

Anderson Magri

Portfolio

Branding & Product Designer | Web3

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

WINDOWS



MAC



Why me?

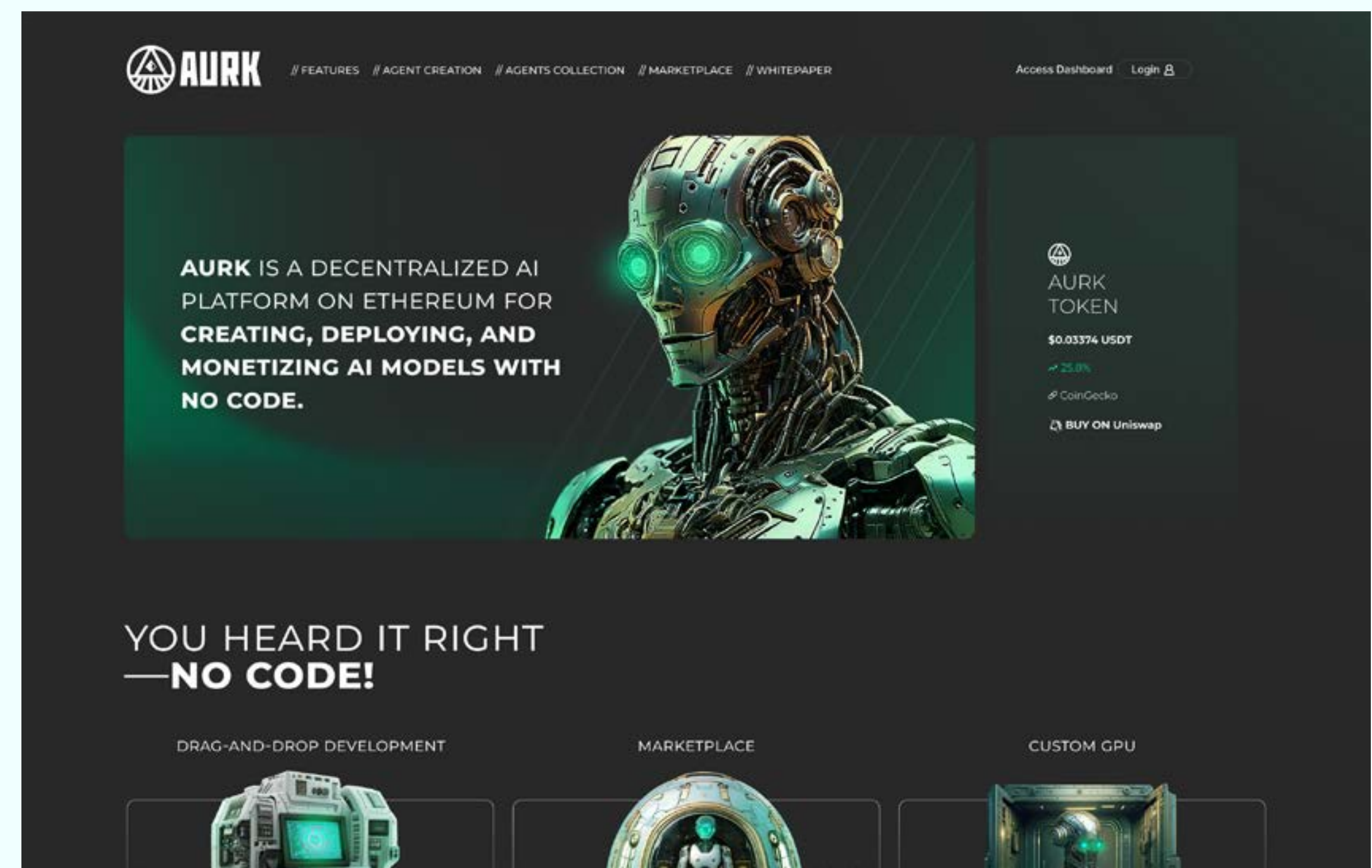
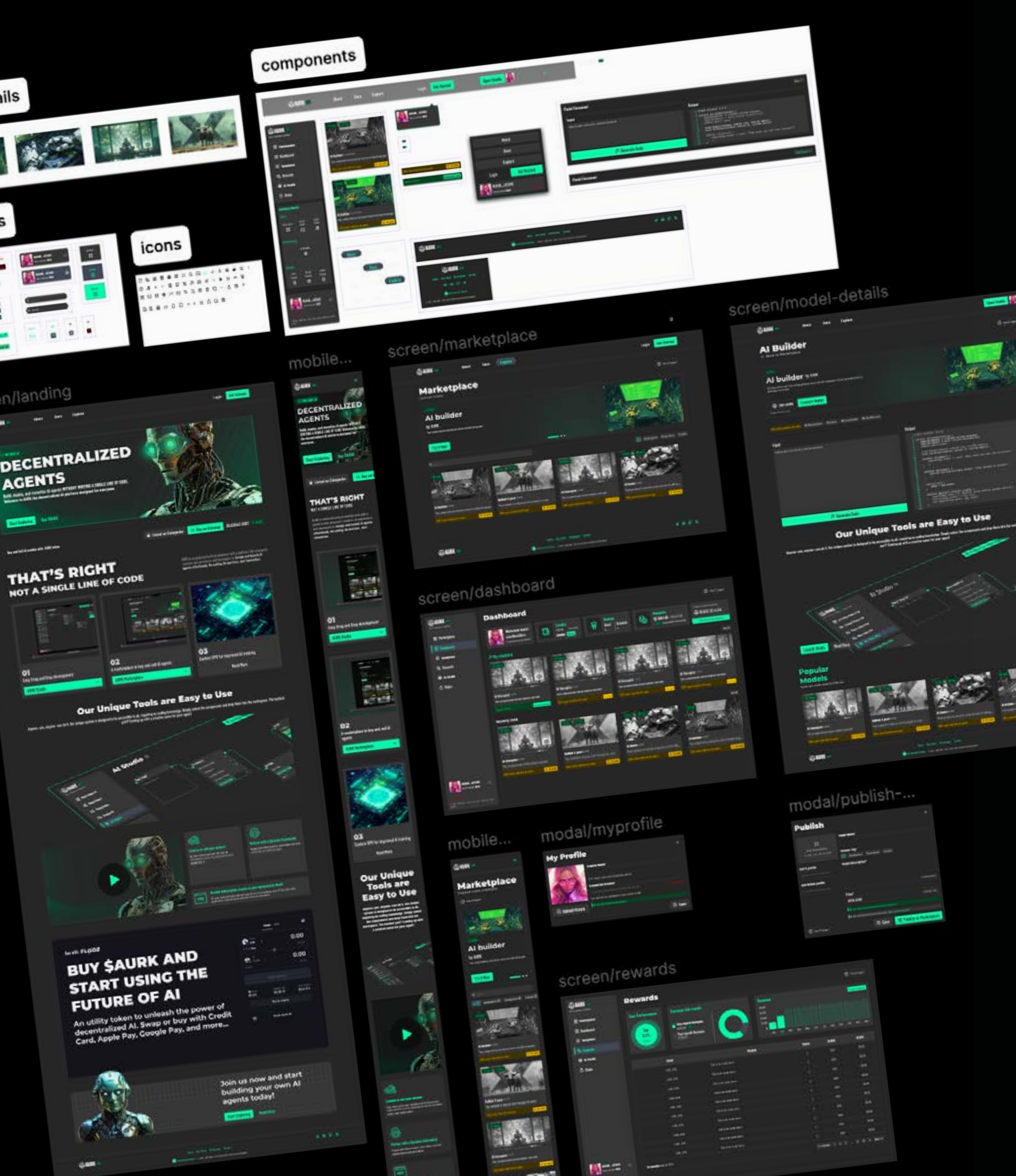
Seasoned Digital Designer with a passion for the crypto industry. With over 15 years of experience, I've successfully delivered a wide range of design solutions for numerous crypto projects. From branding and social media to video animation and UX/UI design, I'm equipped to handle every aspect of your project.

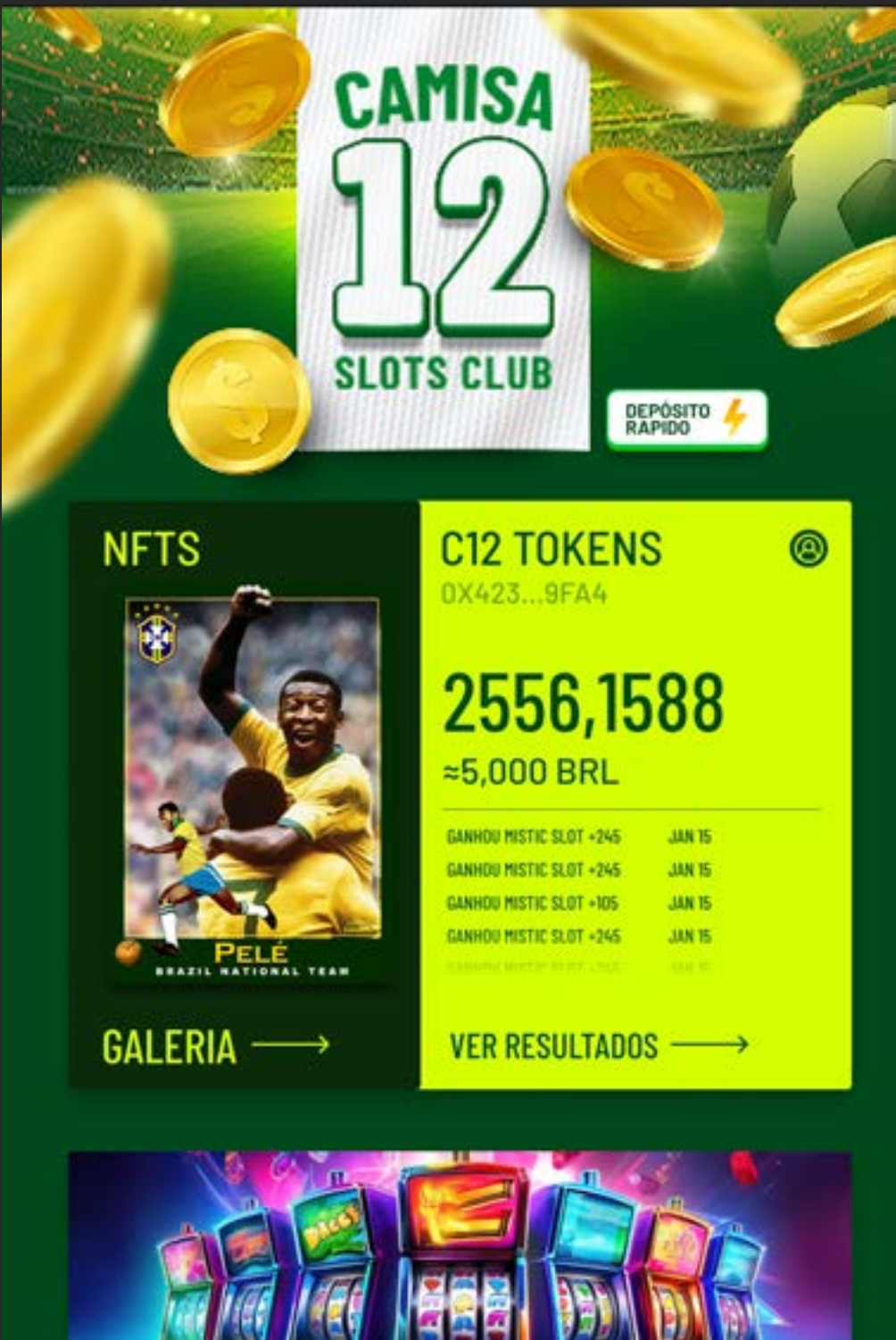
Also, due to my experience as a business person, I see projects from a different perspective than other designers. I understand how businesses operate, I understand the finance market, and I understand the mind of traders, apes, degens, and investors.

In a nutshell:

- More than 15 years of experience in Branding and Ux
- In crypto, as a professional, since 2016
- I had my web3 startup, and I love the startup environment.
- Ex-Metis Design Lead (We reached TVL of 1 Billion)
- Launched 2 tokens:
 - Mini Metis on Metis (reached TVL of 7 Million)
 - Satohy on Kaspia
- Launched 2 NFT series
 - Mini Metis Adventures
 - Metis + Cryptochicks:

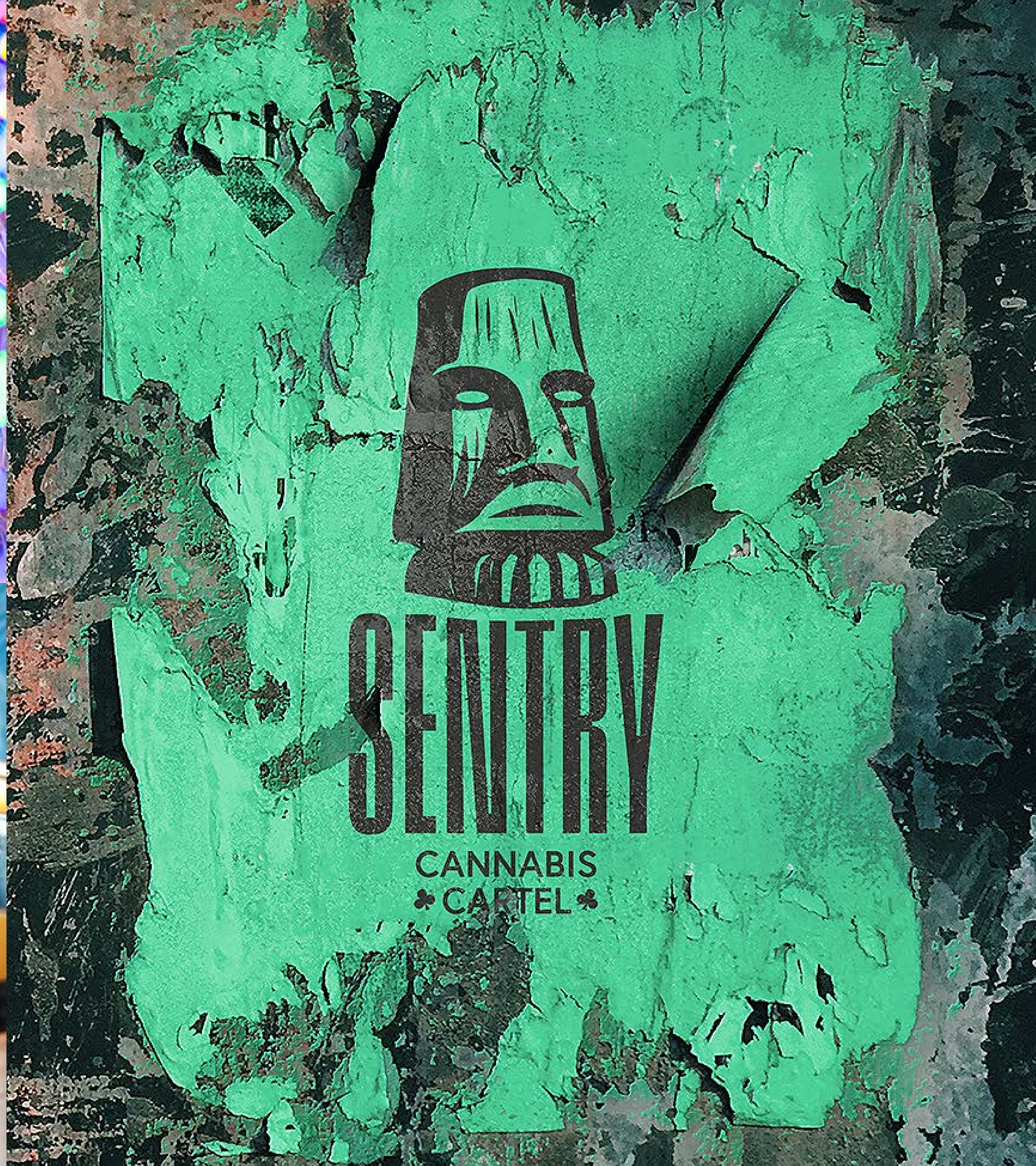






Previous Page: AURK Product and Branding Development.

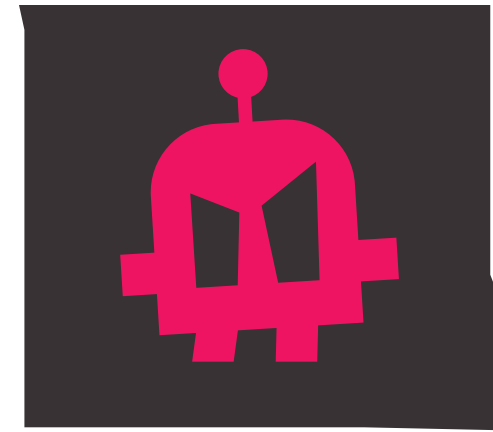
Current Page: Avail Branding Development (Complete Guidelines), Image Manipulation, and UI Designs for Mobile Games.





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

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



**BALKY
BOT.**
GAME STUDIO



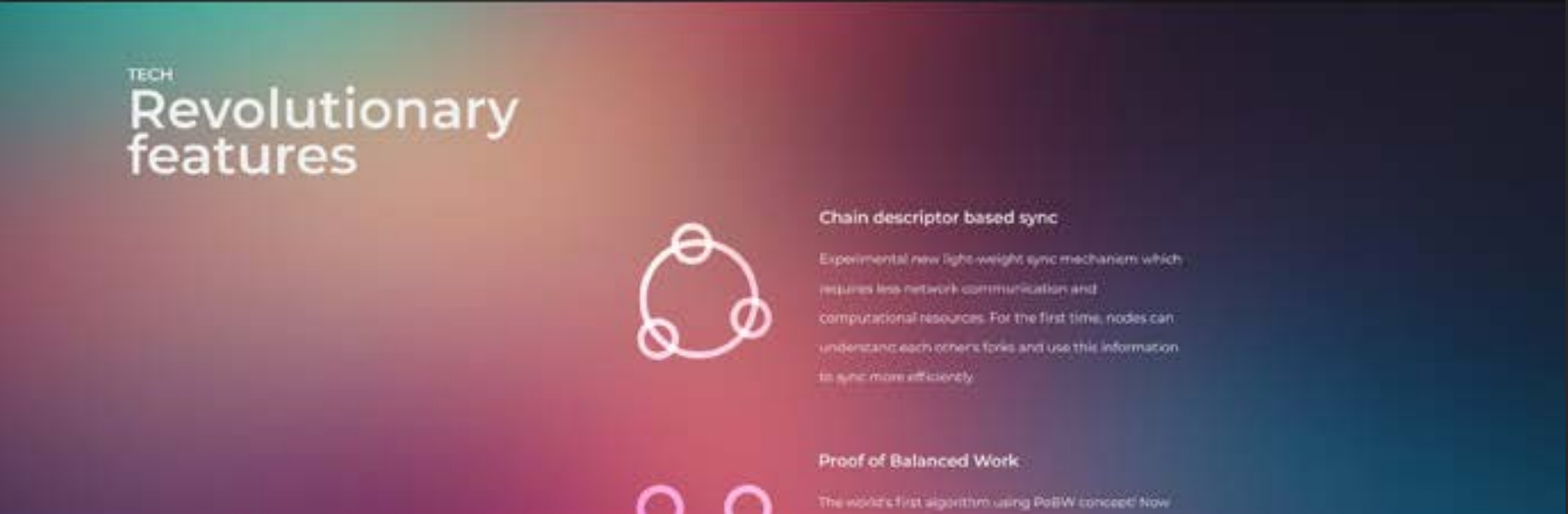
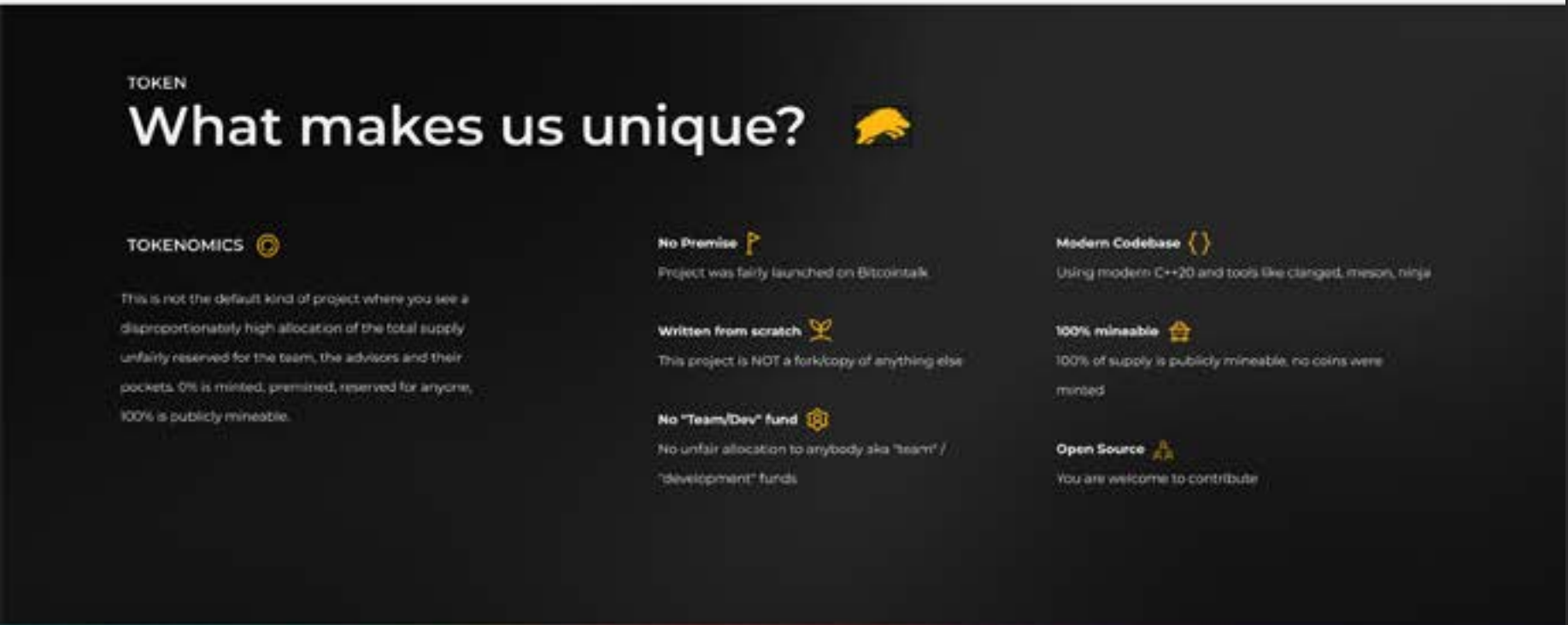
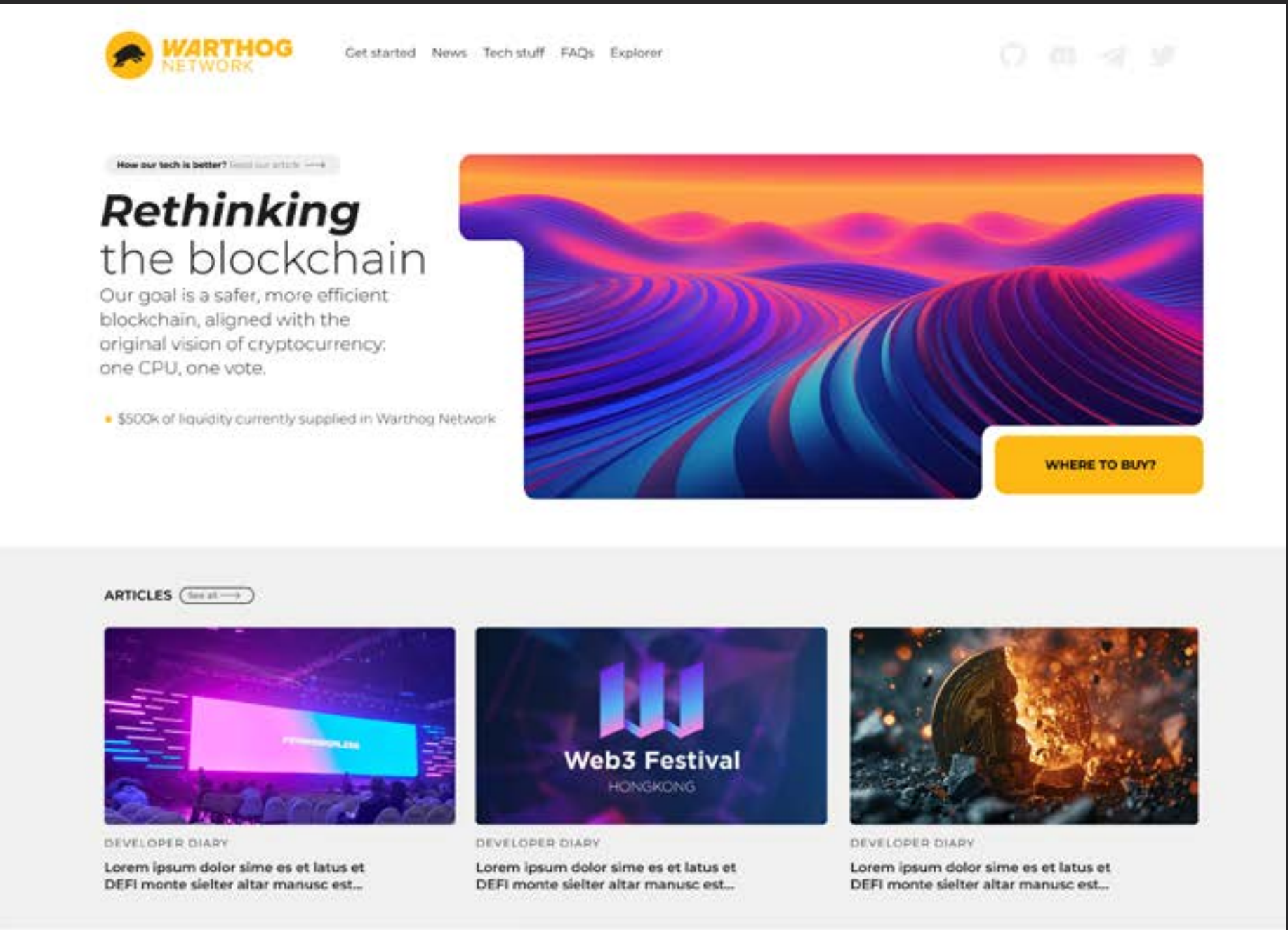
**PLUFF
MONSTER**

Powered by
android

 **buzztv**

YOUR TV, SMARTER





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

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

The FIRST Mascot token in the defi universe!

Simple and unique! A true community oriented token to help you become part of the Metis Ecosystem

Buy Now!

Tokenomics

CoinGecko



GIVEAWAY \$50

WORTH OF SATHOY



MINI ASKED FOR A PET.
NOW, WHO IS GOING TO WALK THIS GOAT?!





BRAND TRIANGLE

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.

BRAND BEHAVIOR

BRAND TRIANGLE

LOGO

CLEAR SPACE & CO-BRANDING

ICONOGRAPHY & IMAGES

COLOUR

TYPOGRAPHY

MOCKBOARD

APPLICATIONS

REFERENCES

5



Dashboard

Markets

Tools

Docs

Community



Arbitrum

0x245...1829

Total Supply

\$4.78M

Your Supply

\$0.00

NET APY

0.00%

Total Borrow

\$1.73M

Your Borrow

\$0.00

Borrow Max
\$0.00

Account Liquidity

0.00\$

Supply Markets

Asset	Total Supply	Supply APY
ETH	162.097 ETH \$400.85K USD	3.99%
WETH	22.9185 WETH \$313.97K USD	6.18%

Borrow Markets

Asset	Total Borrow	Borrow APY	Available Borrow
ETH	83.1962ETH \$205.74K USD	-10.00%	78.9284 ETH \$195.18K USD
WETH	96.6825 WETH \$239.09K USD	-10.00%	26.2846 WETH \$64.999.15 USD

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.





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.





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