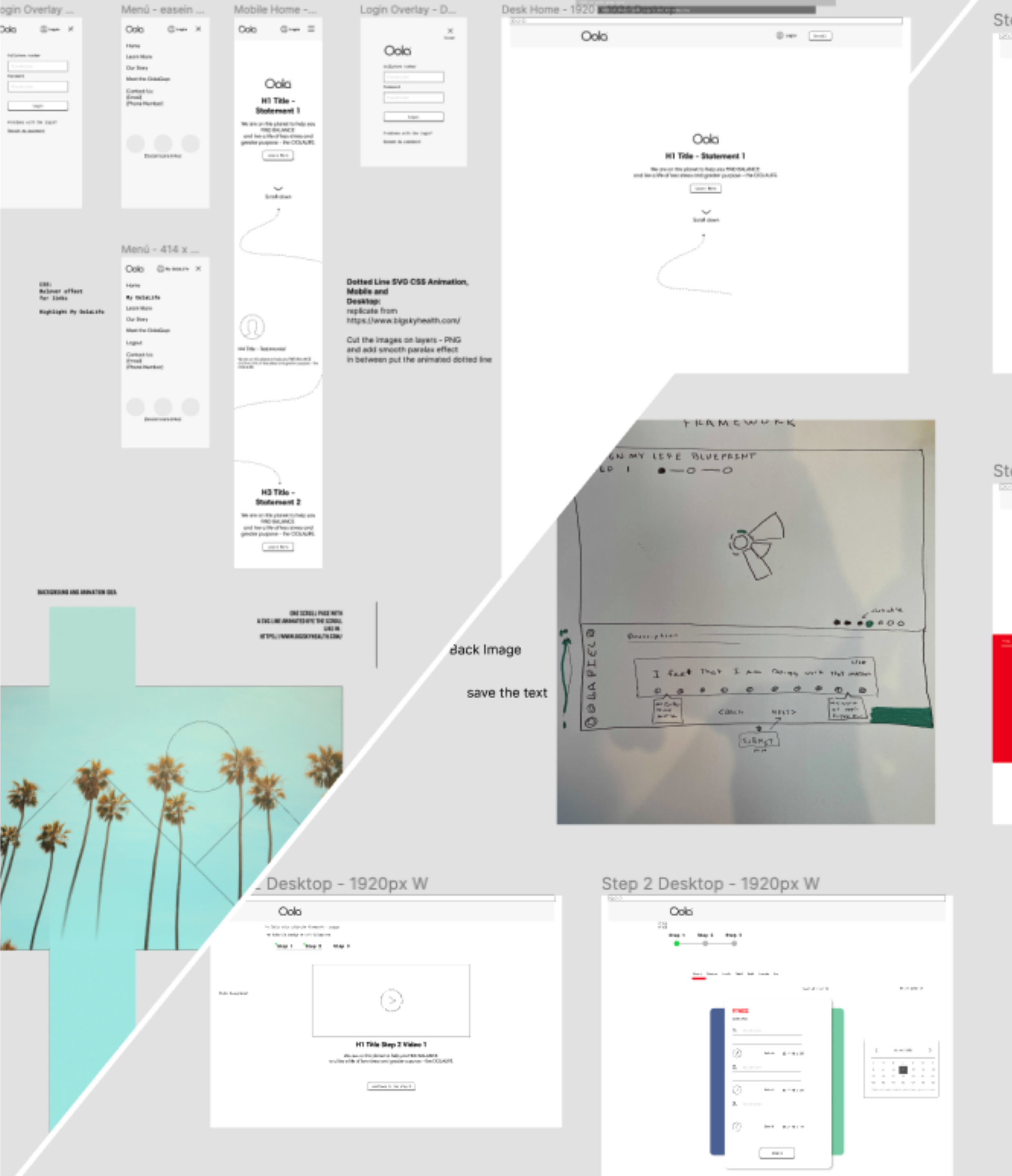


WIREFRAMING AND ITERATIONS

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.



TYPOGRAPHY	COLOR		SPACING	
HEADLINE 1 138/60px	 Primary #F34646	 Primary #F34646	 Hex: #1BC184 RGB: 21 193 132	5px XS
HEADLINE 2 232/50px	 Secondary #2C414C	 Secondary #FFDDEA	 Hex: #A4D76D RGB: 170 215 109	10px S
headline 3 334/38px	 Action #D66B59	 Action #D66B59	 Hex: #FABE53 RGB: 250 190 83	15px M
headline 4 438/22px		 Grey #D0D0D0	 Hex: #F16638 RGB: 241 102 54	25px L
paragraph 16/24px		 Black #282828	 Hex: #E50F47 RGB: 235 15 71	40px XL
			 Hex: #79044D RGB: 112 4 76	65px XXL
			 Hex: #02287A RGB: 2 40 122	
BUTTONS		FORMS	TABS	
 Primary	Default	Label <input type="text" value="Placeholder"/>	Horizontal tabs	
 Primary	Hover	Label <input type="text" value="Input text"/>	Fitness Finance Family Field Faith Friends Fun	
 Primary	Disabled	Label <input type="text" value="Input text"/>	Hover	
 Alternative	Default	Label <input type="text" value="Input text"/>	Fitness Finance Family Field Faith Friends Fun	
 Alternative	Hover	Checkbox <input type="checkbox"/> Radio button <input type="radio"/>	Vertical tabs	
 Alternative	Disabled		Alternative tabs	
			Tab One Tab Two Tab Three	
			Fitness Finance Family Field Faith Friends Fun	