Design Capstone

Andrew Cruz
20963196
Shay Fletcher

BRAND X

BRAND BLUEPRINT

VISION

Website design/ layout programmer and to be an inhouse designer for a major company

PURPOSE

To make enough money that my mum and dad can retire peacefully and not worry about the mortgage of the house

CORE VALUES

Student of the game Politeness
Hardworkiness

TARGET MARKET

Web and Mobile Design Companies Local
Full-time
small studio or big agency specialist

POSITIONING STATEMENT

Web Design Developer specialist with a cultural background that affects my work

BRAND ARCHETYPE

Techy, Data Technology Enterprise

PERSONALITY TRAITS

Hardworking
Perserveran
ce Patience

DIFFERENTIATING ATTRIBUTES

Consistent
Keen to put onboard new ideas and critique

ELEVATOR PITCH

Who are you?	Andrew Adrielle Bautista Cruz	NAME
What do you do?	Website and Mobile interface Designer	FOCUS
How are you different?	I can bring previous music degree experience into my websites	DIFFERENCE
Who needs to know?	Web and Mobile Design Companies	MARKET
Why should they care?	Because they will be getting a hardworking and people person worker onto their team.	PROOF

A N D R E W C R U Z

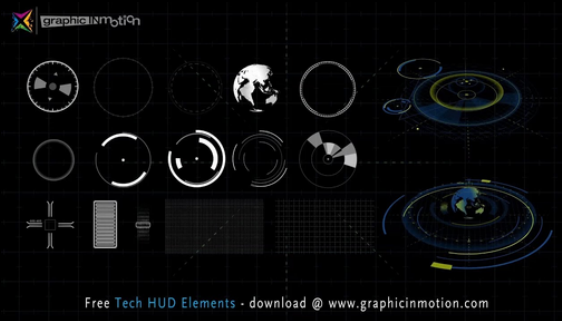
D r o i d S e r i f
T i t l e

C o u r i e r P S

B o d y

Ink Black

Cement



Portfolio

Andrew Cruz
Portfolio

Contents.

Year 1

1. Nectar Website
2. Drift Mobile Application

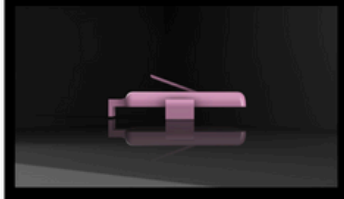
Year 2

1. Candy Carousel Multimodal Application
2. Shark's Fin Website

Year 3

1. Dead Water Virtual Reality Experience
2. Street Kings Website
3. Mag Handles

Mag Handles 3d Concept and Prototype

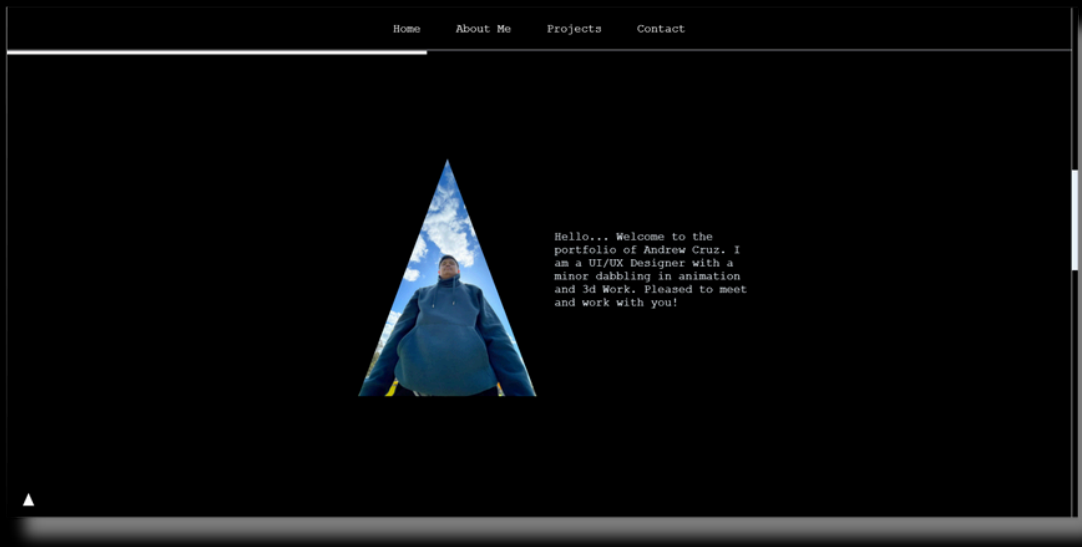


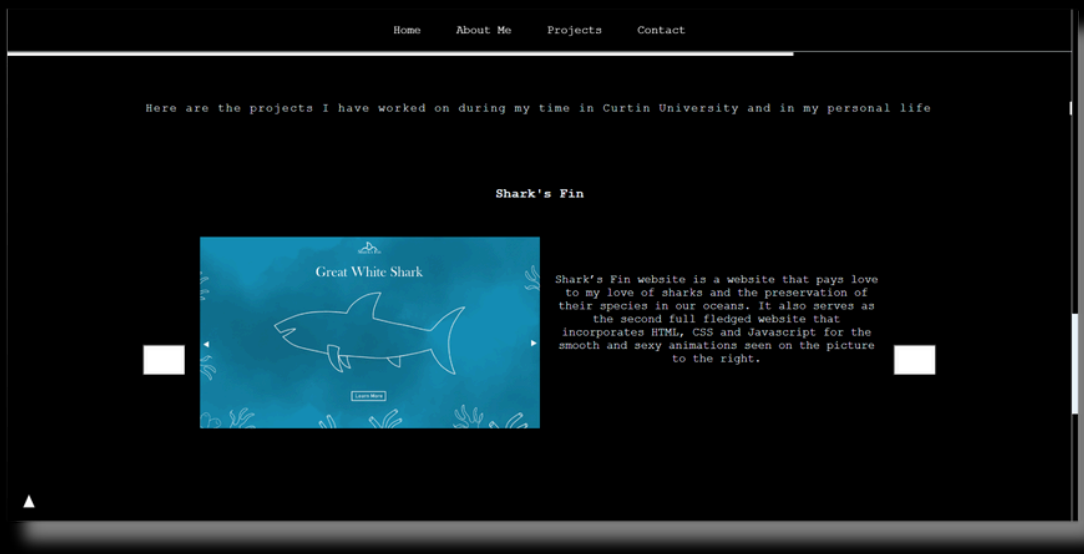
Mag Handles is the MagSafe for the average person who can't reasonably purchase a $300 magnetic charger for their phone.

Mag Handles is my first ever experience at ideating, designing, prototyping and concept finalisation of a real life product that is tangible.

Website

Home
About Me
Projects
Contact
Andrew Cruz Portfolio


Home
About Me
Projects
Contact
Hello... Welcome to the portfolio of Andrew Cruz. I am a UI/UX Designer with a minor dabbling in animation and 3d Work. Pleased to meet and work with you!


Home
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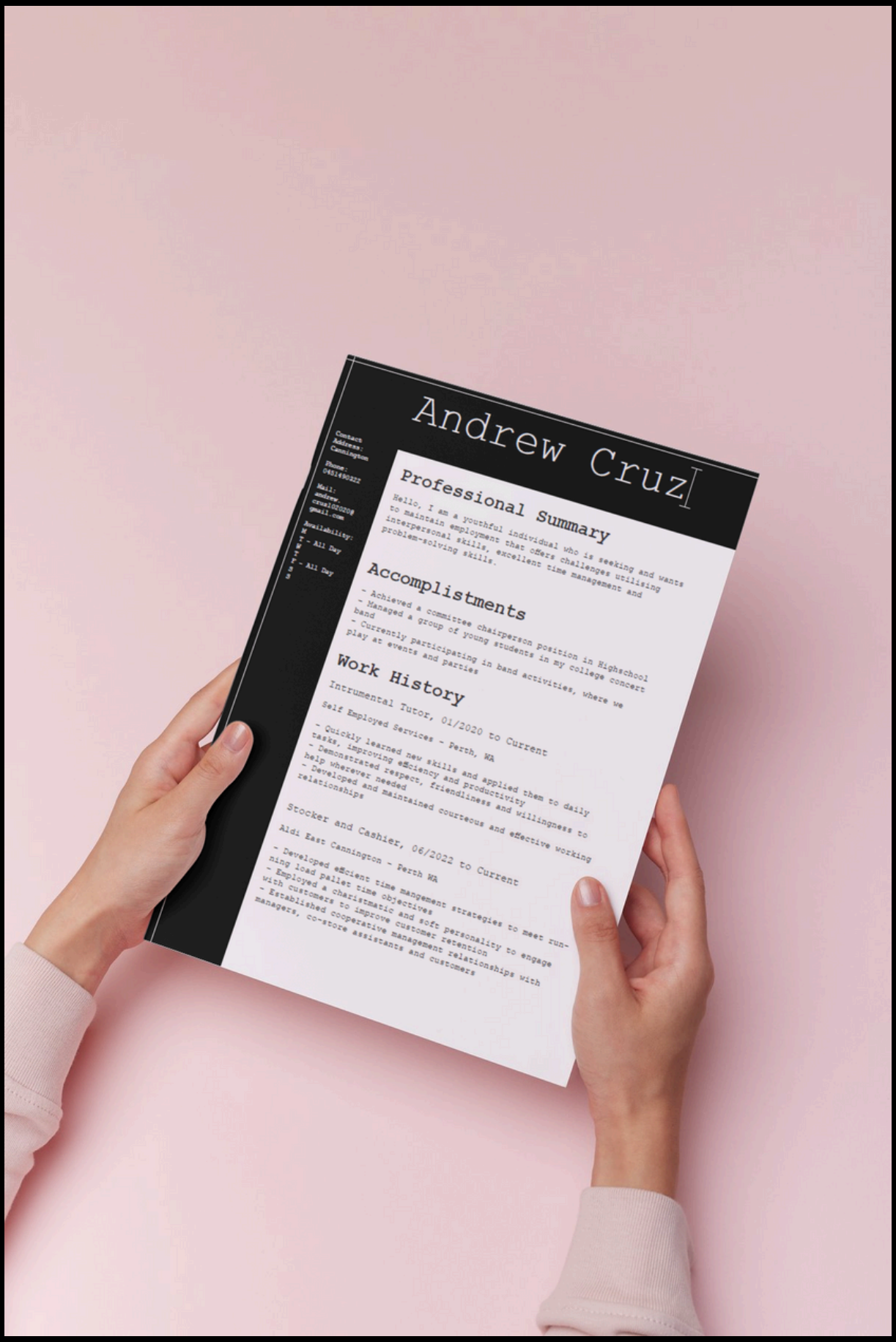
Contact
Here are the projects I have worked on during my time in Curtin University and in my personal life
Shark's Fin
Great White Shark
Learn More
Shark's Fin website is a website that pays love to my love of sharks and the preservation of their species in our oceans. It also serves as the second full fledged website that incorporates HTML, CSS and Javascript for the smooth and sexy animations seen on the picture to the right.

Resume


Andrew Cruz
Contact
Address:
Cannington
Phone:
0451930222
Mail:
andrew.
cruz1020208
gmail.com
Availability:
M - All Day
T
W
T
F - All Day
S
S
Professional Summary
Hello, I am a youthful individual who is seeking and wants to maintain employment that offers challenges utilising interpersonal skills, excellent time management and problem-solving skills.
Accomplistments
- Achieved a committee chairperson position in Highschool band
- Managed a group of young students in my college concert band
- Currently participating in band activities, where we play at events and parties
Work History
Intrumental Tutor, 01/2020 to Current
Self Employed Services - Perth, WA
- Quickly learned new skills and applied them to daily tasks, improving efficiency and productivity
- Demonstrated respect, friendliness and willingness to help wherever needed
- Developed and maintained courteous and effective working relationships
Stocker and Cashier, 06/2022 to Current
Aldi East Cannington - Perth WA
- Developed efficient time mangement strategies to meet running load pallet time objectives
- Employed a charismatic and soft personality to engage with customers to improve customer retention
- Established cooperative management relationships with managers, co-store assistants and customers

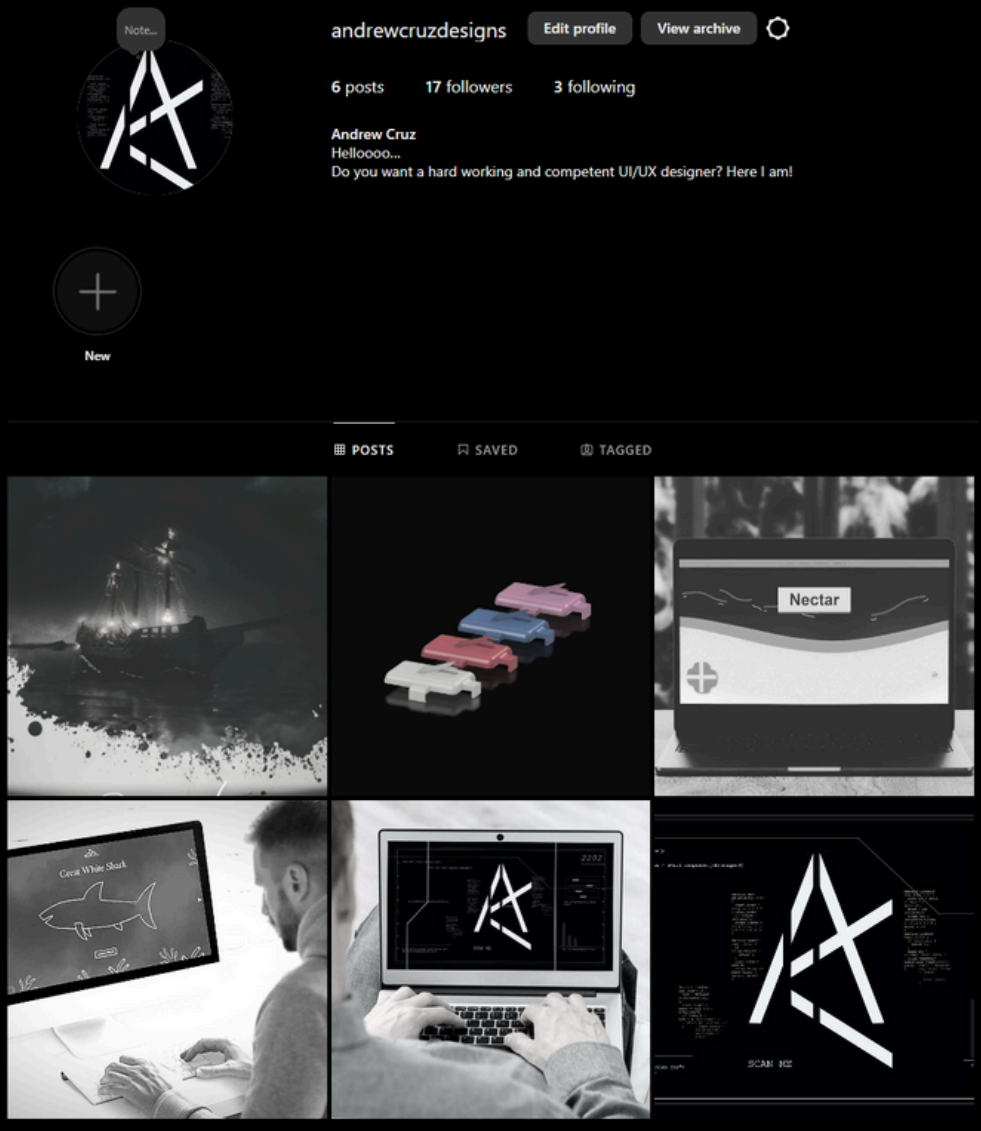
Invoice

Client
1/690 Street Street
Perth WA 6000
123456789
client@gmail.com.au
Andrew Cruz
Invoice
Description
Price
Total: $
Payment Information
Account Name: Andrew Cruz
BSB: 734067
Account: 579127
andrew.crus@gmail.com
0451490322
Invoice will be paid within 30 days and a 50% deposit will be paid beforehand
Thank You For Your Time!

Quote

Andrew Cruz
Client
1/490 Street Street
Perth WA 6000
client@gmail.com.au
Quote
Description
Price
Brand Ideation and Prototyping
$300
Brand Website/Mobile Application Rollout and coding
$500
Total: $800
Payment Information
Account Name: Andrew Cruz
BSB: 736047
Account: 679127
andrew.cruz@gmail.com
0451490322
Thank You For Your Time!

Social Media Profile



Rationale

Portfolio

The portfolio incorporates the same theme for the website, invoice and quote. The white lines against the black background are very techy and sci-fi based.

In addition, experimentation of a fill layer with an old tv filter on it was done during the creation phase, which got mixed reviews from my peers. I was trying to get a texture onto the background which could stop it from looking very basic and flat.

Website

The website takes a lot of inspiration from Cyberpunk with its running line animations and glitches in the logos and text.

The website incorporates a lot of animations such as a scroll-watcher for user experience to know where the user is on the page, fade-in animations based on scroll and hover animations for feedback. These animations add to the visual interest to the website that could set me apart from other graduates.

Resume

The resume follows the same theme as the other documentations but with the inclusion of my work experience and interests.

Invoice and Quote

For the invoice and quote, I wanted to create an alternate version of both pages which are inverted colours of either page. I went with my colour scheme of black and white with small, long and jagged lines.

Social Media Page

The social media page has a very desaturated look to it to keep it consistent with the black and white theme. The descriptions are as witty as I can make it to pour more of my personality into the page