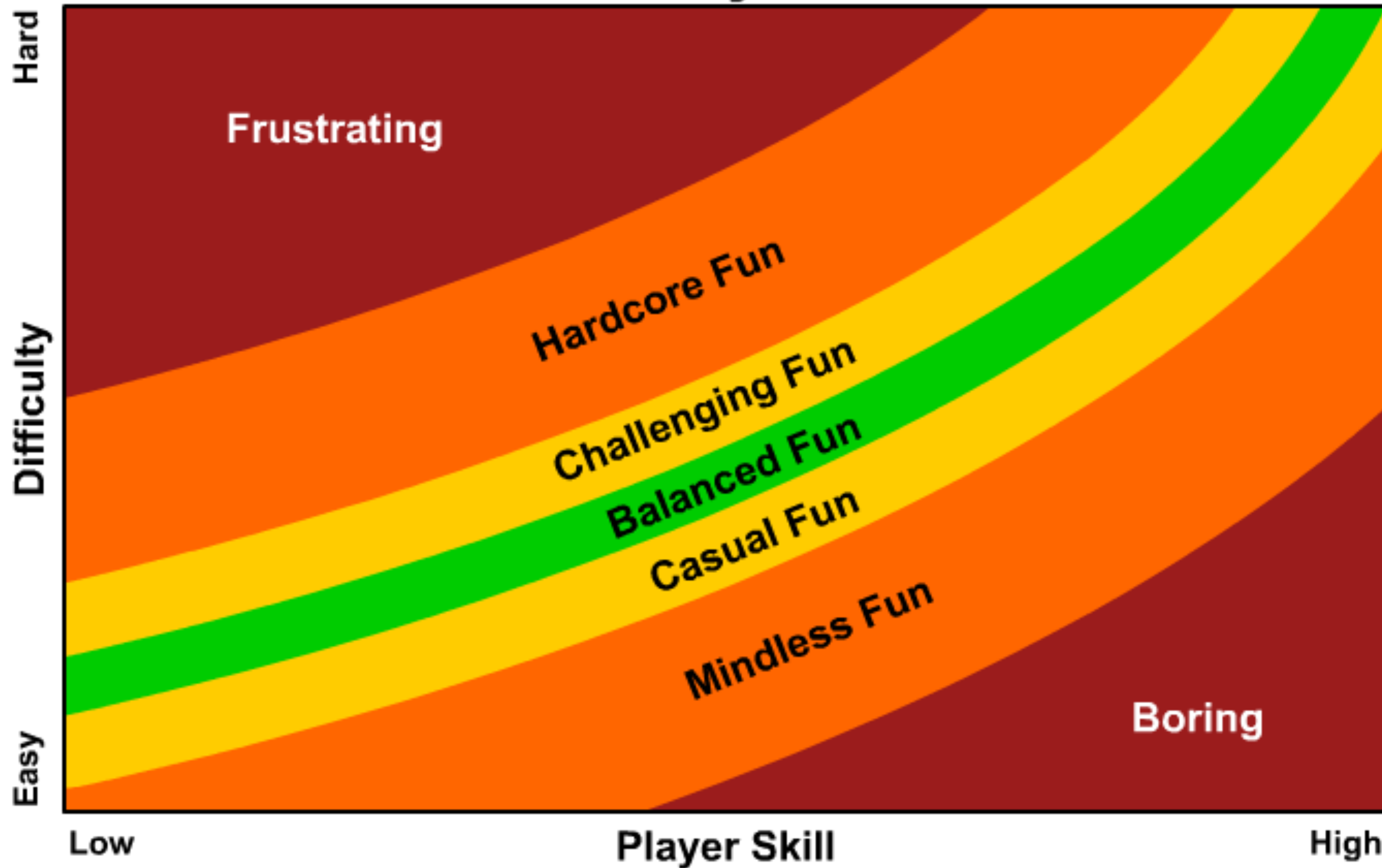


Difficulty Curve



CASE STUDIES : DESIGN, BRANDS, MARKETING

A FEW YEARS AGO, I WAS CREATING A SEQUENCE OF SCREENSHOTS TO SHOWCASE AN APP IN THE GOOGLE PLAY STORE. I HAVEN'T REALIZED BACK THEN, BUT CONTEMPLATING ON HOW TO PUT TOGETHER THE MATERIALS, WAS ACTUALLY THE PROCESS OF WRITING THE PLOT.