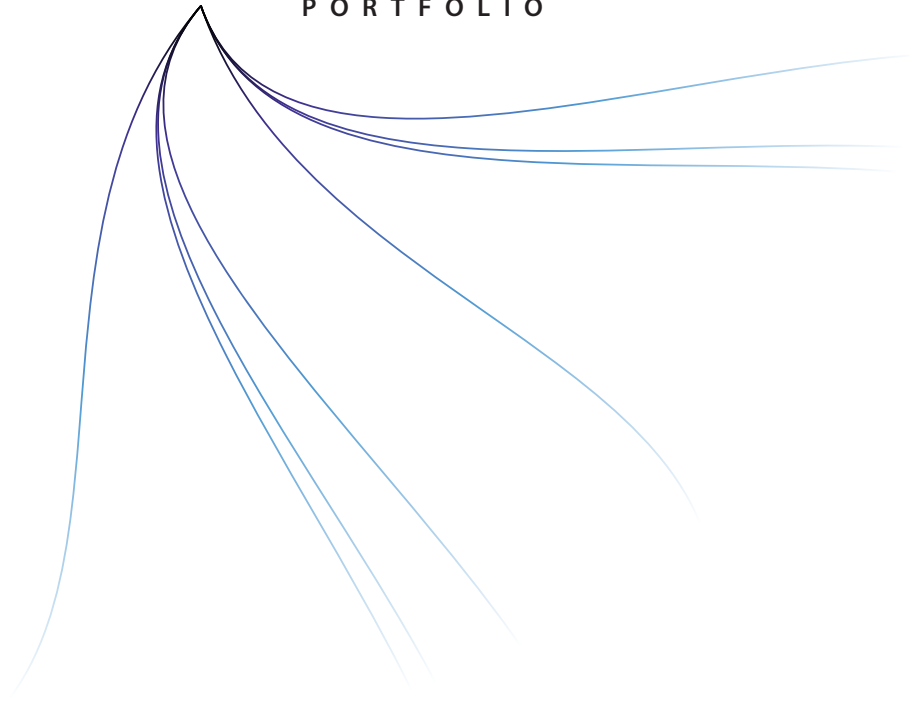


Mauricio Silva

PORTFOLIO



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Tudo de Fazenda

A website that provides a common place to trade anything farm related. It was developed on PHP and SQL.

- Graphic design
- Google analytics and webmaster tools setup
- Illustration
- Interface design
- Logo design
- Navigation and sitemap

my roles were



logo



website header



website header



Bisado

Aggregates different sections of the portal to authenticated users. It's completely customizable and its content is updated on the fly, as sources gets updated. Developed with HTML, CSS, PHP and mySQL.

- Graphic design
- Interface design
- Logo illustration

my roles were

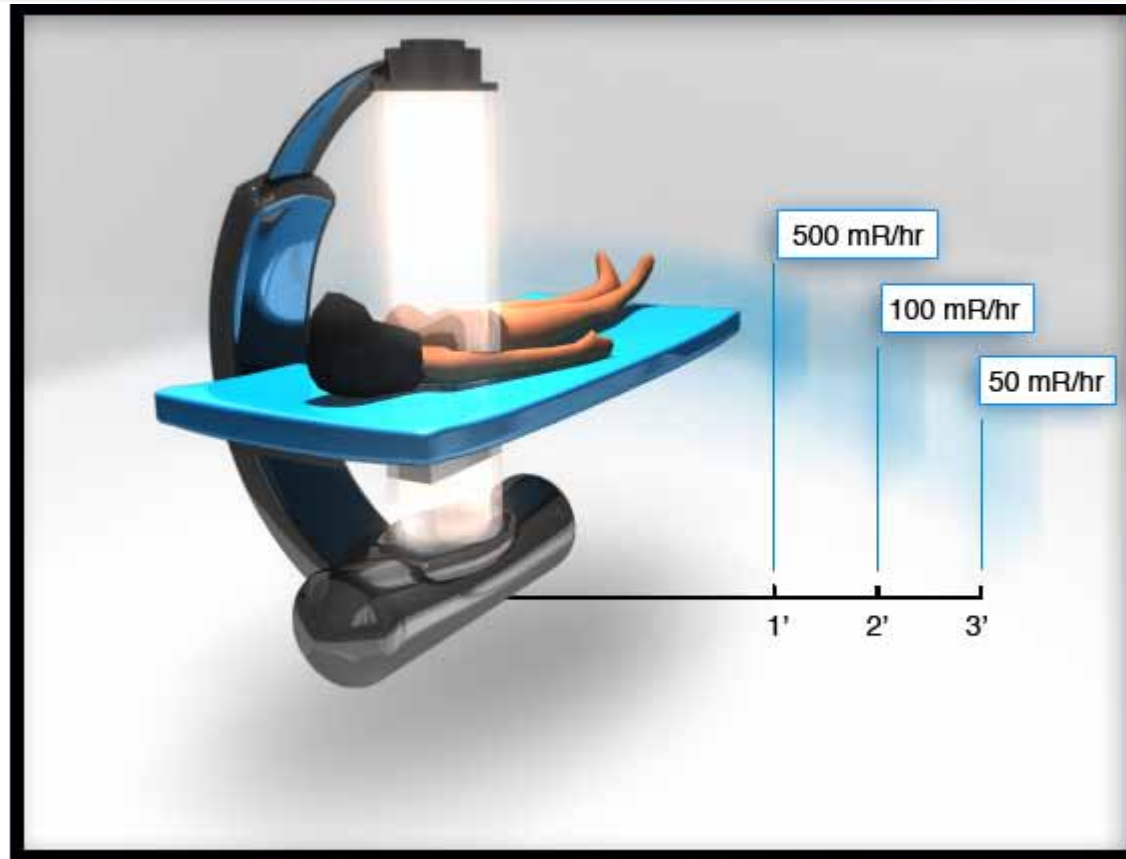


QuickCompliance.net

The goal here was to communicate the company's success in the e-learning industry. The clean design was intended to be out of the way and put their portfolio showcase into center stage. It was developed on Flash, HTML, CSS, .NET, VB and SQL

- Art direction
- Graphic design
- Interface design
- Logo illustration
- Navigation map and sitemap
- Video screen capture and post-production
- xHtml and CSS coding

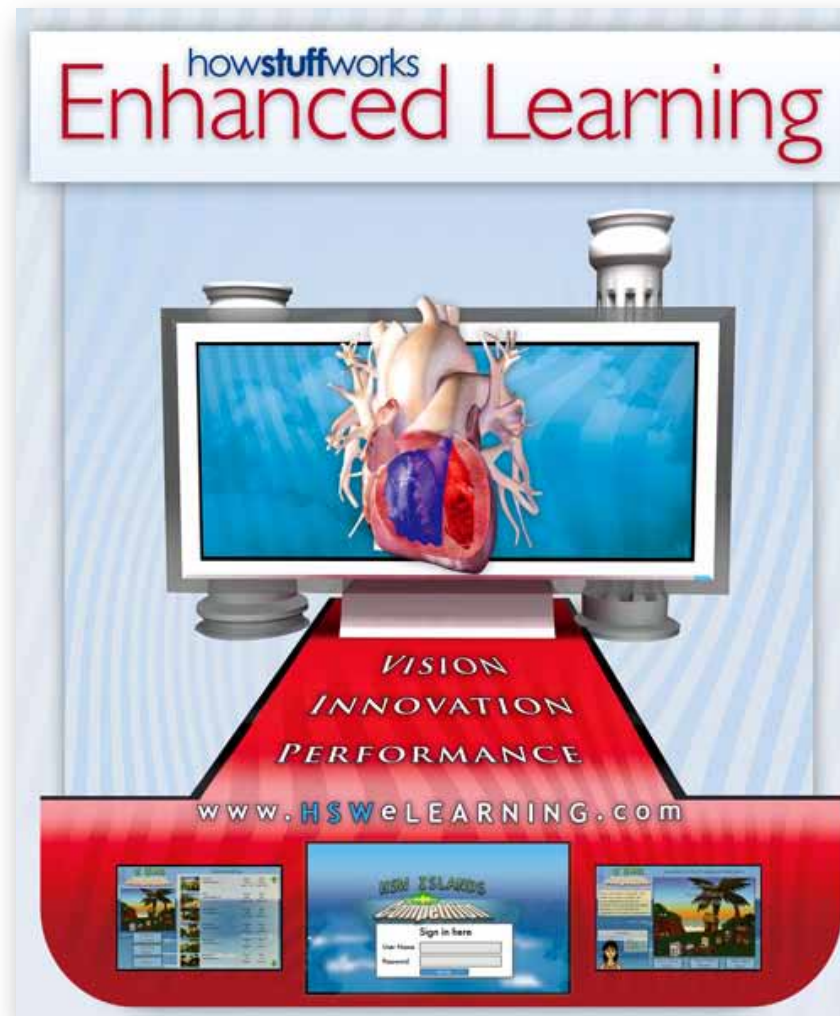
my roles were



MRI machine illustration

This 3D illustration was created to be part of an e-learning material on MRI safety for an health insurance company. It was created using Maya 3D and the Adobe Creative Suite.

- Maya 3D
- Illustrator
- Photoshop



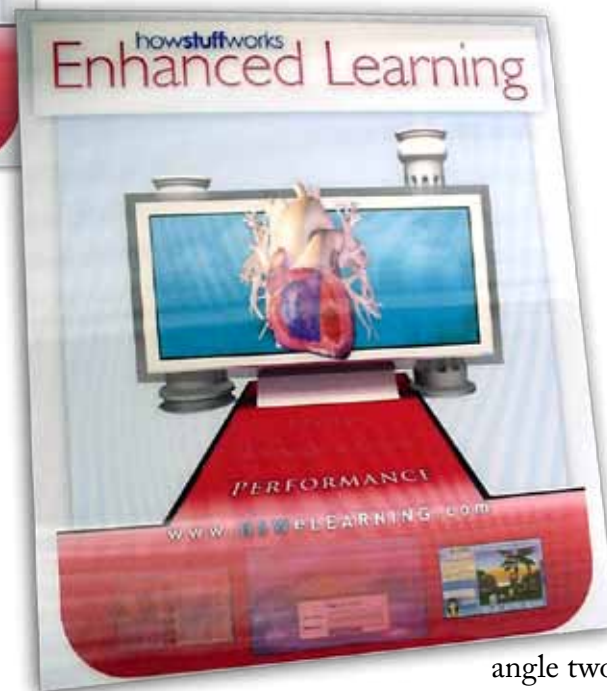
Lenticular

This illustration was printed as a 3D lenticula, where three different views are developed to create the impression of 3D. This was used as the background poster of a trade show booth. It was created with Maya 3D and the Adobe Creative Suite

- Maya 3D
- Illustrator
- Photoshop



angle one



angle two



Vehicle wrapping

This promotional brochure was intended to support the sales team in following up with potential clients. It contains detailed information about their services and a small piece of their portfolio. It was created with In-Design and Photoshop.

- Illustrator
- Photoshop



back



Broker Processing Service

This one page brochure was developed to be part of a mailing campaign and distributed inside banks to prospective customers. It was requested something clean and direct to their core business.

- Art direction
- Graphic design

my roles were



Six pages, full color brochure

This promotional material was intended to support sales with following up with potential clients. It contains information about the services and products offered.

- Illustrator
- Indesign
- Photoshop

- Art direction
- Graphic design
- Print production coordination
- Project management

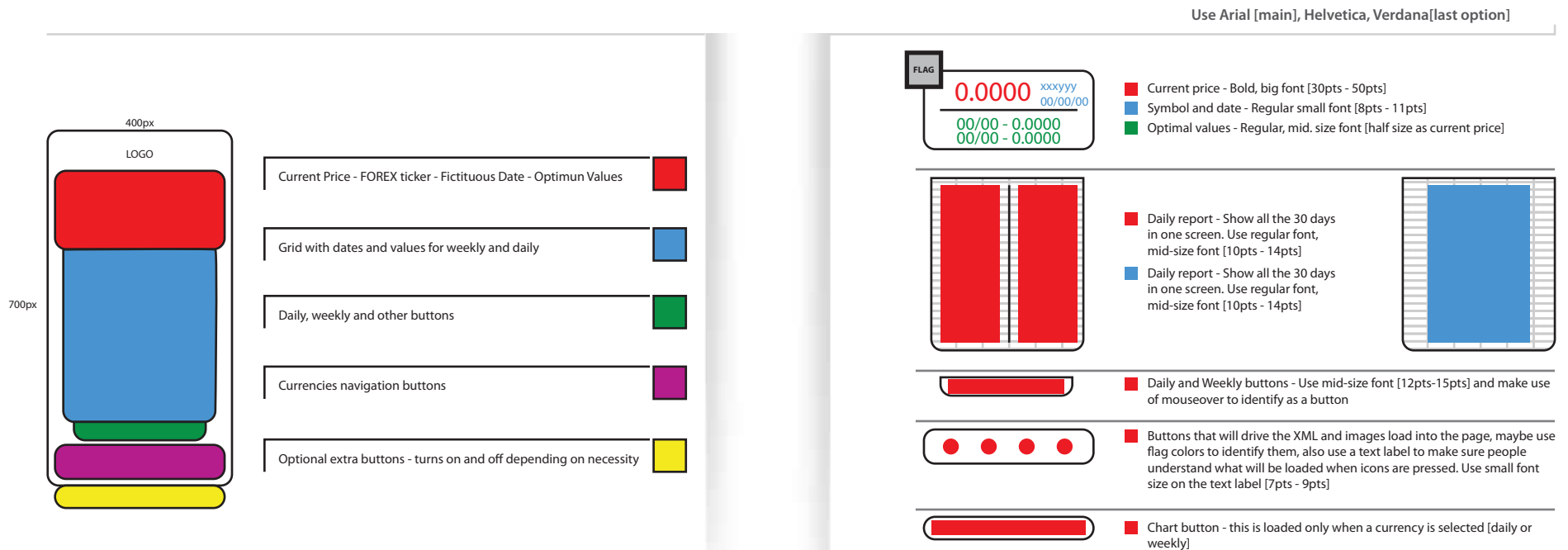
softwares involved and my roles



Spanish community advertisement

Advertisement placed on Spanish magazine to publicize a comedy show in celebration to the Colombian independence day.

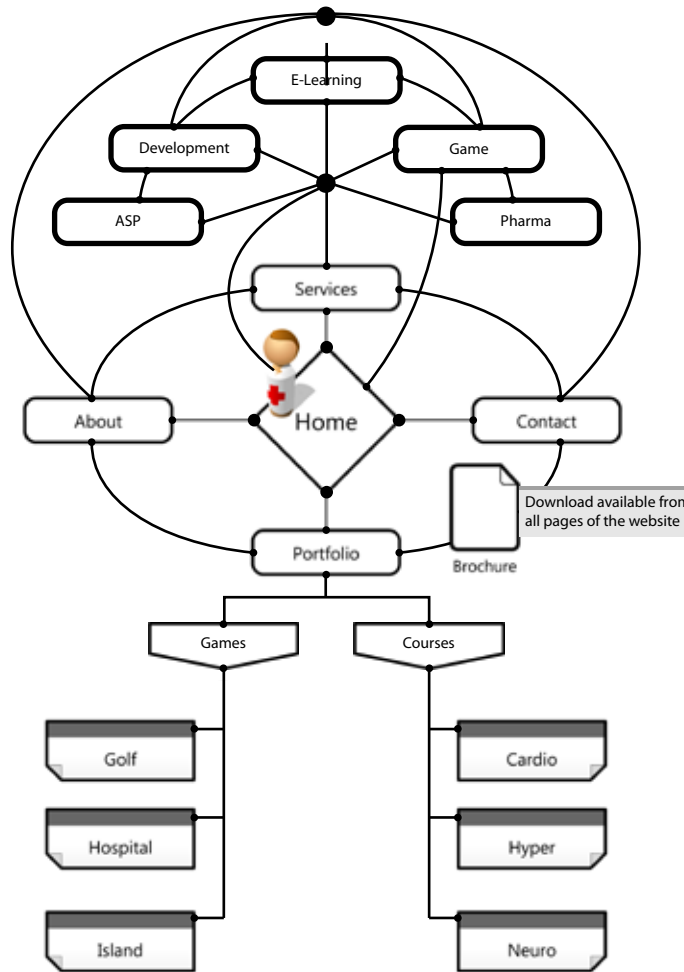
- Art direction
- Copywrite
- Graphic design
- Event planning
- Marketing management



User interface design

Forex widget that compares two foreign currencies against the US dollar on previous 30 days.

- Art direction
- Graphic design
- User interface design
- Flow chart



UI/UX architecture

Navigation map for QuickCompliance website (page 05).

- Illustrator
- Photoshop



iPhone glossary

This iPhone application provides definition to terms relevant to the medical, biotech and pharma industries.

- Art direction
- Graphic design
- Project management
- User interface design

iGlossary



Basic Search

The Basic Search will be composed by a single input text field that will search the database in its entirety. In addition, we should provide a link to the advanced view, which can be a text link or an icon [for now lets just have a text "Advanced Search" or "Go To Advanced Search"], clicking this link will load the Advanced Search view.

Advanced Search

This view will be formatted with several input text fields. Each of which will be linked to its correspondent database field. At the bottom of this view we should provide the link to the Basic Search view.

Following is a brief description of each field, it is important to note that the database shares the same fields.

Input Text Fields

Industries: Biotech; Medical; Pharma

Specialty: Cardio; Brain; Pediatric; etc. [pending full list]

Exclude Items with: This will exclude items that contains certain word.

Checkboxes

Searchable items: Audio; Images; Movies

Search Screen General Settings

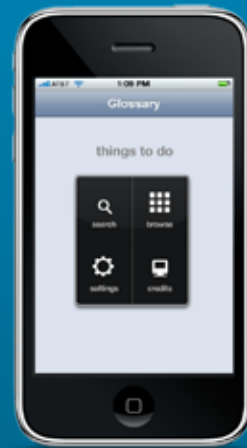
• Basic view is the first screen the user see when they select "Search" on the dashboard.

• A "Reset Fields" and "Search Now" button



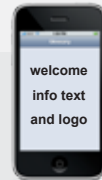
Dashboard

This dashboard will provide the user with options to what to do.



Welcome Screen

After the user clic our icon on his home screen, the glossary will load a welcome page, which will present a brief info about this application. This has to be clean so the user can easily consume all that is presented on screen.



Search

This will take the user to the search page. Inside search, the user will be able to type a word or a phrase to perform a search on a specific subject.



Browse

The user will be able to browse for itemized categories from the database.



Settings

Customize and modify the way the app runs



Credits

Information about the development team, app website, help and other related to the application.

Item Detailed View

This view should be the one we'll focus the most attention and work. Here all the details and extra information (i.e. audio, image, movie, source, etc.) will be presented.

Backend design:

The following is a list of characteristics presented in each word of the glossary. All of it should be included in the database design, but it doesn't mean that all of them will be filled at all times.

• Item Name



*Source - This will be provided by the content provider. It makes the glossary more reliable when you can verify if the content's source is credible or not.

**Visits - Each time a item is being readed, the number of visits increases by one. Then later we can use this info to arrange items by most visited, or other searches like latest viewed (using the Date Viewed info).

***Latin - Some words will have their latin formation when possible

Client's perspective design:

The idea is to design a simple and organized UI to display all the information pertinent to each item the user has selected. The following is an illustration of how things will be presented to the client from the database previously displayed:

Details - Industries; Views; Last Viewed On; Latin.

Audio, Images and Movies - This will open that tab and will make available the multimedia files. Instead of opening another application to view this content, let's try to use the core functions to load them inside the glossary.

Personal Notes - Add, edit and view personal notes regarding that item (in the future may include voice notes as well).

Extra Options - Search on Google; Search on YouTube

Summary of qualifications

User experience, interface and interaction design for mobile and web; information architecture; 3D modeling and animation; branding and identity; composition, typography and color theory; technical and creative expertise.

Career highlights

- UI/UX of a banking mobile app for the Android platform.
- User interface design of a dashboard web application to streamline management of online games.
- Commercial broadcasts utilizing my graphics packages and post-production, frequently air locally on Telemundo and Univision stations.
- Collaborated in the marketing level, to the success of the campaign “Navegar para Ayudar”. This raised funds for needy shelters.

Education

Universidades Salvador, Bahia – Brazil (2001)
Bachelor in Fine Art, Design

Future Media Concepts
Adobe Certified Training, Cambridge – MA (2007)
Actionscript 2.0 Basic and Advanced

Rhode Island School of Design, Providence – RI (2005)
Maya 3D Certification

Primavera Solution, New York – NY (2004)
Contract Administration and Management Using Expedition

Primavera Solution, Fairfax – VA (2004)
Introduction to Suretrek Project Management

Skills

Mobile development – Android r14
OS – Mac and Windows
Programming languages – HTML, xHTML, CSS, Actionscript and Javascript.
Web and multimedia – Flash, Dreamweaver, Freehand.
Graphic Packages – Photoshop, Illustrator, Lightroom, Photopaint and Corel Draw.
Desktop publish – Pagemaker, InDesign and Quarkxpress.
Video and audio editing – Finalcut, After Effects, Audition, Audacity.
3d – Maya and 3d Studio Max.
Personal interest in photography, illustration, music, extreme sports and traveling.
Quick learner, self-motivator and fluent in English, Spanish and Portuguese.

Experience

May 2010 – Present (*New Haven, CT*)
UI/UX Engineer
Higher One, Inc.

Highlights: Reassessed the UI/UX of the banking web application; key player on the UI/UX of mobile website and Android app, and collaborated with other developers on coding using Eclipse and Android SDK.

- Close involvement in the banking web application restructure project, which introduced a new look-and-feel and user experience to the application
- Regularly participated on multi-department tasks, such as the development of new features, or remodeling of old revenue streams by improving its UX and/or module's UI, or introducing a more robust bank account type.
- Development of flow-charts, wire-frames and prototypes to help the planning process.

March 2007 – April 2010 (*Avon, CT*)
Application & Web Development Specialist
How Stuff Works/Discovery Communications/Quick Compliance

- Technical and creative development of online games based on Adobe flash and e-learning material for the Healthcare, Pharmaceutical and Biotech industries, with particular focus to technological boundaries and branding limitations.
- Close involvement with other designers, developers and QA team to follow up ongoing projects. Also, assisted the interaction with foreigner customers, more specific Spanish and Portuguese native speakers.

April 2003 – March 2007 (*Hartford, CT*)
Marketing Manager
Carioca Club

- Supervised advertisement distributed through internet, television, radio and printed media. Incorporated promotional videos and photography into their website and maintained general content on a regular basis.

June 2002 – April 2003 (*Boston, MA*)
Web Designer
Bisado.com

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! Thank you!