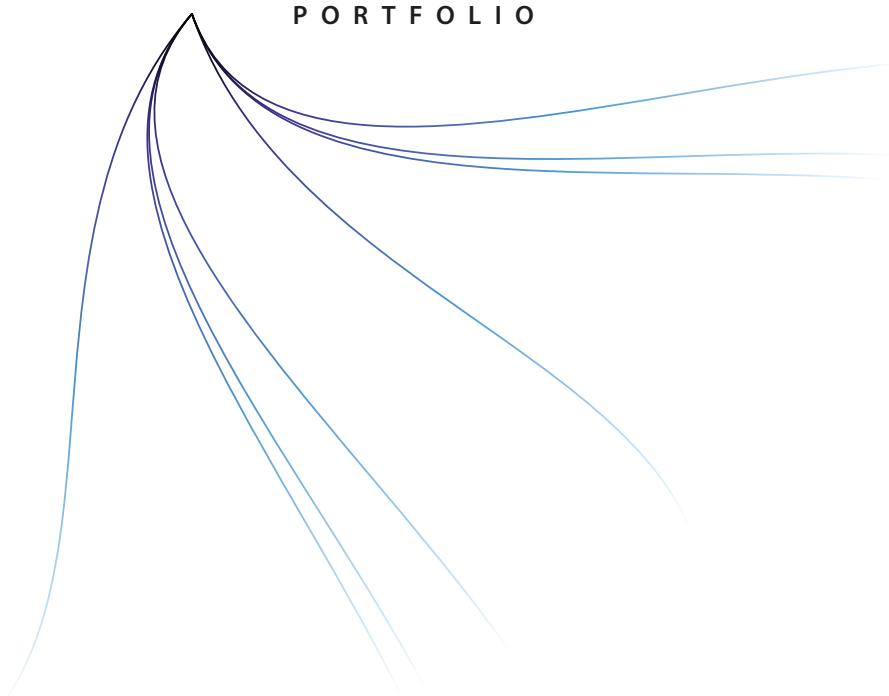


Mauricio Silva

PORTFOLIO



Content

MOBILE 02

DESKTOP 05

UI/UX 07

PRINT 10

OTHER 15

RESUMÉ 18



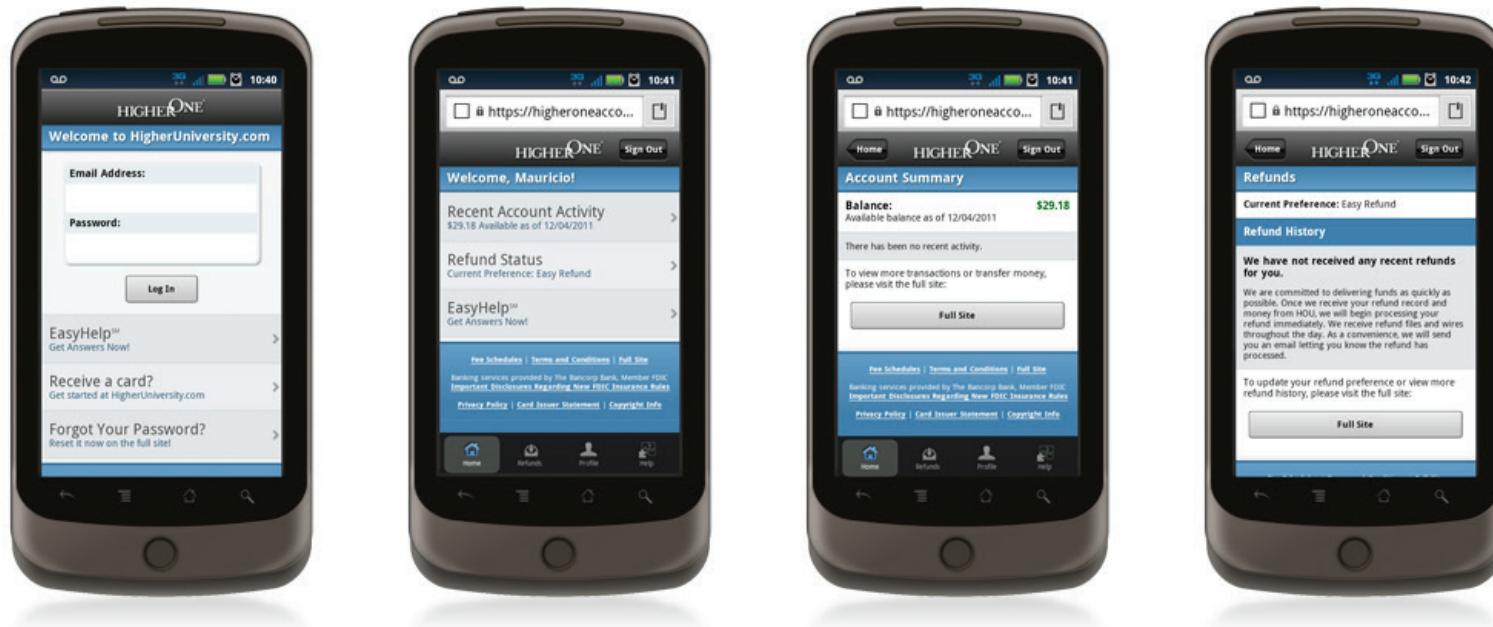
Android app for the OneAccount.

Android native app developed for three resolutions (ldpi, mdpi & hdpi). It's composed by activities that are tightly associated to server-side modules via RESTful web API. The banking app provides a simple way to access your account and perform basic tasks, such as view recent transactions or pay a bill.



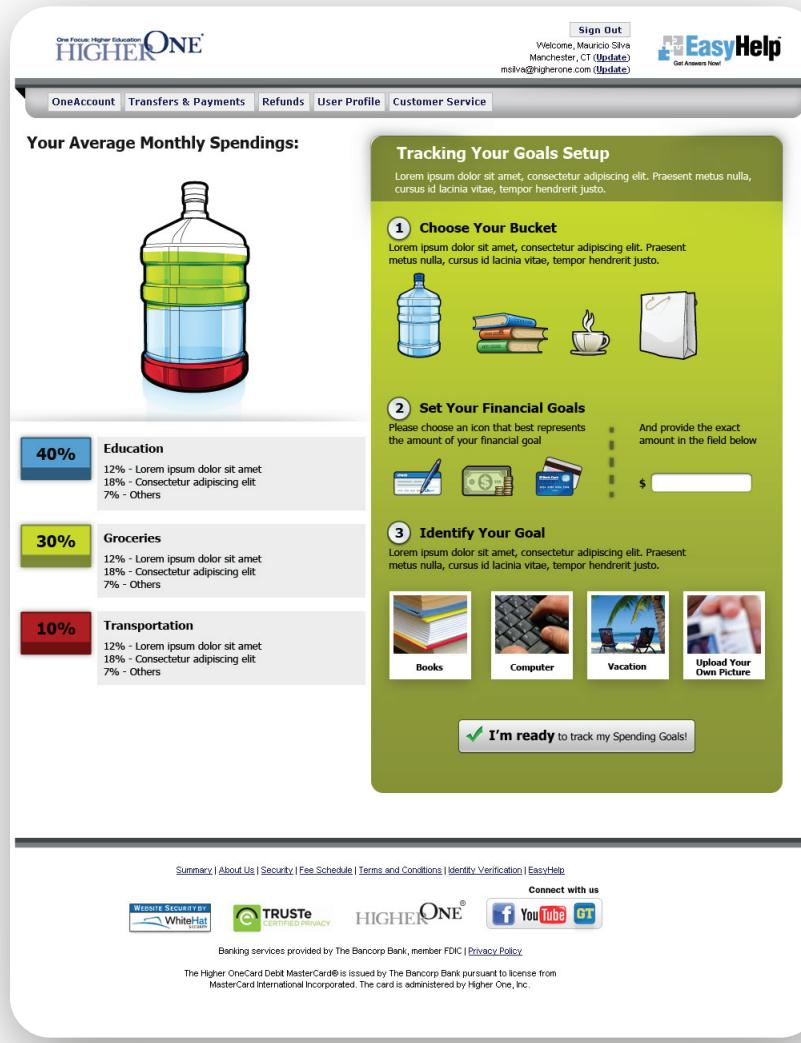
iPhone app for the OneAccount.

Released after the Android version with the purpose to offer the same functionality to iPhone users. To respect Apple's product, the interface and experience was designed with characteristics very familiar to iOS users and obeying Apple's guidelines, with the exception that we took creative liberty in designing the main menu.



Mobile web, Higher One.

Mobile version, developed on Java and jQuery touch, of the very complex and comprehensive banking web application. The focus was to provide access to the most visited features such as check balance, refund status and transfer money. Users are redirect here with help of scripts served by Apache, user agent detection and JavaScript.



Saving tool, Higher One.

One of the exclusive features of the most premium account of Higher One's banking application is the ability to set goals, put money aside towards it and track its progress. Using HTML5, CSS3 and jQuery it became possible to generate very light pie charts and graphical representations using SVG vectors.

The screenshot shows a corporate website for 'Quick Compliance Enhanced Learning'. The header features a logo with a stylized 'Q' icon followed by the text 'Quick Compliance Enhanced Learning'. A navigation menu includes links for 'About us', 'Services', 'Portfolio', 'Contact us', and 'Compliance'. Below the header, there's a large image of three people working together on a laptop. To the right, a section titled 'PORTFOLIO SAMPLE' displays a screenshot of a course interface for 'Code on Interactions with Healthcare Professionals'. The sample includes a video player, course objectives, treatment, and functionality sections, and interactive buttons for 'Objectives', 'Navigation', 'Treatment', and 'Interactivity'. Below this, a section titled 'Read more about:' lists services like 'Customized E-Learning Solutions', 'Learning Management System', 'In-House Content Development', and 'Online Competition'. A link to download a brochure in PDF format is also present.

Looking for a new and exciting way
to verify, validate and reinforce concepts
and details key to your company's sucess?

hsw Enhanced Learning is an innovative organization that develops custom e-learning curricula and training for leading companies in the pharmaceutical, medical device, and bio-technology industries.

Combining sound instructional design methodology with technical, creative and medical expertise, our comprehensive blended learning solutions are designed to reinforce our clients' key messages throughout the product life cycle.

Read more about:

- Customized E-Learning Solutions
- Learning Management System
- In-House Content Development
- Online Competition

Download our brochure
[PDF format](#)

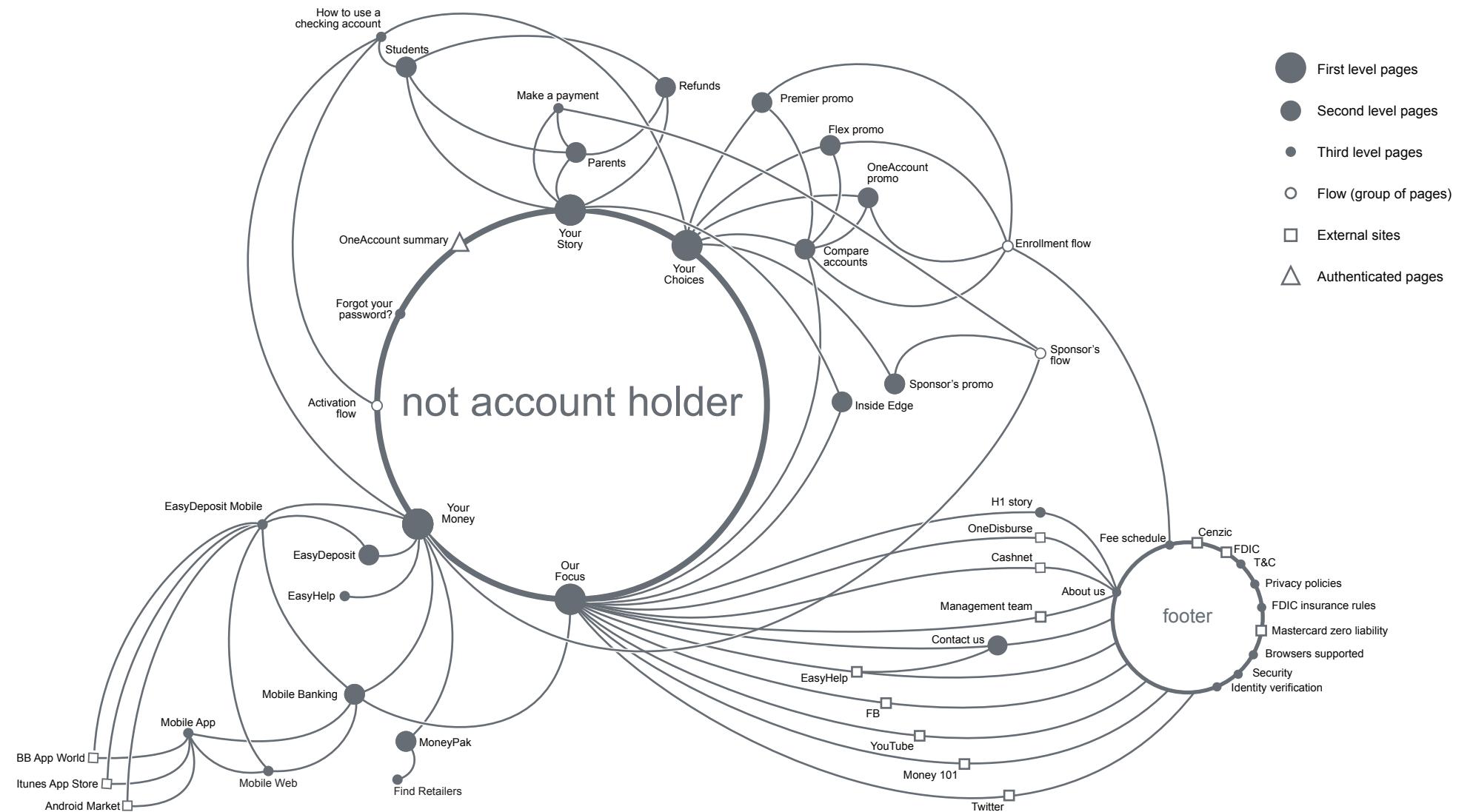
Static site, Quick Compliance.

A corporate site to educate clients about Quick Compliance's success in the e-learning industry, their services and showcase of the line of products they develop. A clean design representing their focus to compliance and put the portfolio into center stage. It was developed on Flash and .NET.

The image displays two wireframe versions of a client-facing website for 'Higher ONE'. The left wireframe shows the homepage layout with sections for 'Your Choices', 'Your Money', 'Your Story', and 'Our Focus'. It features a large central area for 'BIG PHOTOS' with placeholder text about photo requirements. Below this are sections for 'Activation Demo' and 'Orientation Video', each with a 'Watch the Demo' button. A central column contains a 'Get Started!' button and a 'Select your refund preference today!' section with sample text. To the right is a sidebar with 'Mobile Features', 'Making Deposits', and 'Compare Accounts' buttons. At the bottom are 'Footer' and 'Footer' buttons. The right wireframe shows a 'How We Support Students' page with sections for 'Money 101 - Financial Toolkit', 'Campus Relations Coordinator', 'One Scholarship', 'Student Advisory Board', and 'Student Activist Fund'. It includes a quote from a Portland State University student and buttons for 'Refunds', 'Compare Accounts', 'Mobile Features', 'EasyHelp', and 'Get Answers Now!'. Both wireframes include a top navigation bar with 'Get Started!', 'Email Address', 'Password', 'Log In!', and 'Forgot your password?' fields.

Wireframes and flowchart, myonemoney.com.

The website is used as marketing tool for the Higher One's OneAccount. My involvement with it was in the early stage, researching CMS options, planning flow and wireframe. It is a dynamic Drupal website solely controlled by the marketing department.



The image shows a wireframe of the Windows Widget interface and a detailed design specification for its components.

Wireframe:

- Overall Dimensions:** 400px width and 700px height.
- Logo Area:** A red box at the top left labeled "LOGO".
- Content Area:** A blue box containing five items, each with a color-coded square:
 - Current Price - FOREX ticker - Fictitious Date - Optimun Values (Red)
 - Grid with dates and values for weekly and daily (Blue)
 - Daily, weekly and other buttons (Green)
 - Currencies navigation buttons (Purple)
 - Optional extra buttons - turns on and off depending on necessity (Yellow)
- Bottom Bar:** A yellow bar at the bottom.

Design Specification:

Use Arial [main], Helvetica, Verdana[last option]

Current Price Component:

- FLAG icon
- 0.0000 xxxyyy
00/00/00
- 00/00 - 0.0000
00/00 - 0.0000

Color coding:

- Red: Current price - Bold, big font [30pts - 50pts]
- Blue: Symbol and date - Regular small font [8pts - 11pts]
- Green: Optimal values - Regular, mid. size font [half size as current price]

Buttons and Reports:

- Daily report:** Show all the 30 days in one screen. Use regular font, mid-size font [10pts - 14pts].
- Daily and Weekly buttons:** Use mid-size font [12pts-15pts] and make use of mouseover to identify as a button.
- Buttons for XML load:** Buttons that will drive the XML and images load into the page, maybe use flag colors to identify them, also use a text label to make sure people understand what will be loaded when icons are pressed. Use small font size on the text label [7pts - 9pts].
- Chart button:** This is loaded only when a currency is selected [daily or weekly].

Wireframes, flowchart and information architecture.

Silverlight windows Forex widget that compares two currencies against the US dollar, for a period of 30 days.



Full color brochure, Broker Processing Service.

One page brochure developed to be part of a mailing campaign and distributed inside banks to prospective customers.

quickcompliance Enhanced Learning presents a concept of effective education that stimulates and engages learners. This can be achieved by complementing your blended learning approach with our compelling and versatile *Online Competition* tool that reinforces fact and knowledge by requiring quick and correct responses to questions.

Added value to client

- Collect live data from participants and measure how well they perform over time
- Cost effective pedagogical tool
- Immersive and engaging experience to develop decision-making skills and modify behavior
- This solution can be customized to meet the needs of your target audience fostering a strong community while providing brand managers and trainers tremendous insights into their learners' retention levels

Looking for a new and exciting way to verify, validate and reinforce concepts key to your company's success?

Using advanced instructional design principles and meaningful, memorable, and engaging content, the **quickcompliance Enhanced Learning** team creates custom courses for a wide array of learners in North America and in the International arena. Our services range from the development of an individual e-learning course to the design and implementation of an entire blended learning curriculum.

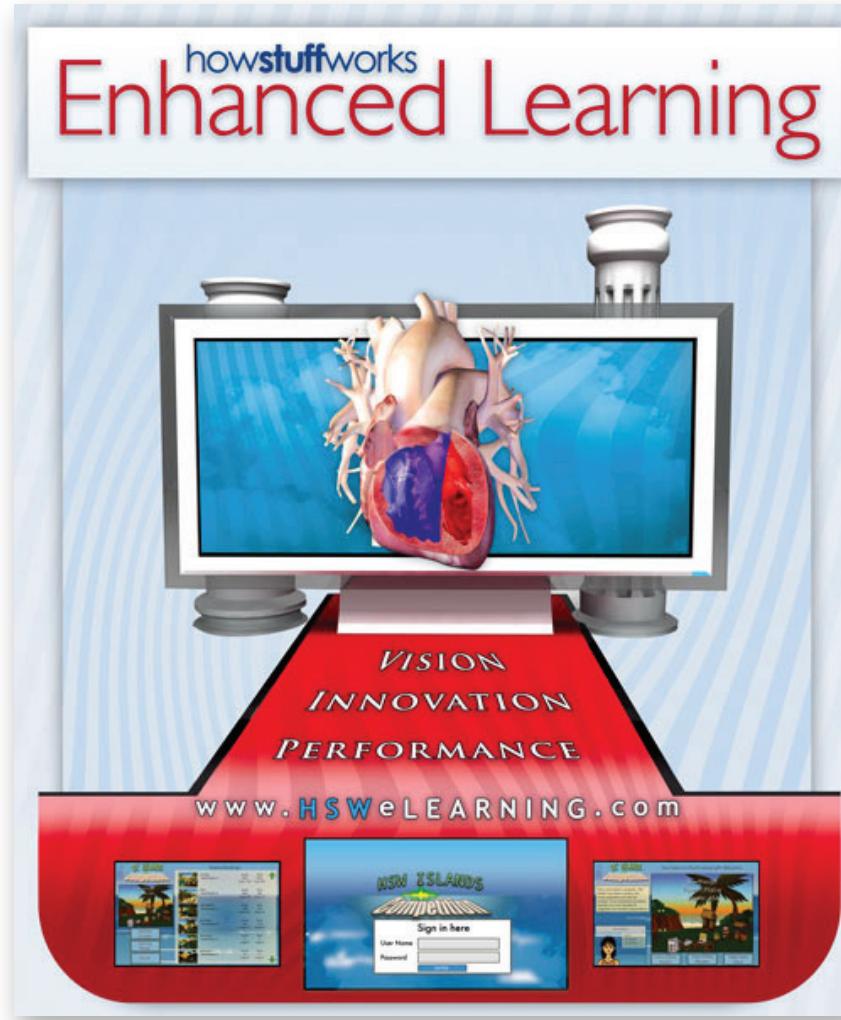
Marketing collateral, Quick Compliance.

Six pages brochure printed in full color that was distributed on the eLearning Guild, this promotional material was intended to support sales. It contains information about the services and products offered, it also had a DVD with a brief video and samples of games and other products developed by Quick Compliance. It was mainly created on InDesign, Illustrator and Photoshop.



Full page advertisement.

Full color ad placed on a magazine catered to the Hispanic community to advertise a comedy show to celebrate the Colombian Independence Day. The ad was created on Photoshop.

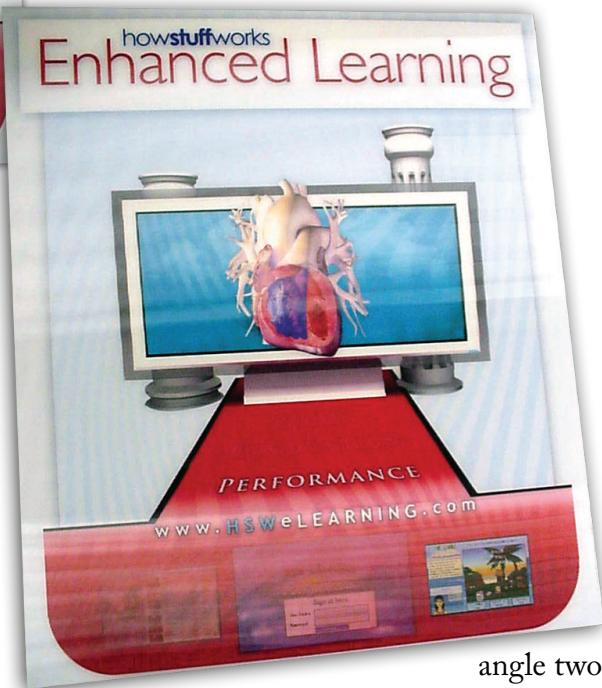


Poster, How Stuff Works.

This illustration was printed as 3D lenticular, where three different images were developed to create the impression of 3D by visualizing each image based on the angle a person's point of view. It was used as the background poster of a trade show booth. Created with Maya 3D and the Adobe Creative Suite.



angle one



angle two



logo



website header

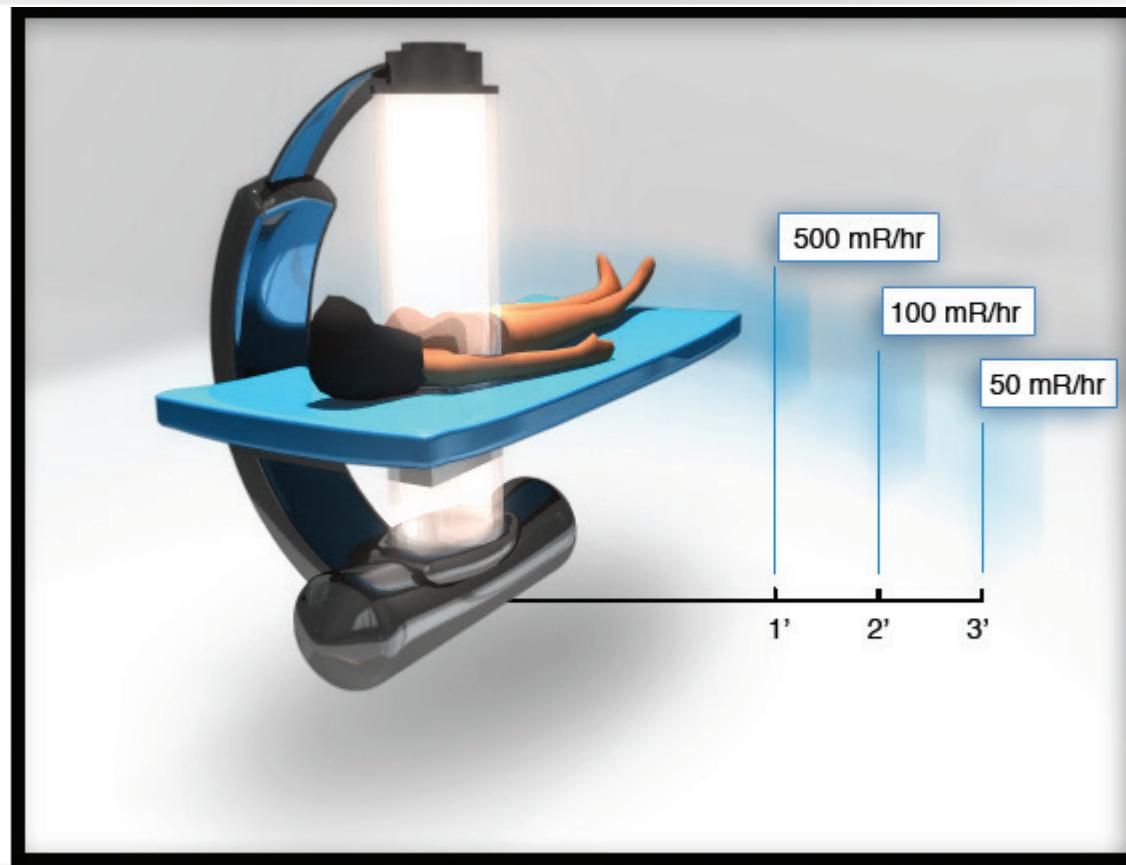


website header



Vehicle wrapping.

The jeep was the official promotional vehicle for Carioca Club. I created this mockup in Photoshop, by painting over images of the vehicle, from Jeep's website and high resolution photos.



MRI machine illustration, Discovery Health.

The illustration represents the strength of the rays while a technician is using an MRI machine, it was included as part of a HIPAA compliant eLearning material on MRI safety for a health insurance company. It was based on another medical illustration and created using Maya 3D and the Adobe Creative Suite.

Summary of qualifications

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

Career highlights

- UI/UX of banking mobile app for the Android and iOS platform.
- User interface design of a dashboard web application to streamline management of online games.
- Commercial broadcasts utilizing my graphics package and post-production, frequently air locally on Telemundo and Univision stations.
- Collaborated as a volunteer to the success of the campaign 'Navegar para Ajudar' on raising funds for needy shelters.

Education

Universidades Salvador, Bahia – Brazil (2001)

Bachelor in Fine Art, Design

About Objects

iOS Development for IT Professionals Bundle, Reston – VA (2012)

Objective-C & iOS 6 with XCode

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

OS – Mac and Windows

Programming languages – HTML, xHTML, CSS, Actionscript and Javascript.

Web and multimedia – Flash, Dreamweaver, Freehand.

Graphic Packages – Adobe Creative Suite, Lightroom and Corel Draw.

Desktop publish – Pagemaker, InDesign and Quarkxpress.

Experience

April 2010 – Present (*New Haven, CT*)

UI/UX Engineer

Higher One, Inc.

Highlight: Reassessed the UI/UX of the banking web application; key player on projects for mobile platforms, such as iPad, iPhone and Android.

- Member of committee that sets coding styles and UI/UX standards throughout the several applications under the Higher One umbrella.
- Close involvement in the banking web application restructure project, which introduced a new look-and-feel and user experience to the application.
- Regularly participate on multi-department tasks, such as the development of new features, remodeling of old revenue streams, or introducing new ones.
- Development of flow-charts, wire-frames and prototypes to help with the planning process and requirements writing.

March 2007 – April 2010 (*Avon, CT*)

Application & Web Development Specialist

How Stuff Works/Discovery Communications/Quick Compliance

- Technical and creative development of online games 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 on design and development of HTML/CSS/Flash interactive products and prototypes.

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 content management.

June 2002 – April 2003 (*Boston, MA*)

Web Designer

Bisado.com

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www.mauriciosilva.com

: Thank you!