

**Design & me**

**Ethical design**

**Allowed unknowns**

**Inside the box**

**Double-loop learning**

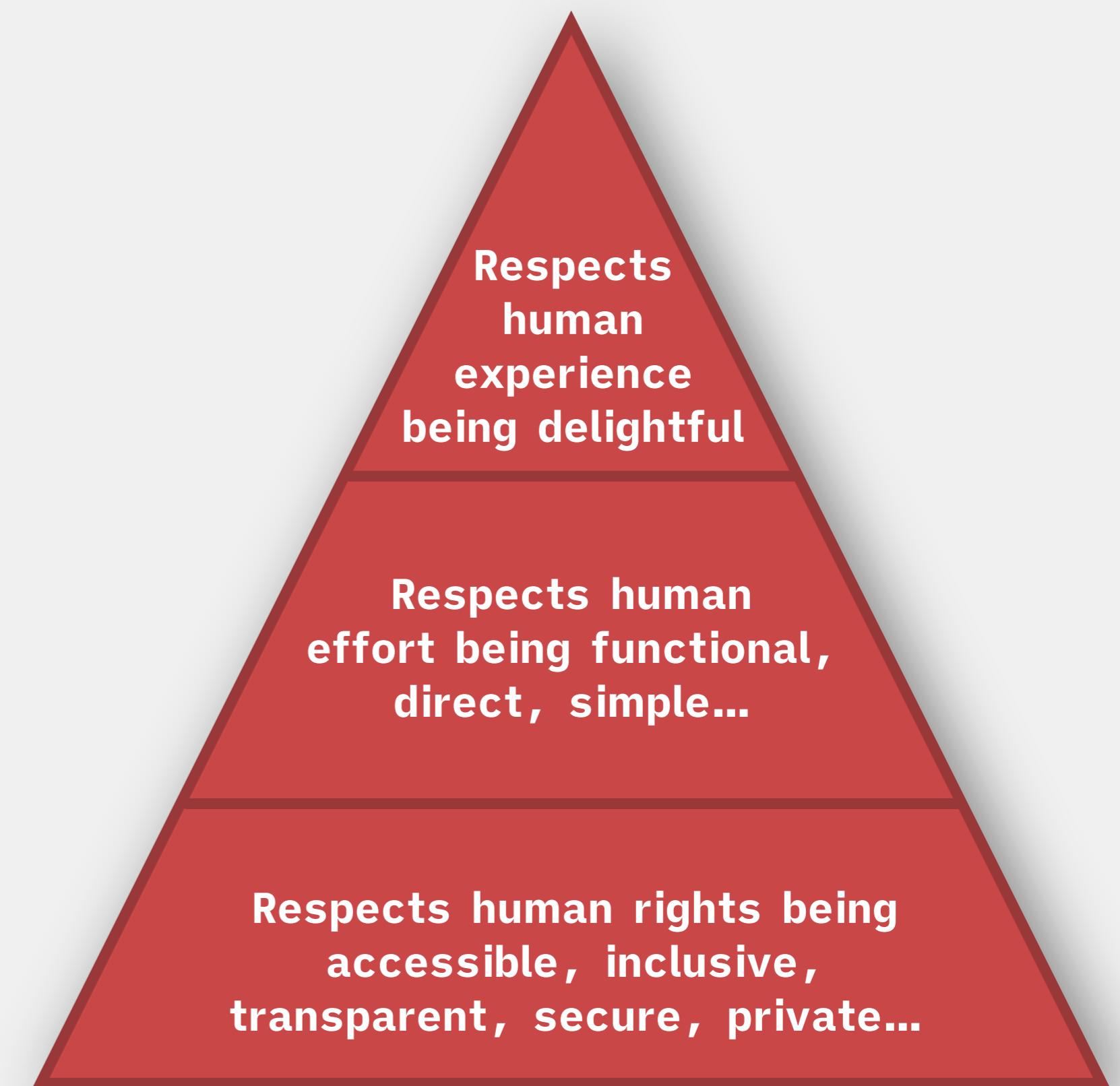
**The workflow**

**The stack**

# Ethical design

*As a designer I am, somehow, directly responsible for the final product made and often for the behaviour that the user has with the product or how it is affected by it.*

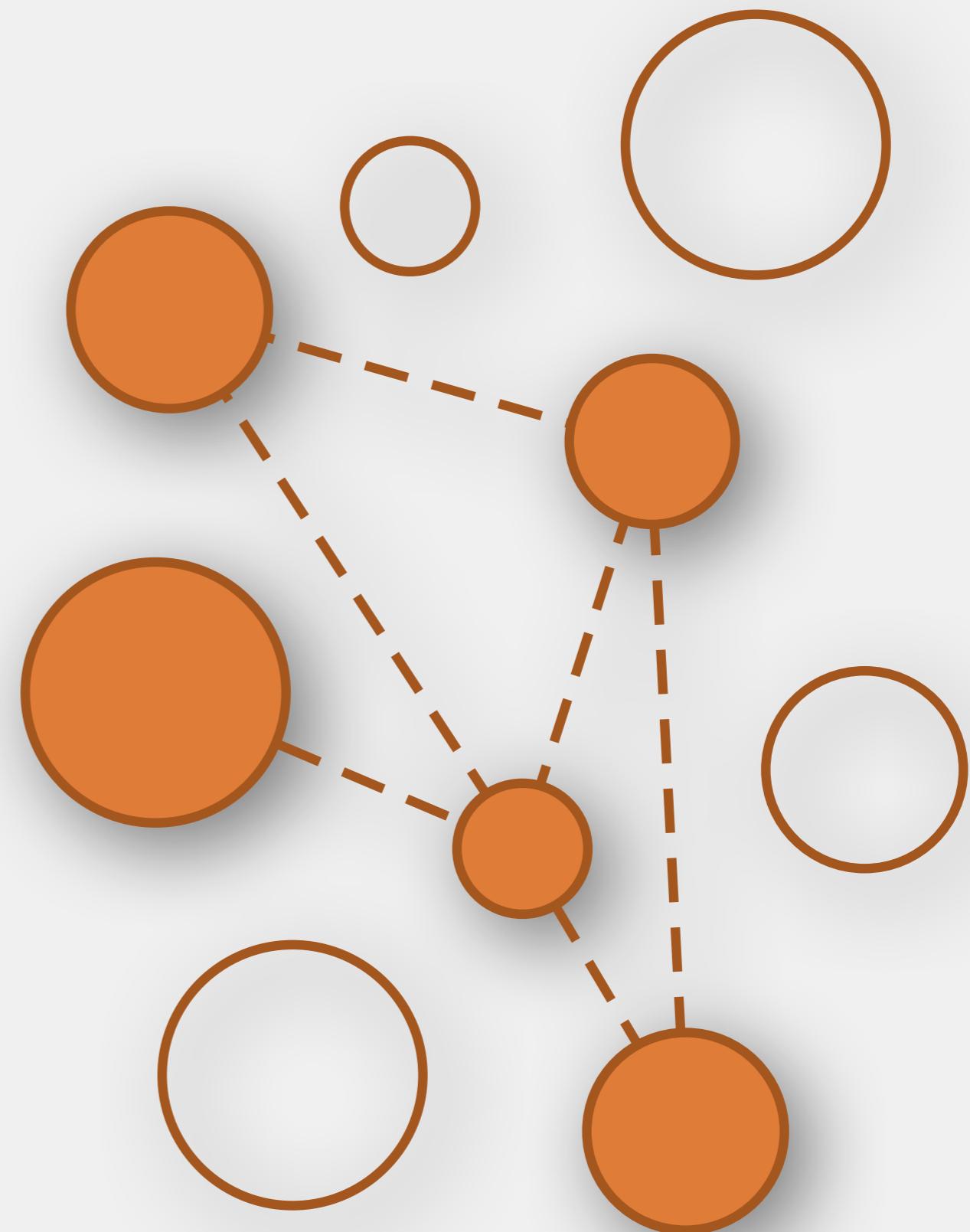
*Therefore, I must create a responsible and ethical design that respects those with whom it will interact.*



# Allowed unknowns

*As a designer I will find myself on situations of uncertainty, ambiguity and discomfort.*

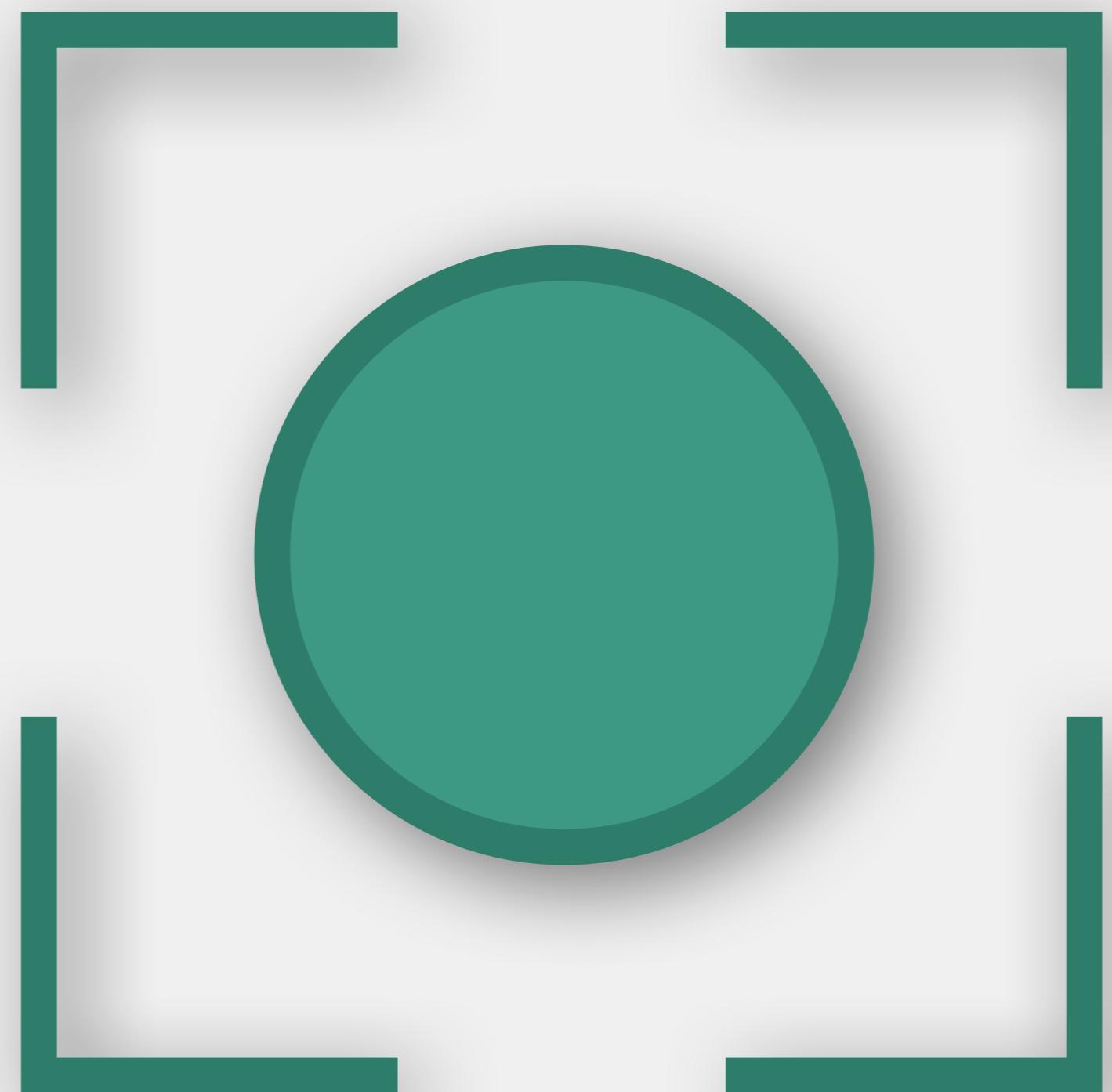
*Therefore, I must allow and embrace the unknowns in order to find creative ideas and solutions.*



# Inside the box

*As a designer, I will work for clients who are usually looking for an efficient solution. This solutions, often, comes from improving current systems.*

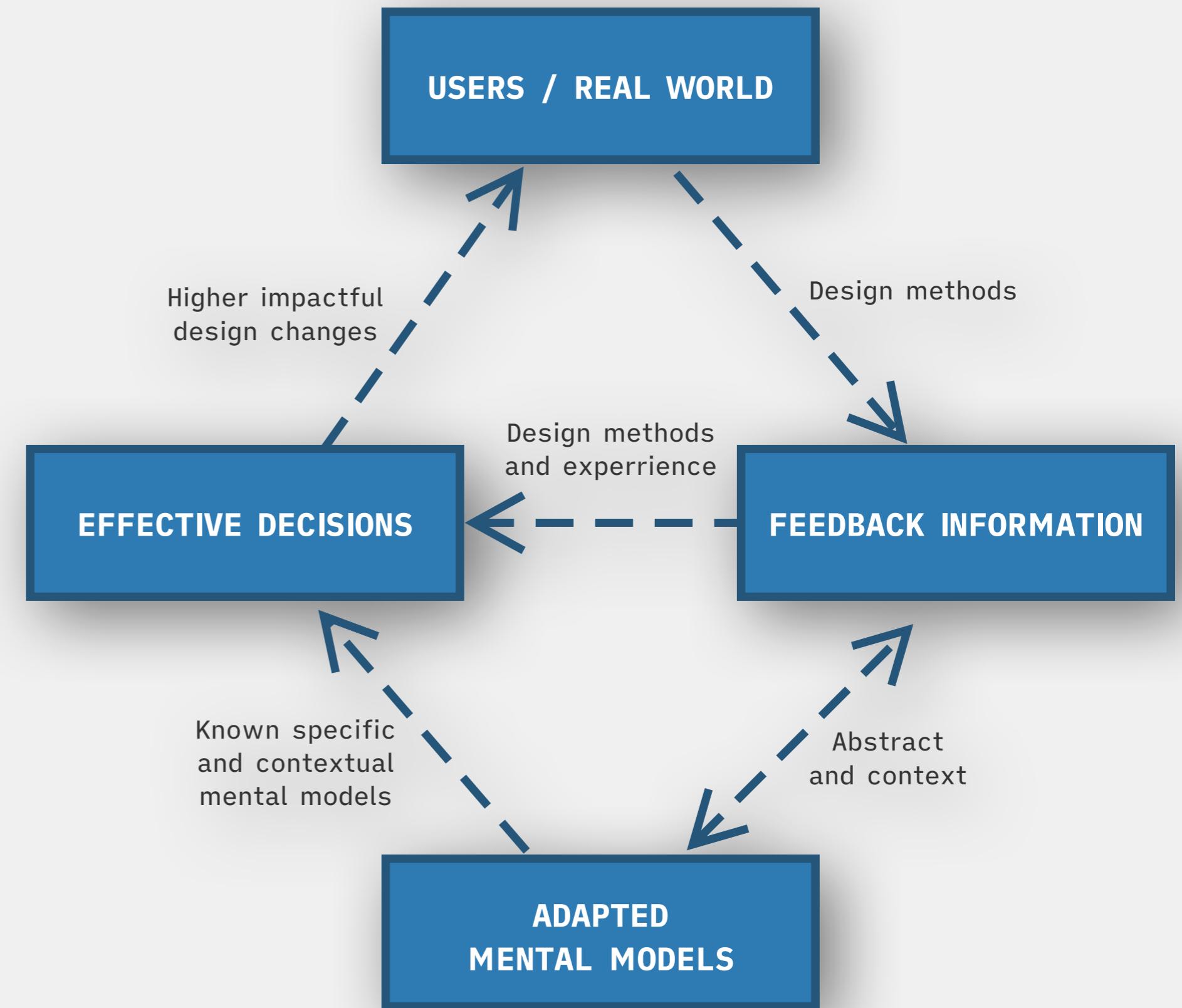
*Therefore, I must think as well “inside the box” and try to find solutions with the resources already available and how are used.*



# Double-loop learning

*As a designer, I will learn and improve over time through iterations and feedback.*

*Therefore, I must take advantage and make effective decisions abstracting and giving context to the feedback with adapted mental models.*



# The workflow

**them**

**emphasize**  
**define**  
**ideate**  
**prototype**  
**test**

**me**

**understand the problem**  
**determine the complexity**  
**acquire ideas**  
**structure the project**  
**iterate often**  
**exploit the feedback**  
**polish over time**

# The stack

*Tools, services and areas that I control and I am happy using:*

- UI/UX tools: *Figma, Sketch, Adobe XD, Framer*
- Web: *HTML, CSS*
- Collaboration & Organisation: *Slack, Discord, Linear, GitHub, Asana, Trello*



# **UX perspectives**

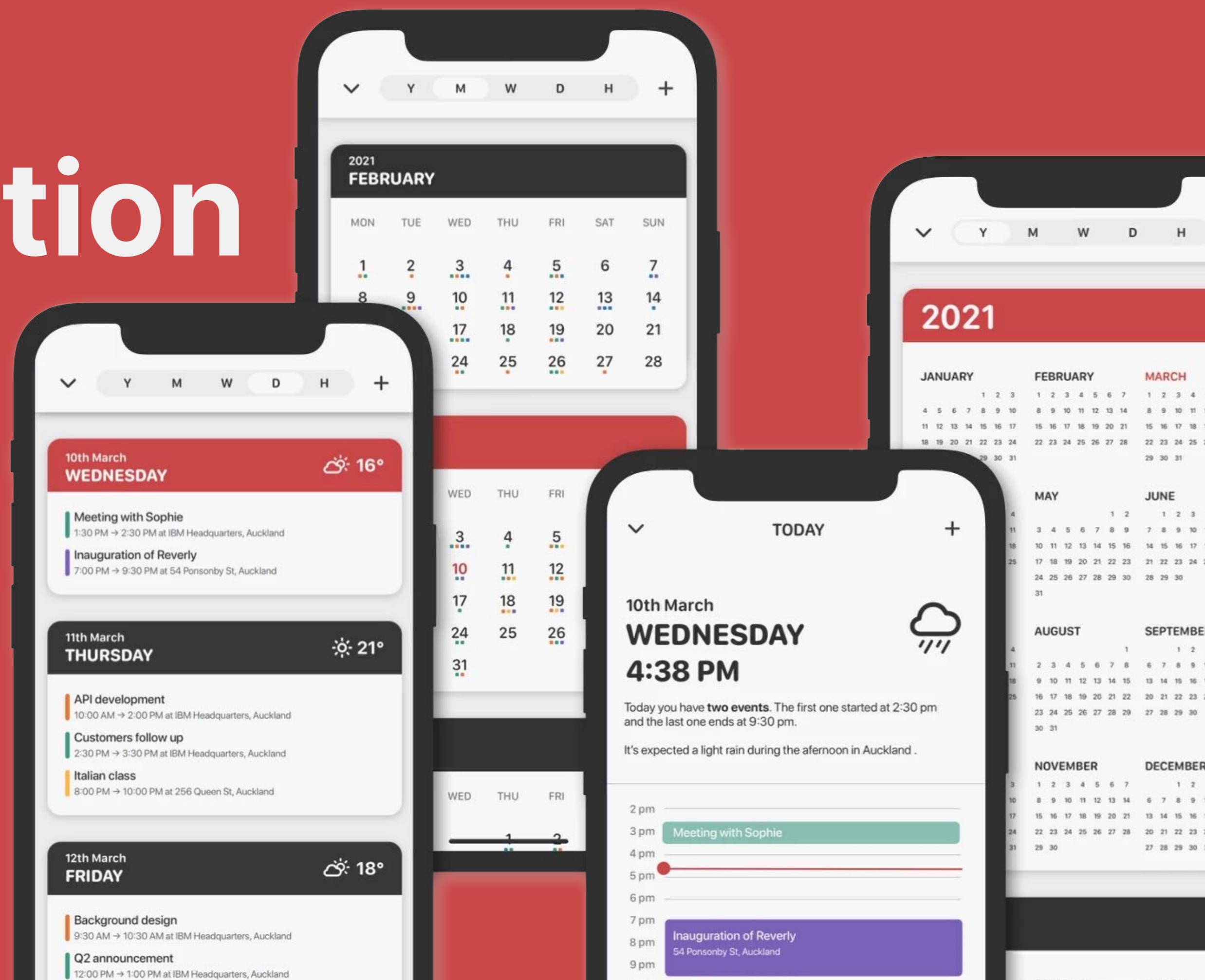
**UX by interaction**  
with aesthetics  
being pragmatic

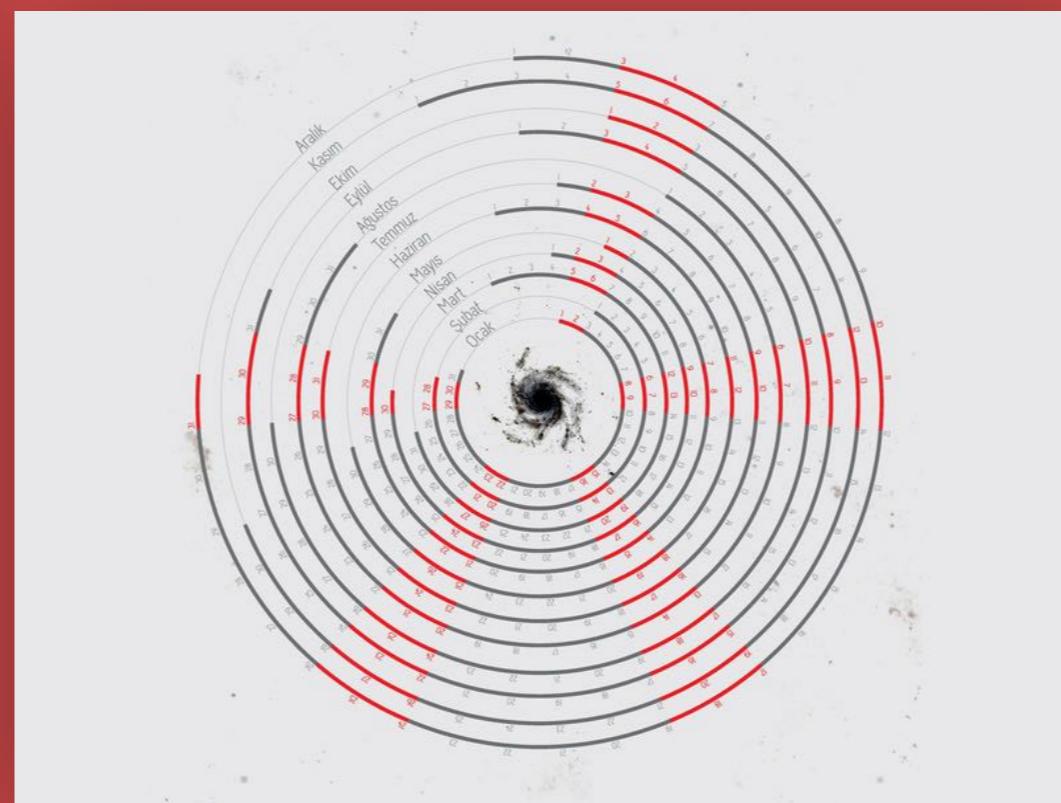
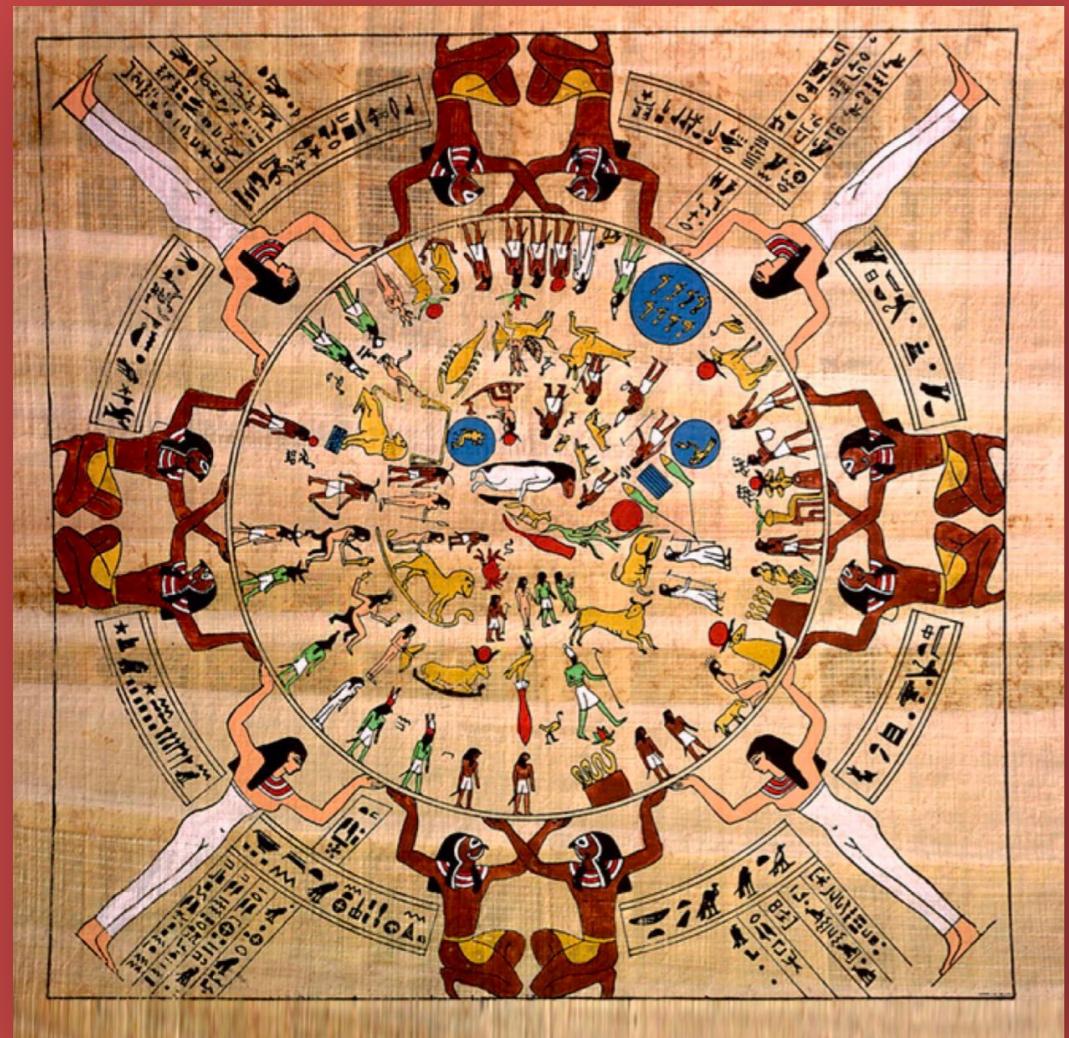
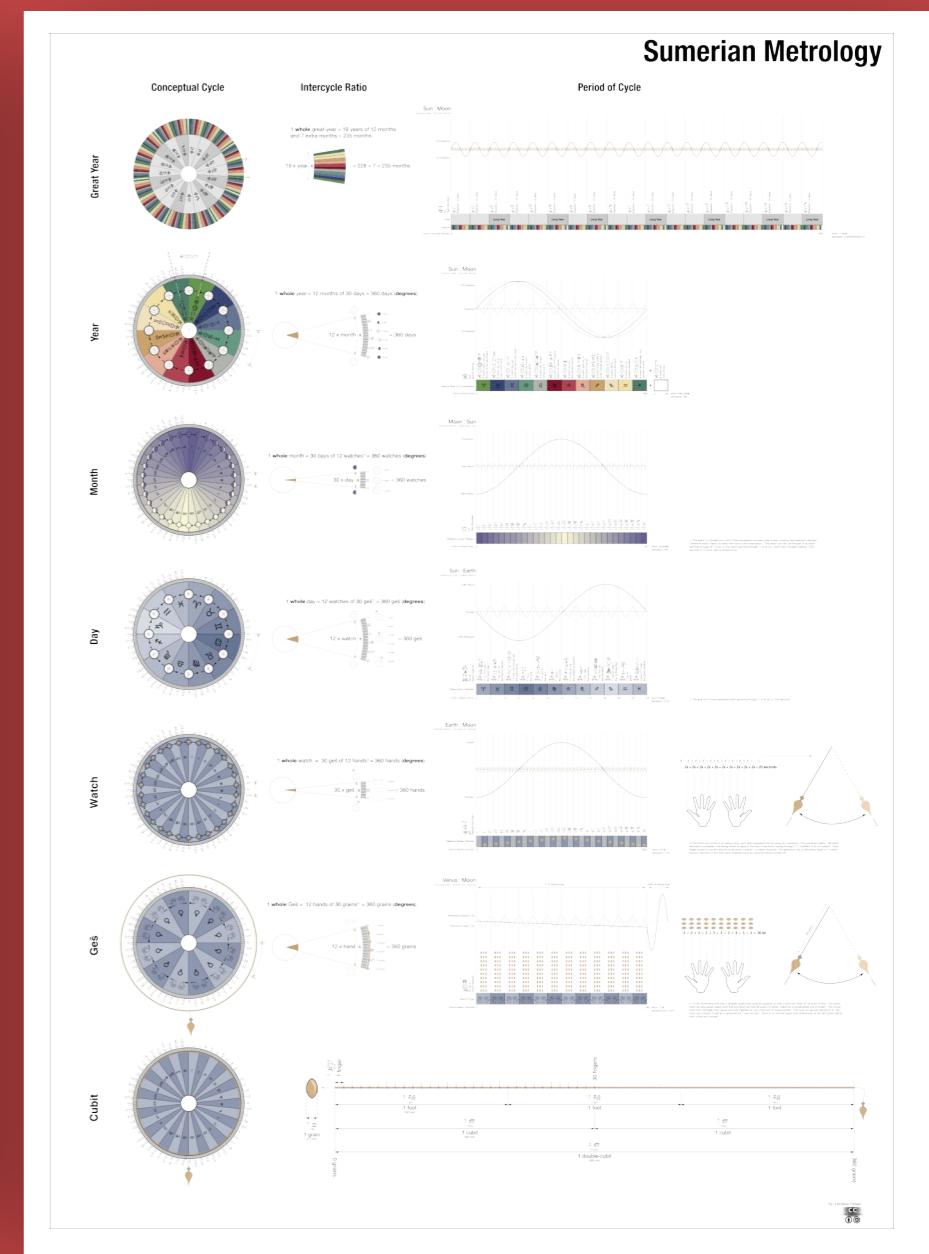
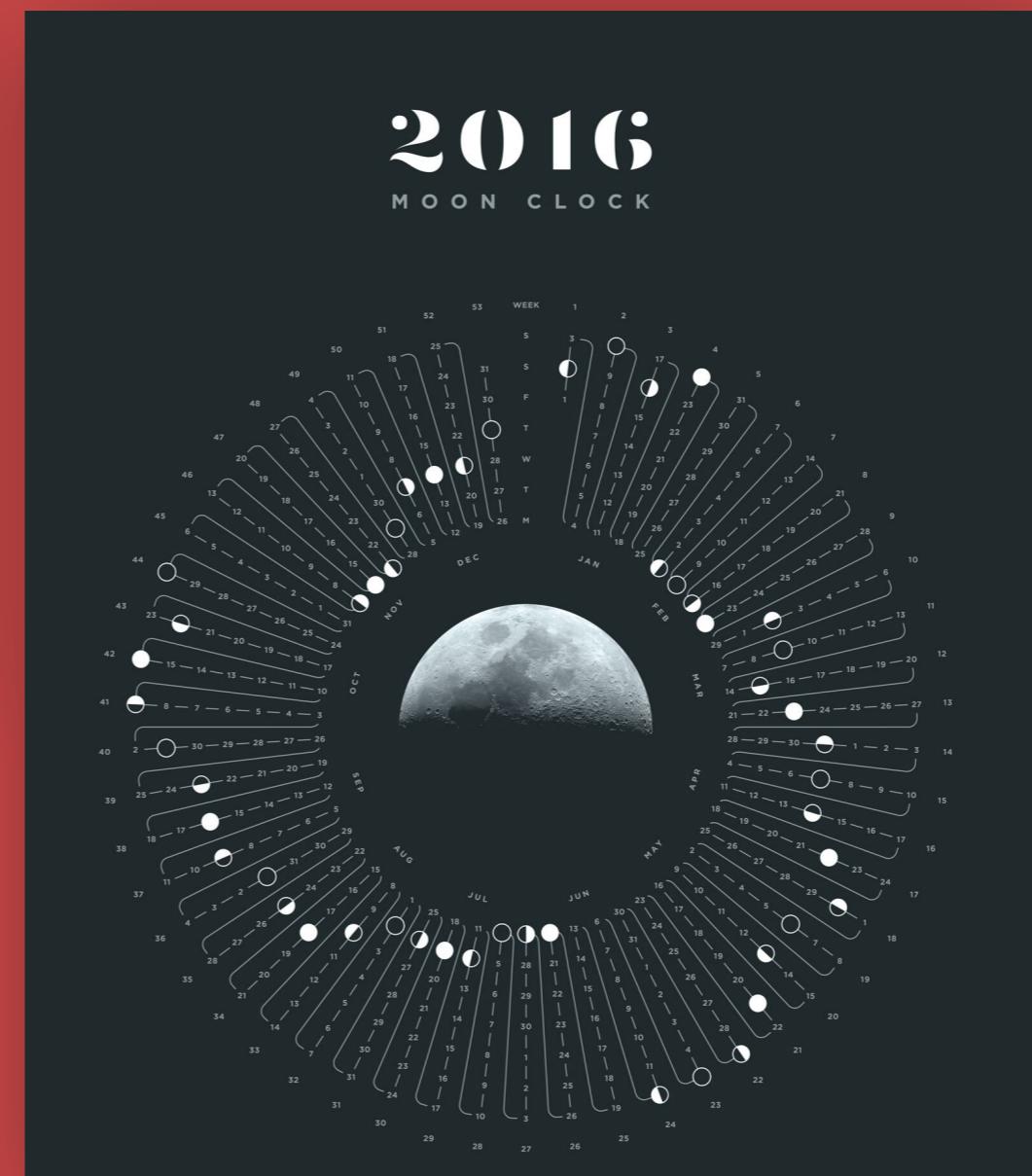
by interaction  
**UX with aesthetics**  
being pragmatic

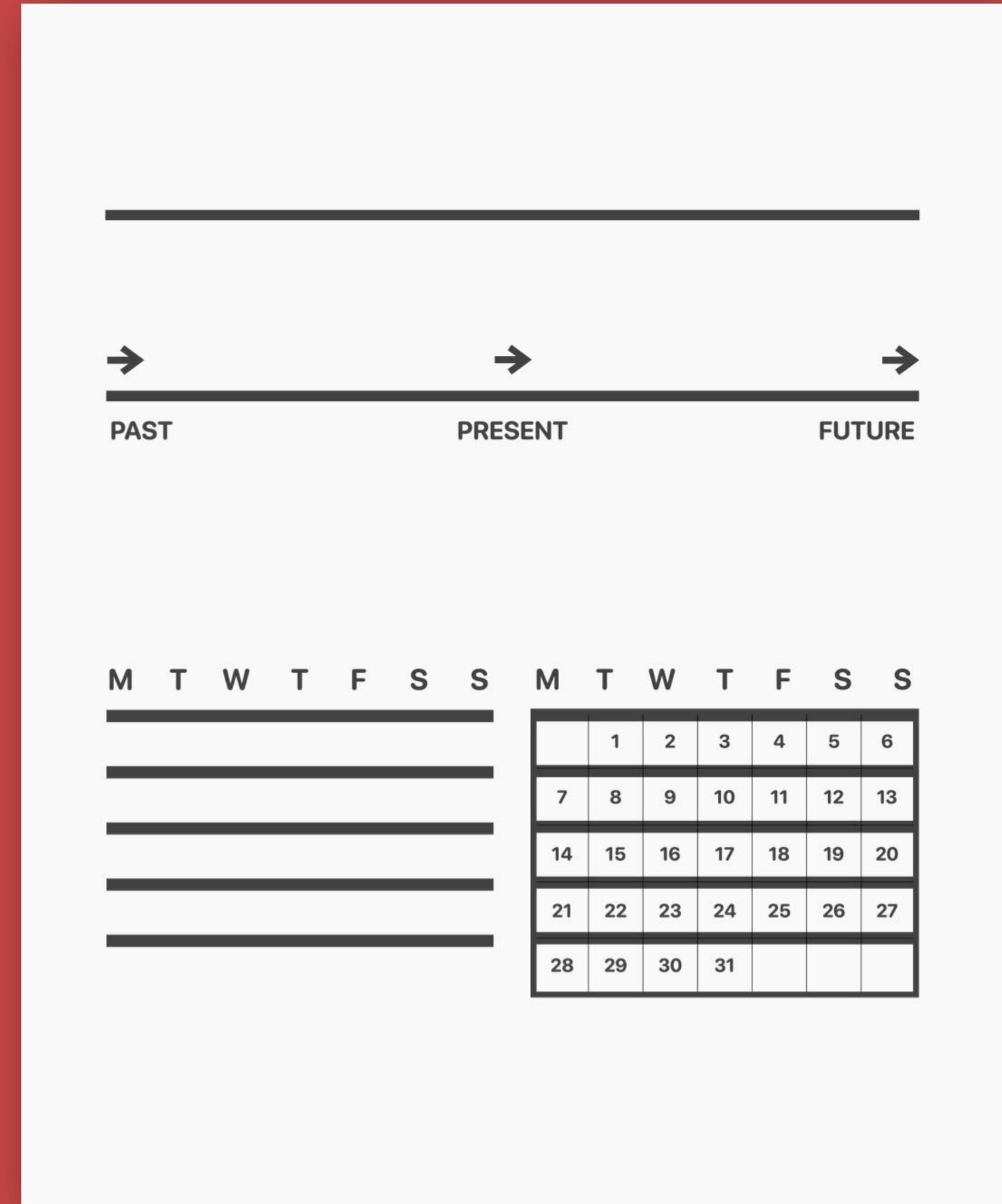
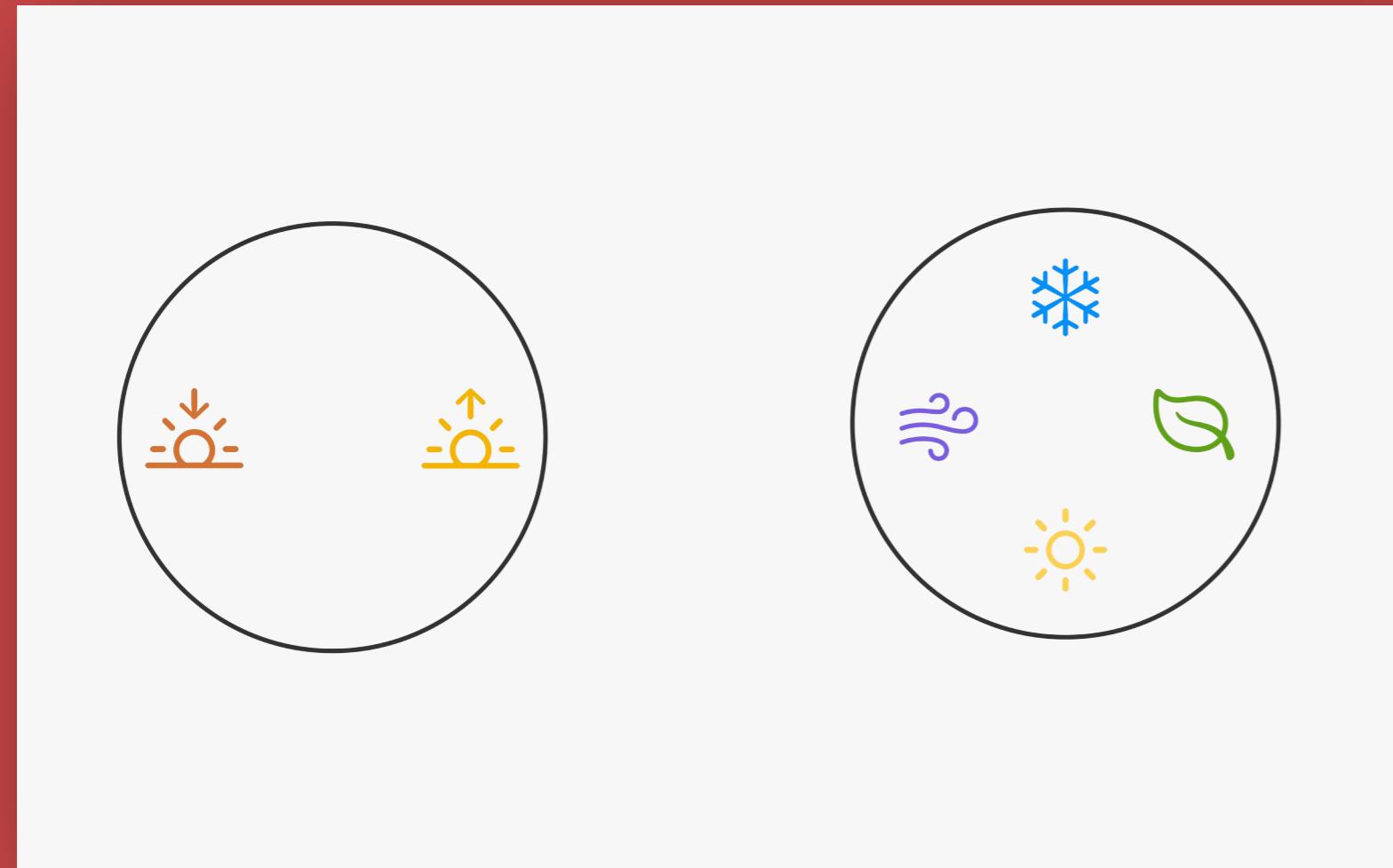
by interaction  
with aesthetics

**UX being pragmatic**

# UX by interaction







### year

2020

JANUARY	FEBRUARY	MARCH
1 2 3 4 5 6 7	8 9 10 11 12 13 14	15 16 17 18 19 20 21
16 17 18 19 20 21 22	23 24 25 26 27 28	29 30 31

APRIL	MAY	JUNE
1 2 3 4	5 6 7 8 9 10 11	12 13 14 15 16 17 18
19 20 21 22 23 24 25	26 27 28 29 30	31

JULY	AUGUST	SEPTEMBER
1 2 3 4	5 6 7 8 9 10 11	12 13 14 15 16 17 18
19 20 21 22 23 24 25	26 27 28 29 30	31

OCTOBER	NOVEMBER	DECEMBER
1 2 3	4 5 6 7 8 9 10	11 12 13 14 15 16 17
18 19 20 21 22 23 24	25 26 27 28 29 30	31

2021

APRIL 2021

### month

FEBRUARY 2021

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH 2021

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

APRIL 2021

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
10	11	12	13	14	15	16

### schedule

TUE 2

Meeting with Sophie  
10:30 AM → 11:00 AM at IBM Headquarters, Auckland

Inauguration of Reverly  
7:00 PM → 9:30 PM at 54 Ponsonby St, Auckland

TUE 3

Meeting with Sophie  
10:30 AM → 11:00 AM at IBM Headquarters, Auckland

Inauguration of Reverly  
7:00 PM → 9:30 PM at 54 Ponsonby St, Auckland

WED 4

Meeting with Sophie  
10:30 AM → 11:00 AM at IBM Headquarters, Auckland

Inauguration of Reverly  
7:00 PM → 9:30 PM at 54 Ponsonby St, Auckland

THU 5

Meeting with Sophie  
10:30 AM → 11:00 AM at IBM Headquarters, Auckland

Inauguration of Reverly  
7:00 PM → 9:30 PM at 54 Ponsonby St, Auckland

FRI 6

Meeting with Sophie  
10:30 AM → 11:00 AM at IBM Headquarters, Auckland

Inauguration of Reverly  
7:00 PM → 9:30 PM at 54 Ponsonby St, Auckland

SAT 7

Meeting with Sophie  
10:30 AM → 11:00 AM at IBM Headquarters, Auckland

Inauguration of Reverly  
7:00 PM → 9:30 PM at 54 Ponsonby St, Auckland

SUN 8

Meeting with Sophie  
10:30 AM → 11:00 AM at IBM Headquarters, Auckland

Inauguration of Reverly  
7:00 PM → 9:30 PM at 54 Ponsonby St, Auckland

MON 9

### menu

TUE 2

Search an event...

3rd March WEDNESDAY

MON 8

SUN 7

SAT 6

FRI 5

## calendar

### AUGUST 2020

MON	TUE	WED	THU	FRI	SAT	SUN
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
24	18	26	20	21	29	23
31	25	19	27	28	22	30
17	1	2	3	4	5	6



## schedule

SAT 8 AUG 20 JUN  
SUN 9 SEP 20 OCT 20 MON 10 NOV 20 DEC 20 TUE 11 JAN 21 FEB 21 MAR 21 APR 21 MAY 21 JUN 21 JUL 16 SAT 15 FRI 14 THU 13 WED 12 TUE 11 MON 10 SUN 9 SAT 8 AUG 20 JUN  
• •

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#### Inauguration of Reverly

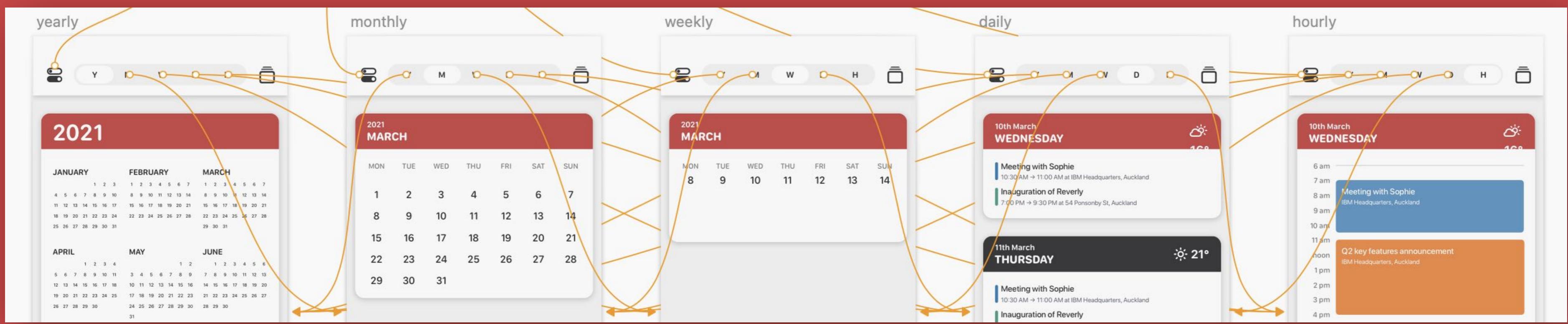
7:00 PM → 9:30 PM at 54 Ponsonby St, Auckland

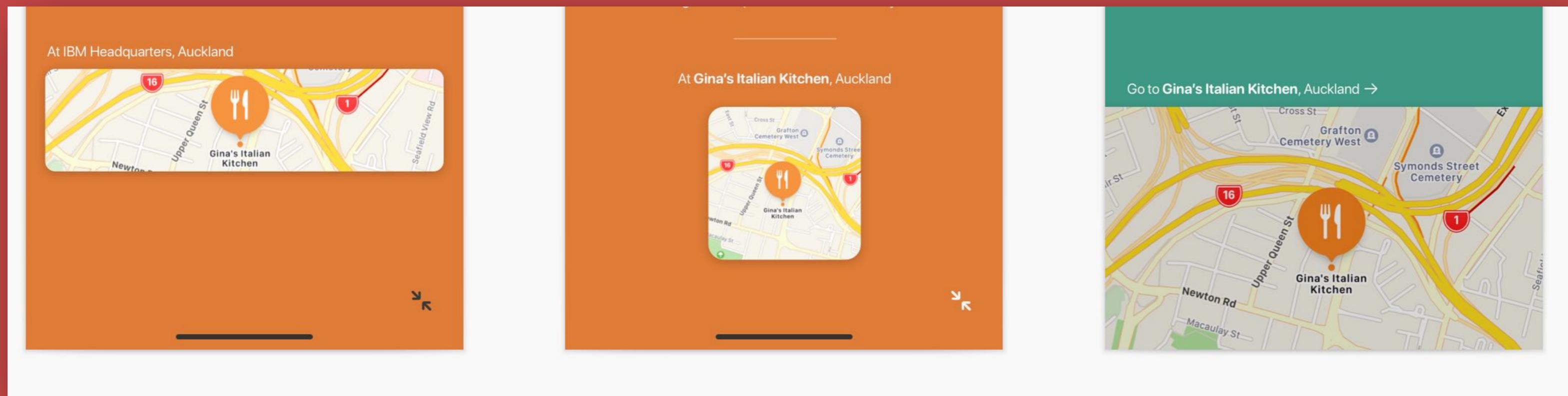
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**Home hourly light**

**WEDNESDAY**  
10th March 16°

- Meeting with Sophie  
10:30 AM → 11:00 AM at IBM Headquarters, Auckland
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7:00 PM → 9:30 PM at 54 Ponsonby St, Auckland

**Home hourly light**

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**yearly**

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**yearly**

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## Week 11 of 2021 8TH – 14TH MARCH

MON	TUE	WED	THU	FRI	SAT	SUN
8	9	10	11	12	13	14

hourly in copy

X

SEARCH

INBOX

FILTER

SETTINGS

It's expected a light rain during the afternoon in Auckland.

hourly in copy

X TODAY DAY

SEARCH

INBOX

FILTER

SETTINGS

The first one started at 7:00 am and the last one ends at 8:00 pm.

It's expected a light rain during the afternoon in Auckland.



Y M W D H +

## 2021

JANUARY	FEBRUARY	MARCH
1 2 3	1 2 3 4 5 6 7	1 2 3 4 5 6 7
4 5 6 7 8 9 10	8 9 10 11 12 13 14	8 9 10 11 12 13 14
11 12 13 14 15 16 17	15 16 17 18 19 20 21	15 16 17 18 19 20 21
18 19 20 21 22 23 24	22 23 24 25 26 27 28	22 23 24 25 26 27 28
25 26 27 28 29 30 31	29 30 31	

APRIL	MAY	JUNE
1 2 3 4	1 2	1 2 3 4 5 6
5 6 7 8 9 10 11	3 4 5 6 7 8 9	7 8 9 10 11 12 13
12 13 14 15 16 17 18	10 11 12 13 14 15 16	14 15 16 17 18 19 20
19 20 21 22 23 24 25	17 18 19 20 21 22 23	21 22 23 24 25 26 27
26 27 28 29 30	24 25 26 27 28 29	28 29 30
	31	

JULY	AUGUST	SEPTEMBER
1 2 3 4	1	1 2 3 4 5
5 6 7 8 9 10 11	2 3 4 5 6 7 8	6 7 8 9 10 11 12
12 13 14 15 16 17 18	9 10 11 12 13 14 15	13 14 15 16 17 18 19
19 20 21 22 23 24 25	16 17 18 19 20 21 22	20 21 22 23 24 25 26
26 27 28 29 30 31	23 24 25 26 27 28 29	27 28 29 30 31
	30 31	

OCTOBER	NOVEMBER	DECEMBER
1 2 3	1 2 3 4 5 6 7	1 2 3 4 5
4 5 6 7 8 9 10	8 9 10 11 12 13 14	6 7 8 9 10 11 12
11 12 13 14 15 16 17	15 16 17 18 19 20 21	13 14 15 16 17 18 19
18 19 20 21 22 23 24	22 23 24 25 26 27 28	20 21 22 23 24 25 26
25 26 27 28 29 30 31	29 30	27 28 29 30 31

## 2022

JANUARY	FEBRUARY	MARCH
	1 2	3 4

Y M W D H +

## 2021 FEBRUARY

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Y M W D H +

## Week 11 of 2021 1ST – 7TH MARCH

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Y M W D H +

## Week 11 of 2021 8TH – 14TH MARCH

MON	TUE	WED	THU	FRI	SAT	SUN
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Y M W D H +

## Week 11 of 2021 15TH – 21TH MARCH

MON	TUE	WED	THU	FRI	SAT	SUN
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Y M W D H +

## 2021 APRIL

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4		

Y M W D H +

## 10th March WEDNESDAY

16°

Meeting with Sophie  
1:30 PM → 2:30 PM at IBM Headquarters, Auckland

Inauguration of Reverly  
7:00 PM → 9:30 PM at 54 Ponsonby St, Auckland

11th March THURSDAY

21°

API development  
10:00 AM → 2:00 PM at IBM Headquarters, Auckland

Customers follow up  
2:30 PM → 3:30 PM at IBM Headquarters, Auckland

Italian class  
8:00 PM → 10:00 PM at 256 Queen St, Auckland

12th March FRIDAY

18°

Background design  
9:30 AM → 10:30 AM at IBM Headquarters, Auckland

Q2 announcement  
12:00 PM → 1:00 PM at IBM Headquarters, Auckland

Background process  
3:00 PM → 4:00 PM at IBM Headquarters, Auckland

13th March SATURDAY

17°

Training match

10th March WEDNESDAY

16°

Meeting with Sophie  
2 pm → 3 pm

Inauguration of Reverly  
8 pm → 9 pm

11th March THURSDAY

21°

API development  
9 am → 10 am

Customers follow up  
11 am → noon

Italian class  
1 pm → 2 pm

12th March FRIDAY

18°

Background design  
3 pm → 4 pm

Q2 announcement  
5 pm → 6 pm

Background process  
7 pm → 8 pm

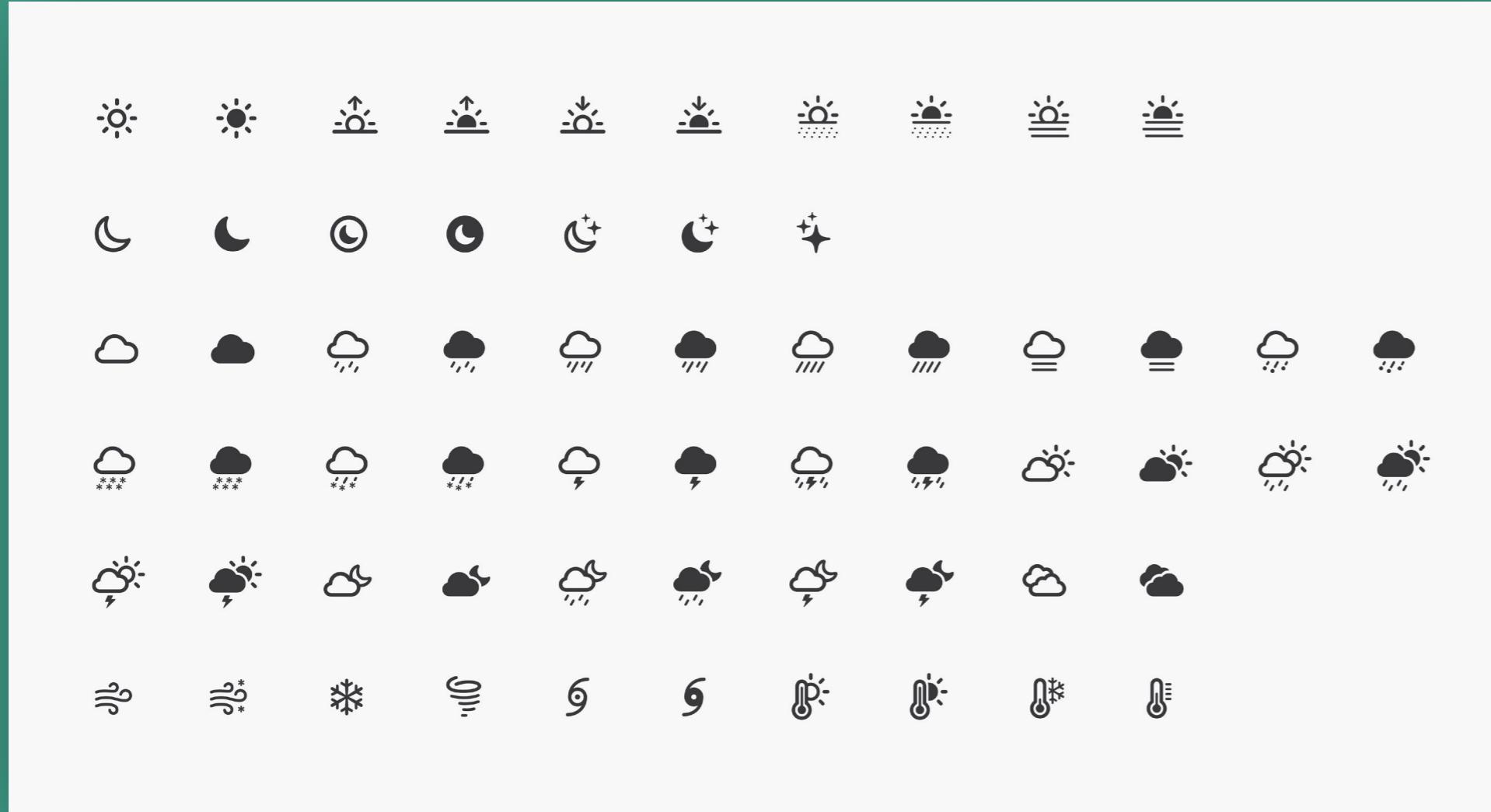
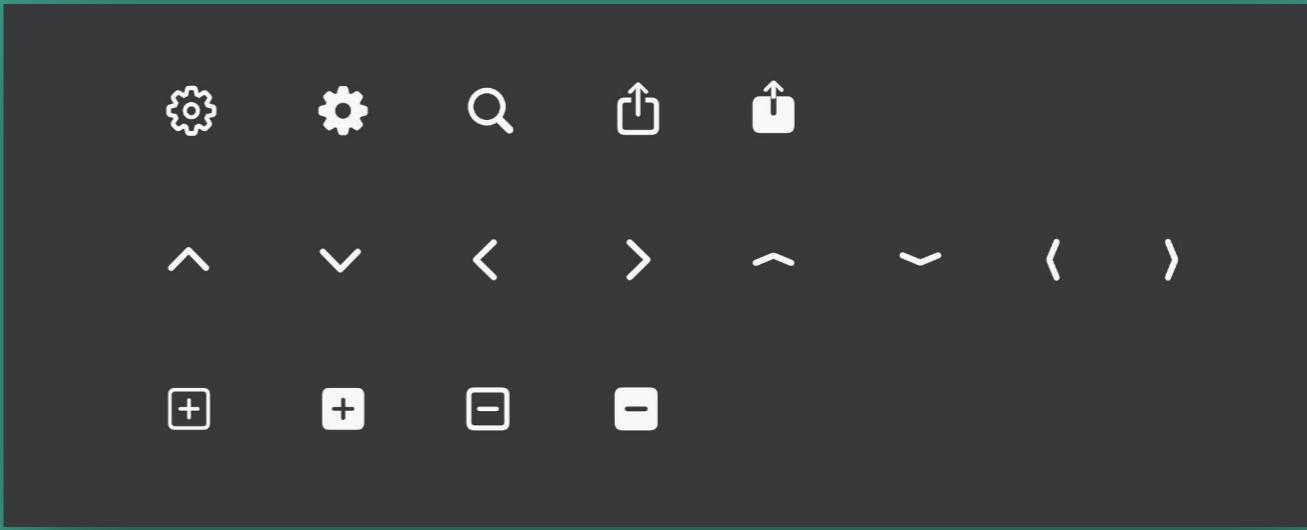
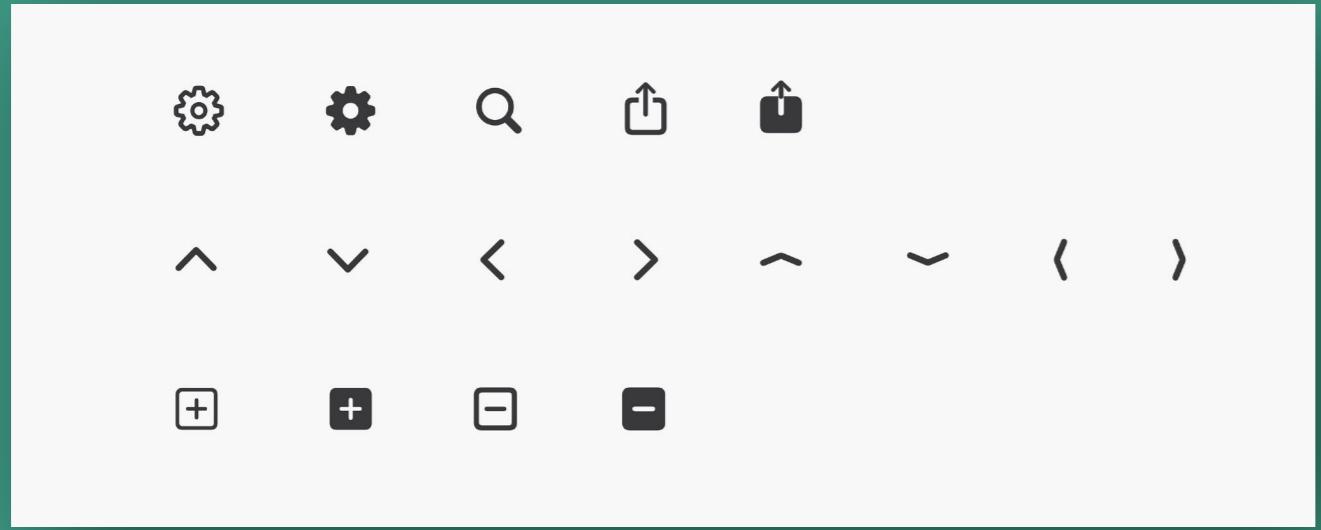
13th March SATURDAY

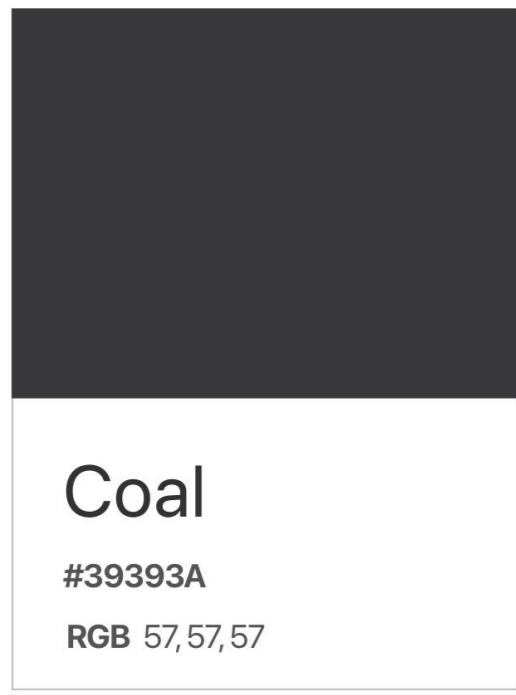
17°

Training match  
9 pm →

# UX with aesthetics



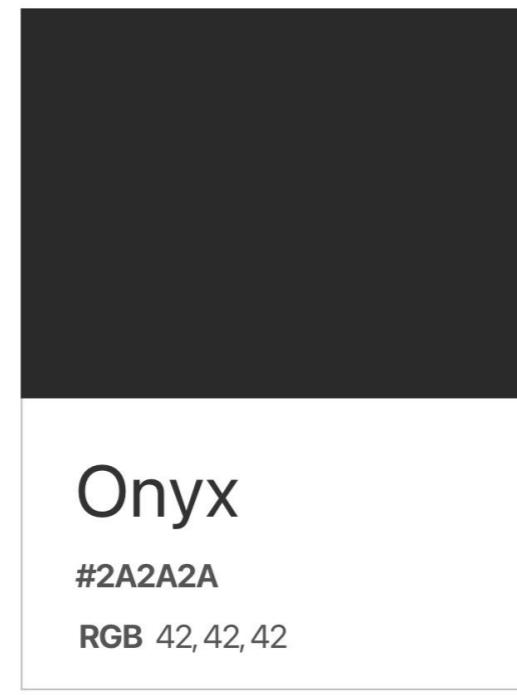




Coal

#39393A

RGB 57,57,57



Onyx

#2A2A2A

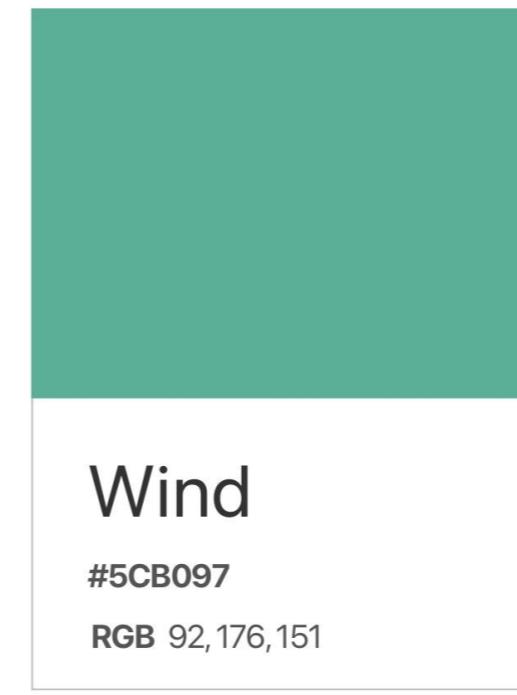
RGB 42,42,42



Fire

#F9723A

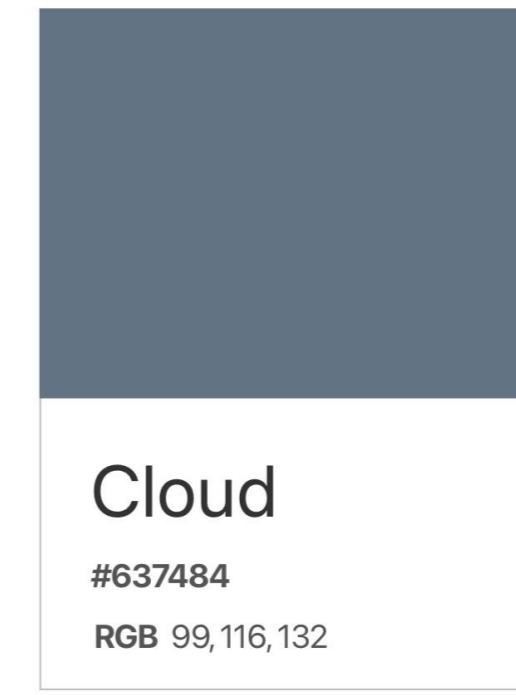
RGB 249,114,58



Wind

#5CB097

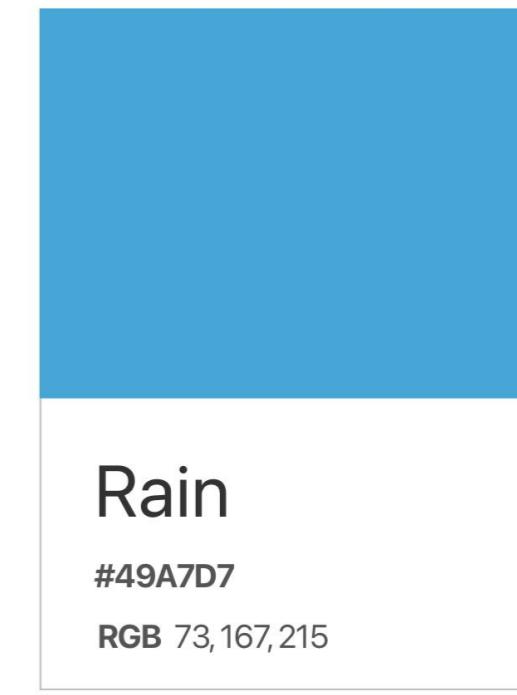
RGB 92,176,151



Cloud

#637484

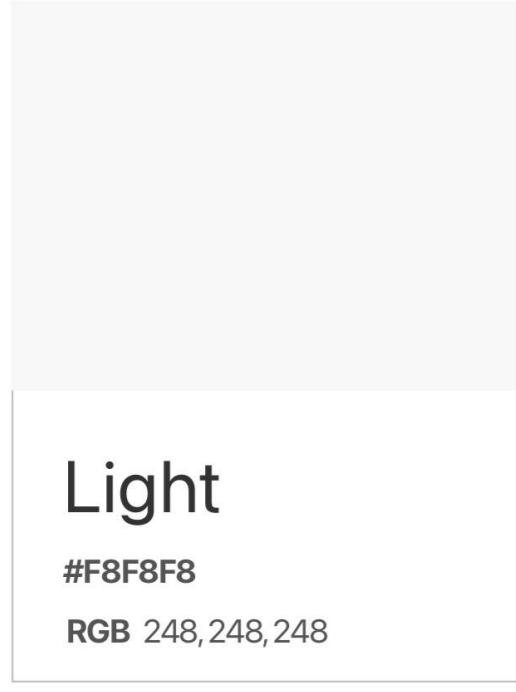
RGB 99,116,132



Rain

#49A7D7

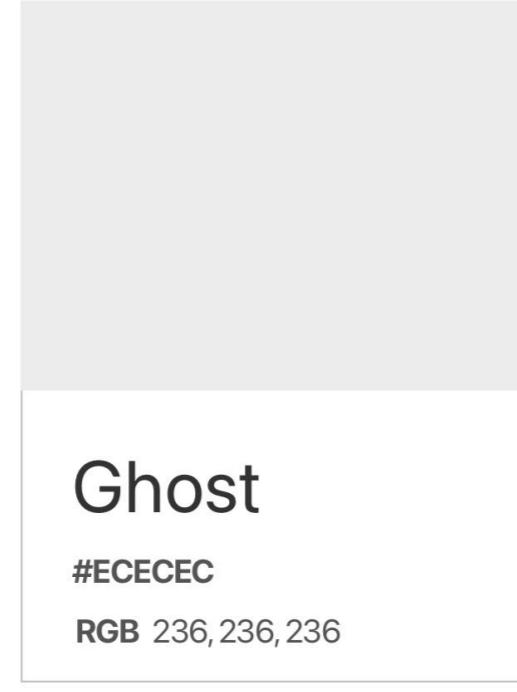
RGB 73,167,215



Light

#F8F8F8

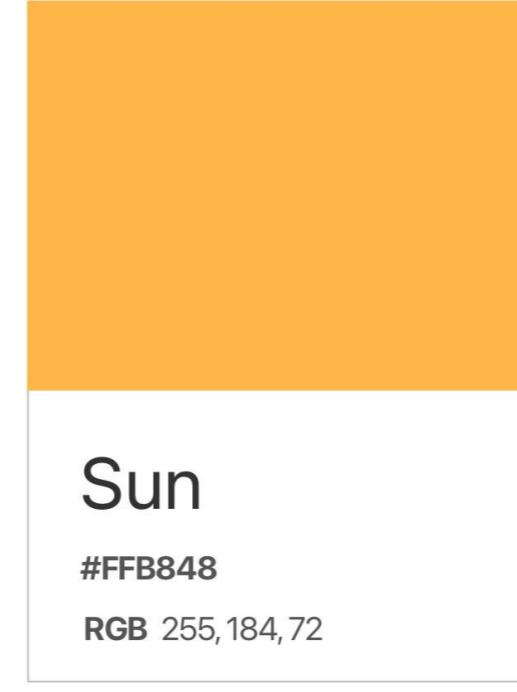
RGB 248,248,248



Ghost

#ECECEC

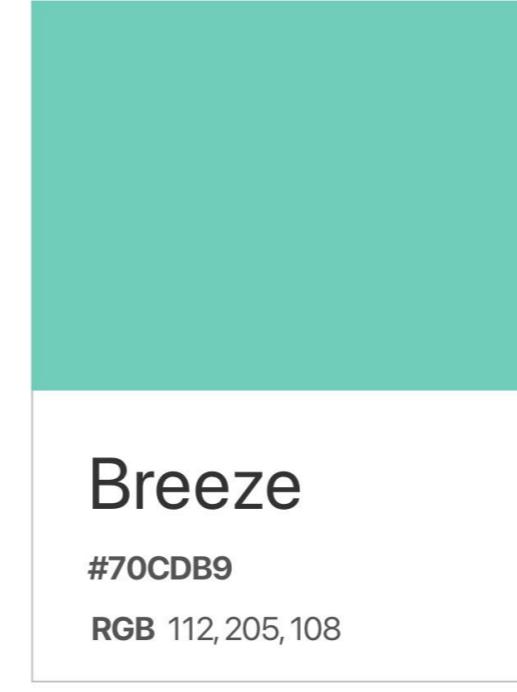
RGB 236,236,236



Sun

#FFB848

RGB 255,184,72



Breeze

#70CDB9

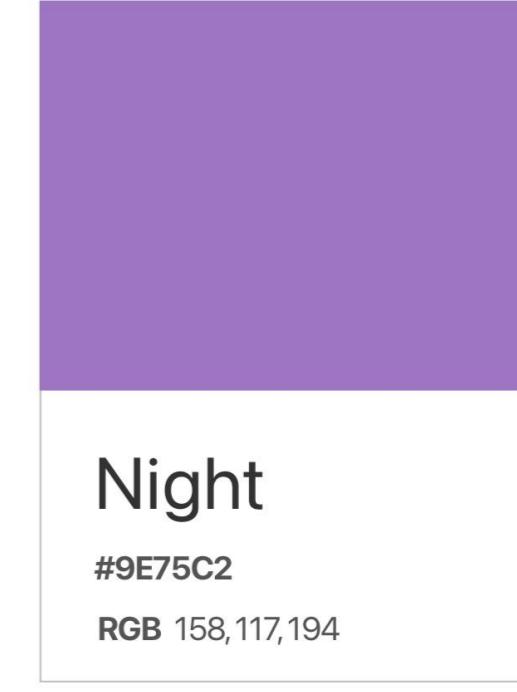
RGB 112,205,108



Fog

#C2CBD3

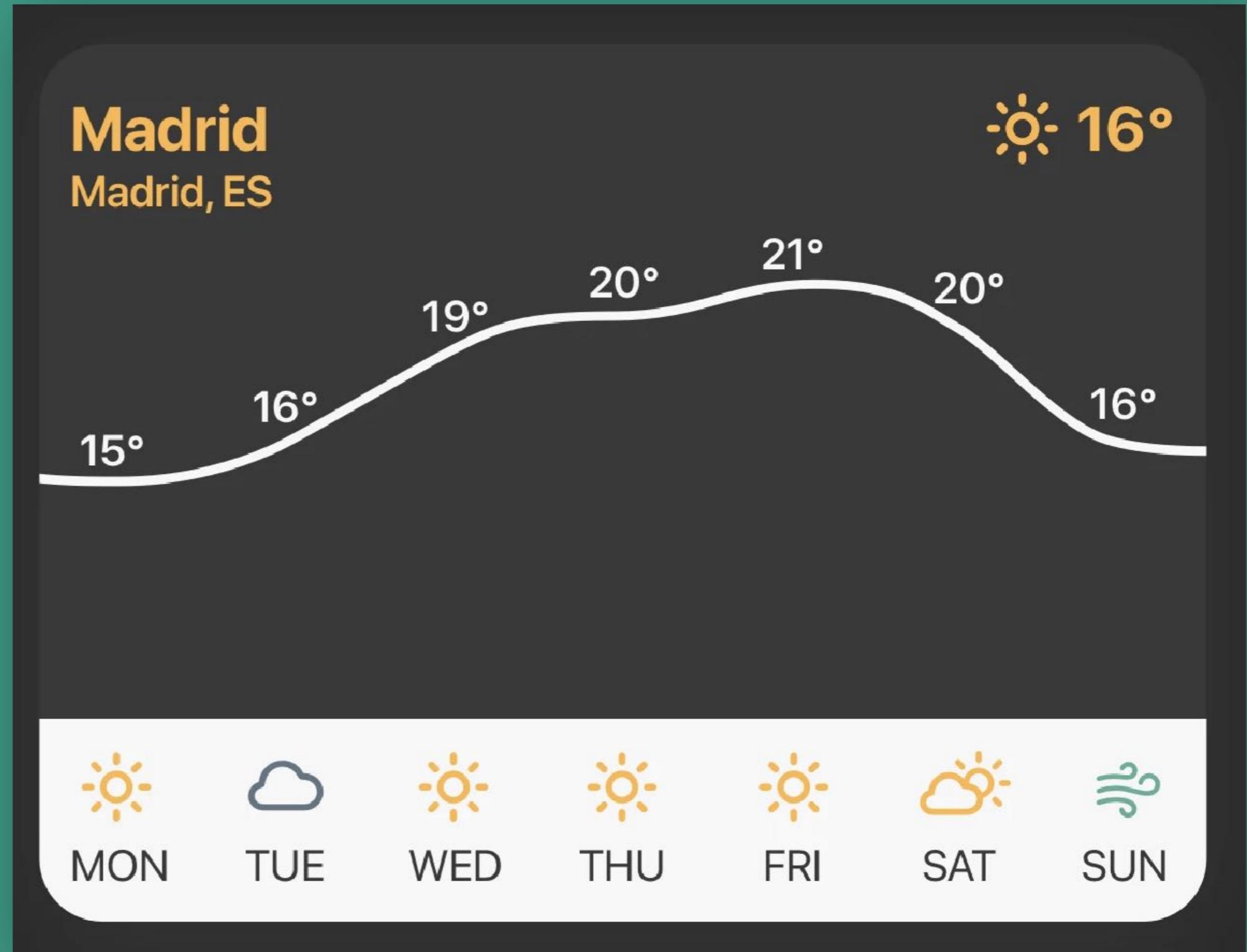
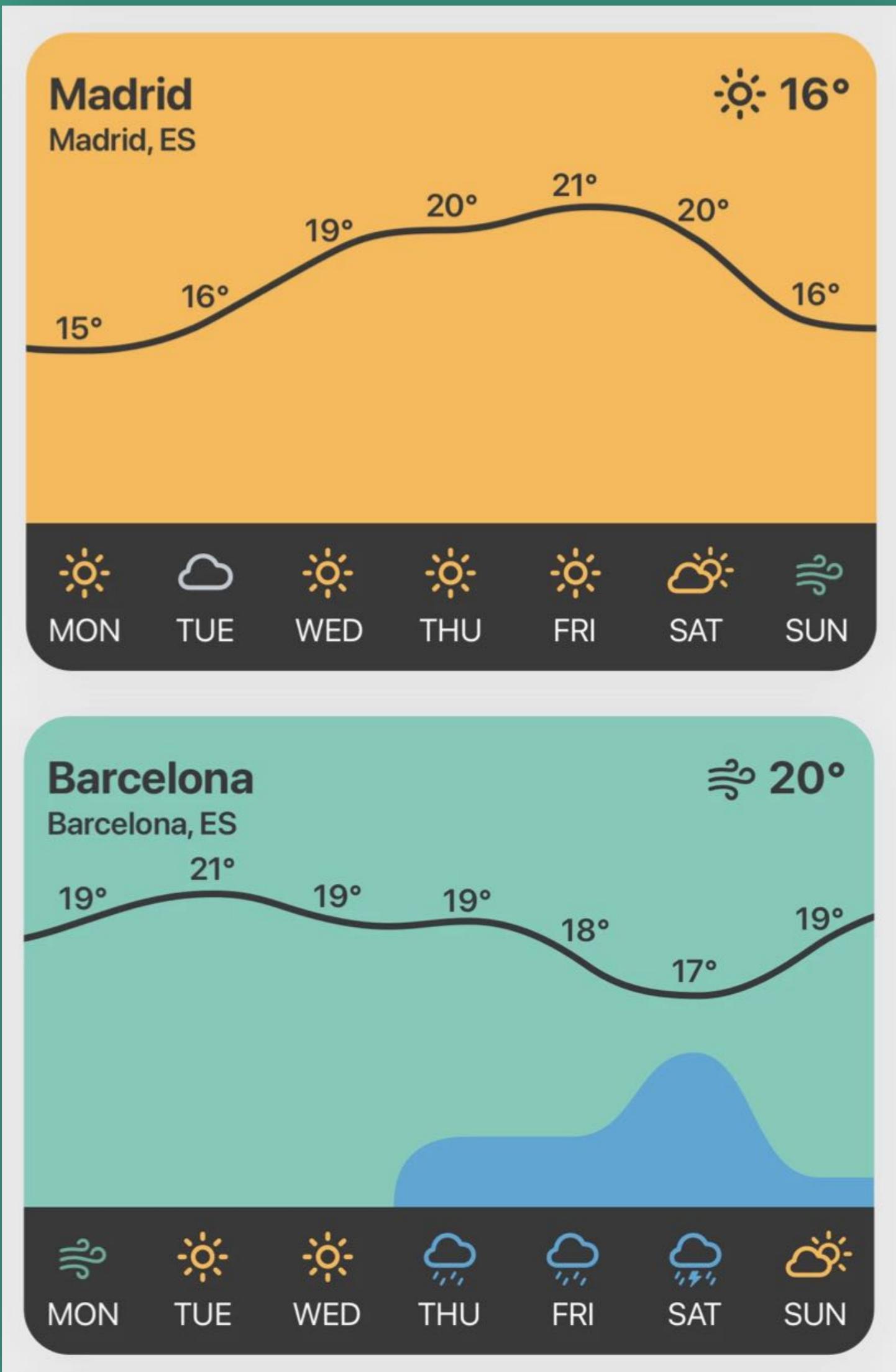
RGB 194,203,211



Night

#9E75C2

RGB 158,117,194



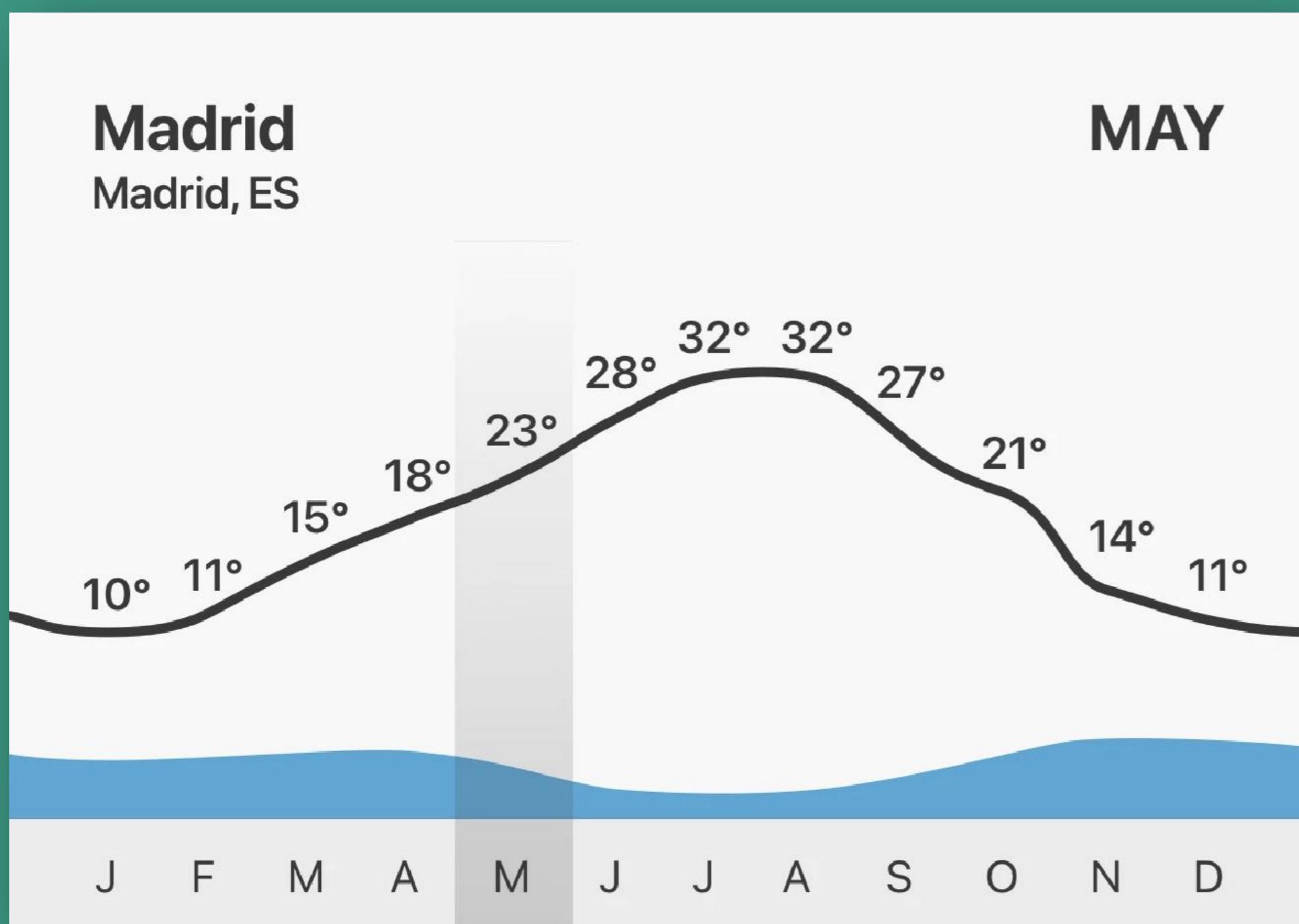
## SUNNY UNTIL AFTERNOON

AVERAGE	13°	SUNRISE	7:32 AM
PRECIPITATION	0%	SUNSET	8:19 PM
RAIN	0 CM	WIND	8-24 KM/H W
DEW POINT	11°	UV INDEX	4
HUMIDITY	60%	CLOUD COVER	20%

Madrid

Madrid, ES

MAY



## WINDY UNTIL AFTERNOON

Shared with

Barcelona

Barcelona, ES

20°







# UX being pragmatic

The image displays three digital interfaces for a community support service, illustrating UX design principles:

- Top Interface (Desktop):** Shows a header with "latinos@waiheke.help" and "Auckland 1081 New Zealand". It features a section titled "Help our foreign nationals" with a red border, a "Help us" section with a "donate" button, a "Call us" section with a phone icon and number "09 372 6300", and an "Email us" section with "donors@waiheke.help". A cartoon character of a man in a yellow shirt is shown on the right.
- Middle Interface (Mobile Phone):** Shows a header with "waiheke.help". It features a section titled "Free confidential advocacy and support for Latino people in Waiheke Island" with a green border. Below it is a "Let's talk" section with a "Free call" button (0800 142 834) and an "Email us" button ("latinos@waiheke.help"). A cartoon character of a woman in a green jacket is shown on the right. The footer includes the "Waiheke Budgeting Services Trust" logo and address: "6 Putiki Rd, Waiheke Island, Auckland 1081 New Zealand".
- Bottom Interface (Mobile Phone):** Shows a "Helpful information" section with a list of links: "South American embassies and consulates", "Immigration NZ", "Official information about COVID-19", "Facebook Latino communities", "Accommodation in Waiheke Island", and "Language schools". A cartoon character of a person pointing is shown on the right. The footer includes a note: "This website is managed by Waiheke Budgeting Services Trust. If you have any questions or comments, please contact us via email."



**pragmatic  
approach**



**effective  
altruism**



**ethical  
design**

## Key points

### The Latino community

- Between 20 and 40 years old.
- Singles rather than families.
- They arrive to the island by recommendations of friends.
- Connected as a community mostly by Facebook groups.
- They are on Waiheke island mostly because temporary jobs, with a temporary work visa.
- With COVID-19 most of the flights were canceled and their visas expired, they can't work legally.

### Society and economy in Waiheke

- Medium age it's 46 years old.
- Less diverse population than elsewhere in the region.
- Home ownership it's about 60%.
- One of Auckland's less prosperous areas.
- Low number of jobs and mostly lower skilled.

### Similar social services

- 'Waiheke Island Community Link': Help for job seekers, support for carers, support for families and support for seniors.
- 'Waiheke Youth Centre Trust': Supportive environment for children and young people.

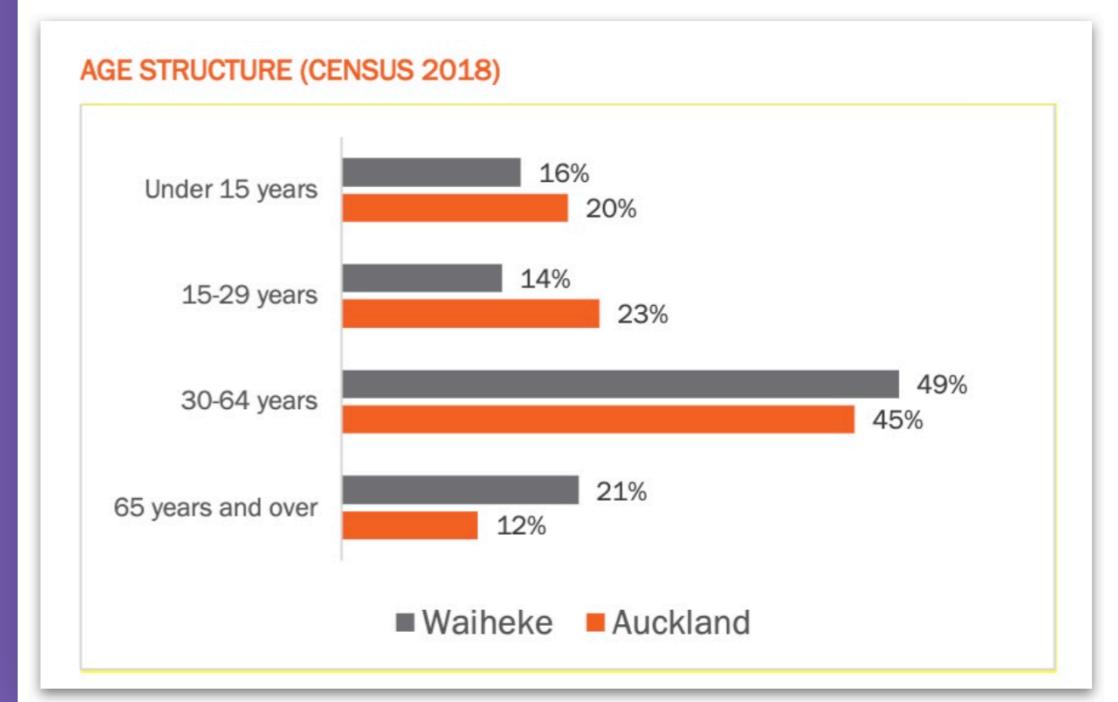
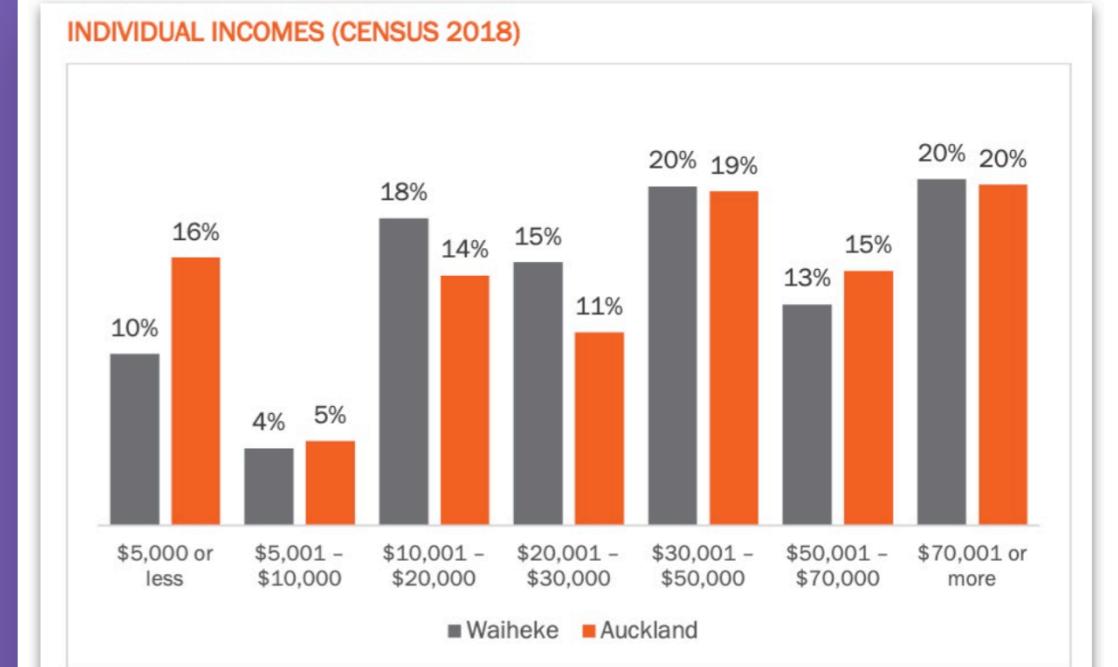
- 'Aotearoa Latin American Community Incorporated': Community based organisation that has been supporting migrants and refugees from Latin America
- 'New Zealand Red Cross': Support people affected by disaster and conflict.

### Effective altruism

- The greatest possible good for humanity with the available resources.
- In non-profit organisation the resources are often extremely limited, looking for the greatest possible impact.
- Peter Singer, an Australian philosopher who, among other things, popularised the idea of effective altruism.

### Ethics in design

- Respects human rights by being accessible and inclusive, by being transparent and at the same time private, being independent.
- Respects human effort by being functional, direct and without complications.
- Respects human experience by offering, in essence, a good user experience.



## Persona #2 – Lucas Montero



**Lucas Montero**

**Age:** 32 years old  
**Nationality:** Argentinean  
**Occupation:** Horticulture  
**Income:** NZD 50k  
**Status:** Single

Lucas studied cooking in Argentina. He came to New Zealand to earn some extra money and returned to Argentina to open his own restaurant. However, when he got to know New Zealand better, he decided that he could do the same here. He now works in horticulture in Waiheke, where wine production is important.

In the morning Lucas works in the wine production in Waiheke. In the afternoons and evenings however he always takes the opportunity to cook something for his friends. With COVID-19, both things have become more complicated.

### Goals

- Open a restaurant.
- Settle in Auckland
- Improve his skills in enology and viticulture.

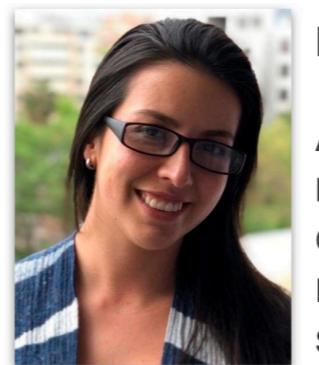
### Frustrations

- With COVID-19 he got stranded in NZ without the option to work or go back to Argentina.

### Personality

- Dreamer
- Extroverted
- Passionate
- Planner

## Persona #1 – Estefania Santos



**Estefania Santos**

**Age:** 28 years old  
**Nationality:** Chilean  
**Occupation:** Au pair  
**Income:** NZD 30k  
**Status:** Single

Estefania studied yoga in Chile. She came to New Zealand to improve her English and with some ideas of living here for a couple of years. Right now she's working and living with a family in Waiheke Island. Her main job is to take care of two kids. Living in that environment makes everything easier to learn English.

During the day Estefania usually is taking care of two kids as au pair. She lives with a family in Waiheke, but some evenings and especially on weekends she meets friends and goes to the city. However, she still prefers the nature and calm of the island.

### Goals

- Improve her English.
- Save some money for when she goes back to Chile.

### Frustrations

- The difficulty to save money.
- The current situation of COVID-19 that doesn't allow her to travel around NZ.

### Personality

- Energetic
- Smart
- Extroverted
- Spontaneous.



**waiheke**

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# waiheke.help



## website



## posters



## social media

**Vales de  
comida para  
latinos con  
dificultades  
financieras**

[waiheke.help](#)

**Si estás con  
visa temporal  
o sin trabajo,  
podemos  
ayudarte**

[waiheke.help](#)

**Lorem ipsum  
dolor sit amet,  
consectetur  
adipiscing elit  
nunc vehicula  
sid...**

[waiheke.help](#)

### Free confidential advocacy and support for Latino people in Waiheke Island

**waiheke.help**

**Free confidential advocacy and support for Latino people in Waiheke Island**

- ⊕ Financial advocacy
- ⊕ Foodbank
- ⊕ Food vouchers
- ⊕ Counsellor support
- ⊕ Visa guidance



**Let's talk**

Free call **0800 142 834**  
Available Mon-Fri 9am-5pm, Sat 10am-2pm.

Email us **@latinos@waiheke.help**

**Help our foreign nationals**

Waiheke has around 200 foreign nationals on temporary visas that are effectively stranded in our community as a result of the pandemic. Those on tourist visas cannot legally work, as have no access to income. None of these people can access any government benefits. They are living off savings, some sleeping in vehicles to save money. All are facing increasing financial hardship.

We are a small community and we value the unique talents of these people. They are part of our community. They have contributed to the local and national economy with their taxes. Culturally and socially they bring diversity to our island community. We want to care for them in return.

Help us  
**donate**  
 Call us **09 372 6300**  
Available from Monday to Friday between 9am and 2pm.

Email us **@donors@waiheke.help**

**Waiheke Budgeting Services Trust**

We can help you regain control - our mission is to advise, assist, educate and empower individuals and families in the Waiheke community around budgeting, debt management, and financial capability.

We are not a government organisation - our service is free and completely confidential. We do not judge or tell you how to live. We understand that financial pressure can cause family/relationship stress and other life problems.

The Waiheke Budgeting Service Trust receives operational funding from the following sources:

- ⊕ Lotteries Community
- ⊕ Foundation North
- ⊕ Skycity
- ⊕ Community Organisations Grant Scheme
- ⊕ Waiheke Local Board
- ⊕ New Hope Trust
- ⊕ Ministry of Social Development



**Helpful information**

- ⊕ South American embassies and consulates
- ⊕ Immigration NZ
- ⊕ Official information about COVID-19
- ⊕ Facebook Latino communities
- ⊕ Accommodation in Waiheke Island
- ⊕ Language schools



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### Apoyo gratuito y confidencial para latinos que necesitan ayuda en Waiheke Island

**waiheke.help**

**Apoyo gratuito y confidencial para latinos que necesitan ayuda en Waiheke Island**

- ⊕ Guía financiera
- ⊕ Banco de comida
- ⊕ Vales de comida
- ⊕ Apoyo emocional
- ⊕ Guía para visas



**Hablemos**

Teléfono gratuito **0800 142 834**  
Disponible de Lunes a Viernes entre 9 am y 2 pm.

Correo electrónico **@latinos@waiheke.help**

**Waiheke Budgeting Services Trust**

6 Putiki Rd  
 Waiheke Island  
 Auckland 1081  
 New Zealand



**Ayuda a nuestros extranjeros**

Waiheke tiene alrededor de 200 ciudadanos extranjeros con visas temporales que están efectivamente varados en nuestra comunidad como resultado de la pandemia. Aquellos con visados de turista no pueden trabajar legalmente, por lo que no tienen acceso a ingresos. Ninguna de estas personas puede acceder a los beneficios del gobierno. Todos se enfrentan a crecientes dificultades financieras.

Buscamos donaciones para poder seguir apoyando a estas personas. Son parte de nuestra comunidad. Han contribuido a la economía local y nacional con sus impuestos. Cultural y socialmente, aportan diversidad a nuestra comunidad isleña. Queremos cuidarlos a cambio.

Donación **donar**  
 Teléfono **09 372 6300**  
Disponible de Lunes a Viernes entre 9 am y 2 pm.

Correo electrónico **@donors@waiheke.help**



**Waiheke Budgeting Services Trust**

Podemos ayudarlo a recuperar el control; nuestra misión es asesorar, asistir, educar y empoderar a las personas y familias de la comunidad de Waiheke en relación con el presupuesto, la gestión de deudas y la capacidad financiera.

Nuestros asesores están calificados y tienen experiencia. Hablaremos contigo con el Gobierno y lo apoyaremos en las negociaciones con los acreedores.

Waiheke Budgeting Service Trust recibe fondos operativos de las siguientes entidades:

- ⊕ Lotteries Community
- ⊕ Foundation North
- ⊕ Skycity
- ⊕ Community Organisations Grant Scheme
- ⊕ Waiheke Local Board
- ⊕ New Hope Trust
- ⊕ Ministry of Social Development



**Información útil**

- ⊕ Embajadas y consulados de América del Sur
- ⊕ Inmigración de Nueva Zelanda
- ⊕ Información oficial sobre COVID-19
- ⊕ Comunidades en Facebook
- ⊕ Alojamiento en Waiheke Island
- ⊕ Escuelas de idiomas



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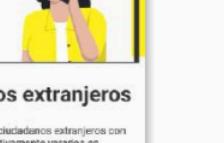
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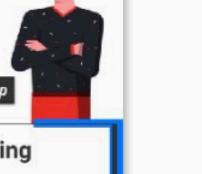
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No somos una organización gubernamental; nuestro trabajo es de gestión y consultoramiento confidencial. No te juzgaremos ni te decimos cómo vivir.

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This website is managed by Bubbelo Budgeting Services Trust  
For free advice call or email

**Food vouchers for Latino people facing a financial waiheke.help**

**Free confidential advocacy and support for Latino people in Waiheke Island waiheke.help**

**If you are a temporary visa or without a job, we can help you waiheke.help**

**You are part of the Waiheke community, you have our support waiheke.help**

**Si estás en visa temporal o sin trabajo puedes ayudar a la gente latina a través de la donación a waiheke.help**

**Vales de comida para latinos con dificultades financieras waiheke.help**

**Apoyo gratuito y confidencial para latinos que necesitan ayuda en Waiheke Island**

- Guía financiera
- Banco de comida
- Vales de comida
- Apoyo emocional
- Guía para visas

Hablemos

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0800 142 834

Disponible de lunes a viernes entre 9 am y 2 pm.

Correos electrónicos

**Help our foreign nationals**

Waiheke has around 200 foreign nationals on temporary visas that are effectively stranded in our community as a result of the pandemic. Those on tourist visas cannot legally work, so have no access to some of the basic necessities of life, let alone any government benefits. They are living off savings, some sleeping in vehicles to save money. All are facing increasing financial hardship.

We are seeking donation so we can continue to support these people. They are part of our community. They have contributed to the local and national economy with their taxes. Culturally and socially they bring diversity to our island community. We want to care for them in return.

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Our advisers are qualified and experienced. We will advocate for you with government departments and support you in negotiations with creditors.

The Waiheke Budgeting Service Trust receives operational funding from the following sources:

- Lotteries Community

**Experience in tech industry  
and collaborating with huge  
companies**

**Deliver effective solutions  
finding first the real problems  
behind**

**Experience working with an  
audience of 65M users per  
month**

**Knowledge to offer for the  
business and the team on  
tools, workflow, ideas & more**

**Experience on web, iOS and  
mobile in general**

**The growth and reputation of  
the business as main goal**

**Experience and skills on team  
management**

**Efficiency for the clients and  
the business**

**Experience researching,  
managing and processing  
big amounts of data**

**Cocktail knowledge and  
lessons for whoever is  
feeling fancy!**

Have a look to [cristianrus4.me](http://cristianrus4.me) for more info.

Feel free to contact me at [cristianrus@hey.com](mailto:cristianrus@hey.com)  
or [+64 20 4192 6150](tel:+642041926150)

Thank you for your time.