

FRONTEND DEVELOPMENT AND AGENCY DIRECTION

From here, we jumped to the delivery of wireframing using Figma files to be ready to use as general wireframing ideation for another Marketing Agency from the customer to give back the final style to the frontend developers. Still, I discovered a lack of digital experience from its Brand Department. So I suggested design meetings to enhance the Digital style guides for the general branding guidelines. I also arranged meetings with the Frontend Devs to align the correct delivery, sizes, fonts, and syntaxis for web accessibility and explain the expected interactions/animations around the site.

At some point, Oola Marketing took confidence and started creating HighFidelity and final screens.

At this point, I give the project to another designer to finish the Delivery, always in the back, helping close gaps.



TYPOGRAPHY

HEADLINE 1

138/60px

HEADLINE 2

232/50px

headline 3

334/38px

headline 4

438/22px

paragraph

16/24px

COLOR



Primary
#F34646



Secondary
#2C414C



Action
#D66B59



Primary
#F34646



Secondary
#2C414C



Action
#D66B59



Grey
#D6D6D6



Black
#262626



Hex: #1BC184
RGB: 21 | 193 | 132



Hex: #A4D78D
RGB: 170 | 215 | 139



Hex: #FABE53
RGB: 250 | 190 | 83



Hex: #F16538
RGB: 241 | 102 | 54



Hex: #E50477
RGB: 235 | 15 | 71



Hex: #7B049D
RGB: 122 | 4 | 156



Hex: #00287A
RGB: 0 | 40 | 122

SPACING

5px XS

10px S

16px M

25px L

40px XL

65px XXL

BUTTONS

Primary

Default

Primary

Hover

Primary

Disabled

Alternative

Default

Alternative

Hover

Alternative

Disabled

FORMS

Label

Placeholder

Label

Input text

Label

Input text

Checkbox

☐

Radio button

☐

TABS

Horizontal tabs

Fitness

Finance

Family

Field

Faith

Friends

Fun

Hover

Fitness

Finance

Family

Field

Faith

Friends

Fun

Vertical tabs

Tab One

Tab Two

Tab Three

Hover

Tab One

Tab Two

Tab Three

Alternative tabs

Fitness

Finance

Family

Field

Faith

Friends

Fun

EXAMPLES

- [Siemens BOS Prototype](#)
- [Siemens Tablet App](#)
- [AT&T Website](#)
- [First AEM Components created for AT&T 2019](#)
- [Oola Life Website](#)
- More work at: <http://espinosadesign.com>