

shadesense

LIPSTICK SHADE DETECTION APP



HELLO, I'M . . .

GINA GUERIN

TECHNICAL & CREATIVE ARCHITECT

EMAIL: GINA.B.GUERIN@GMAIL.COM

LINKEDIN: [LINKEDIN.COM/IN/GINAGUERIN](https://www.linkedin.com/in/ginaguerin)

GITHUB: [GITHUB.COM/GINAGUERIN](https://github.com/ginaguerin)



AGENDA

01

BREAK DOWN

04

FLOW CHART

02

DATA OVERVIEW

05

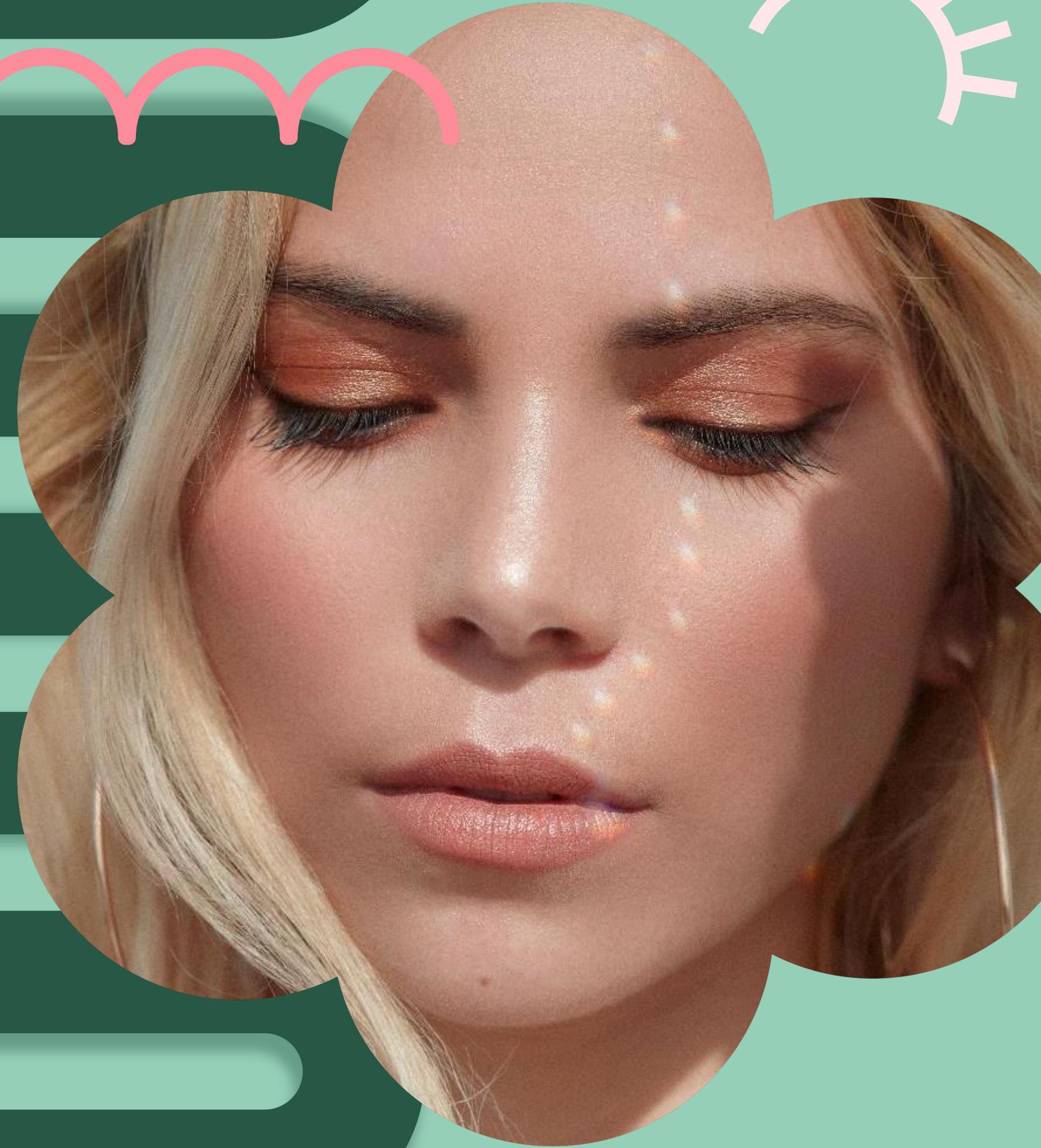
APP DEMO

03

APP FEATURES

06

FUTURE INSIGHTS



shadeSense

WHAT?

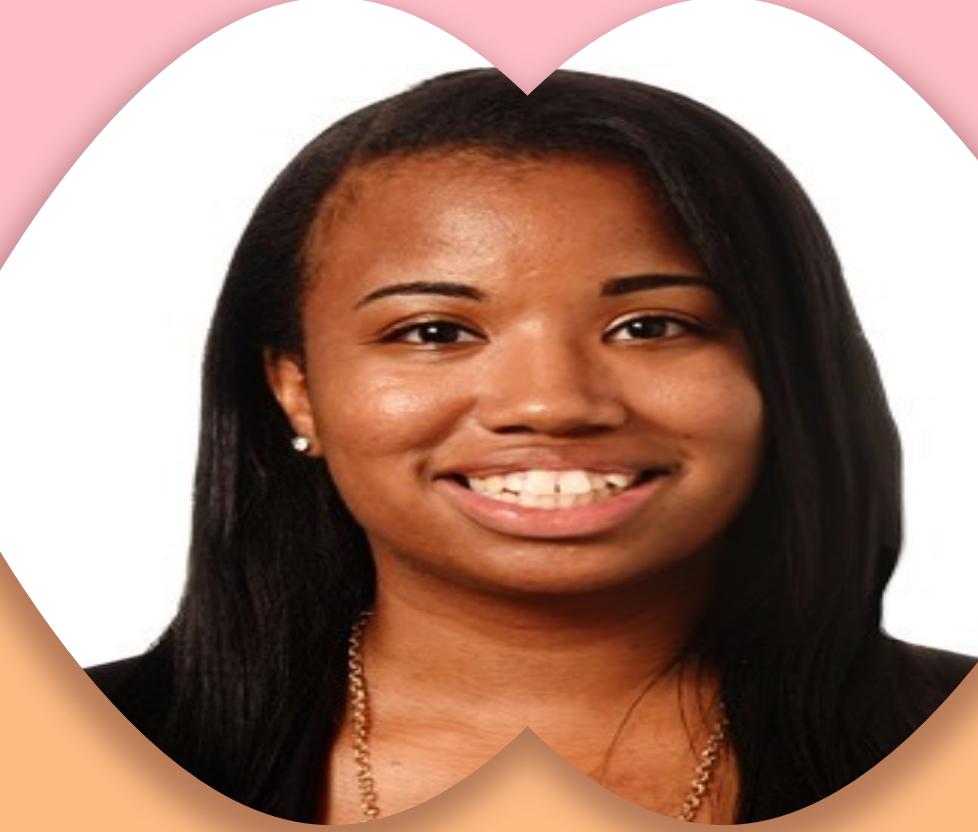
An innovative application designed for
precise lipstick color analysis.

WHO?



CELEBRITIES

stars in the headlines



GURUS

ones you see regularly



INFLUENCERS

online trendsetters

WHY?

- ★ \$ 579 Billion Net Worth World Wide
- ★ \$ 89 Billion – United States Leads
- ★ The “Lipstick Effect” Observation
- ★ Beauty Industry is “Recession Proof”



DATA OVERVIEW

IMAGES

220 annotated selfies

COSMETIC BRAND

MAC Cosmetics

6 popular lipstick shades - None

CONDITIONS

smiling, surroundings, lighting

LIMITATIONS

diversity, features, style

APP FEATURES

IMAGE UPLOAD & LIVE CAMERA ACCESS

JPG, JPEG, PNG image files
Desktop camera access

LIVE CAMERA DETECTION

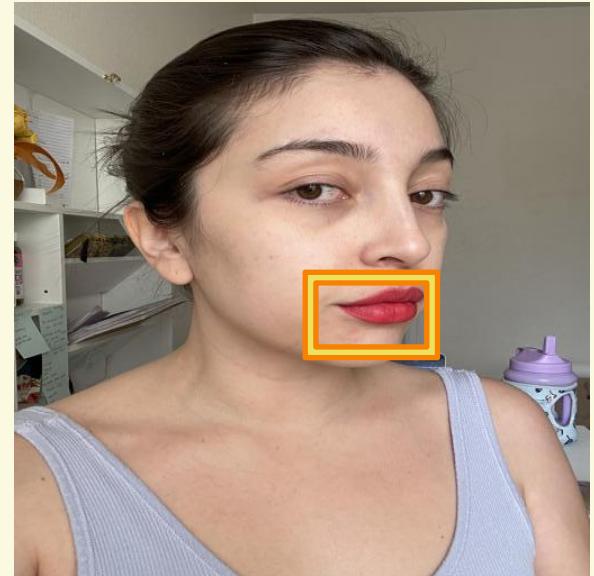
2 seconds intervals

USER FEEDBACK

Thumbs up or thumbs down

MODEL BREAK DOWN

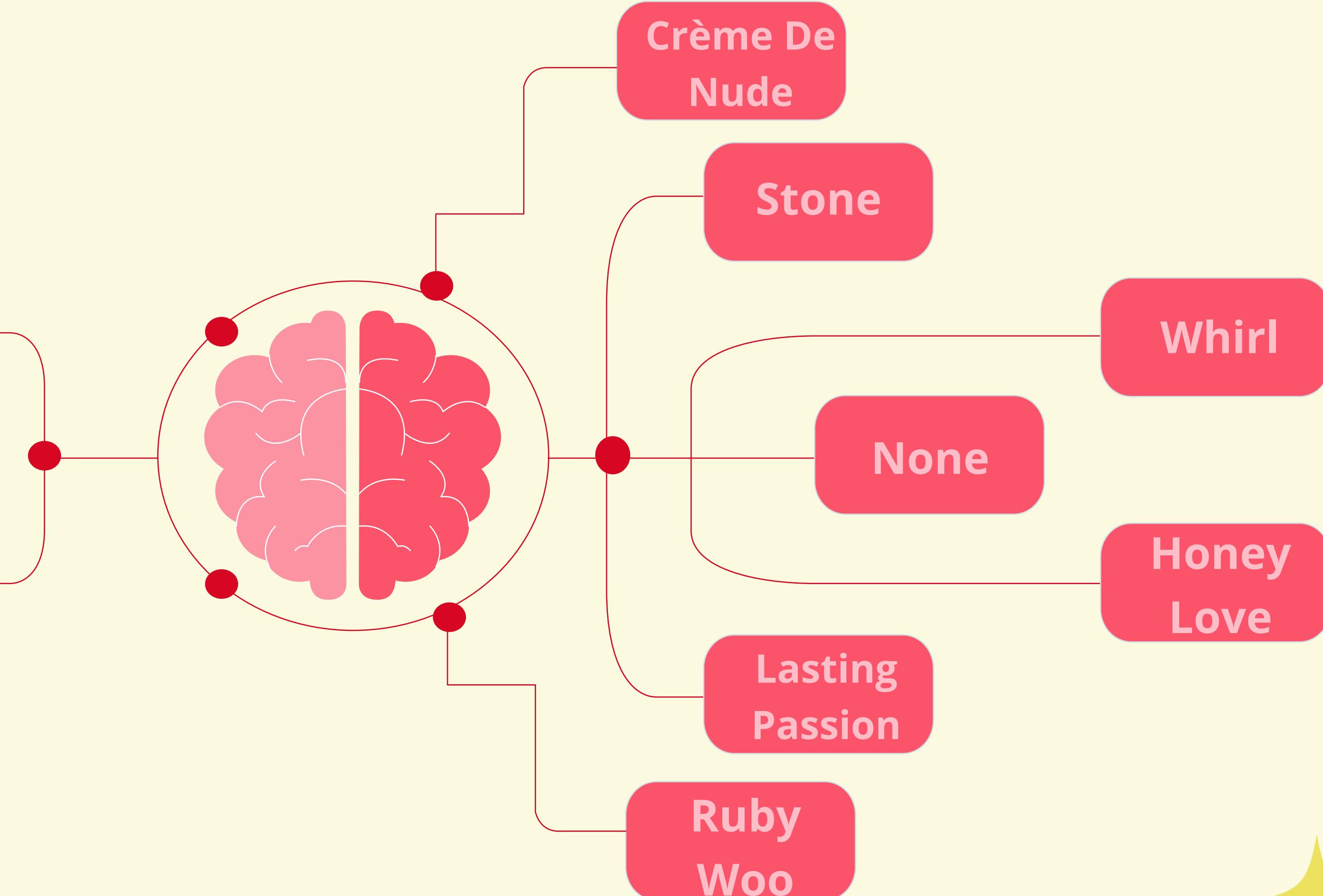
81% Accuracy



Uploaded
image



Live
image



APP DEJO

ShadeSense

Upload an image or activate Live Detection

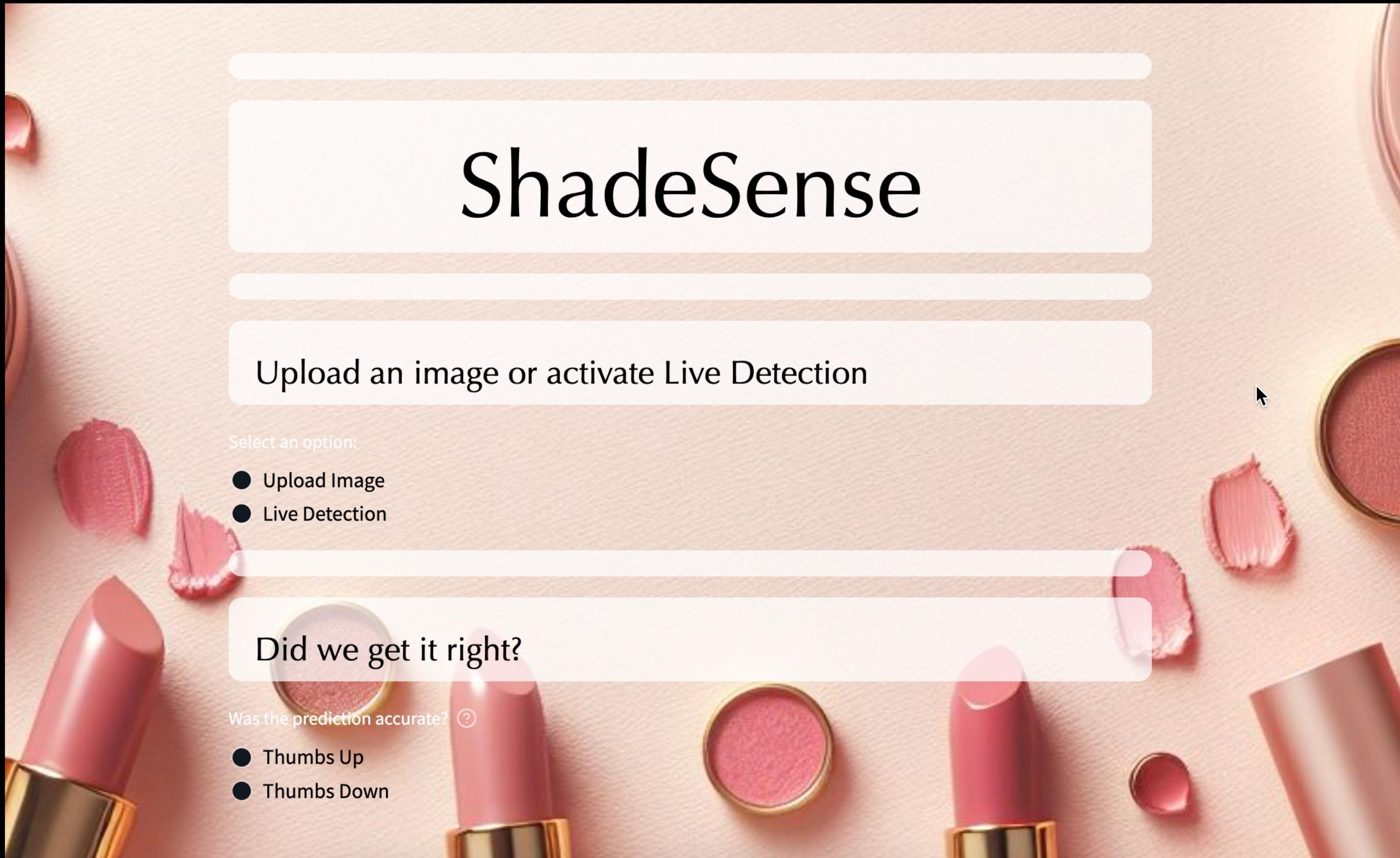
Select an option:

- Upload Image
- Live Detection

Did we get it right?

Was the prediction accurate? 

- Thumbs Up
- Thumbs Down



FUTURE INSIGHTS

★ Data Library

★ Fine Tuning

★ User Feedback

THANK YOU!

questions?



Gina.b.guerin@gmail.com



www.github.com/ginaguerin



www.linkedin/en/ginaguerin