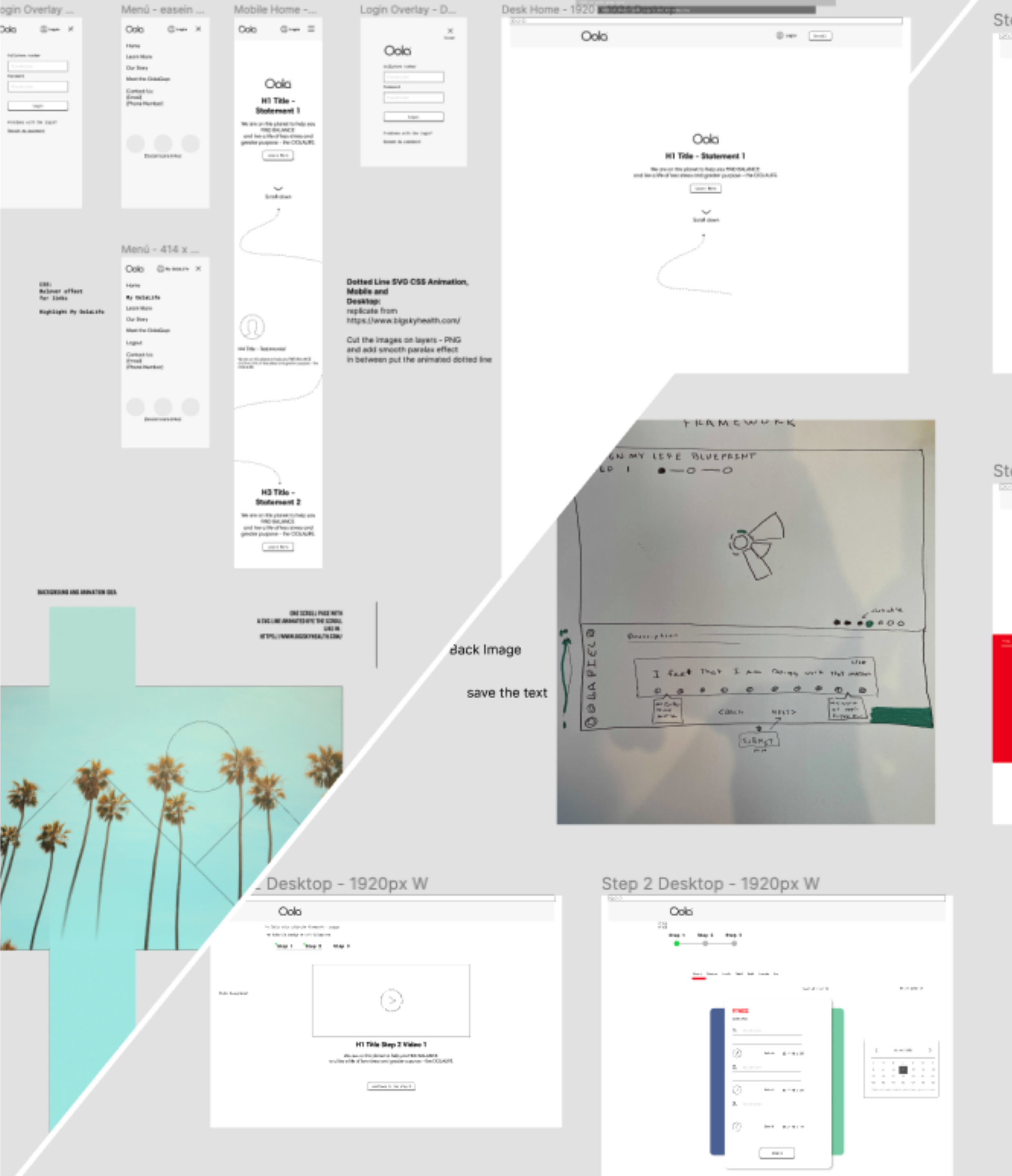# WIREFRAMING AND ITERATIONS

Then some more Wireframing to help them understand the importance of:

- The Architecture of Information

- Interaction Design

- The minimum tasks to complete during a happy path for an MVP

- Also the importance of breakpoints and always mobile-first.

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.