

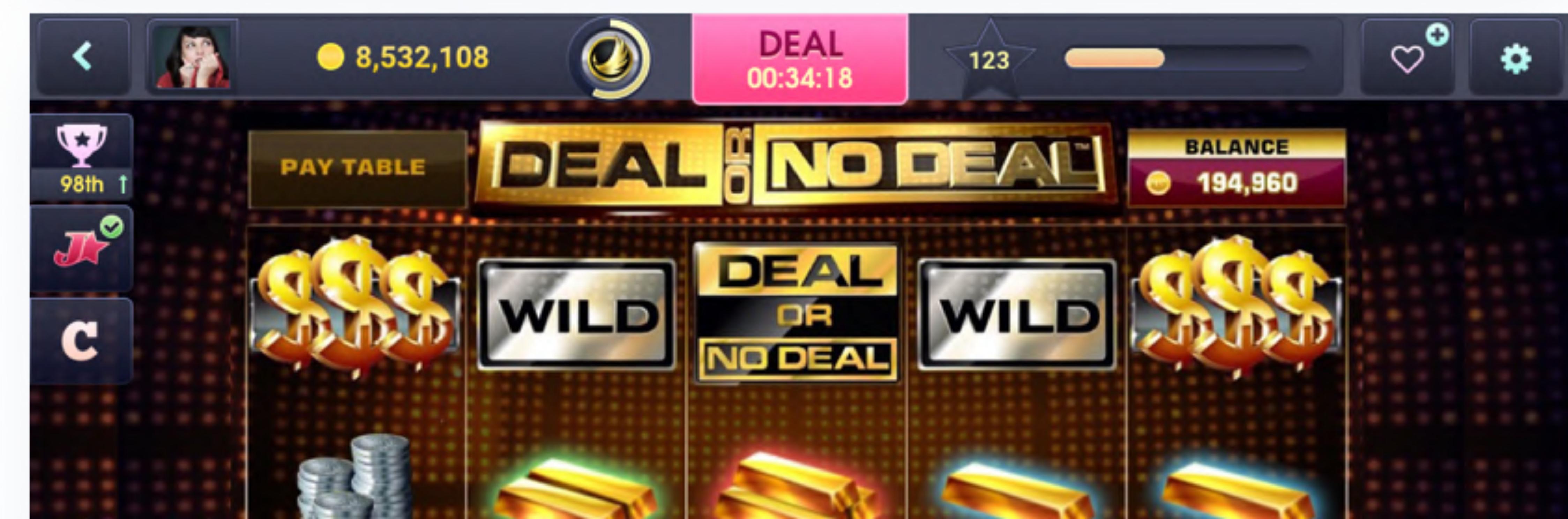
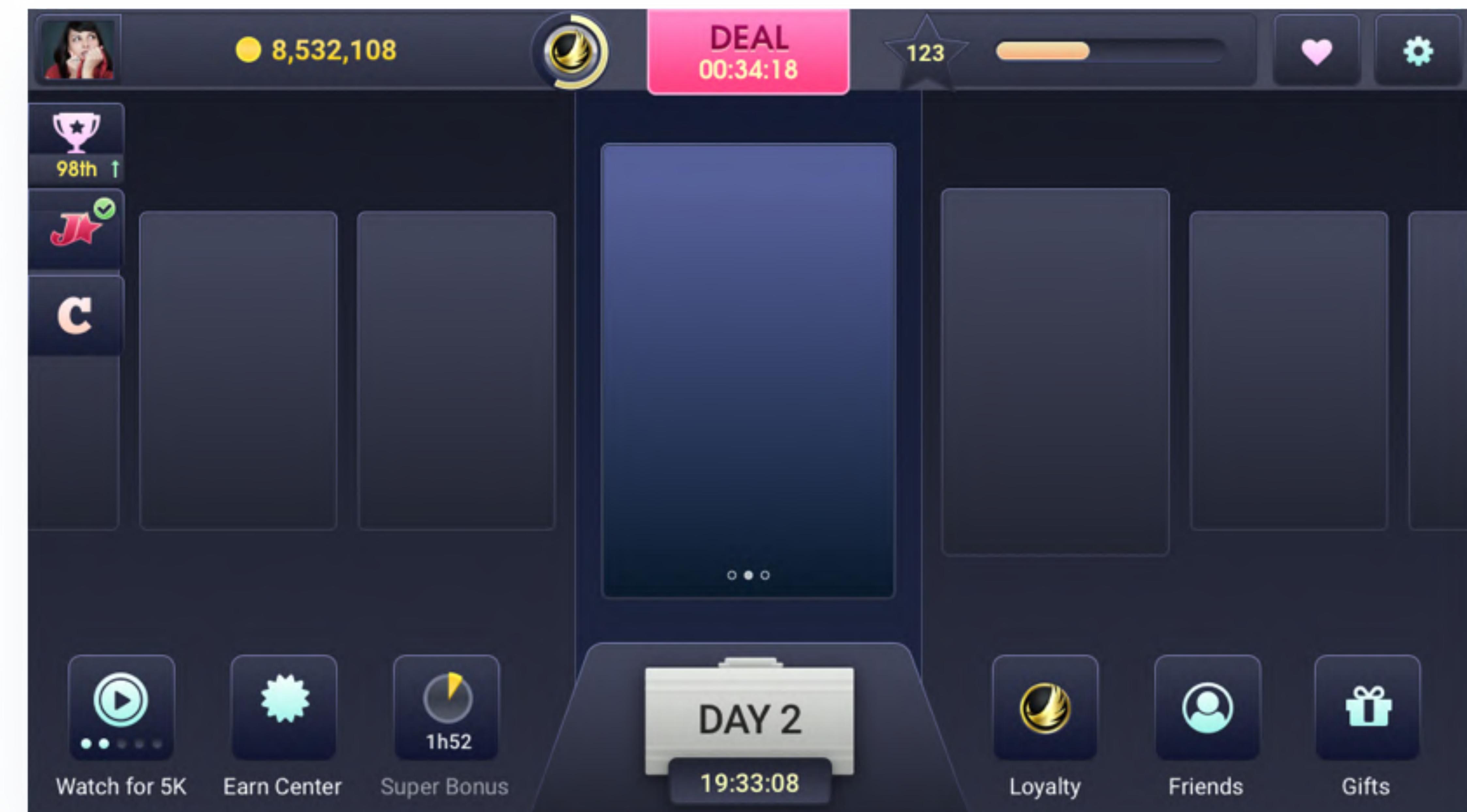
GSN Classic Casino re-design

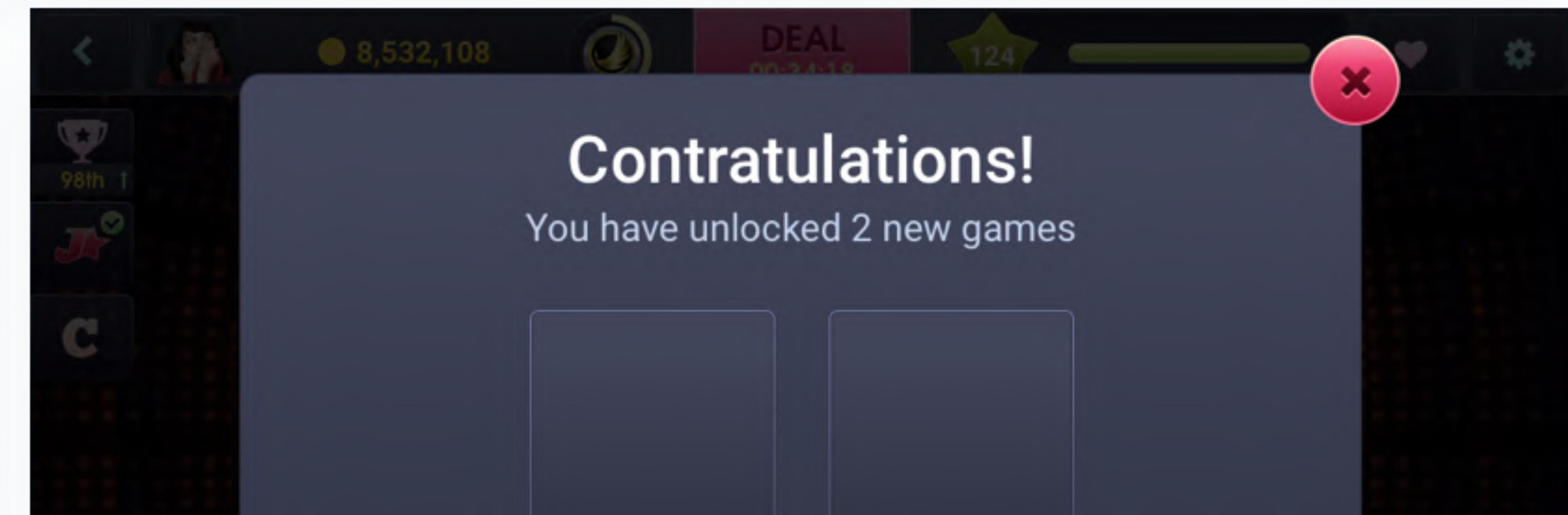
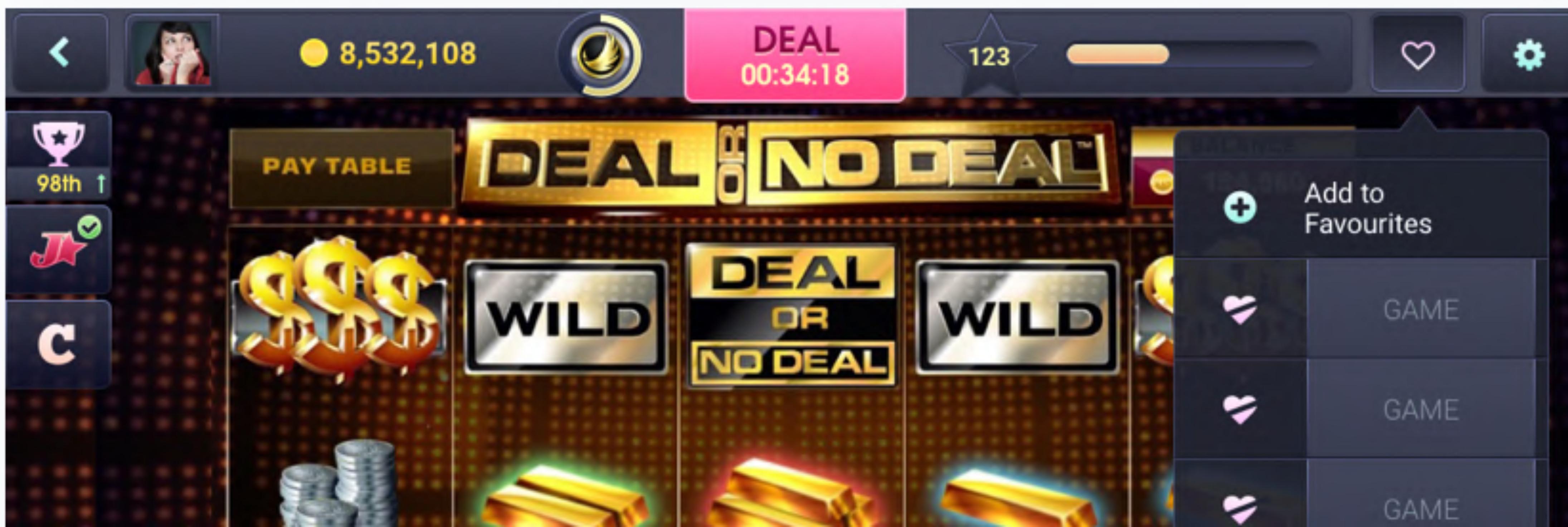
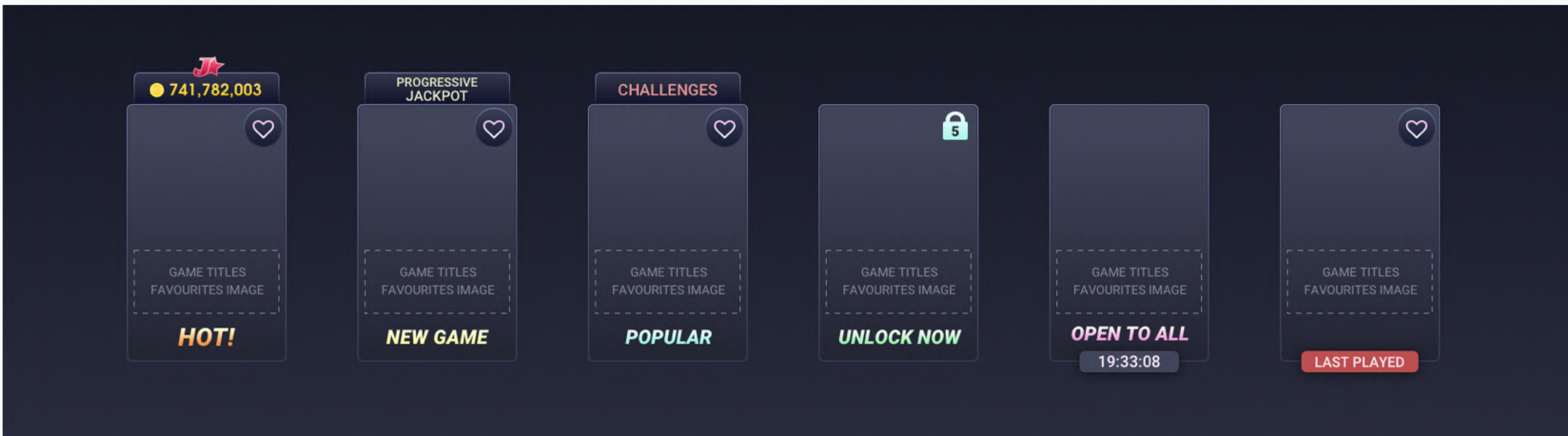
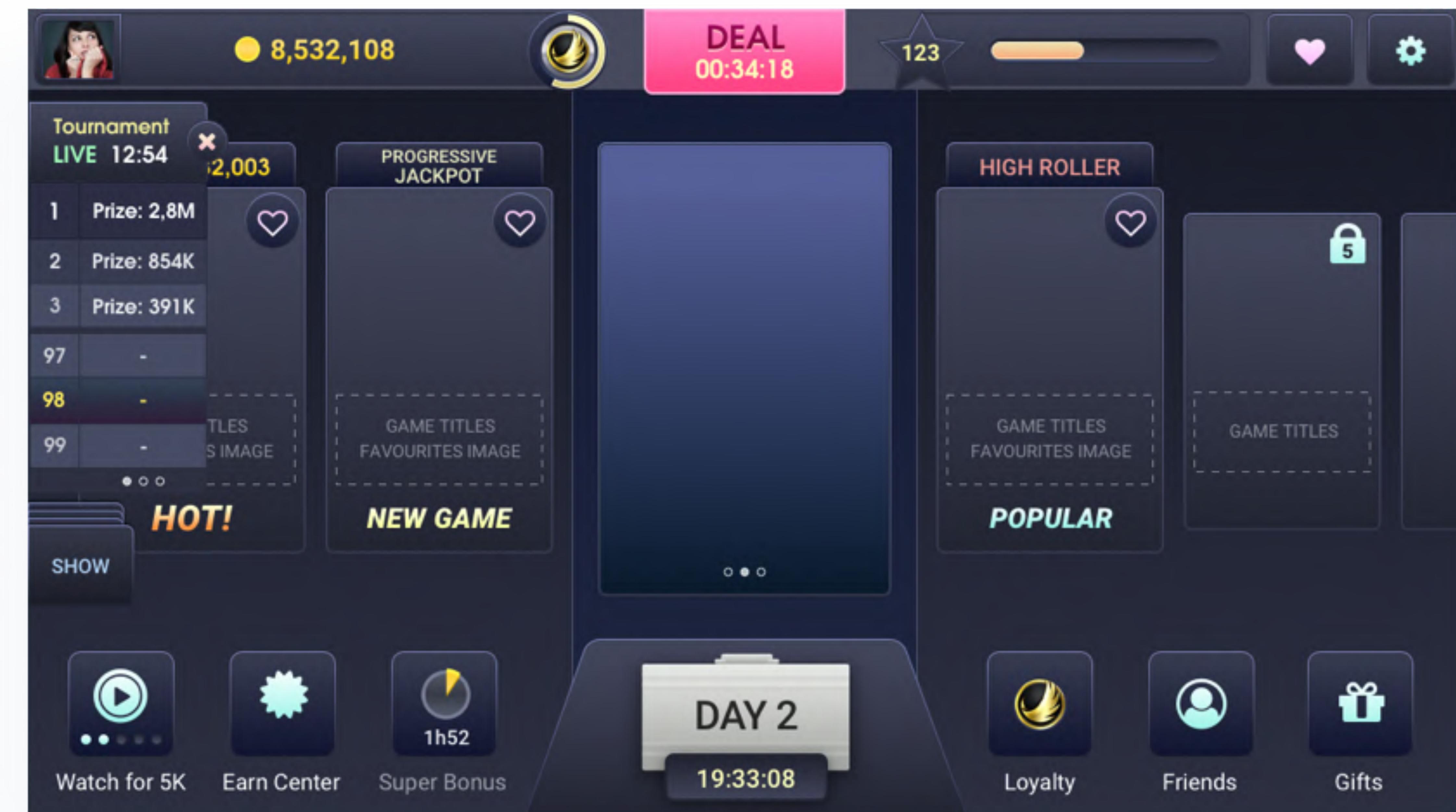
GSN/Plumbee : Mobile

The original app was almost 10 years old and had very little revamp work on it. But at the same time the users know the current UI very well and this app has a very large number of long time users. We decided to do a modular approach and we brokedown the features and funcionalities in a way that could be updated without dependencies, every feature needed to have a fallback to the current Ulz. I did all the ux study for each feature, starting with the top bar and ending with the new shiny lobby.

 Research, Feature Flow, Wireframe,
Feature Storyboard, Prototype, User Testing

 Sketch, Invision, Framer, Mindmeister





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GSN Classic Casino Tournaments

GSN/Plumbee : Mobile

-  Research, Feature Flow, Wireframe, Feature Storyboard, Prototype


-  Sketch, Invision, MindMeister



New Features

GSN/Plumbee : Mobile

I've studied and tested with users many other features, like jackpot, hourly bonus, clubs, money tree, etc...



MBS Challenges

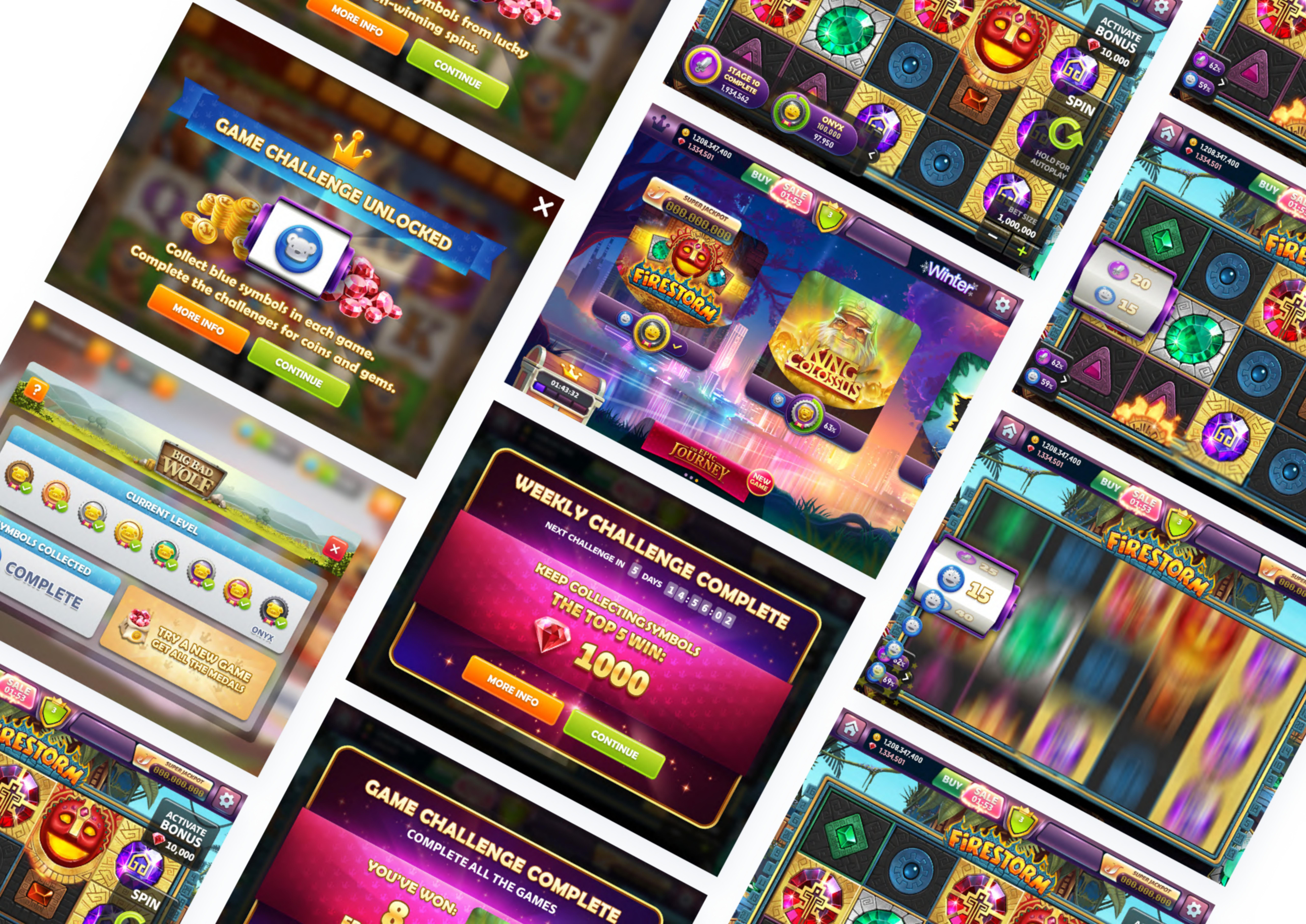
Plumbee : MBS Mobile

We had a challenge feature live, but after we introduced the new top bar we needed to review a few elements, we took the opportunity to review the ux and the ui of the entire feature.

-  Research, Feature Flow, Wireframe, UI, Animation, Pre-Production

-  Illustrator, Photoshop, Flash





Promotion Popups

Plumbee

I start by doing research on competitors and non related areas of business. Select 5 or 6 best ones and that is the standard to compare against our popup. Since we already know the user very well, I begin to wireframe the type of content needed, spaces, sizes, text and I get a blueprint of the popup. Next comes styling in photoshop, always comparing against the competition bar and I begin to think about how the animation is going to be, at this moment we need to be adaptable and don't be afraid to fine tune the content we wireframed. Later I create the animation mockup and in this case jump to flash to prepare the files for implementation.



Research, Wireframe, UI, Animation,
Pre-Production



Illustrator, Photoshop, Flash

