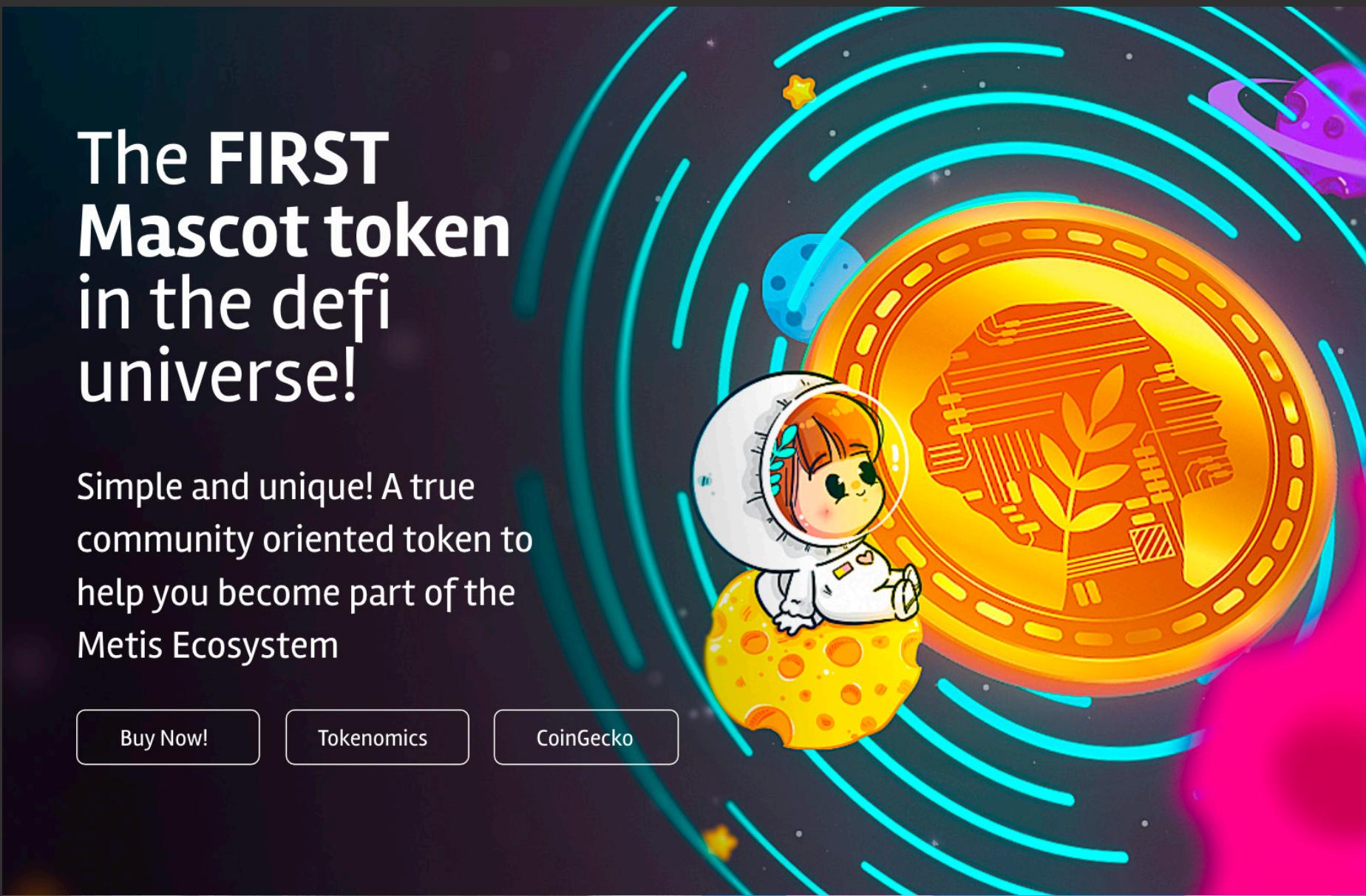
**Chain descriptor based sync**  
Experimental new light-weight sync mechanism which requires less network communication and computational resources. For the first time, nodes can understand each other's forks and use this information to sync more efficiently.

**Proof of Balanced Work**  
The world's first algorithm using PoBW concept! Now



**Previous Page:** Branding Development for Benko, BalkyBot Game Studio, and Pluff Monster (Mobile Game).

**Current Page:** Branding Development & UX Design for Warthog Network (Web3).





BRAND BEHAVIOR  
BRAND TRIANGLE  
LOGO  
CLEAR-SPACE & CO-BRANDING  
ICONOGRAPHY & IMAGES  
COLOUR  
TYPOGRAPHY  
MOODBOARD  
APPLICATIONS  
REFERENCES

5

### BRAND ESSENCE

ADVENTURE, INDEPENDENCE, DISCOVERY:

*This core belief drives everything Avail does. It speaks directly to the Explorer archetype, which values the freedom to chart new paths, embrace uncertainty, and lead digital transformations.*



### BRAND PERSONALITY

BOLD, CURIOUS, INNOVATIVE

*The personality amplifies the adventurous and curious nature of Avail, positioning it as a dynamic, innovative force in the Web3 space. It's the trailblazer, the bold spirit that always looks toward what's next, ready to disrupt and revolutionize digital solutions.*

### BRAND PROMISE

EMPOWERMENT THROUGH FREEDOM AND INNOVATION:

*The personality amplifies the adventurous and curious nature of Avail, positioning it as a dynamic, innovative force in the Web3 space. It's the trailblazer, the bold spirit that always looks toward what's next, ready to disrupt and revolutionize digital solutions.*

The dashboard features a central circular gauge for NET APY at 0.00%. Key metrics include Total Supply (\$4.78M), Your Supply (\$0.00), and Account Liquidity (0.00\$). The Borrow Markets section lists ETH and WETH with their respective Total Borrow amounts, Borrow APY, and Available Borrow.

Asset	Total Borrow	Borrow APY	Available Borrow
ETH	83.1962 ETH	-10.00%	78.9284 ETH
WETH	96.6825 WETH	-10.00%	26.2846 WETH

**Previous Page:** Branding Development for Web3 Meme Projects.

**Current Page:** Leveraging my background in Psychology, this page showcases an example of Branding Analysis that drives my design decisions. It also includes branding development for Pink Lemon Ad Agency and part of the UX work done for GMAC's lending platform, featuring a unique solution for this product.



**CEDRIC MILLAR INTEGRATED SOLUTIONS**

**MAXIMIZE THE POWER** of your **SUPPLY CHAIN**

Moved by intelligence.

**SHIPPERS FIRST LOGISTICS**

The brochure for Cedric Millar Integrated Solutions features a yellow header with the company name and a green footer with the slogan "Moved by intelligence.". The middle section shows a man and a woman working together in a warehouse setting.

**CONTACT US**

WWW.CEDRICMILLAR.COM  
INFO@CEDRICMILLAR.COM  
**1.888.998.1009**  
WWW.SHIPPERSFIRST.COM  
INFO@SHIPPERSFIRST.COM

The brochure for Shippers First Logistics features a red header with the company name and a green footer with the slogan "Moved by intelligence.". The middle section shows a man and a woman working together in an office setting.

**CEDRIC MILLAR INTEGRATED SOLUTIONS**

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**CEDRIC MILLAR INTEGRATED SOLUTIONS**

TORONTO • MONTREAL • VANCOUVER • CINCINNATI  
LOS ANGELES • PHILADELPHIA

The business cards for Cedric Millar Integrated Solutions are white with green and red accents. They feature the company logo, contact information, and a QR code.



**Current Page:** Back to Earth was a branding project I led, with the premiere released during a Jays game in Toronto. Arcanum and Berta are also branding projects, and finally, an example of event production for Cedric Millar.



🔗 [www.lighthousecreativelab.ca](http://www.lighthousecreativelab.ca)

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