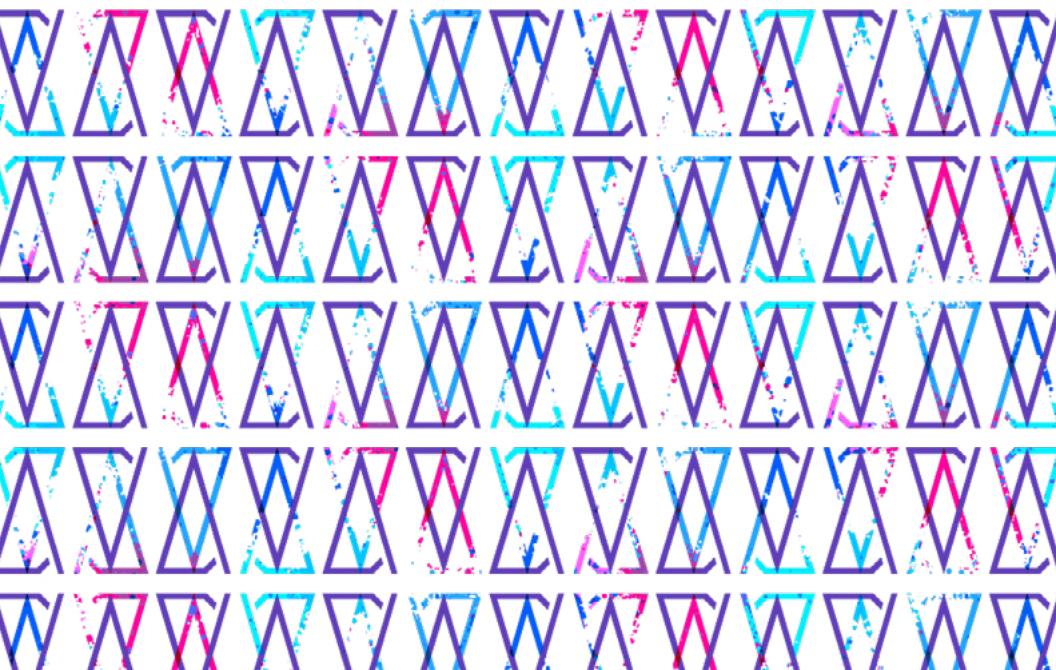


ALEJANDRO VILLANUEVA

ART & GEOMETRY

Design &
Development
Portfolio



DECENTRALAND RAZORFISH LAND

YEAR: 2022

TEAM: Razorfish Production

TYPE: Prototype

ROLE: Designer & Developer

STATUS: Complete



PROOF OF CONCEPT, DESIGNED AS A
INTRODUCTION TO THE DECENTRALAND
METAVRSE AND WEB3 TECHNOLOGY.

THIS EXPERIENCE INCLUDED CUSTOM 3D
ASSETS, DYNAMIC FISH BEHAVIOR, AND A
VISITOR CENTER WITH DYNAMIC TEXTURE
LOADING AND VIDEO STREAMING.

DECENTRALAND WEARABLE NFTS

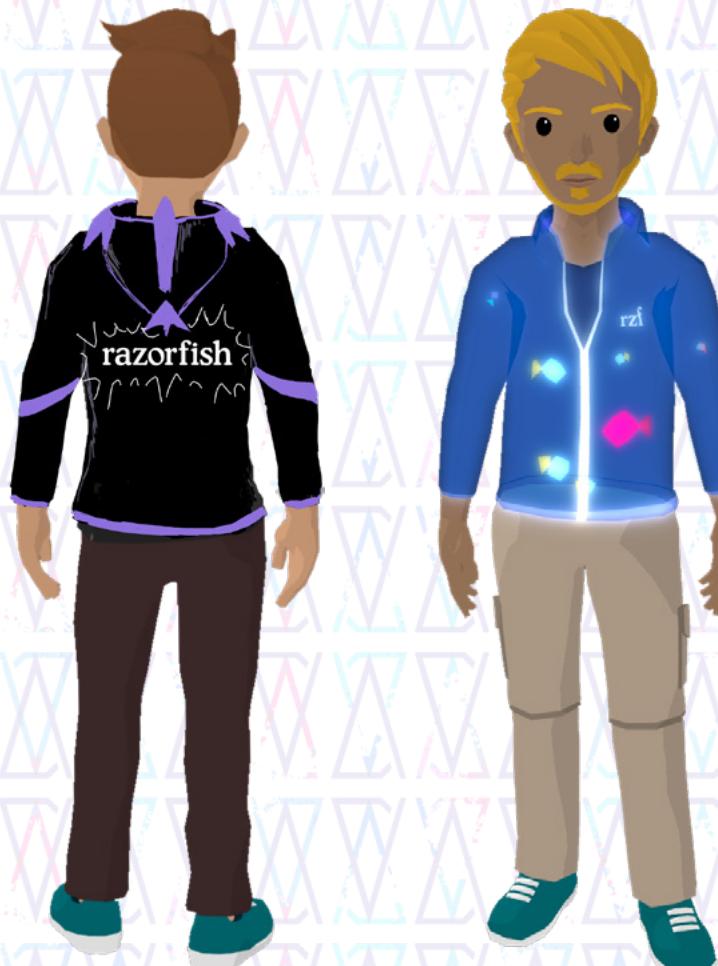
YEAR: 2022

TEAM: Razorfish Production

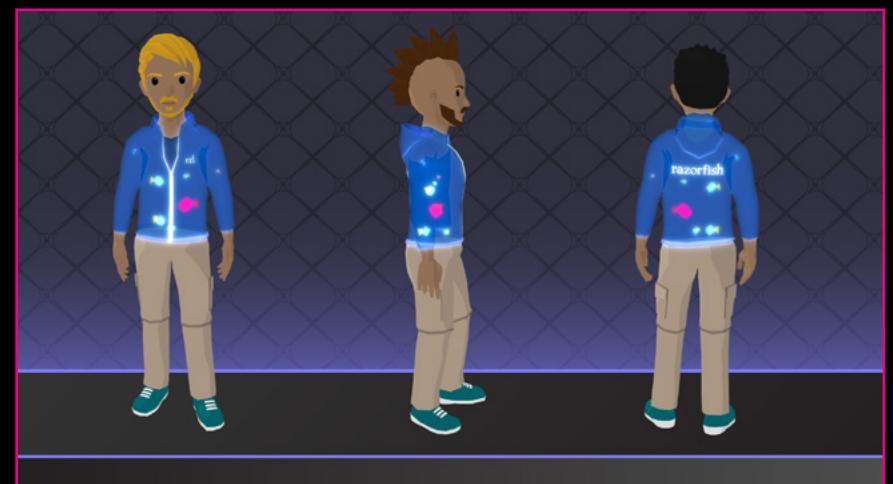
TYPE: Concepting & Prototype

ROLE: Designer & Developer

STATUS: Complete



CONCEPTING AND DESIGNED VARIOUS WEARABLES TO BE USED WITHIN THE DECENTRALAND METAVERSE. ASSETS WERE SKETCHED IN AFFINITY DESIGNER FOR IPAD AND THE 3D MODELS DEVELOPED USING BLENDER 3D. BOTH DESIGNS WHERE TESTED IN WORLD, READY TO BE DEPLOYED AS A WEARABLE NFT WITHIN THE DECENTRALAND ECOSYSTEM.



The SANDBOX Metaverse RAZORFISH LAND

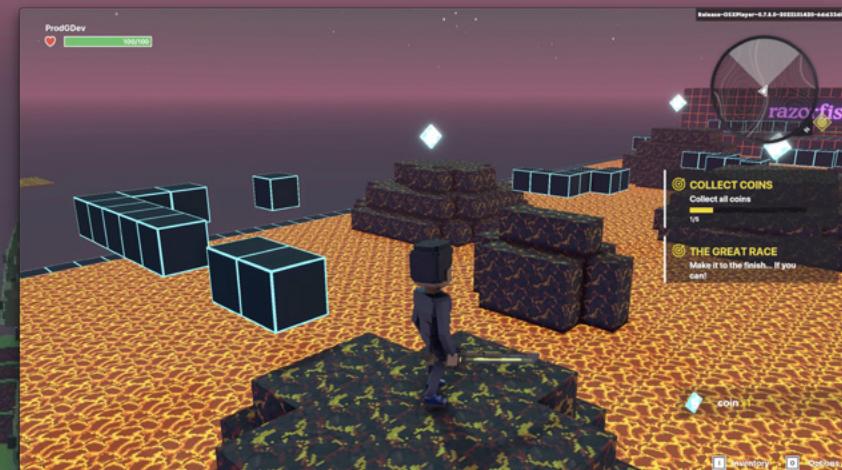
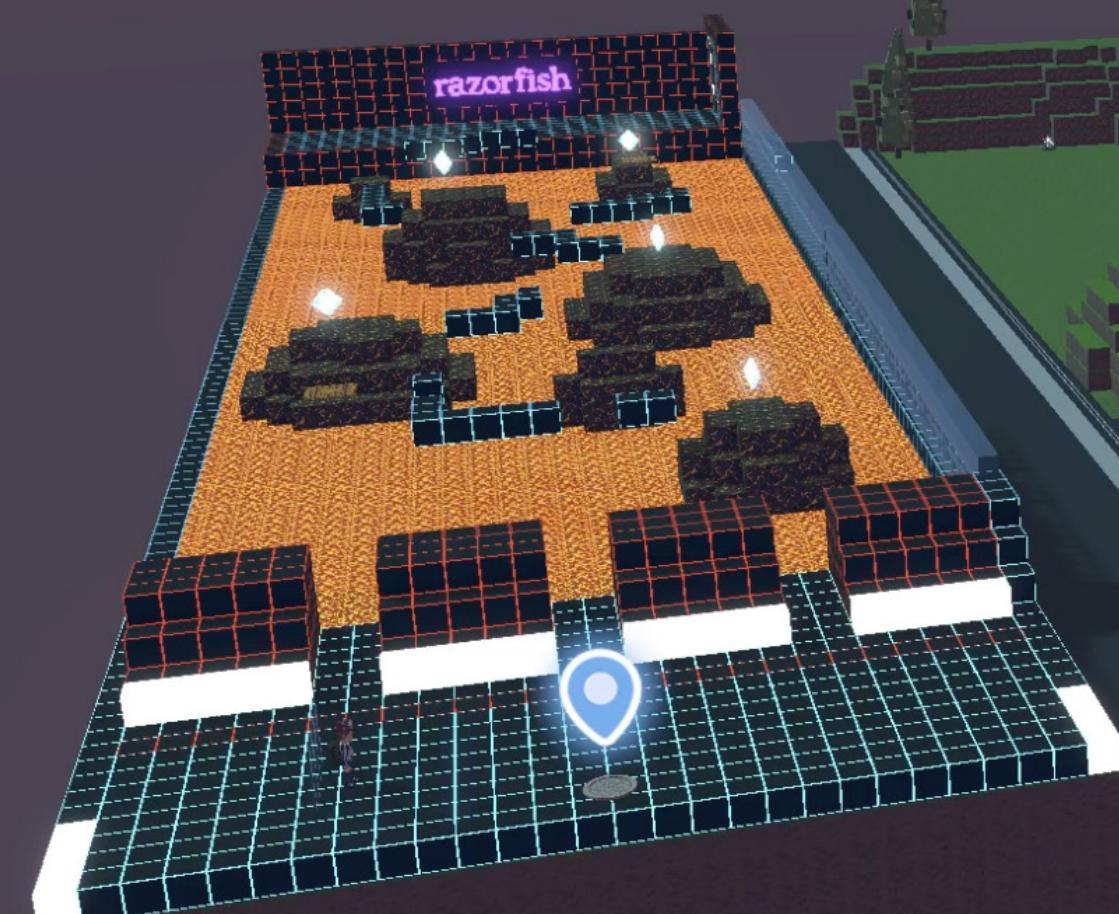
YEAR: 2023

TEAM: Razorfish Production

TYPE: Prototype

ROLE: Designer & Developer

STATUS: Complete



DESIGNED AND DEVELOPED A FULL EXPERIENCE FOR THE SANDBOX METaverse, WHICH INCLUDED LAND AND QUEST ARCHITECTURE.

USERS COULD VISIT AND COMPLETE A COIN COLLECTING AND PARKOUR QUEST.

PUBLICIS COMMERCE NEWSLETTER

YEAR: 2022 - 2023 every 6 weeks

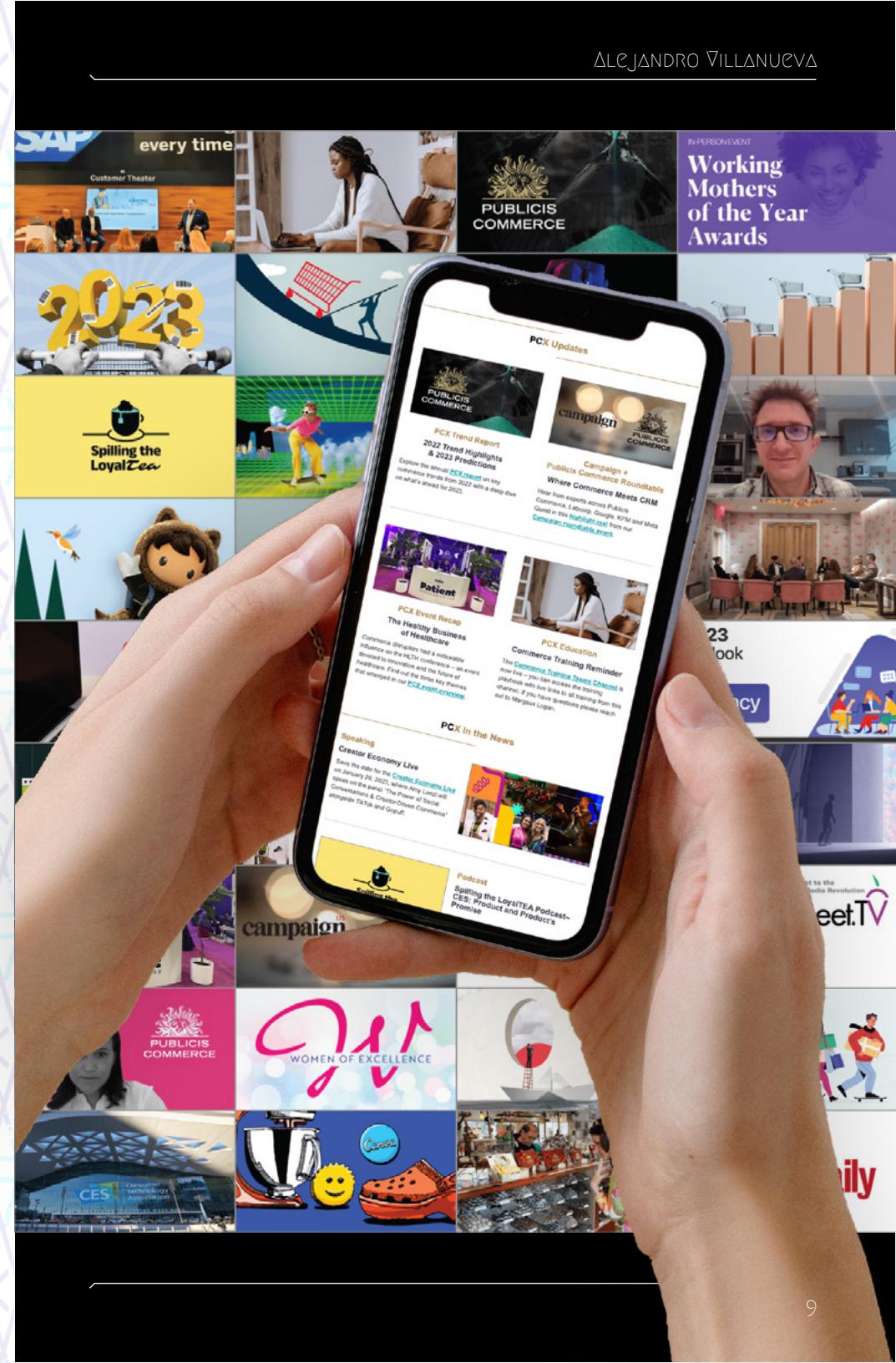
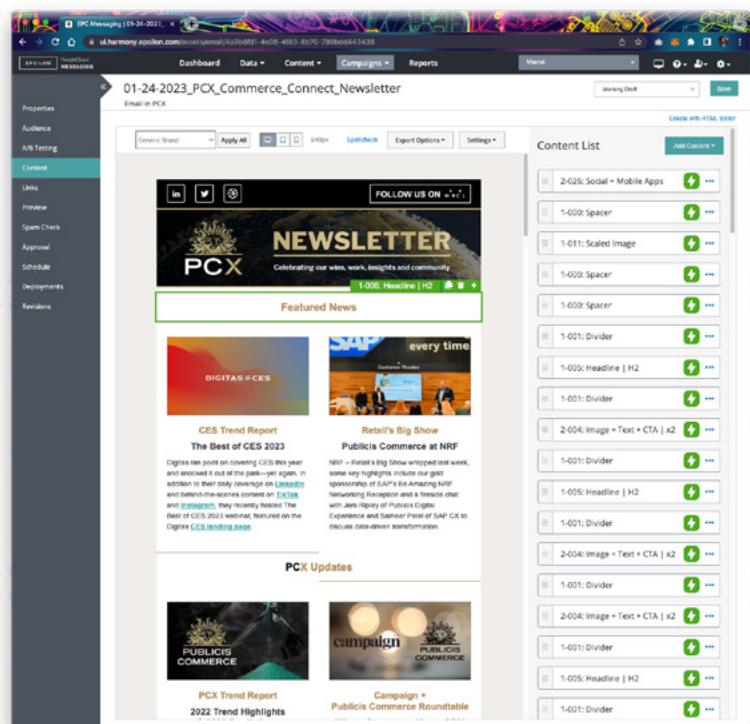
TEAM: Publicis Commerce Exchange

TYPE: Project

ROLE: Designer & Developer

STATUS: Complete

CONCEPTED, DESIGNED AND DEVELOPED A NEWSLETTER FOR AN AUDIENCE OF 15K+ RECIPIENTS. ALL ASSETS CREATED USING ILLUSTRATOR, PHOTOSHOP, AND PEOPLE CLOUD MSG.

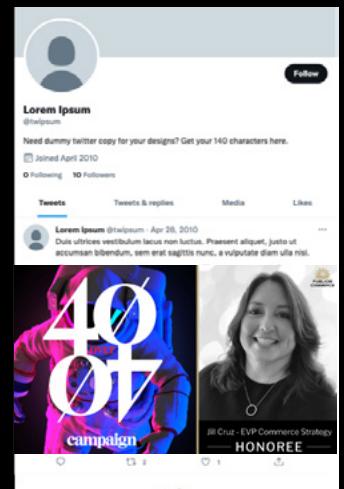


PCX ILLUSTRATIONS

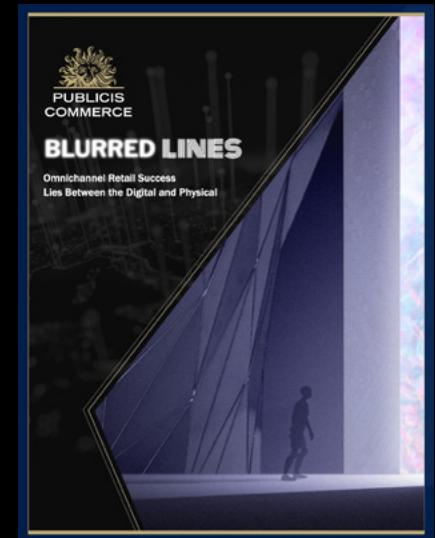
YEAR: 2022 - 2023
TEAM: Razorfish Production
TYPE: Project
ROLE: Designer & Developer
STATUS: Complete



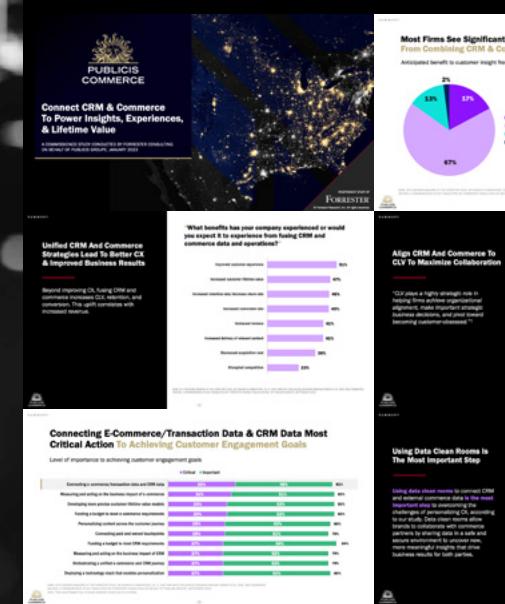
SOCIAL POSTS



ARTICLE COVERS



CASE STUDY REPORTS



NEWSLETTER



Walgreens MarTech May Highlights

Welcome to our first MarTech Marketing Newsletter! May is a busy month with spring activities, family vacations and our growing MarTech Marketing Department. You might see a few new faces around the virtual space as we've grown including:

ROB HORNICK
Product Marketing Strategy Lead

DAVID WALLACE
Tag Manager

CRYSTAL LOPEZ
Adobe Assets Manager

MARK PLASKOW
Marketing Science Support

GREG MELILLO
Marketing Science Support

Leadership Spotlight

ARPUN NAGARAJA Experience Activation

"It's an exciting time to be in MarTech at Walgreens. There is so much opportunity and potential. There are a number of exciting new challenges as we work to build a completely personalized experience for our customers."

Just The Numbers

20

2

113

Actively Supporting Cross-Functional Partners

weeks is the avg time for MarTech Marketing to complete a request

Cards open for MarTech Marketing

Success Stories

CRM team launched the first set of behaviorally triggered campaigns which saw a major lift in CTR vs F0's baseline. MarTech Marketing played a key part in helping to set up these new campaigns.

Abandon Cart Trigger
Delivered: 32,517 | CTR: 7.8% | Lift: 11.4X

WAG Cash Expiration Reminder
Delivered: 183,543 | CTR: 1.2% | Lift: 9X

Our Champions Corner

ERIKA GRINIUS
Manager Sr Digital & Marketing

We've chosen Erika Grinius as our inaugural MarTech Champion for her ability to collaborate with cross-functional teams to drive Media activations forward.

Among many other core job functions, Erika manages and prioritizes marketing tagging requests with MarTech and Product Analytics team. Recently, Erika trained Lisette, a new resource for the Media team who will manage these request moving forward.

Thanks Erika for being a great partner!



Did You Know?

Adobe hosted the annual, Adobe Summit, where marketers from across the globe came together to share expertise in developing true customer connections through technology. Walgreens, as a key partner with Adobe and industry leader, was spotlighted throughout the conference in many sessions. If you didn't have the chance to attend, take a moment to watch these events!

Keynote Presentation

Featuring Rosalind Brewer, CEO

Delivering Your Mass Personalization Marketing Strategy

Featuring Beth Lubotsky, Customer Engagement & Loyalty
Matt Harker, Marketing Strategy
Jason Schlosser, MarTech Marketing
Evan Hanlon, Client Lead WBA

The Walgreens 80/20 Rule for Email Innovation

Featuring Guy Hanson, Customer Engagement
Jeff Karasinski, Customer Marketing Platforms

WALGREENS ILLUSTRATIONS

YEAR: 2022

TEAM: Razorfish Production

TYPE: Project

ROLE: Designer

STATUS: Complete



INFOGRAPHICS



KOKOMO / CANON ILLUSTRATIONS & ICONS

YEAR: 2023
TEAM: Razorfish Production
TYPE: Campaign
ROLE: Designer
STATUS: In Progress



VECTOR GRAPHIC RECREATION



SOCIAL POSTS



DISCORD CHAT ICONOGRAPHY



PRINT-READY ILLUSTRATIONS

YEAR: 2020 - 2023

TEAM: Self

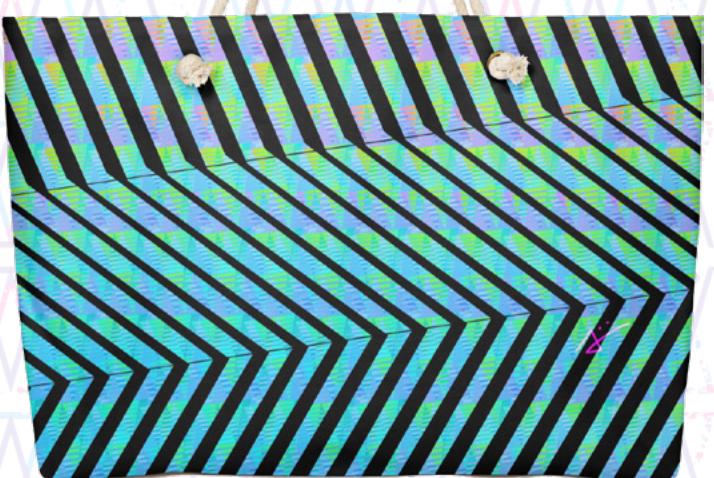
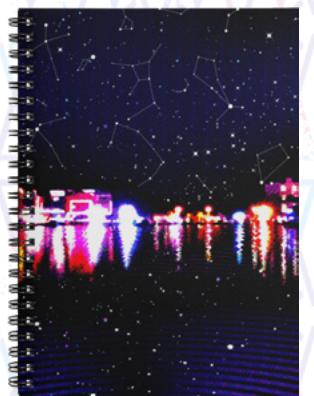
TYPE: Products + Artwork

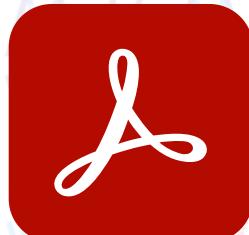
ROLE: Designer

STATUS: Complete



PRODUCTS



FREQUENTLY
USED
SOFTWARE

ACROBAT



ADobe CLOUD



TWINE



BABYLON JS



DISCORD



ILLUSTRATOR



INDESIGN



PHOTOSHOP



GITHUB



OBS STREAMING



VISUAL STUDIO



AFTER EFFECTS



LIGHTROOM



MEDIA ENCODER



POWERPOINT



DECENTRALAND SDK



SANDBOX SDK



PREMIERE RUSH



AFFINITY DESIGNER



BLENDER 3D



MAGICALVOXEL



VOXEL EDIT



SKETCH



THANK YOU
