

# Paint 3D Product development

## The challenge

Microsoft understood earlier than any other competitor that the road to augmented and immersive technologies is still long and curvy. Therefore, the objective of the whole 3D program, was to persuade everyday consumers to start exploring the possibilities of 3D and democratise its use.

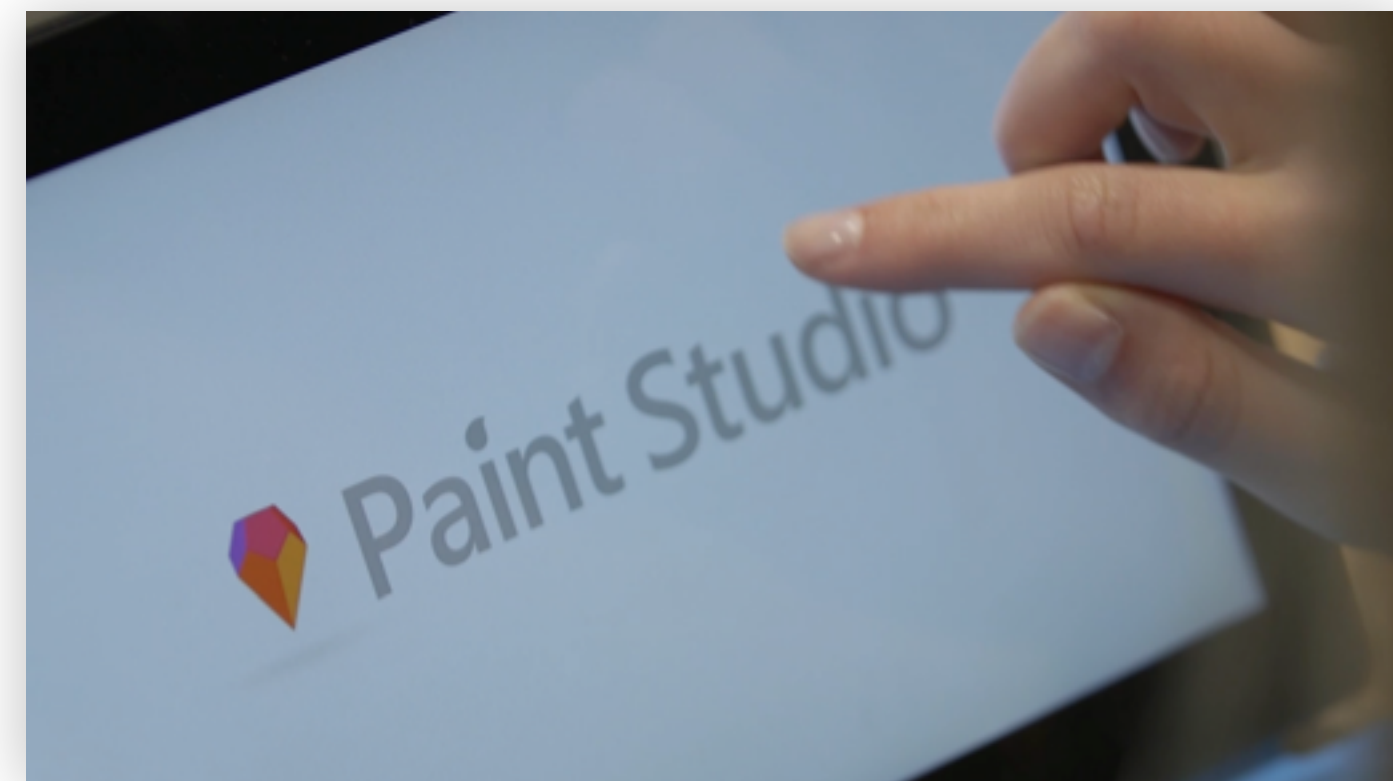
## The solution

The greatest barrier to 3D adoption is complexity and Paint3D represents the antithesis of it. Using this principle as a driving force for its design ensured we kept that accessibility at the core of the work we built. Our solution influenced and set the foundation for the new windows style language: the Fluent design.

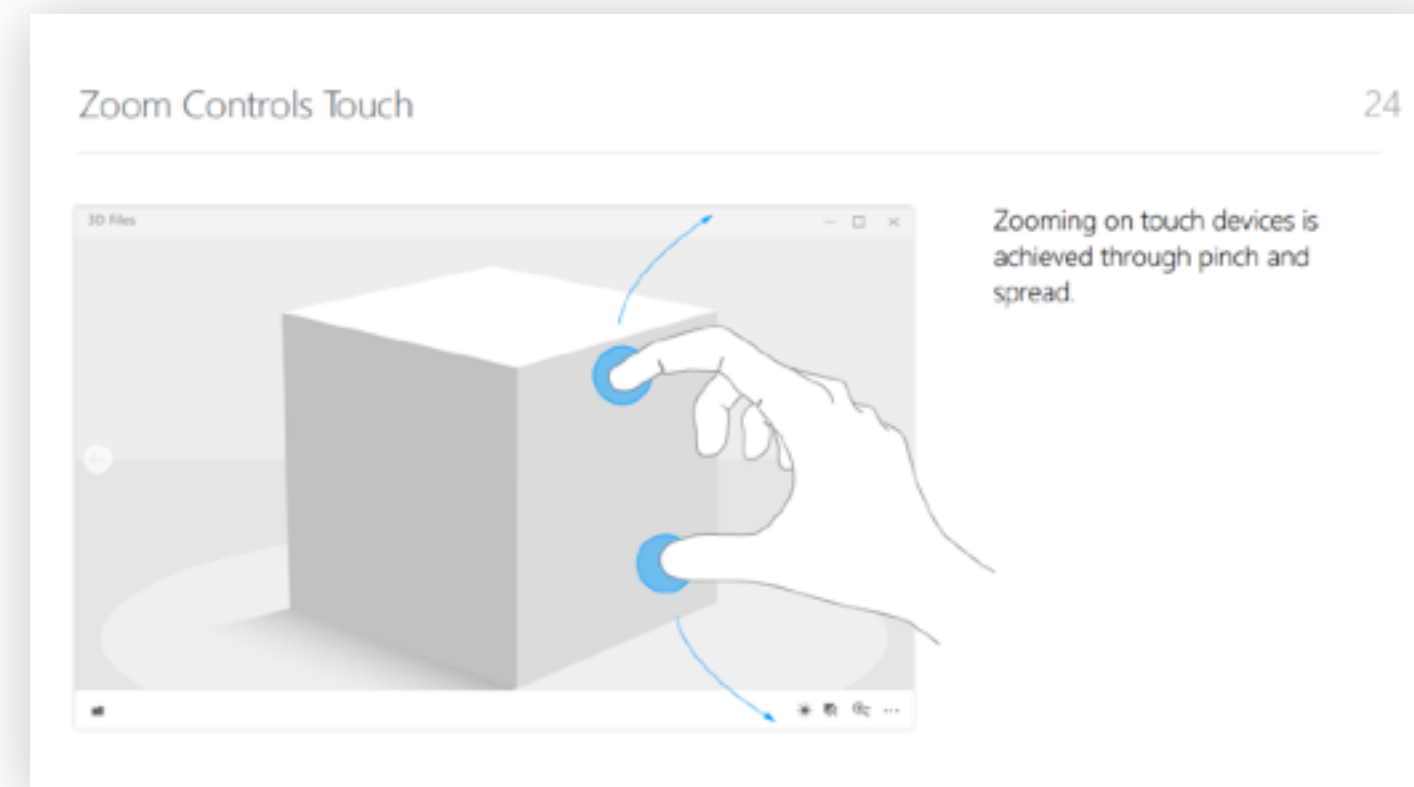
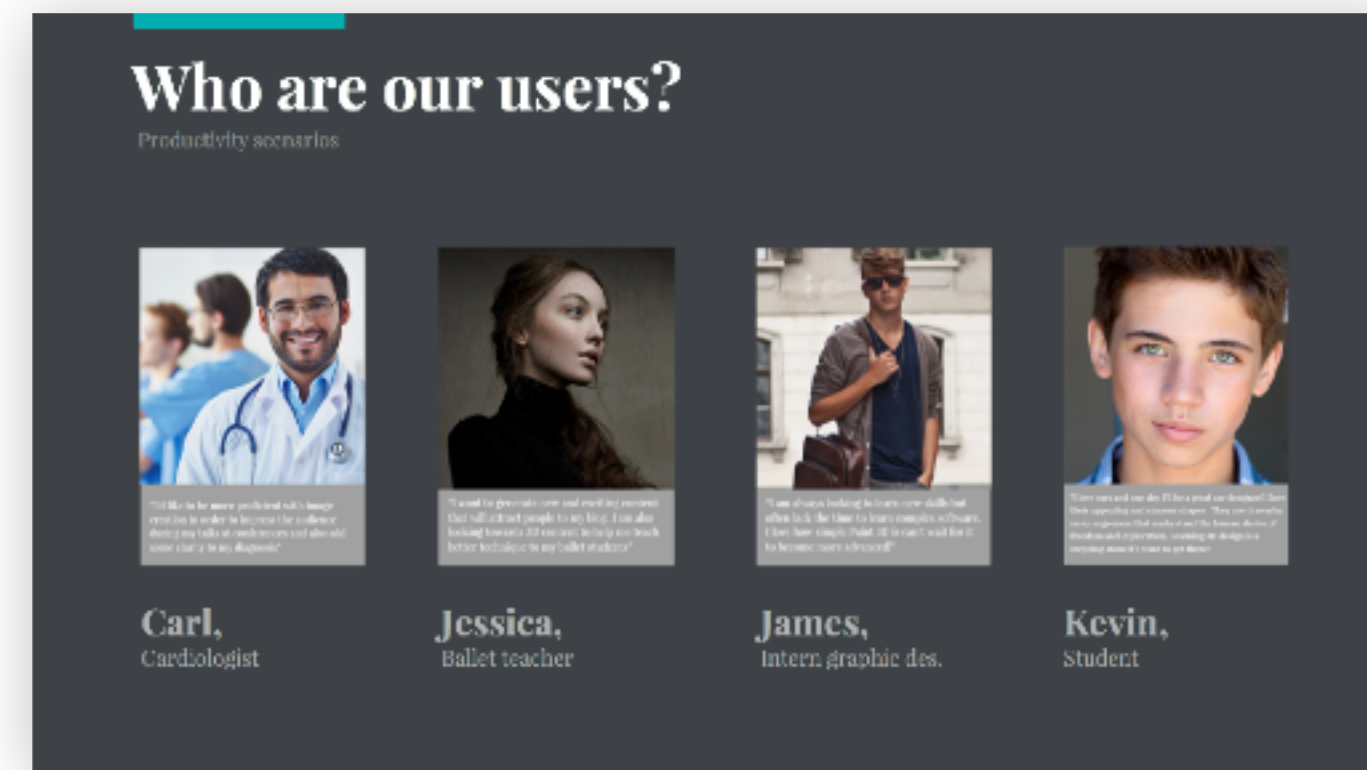




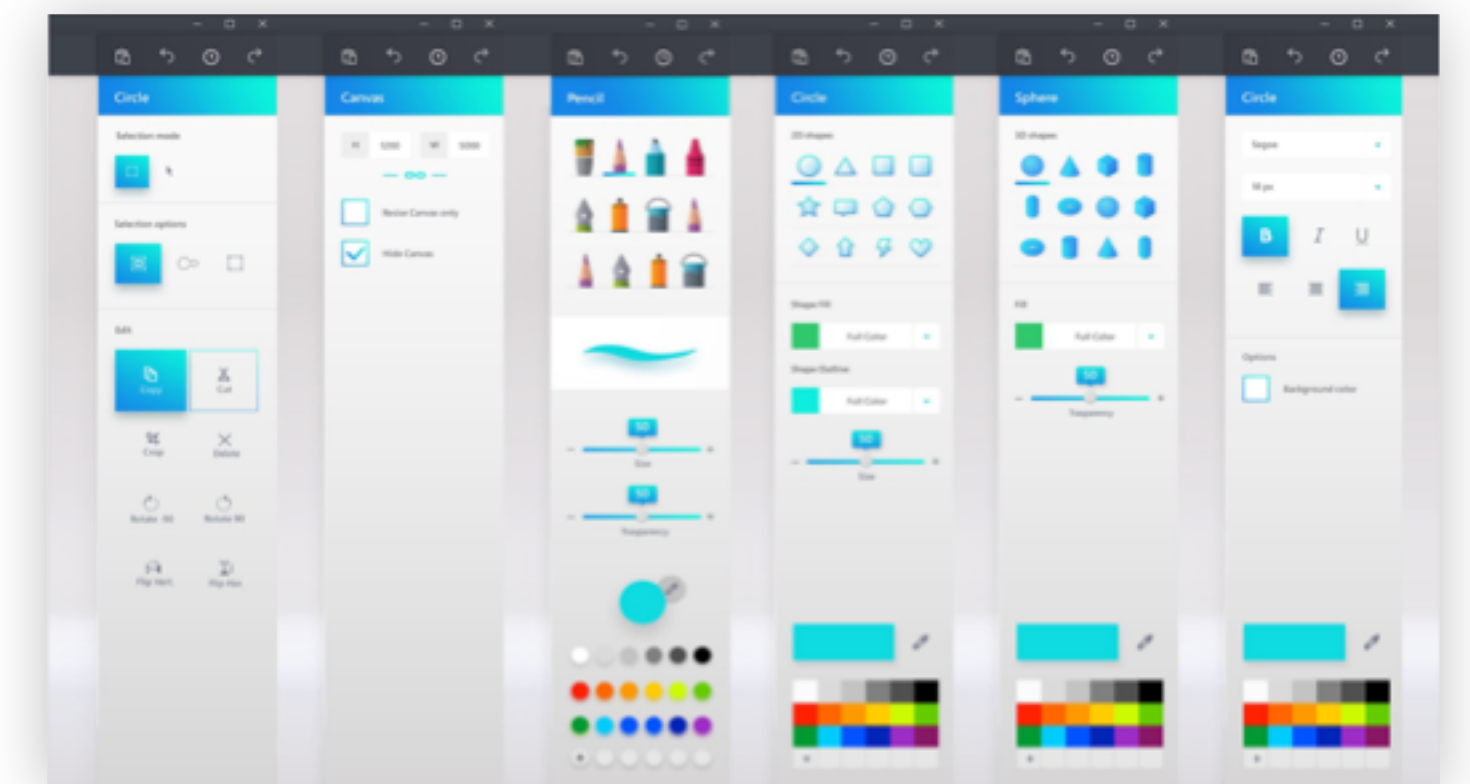
# Vision&Prototype



# UX



# UI\Motion



During my three years at Microsoft, I worked on Paint3D since the early stages. As Creative Lead of the product, I oversaw the visual development – both UI and motion – and successfully created a user interface that is meaningful and captivating. Thanks to my past experience in 3D, I collaborated with teams to determine personas and user journeys, leading to the definition of viable and intuitive UX patterns and practices on desktop, mobile and VR\AR.