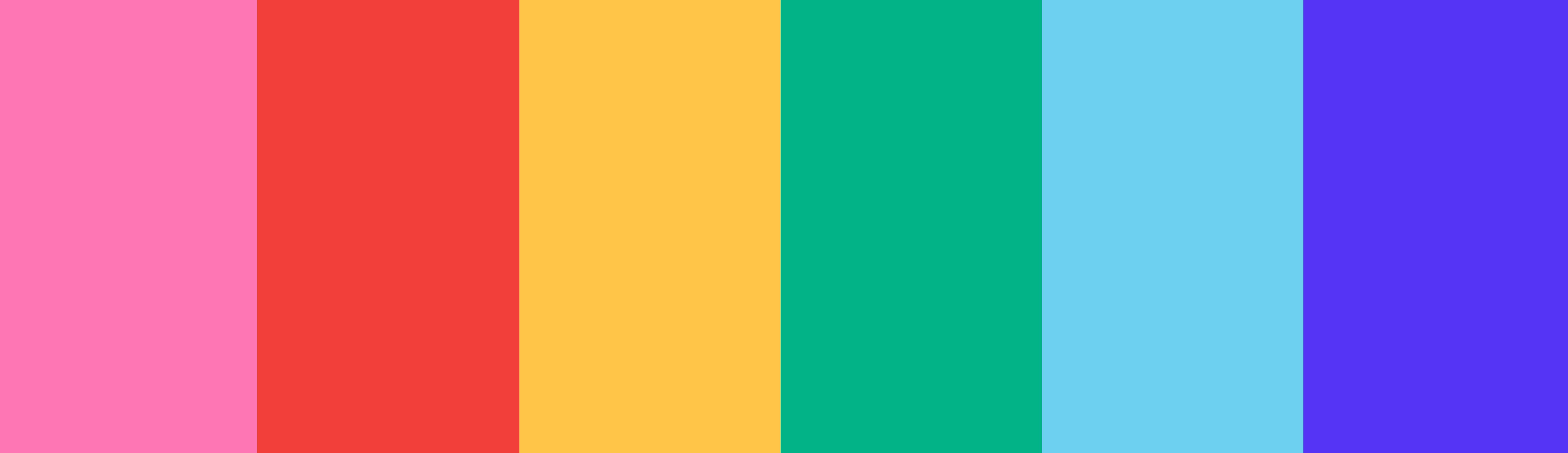




THE DROP

Final project | 2024



A B O U T U S

WE BELIEVE IN DESIGNING FOR PEOPLE, NOT JUST USERS.

Every design we create is crafted with individuals in mind, understanding their needs, desires, and aspirations. We are firm believers that every design should be anchored in a thoughtful strategy.

Mango grotesque |
Regular

THE

PEOPLE

Hand write

Mango grotesque | Black

op

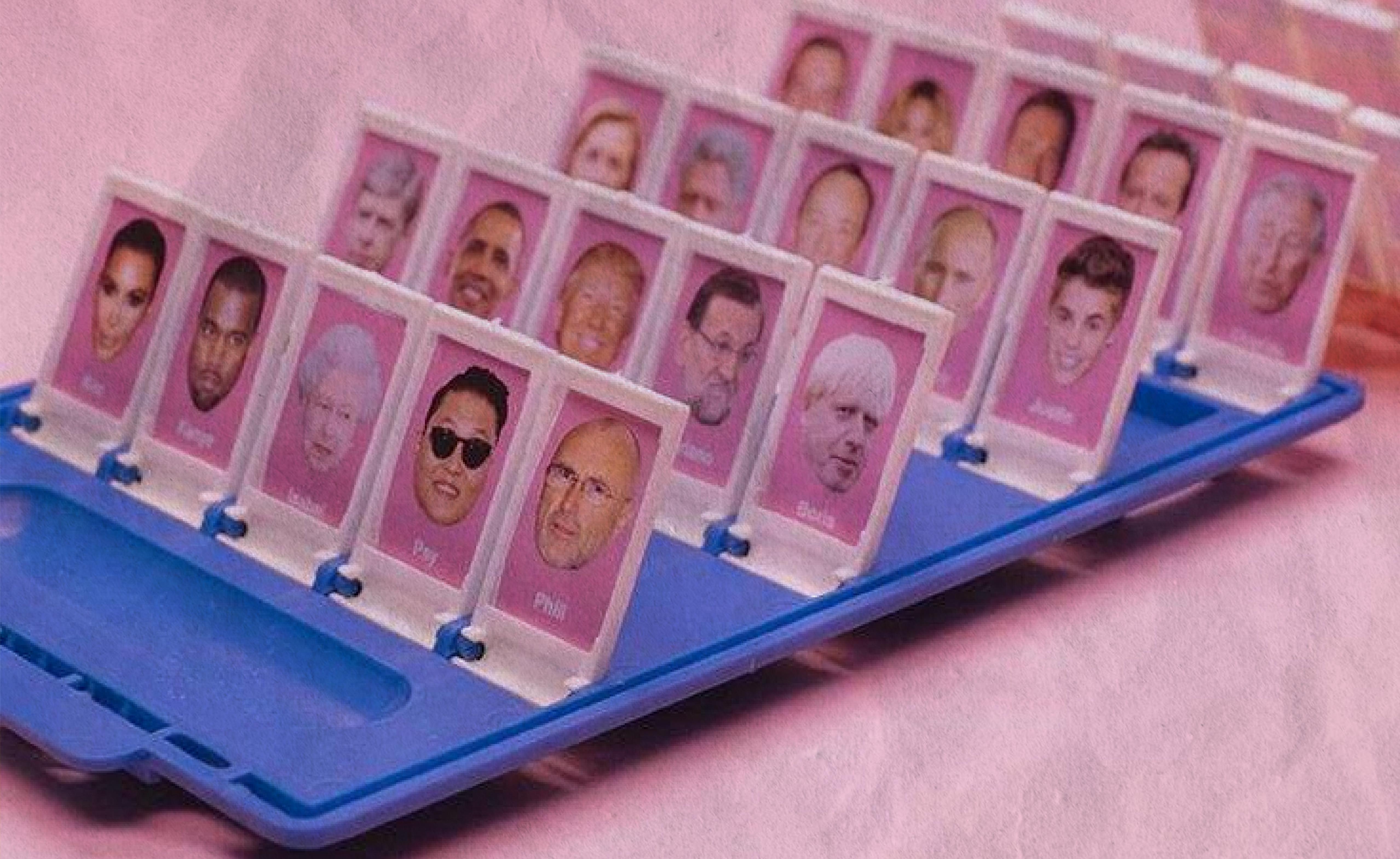
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PEOPLE

CRAFTING FOR THE PEOPLE.



UX / IU Design

We create engaging and user-friendly digital products tailored to your brand and audience.

Graphic Design

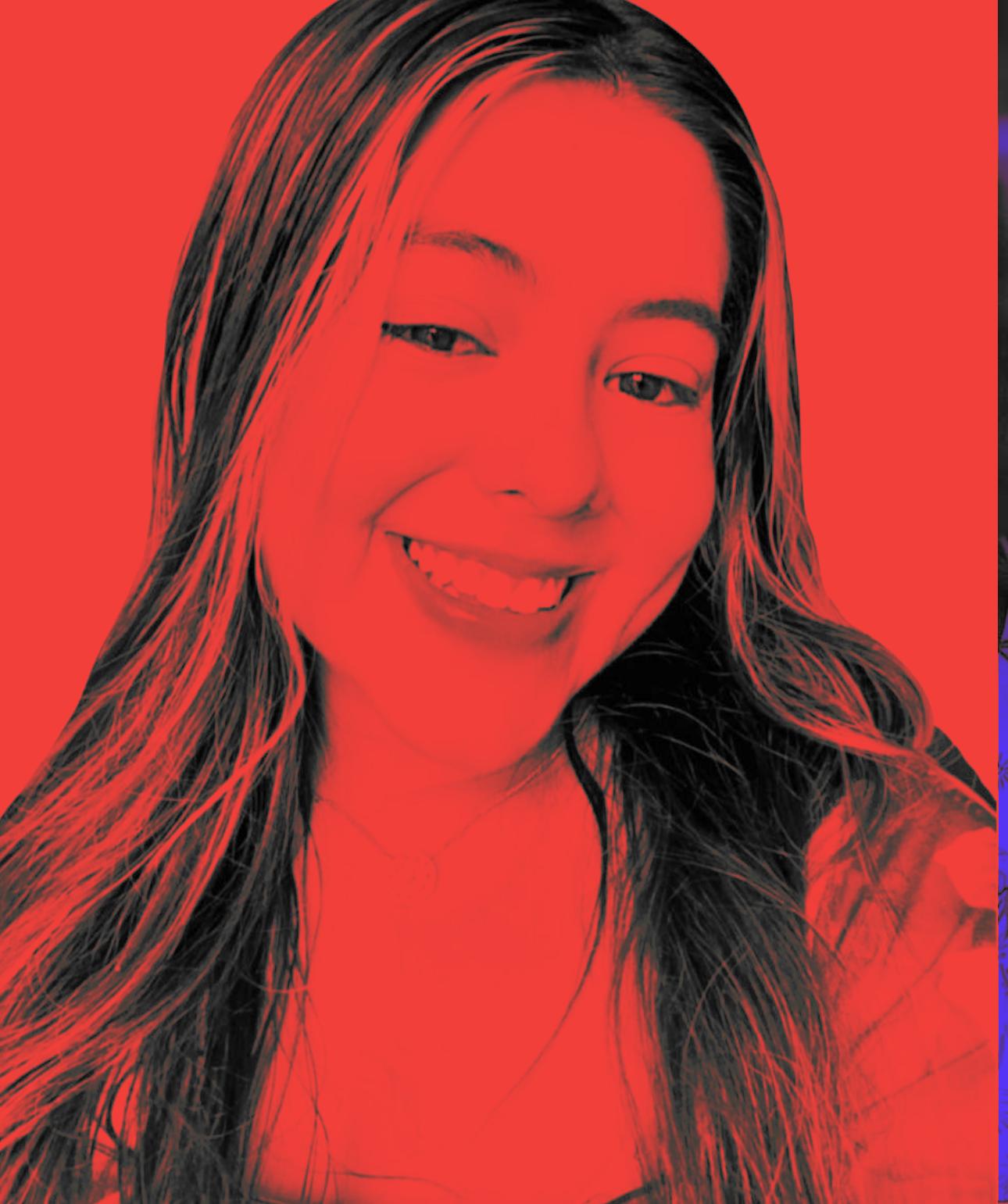
From logos and marketing materials to infographics and illustrations, we craft designs that resonate with your brand identity and message.

Brand Design

We develop comprehensive branding strategies that encompass logo design, color schemes, typography, and brand guidelines to set you apart in the market.

Our Vision

Our **passion for creativity** merges with a deep **empathy** towards the needs of our clients and their audiences. We are committed to delivering **top-quality results** through **collaboration, integrity**, and a constant quest for **innovation**. Guided by dedication to **excellence**, we value **continuous learning** and passion in every project we undertake. These values are the essence of our work, driving each design we create and every solution we offer.



Maria Paula Ortiz

Marketing | Advertising | UX/UI Design

Maria Paula is a UX UI Jr. Designer with a passion for exceptional designs. With experience at 300 Bees Agency, she crafted graphic content for Hogar y Moda Colombia and designed web interfaces for TVG brands. As President of the International Marketing and Advertising Student Association, Maria Paula organized impactful events and increased social media engagement by 12% in 2022. Co-founder of "De Cafecito con Aemip" podcast and Founder of Yellow Point Studio, she excels in creative direction, brand co-creation, and visual identity. Currently studying UX UI Design and Marketing/Publicity at Icesi University, Maria Paula's skills in Figma, Adobe Creative Suite, and strong work ethic drive innovative design projects.

Sofia Cabrera

UX/UI Design

My name is Sofia Cabrera, interactive media design student, in my university career I have been involved in various projects, creating an extensive portfolio and gaining experience in the field. Subjects such as Information Architecture, layout and typography, Integrative Project 1, Human-Computer Interaction and Color Theory. They have been instrumental in honing my design skills. Additionally, my career extends beyond the classroom. I have led personal projects in UI and UX such as the design of the website of a company, Radio Sanyo, in the city of Pasto. Finally, I have worked with small businesses managing their social networks, for example, refuge la totora business in the city of Pasto and Paris boutique in the city of Cali, among others.

Carolina Velásquez

UX/UI Design

Carolina is a UX/UI designer, currently Interactive Media Design student. Carolina was an academic monitor for various courses within her program, leveraging her knowledge to aid fellow students. Additionally, Carolina has showcased her design prowess by creating captivating flyers for a national radio program. Currently, Carolina channels her creativity and communication skills as the community manager for the Biochemical Engineering Faculty at her university. Furthermore, she dedicates her time to freelance projects, contributing to the UXLab master's program. Carolina thrives in collaborative environments, where her creative input and teamwork abilities shine.

Lina Manjarrez

UX/UI Design

Lina Manjarrez is a talented interactive media designer currently studying at Universidad Icesi. Passionate about continuous learning and design trends, she strives to constantly improve her professional quality in the field of design. With experience as a user interface (UI) designer, she has contributed to the development of visual content for the Valle del Lili Foundation. Additionally, as a user experience (UX) designer, she has created user flows for Banco W. Her dedication and skills position her as a promising professional in the world of interactive design.

CRAFTING FOR THE PEOPLE, DESIGNING WITH PURPOSE.

Graphic Design | Brand Design | Web Design

Let's work together

Our team of experts can help you with...

BRAND DESIGN

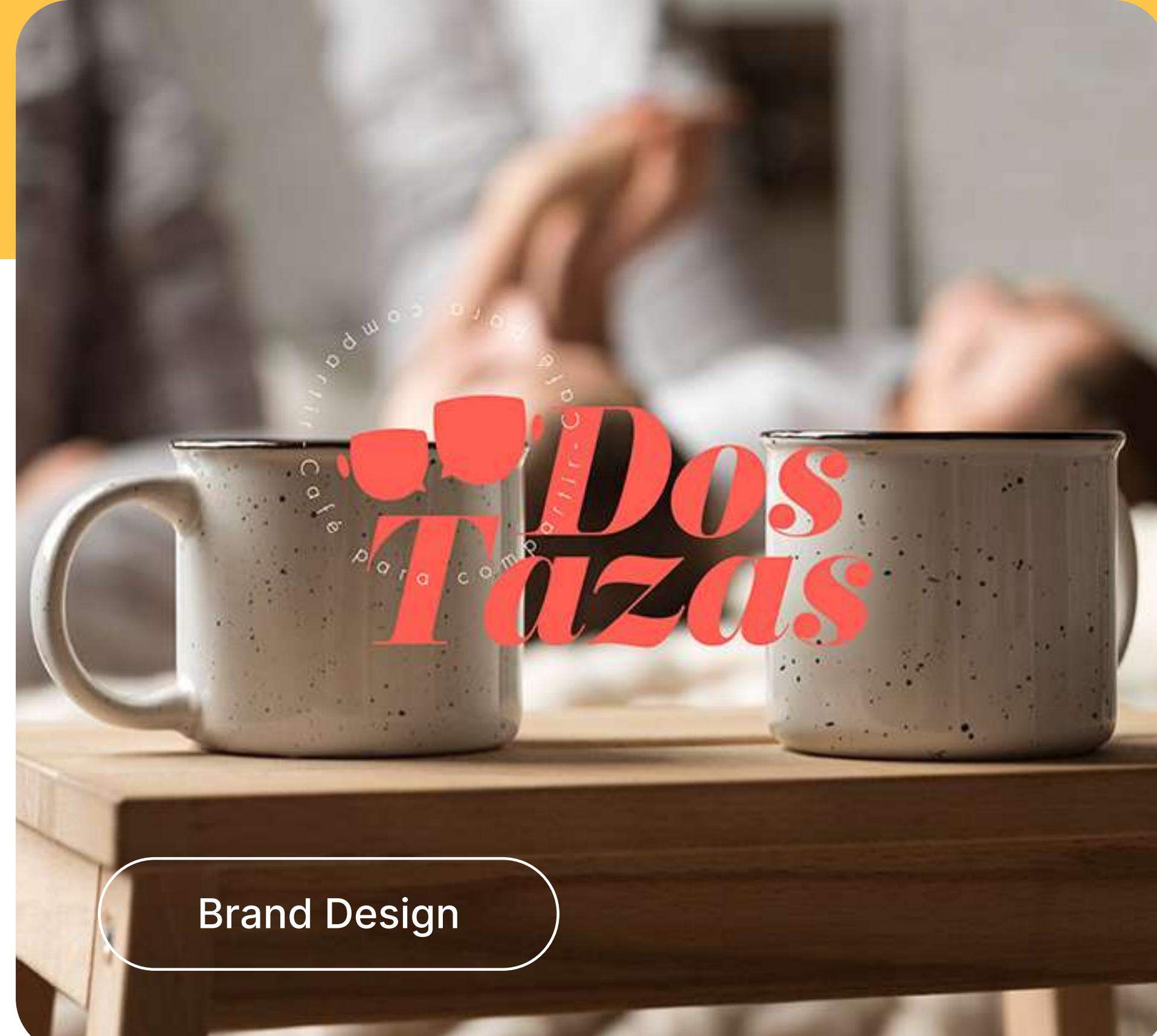
GRAPHIC DESIGN

UX / UI DESIGN

ABOUT US

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Brand Design



UX / UI Design

OUR WORK

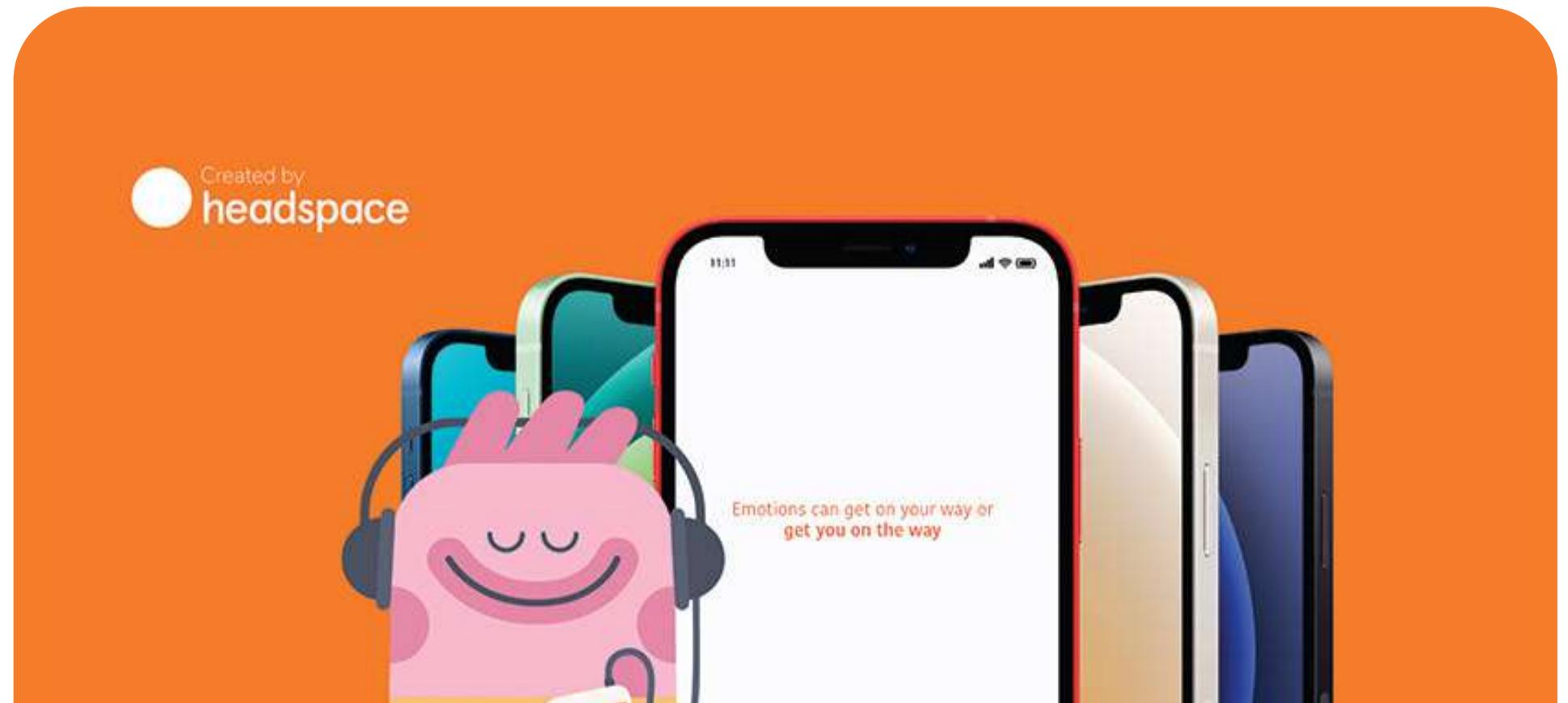
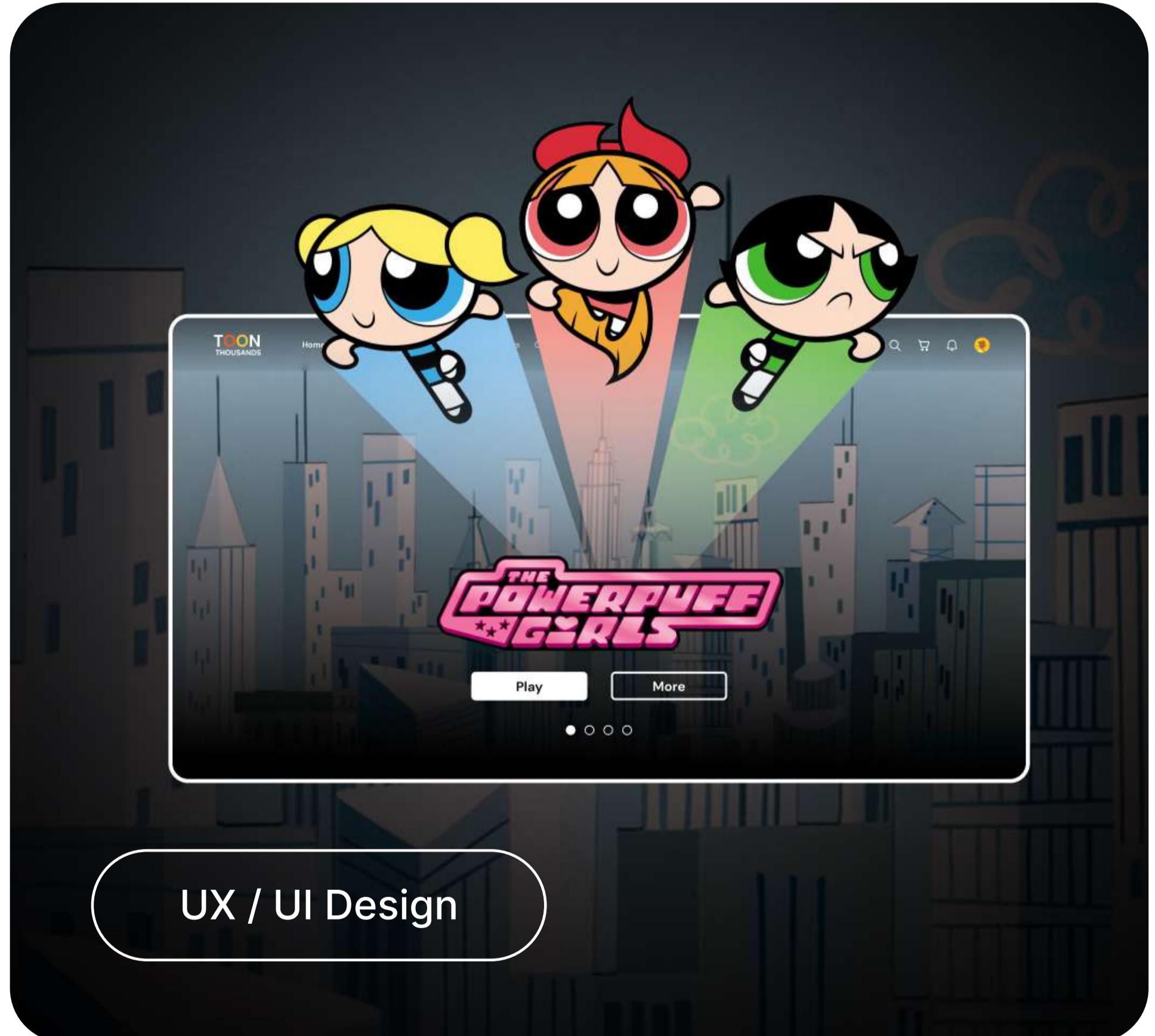
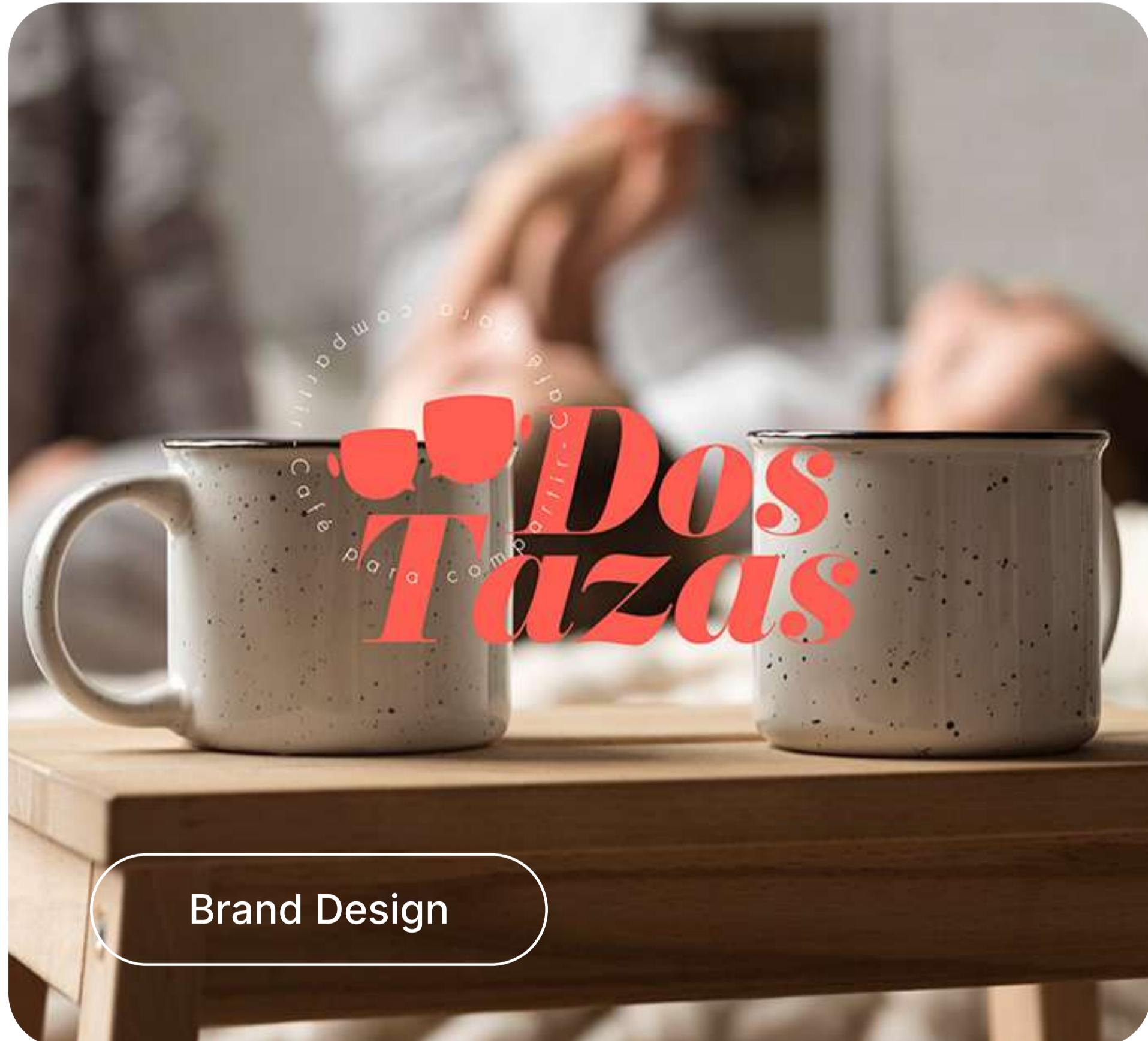
We are storytellers, strategists, and creators driven by the belief that **every design should have a purpose**. Our mission is simple: to craft meaningful experiences that resonate with people.

LET'S WORK TOGETHER!

Ready to bring your vision to life? **Let's work together to create something extraordinary.** Contact us today to get started

Work Our People Contact Us

**WE ARE STORYTELLERS, STRATEGISTS, AND
CREATORS DRIVEN BY THE BELIEF THAT
EVERY DESIGN SHOULD HAVE A PURPOSE.**

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DOS TAZAS

Branding

Overview

Dos Tazas is a project designed for social coffee drinkers, catering to those who may not be connoisseurs but consider coffee an essential part of their conversations. The brand's essence revolves around being fouati, titering a cup of coffee as a companion to significant life moments, from heartbreaks to business

Question

The central challenge addressed in this branding project was how to connect with individuals unfamiliar with coffee intricacies but who enjoy it during social gatherings. The ultimate goal was to seamlessly integrate coffee into their day-to-day lives.

Goal

The key objectives for this branding project were to establish Dos Tazas as a distinctive coffee brand, particularly appealing to the younger demographic. The brand aims to be fun and challenges the notion that delicious coffee must adhere to traditional norms.

My part

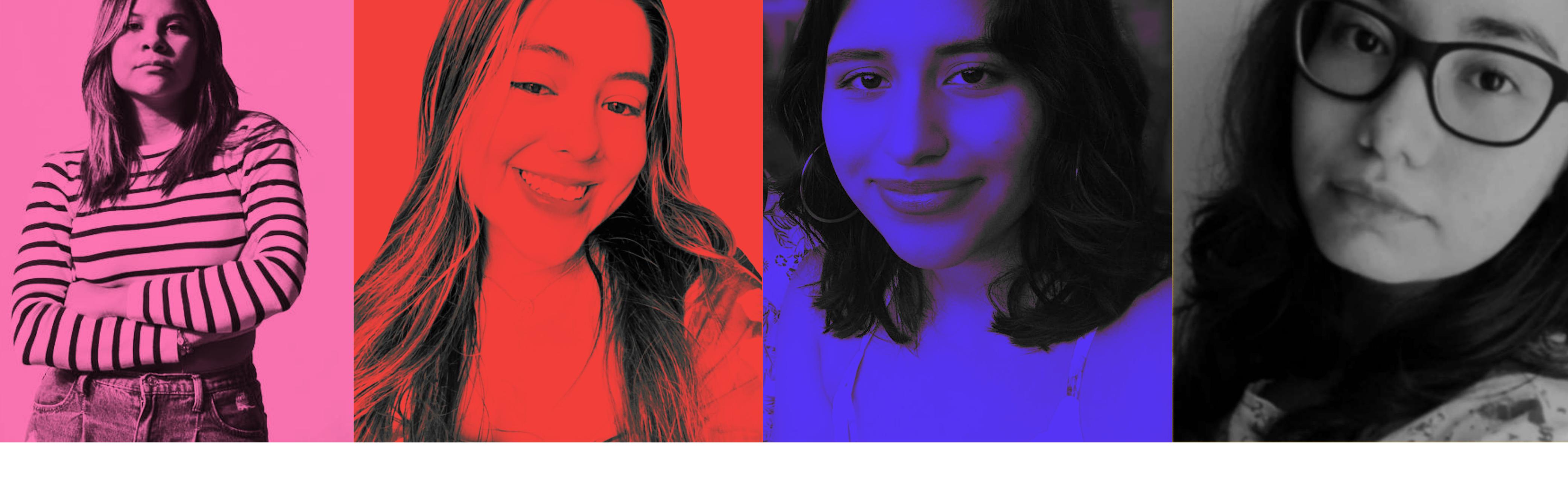
In my role as the designer, I spearheaded the Dos Tazas project from its initial naming phase and the definition of brand values to shaping its communication style, conceptualization, and visual design.



ABOUT US

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Our services encompass a wide spectrum of creative solutions, ranging from web design and app development to graphic design, brand creation, and strategic positioning. Whether you're launching a new brand, revamping an existing one, or seeking to enhance your online presence, we are here to bring your vision to life.

Our team is composed of strategic thinkers, creative minds, and visionaries who are passionate about delivering exceptional results. We don't just design for the sake of aesthetics; we design for impact. By combining creativity with strategy, we ensure that every project we undertake is not only visually stunning but also aligns with your goals and resonates with your audience.

UX / IU Design

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Graphic Design

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Let's work together

Ready to bring your vision to life? [Let's work together](#) to create something extraordinary. Contact us today to get started.

WHAT SERVICES WE CAN SUPPORT YOU WITH?

I'm interested in

UX / IU Design

Graphic Design

Brand Design

Your name

E-mail

Phone

Message

Send



Welcome People

LET'S CREATE SOMETHING EXTRAORDINARY

User Name

Password

[Login](#)

UPLOAD A NEW PROJECT SUCCESS AWAITS.

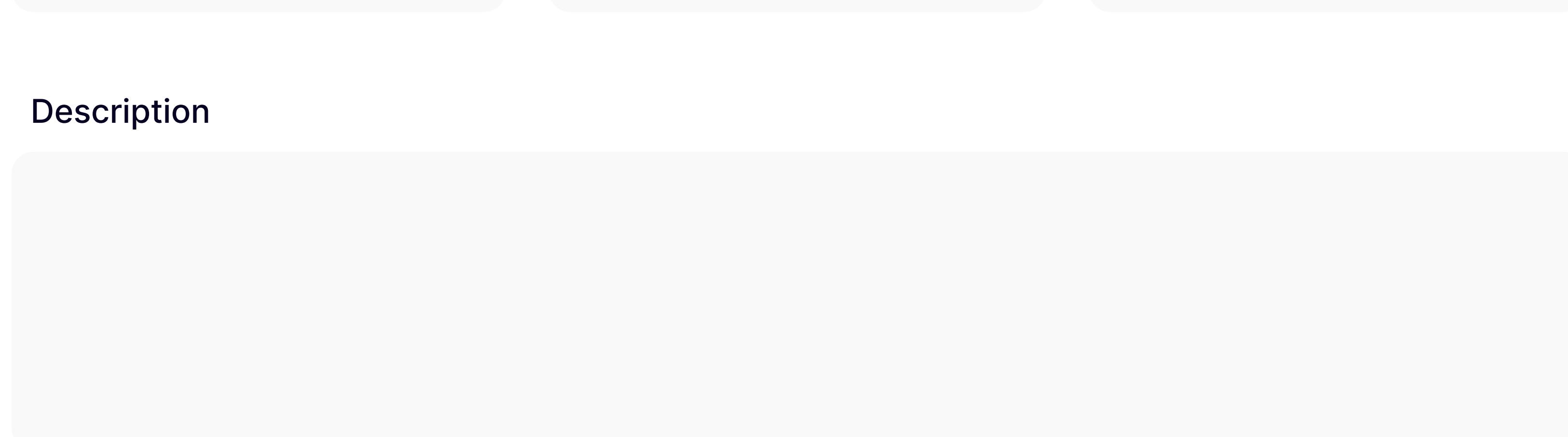
Title

Upload media

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Choose a cover



Description

Type of project

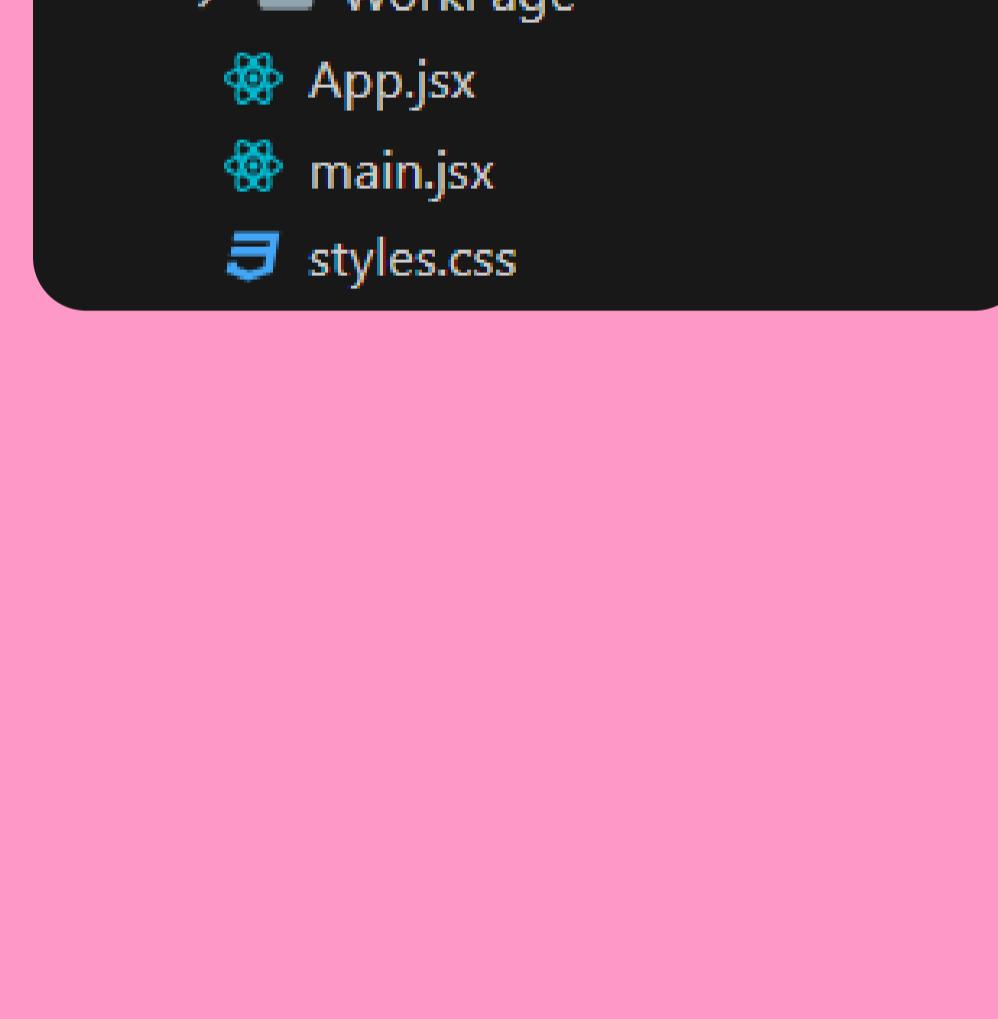
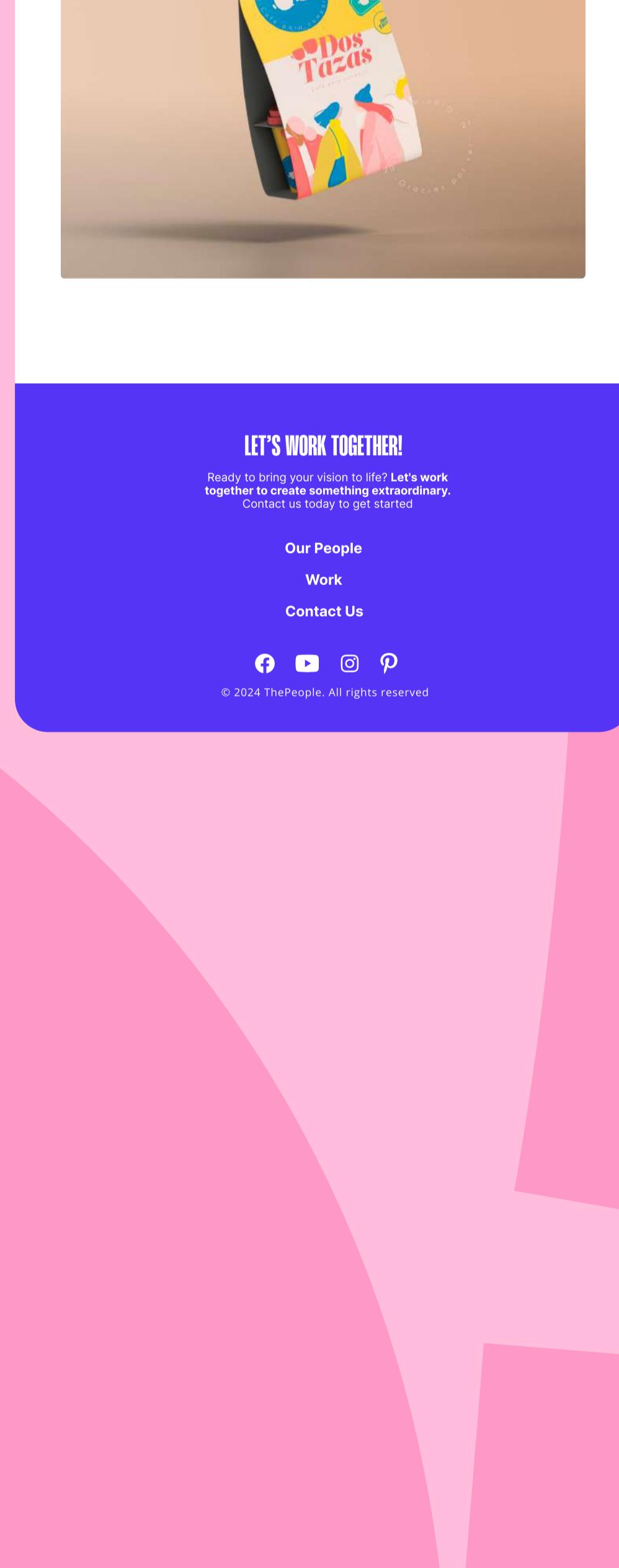
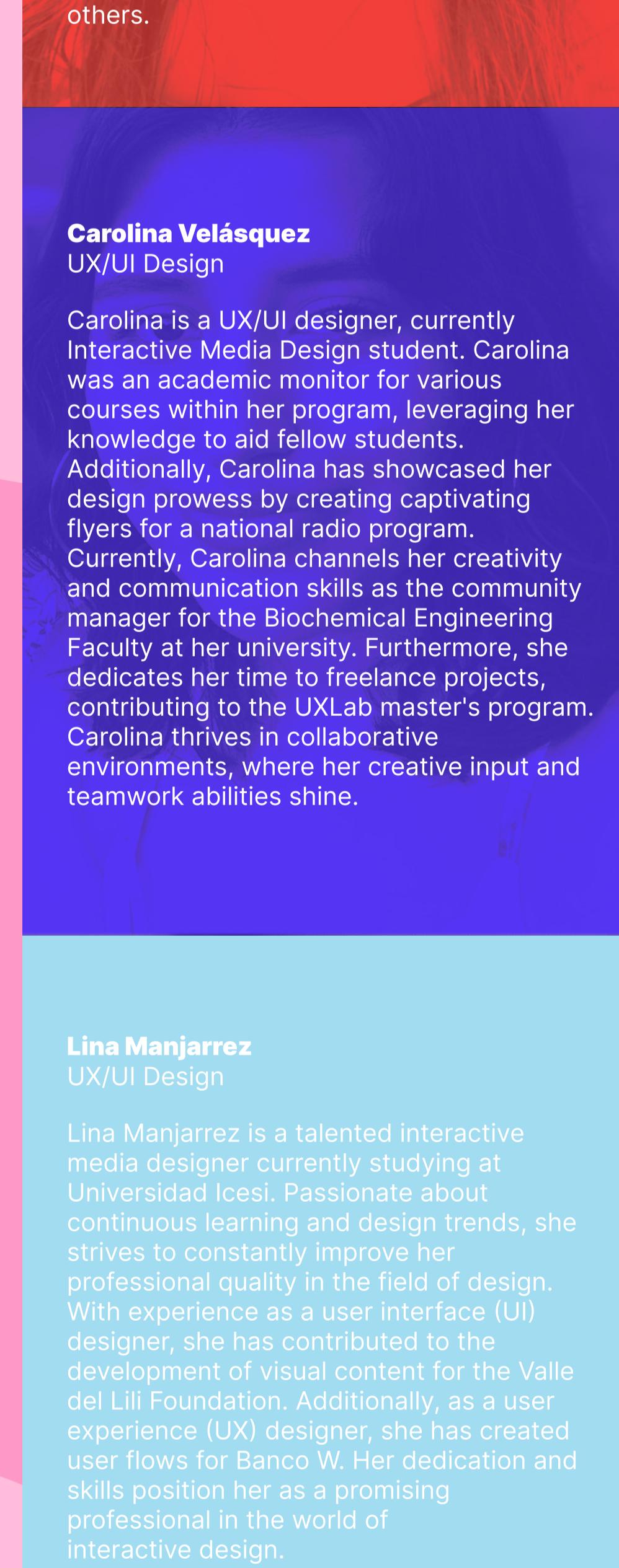
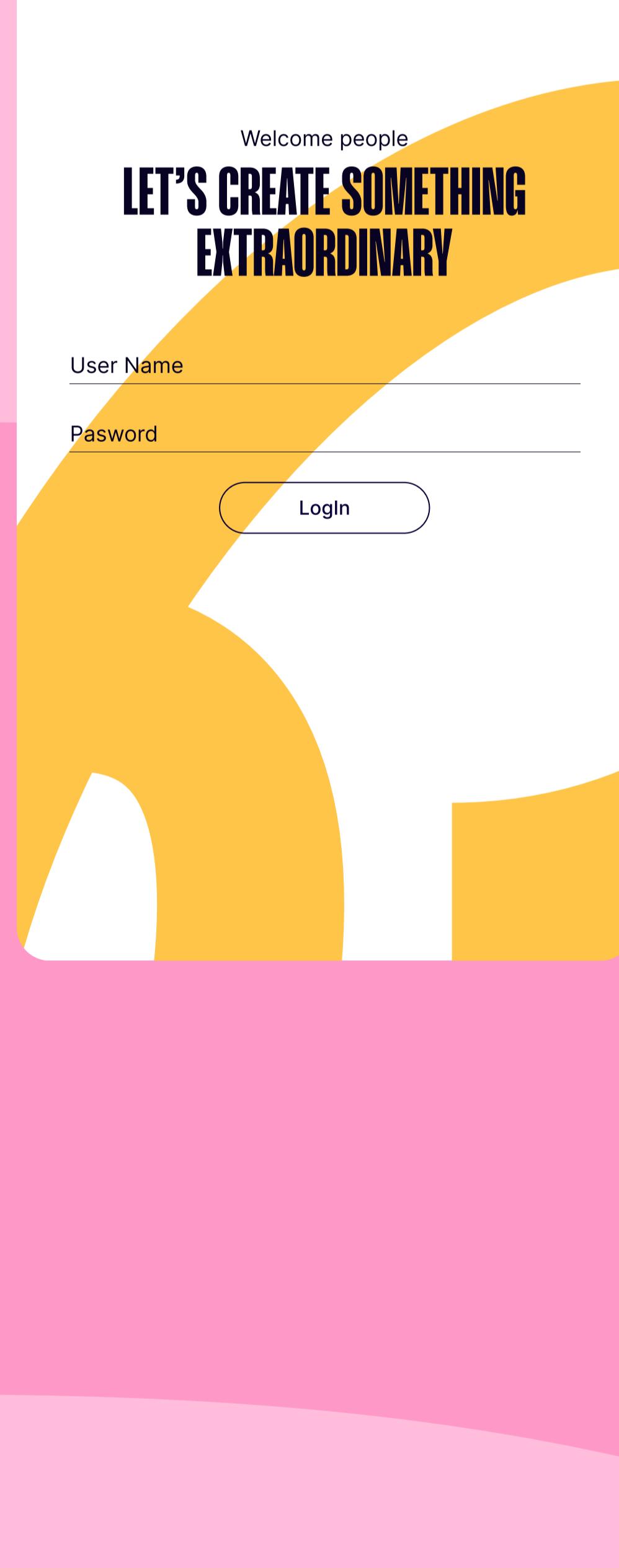
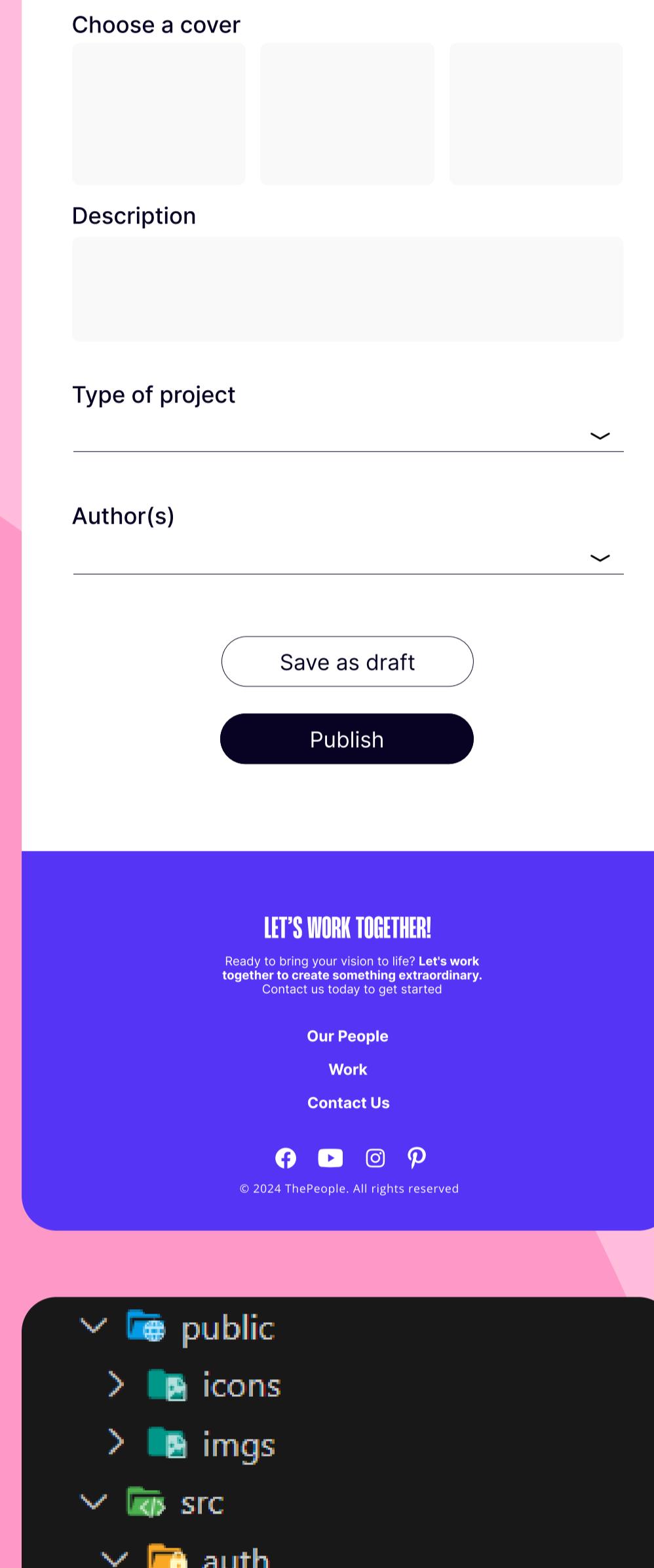
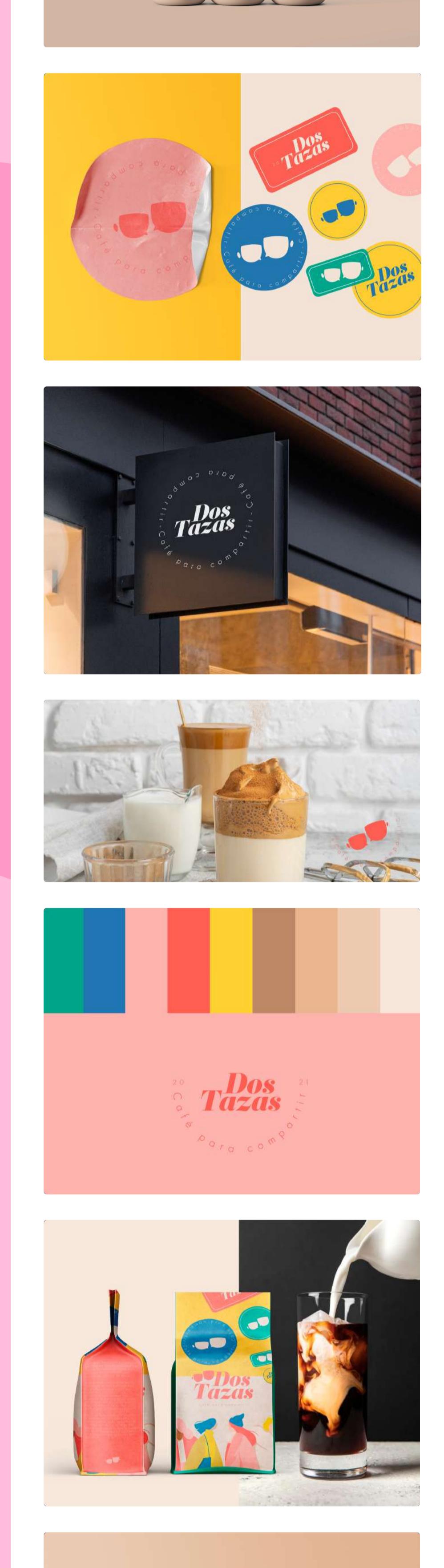
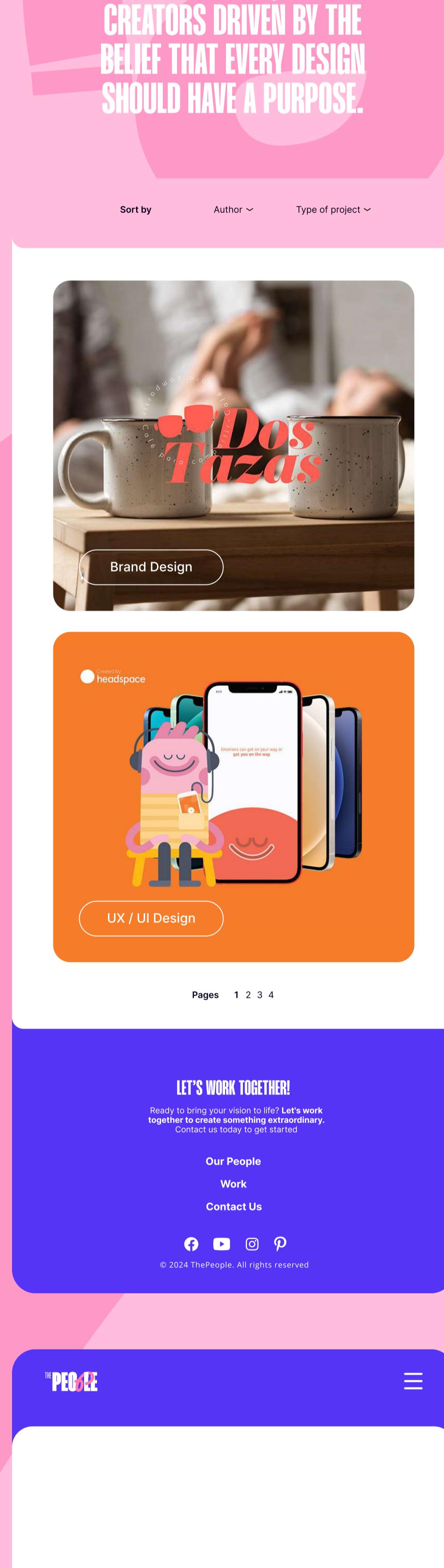
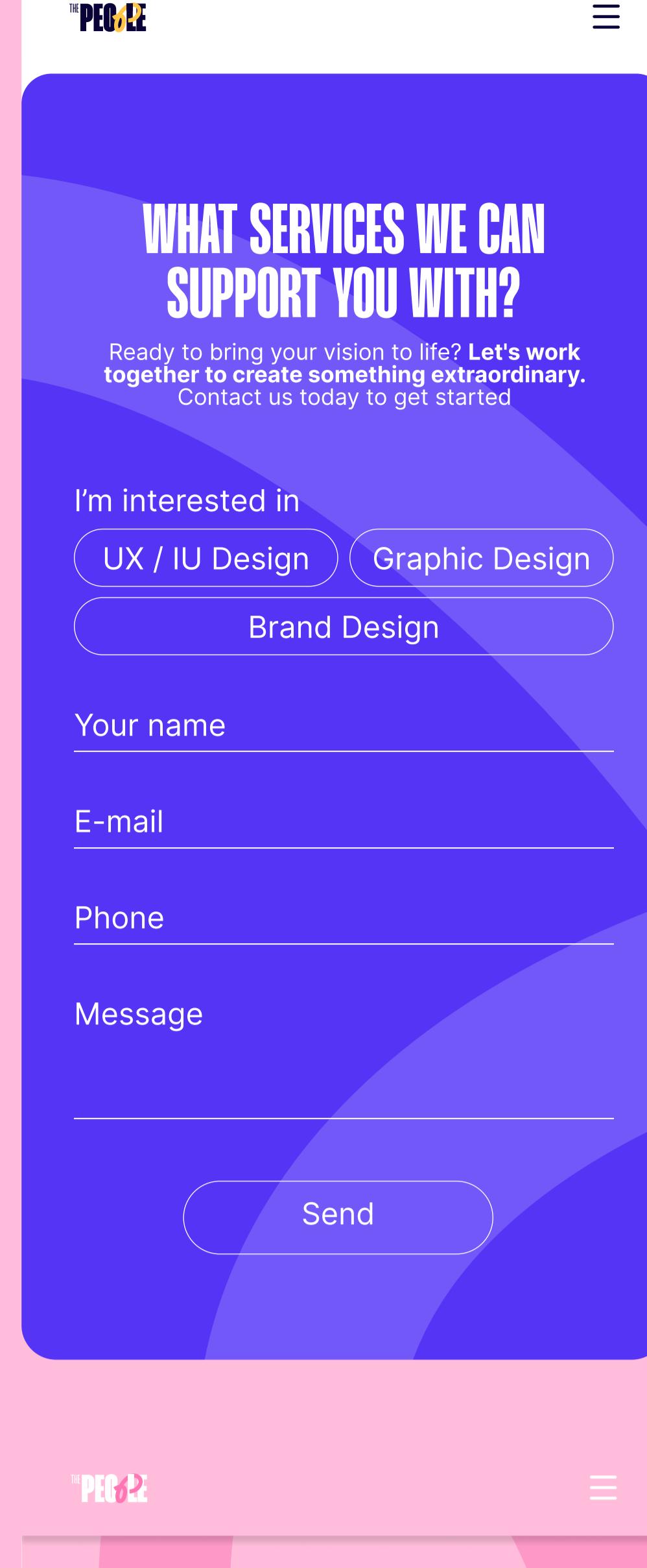
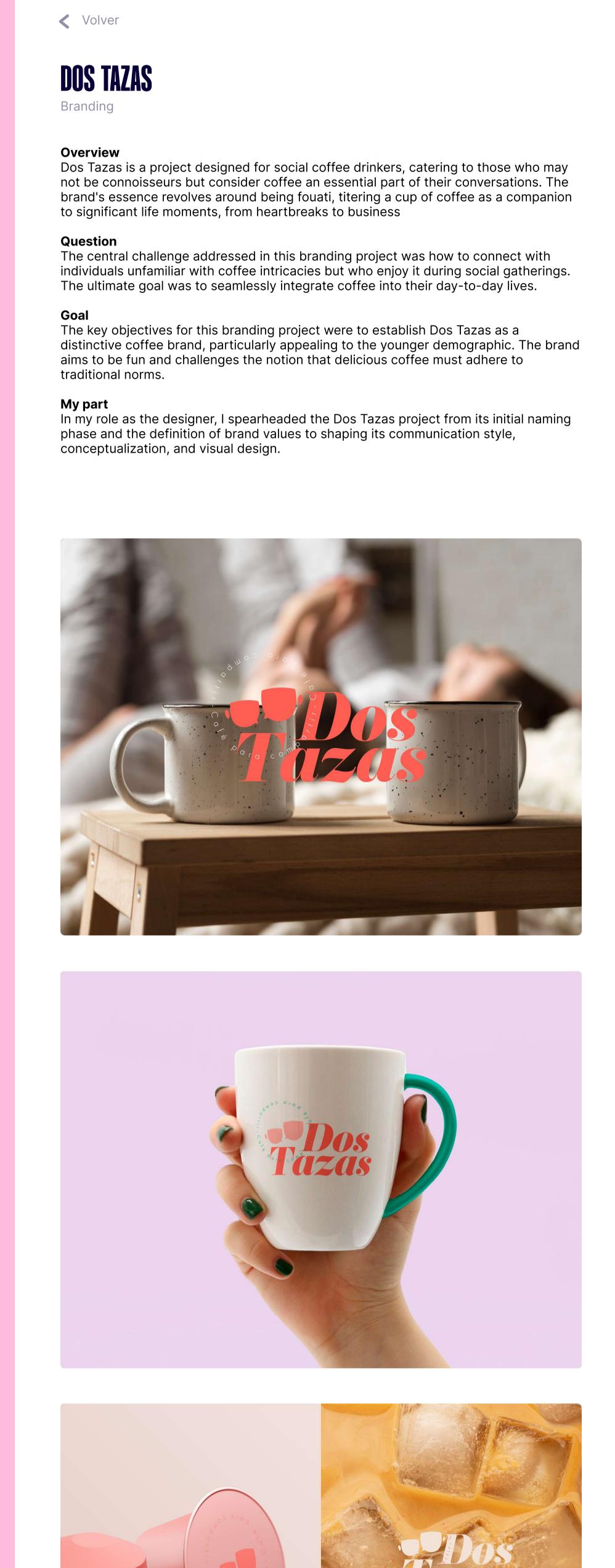
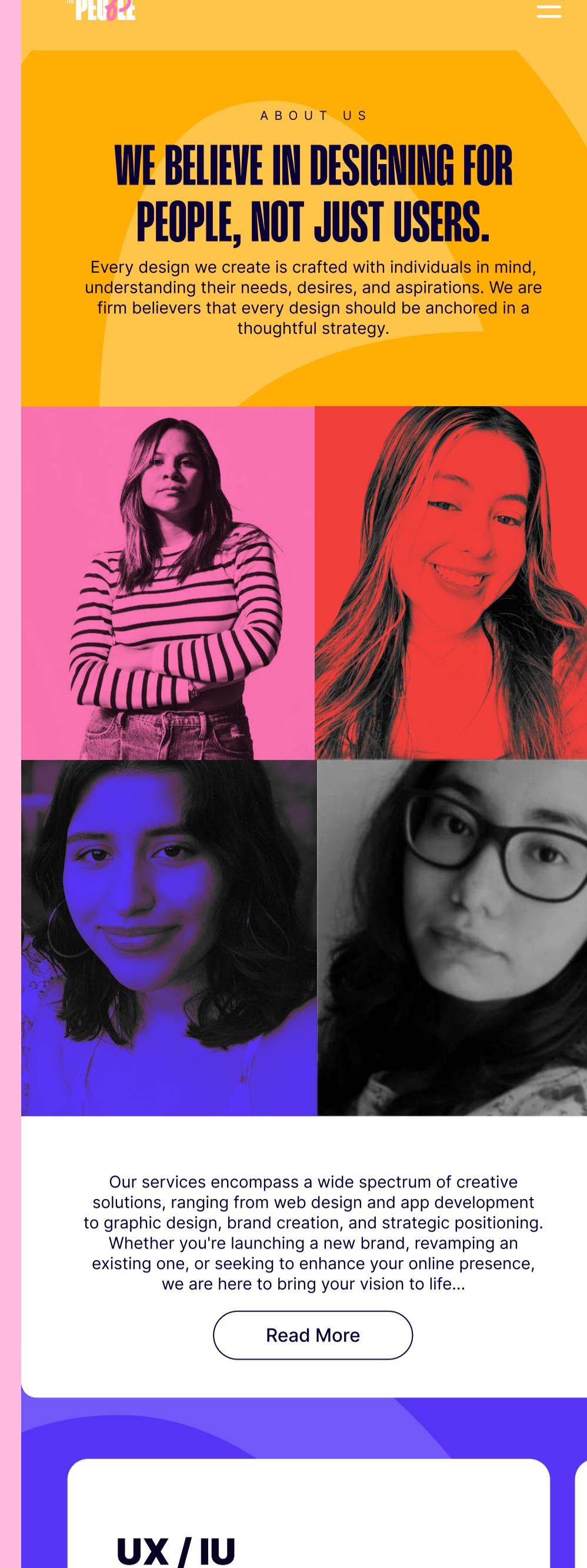
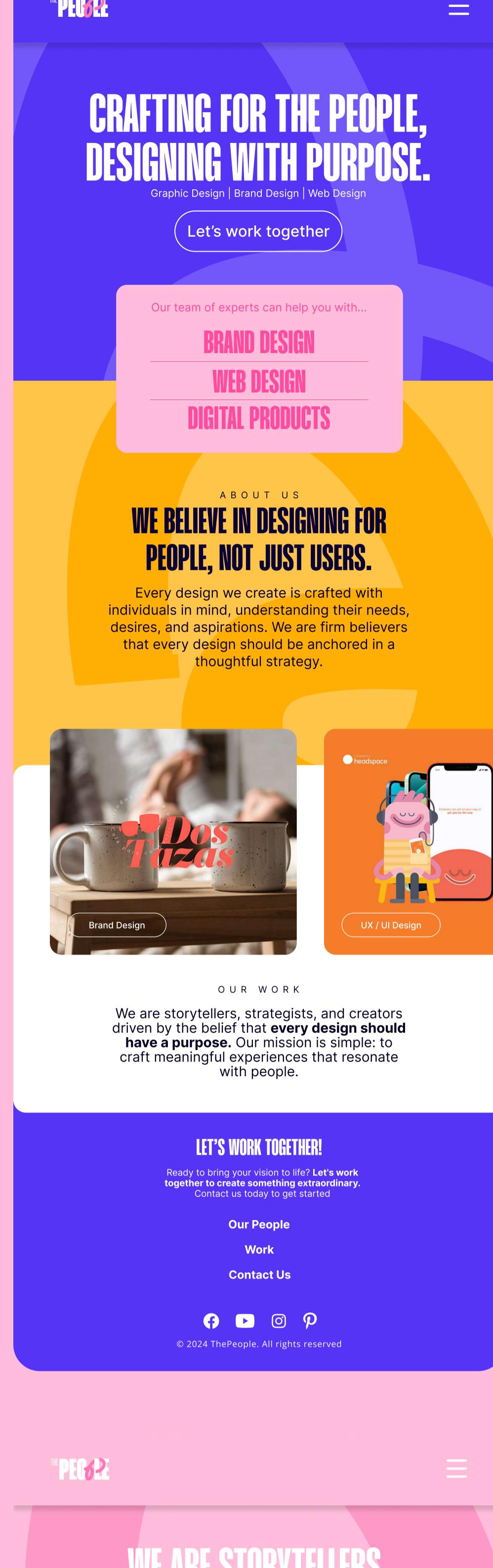
Author(s)

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For more information about the study, please contact Dr. Michael J. Hwang at (310) 206-6500 or via email at mhwang@ucla.edu.