DANIEL MORENO

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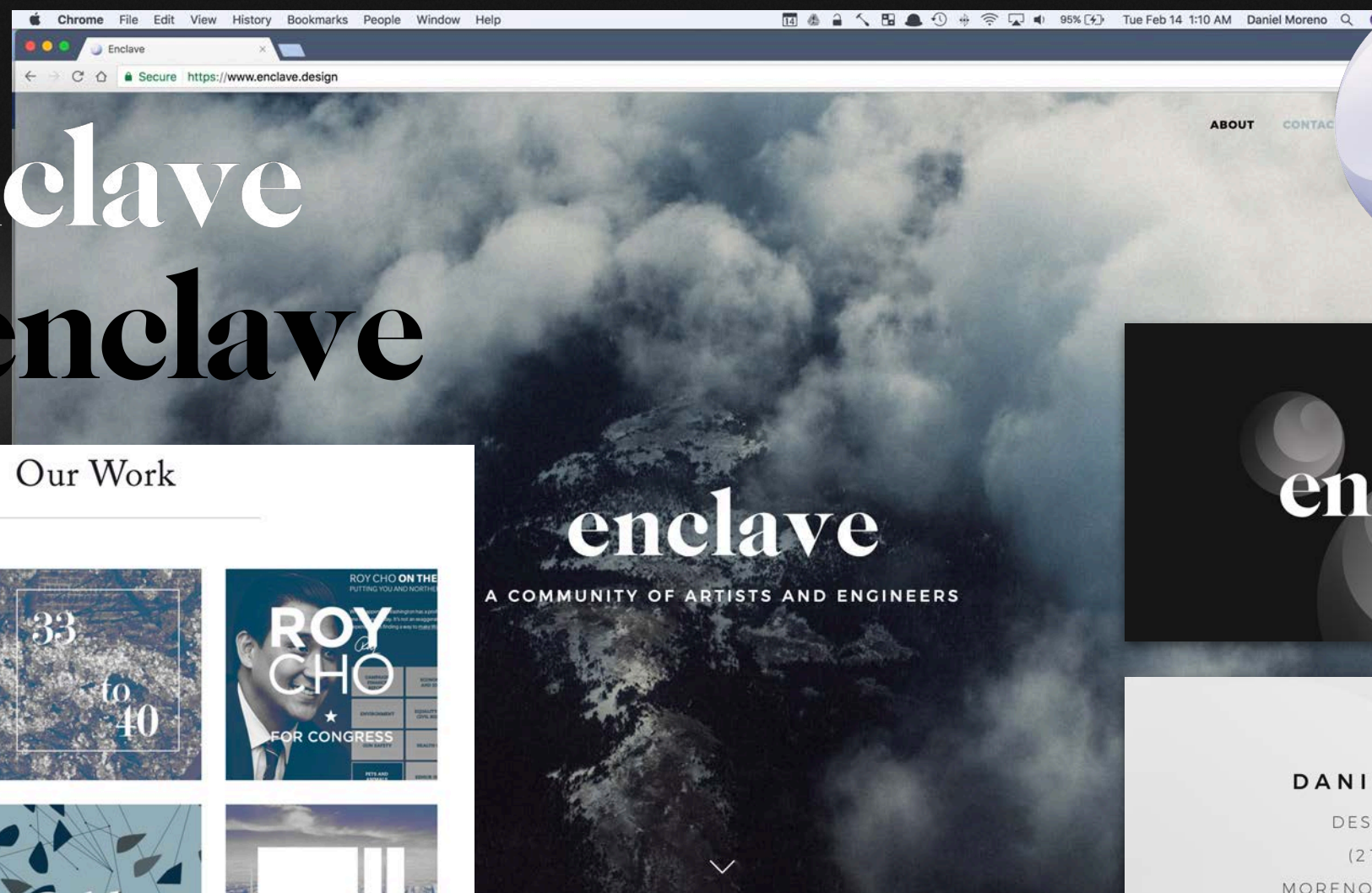3925 Walnut Street, The Radian 1402D
Philadelphia, PA 19104
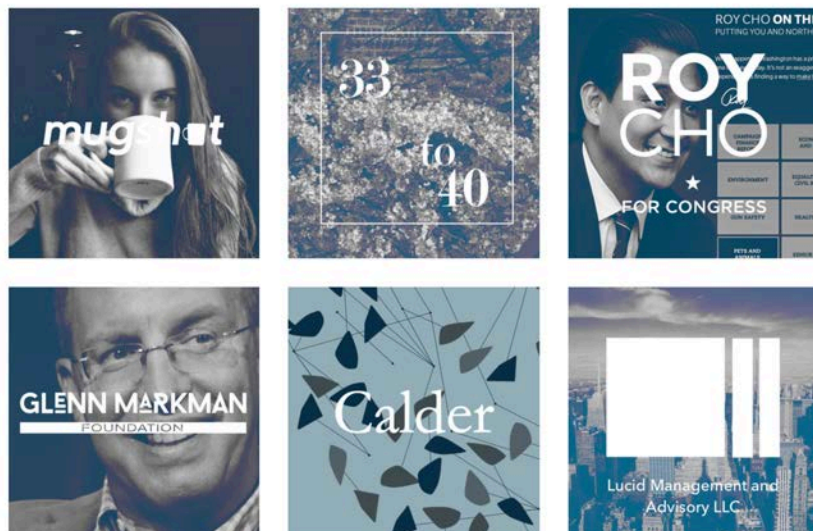
Enclave: Brand Identity and Website Design

My Responsibilities: Front-end Design (CSS/HTML), Development, Typography, Graphic Design

I co-founded a freelance web design and development company with two friends from Penn called Enclave. We develop sites and content for our clients. As the head designer, I focus on developing our brand's identity, color scheme and logo. As a company, we strive for elegance and minimalism in our work, we seek unconventional ways of visualizing information and we stay true to our clients' goals and values. I've tried to instill these values in our choice of typography, our logo and in how we present our portfolio. Enclave is live at www.enclave.design

Mugshot Magazine: Website Design

My Responsibilities: Front-end Design, Vector Animations and Development

Mugshot is a photography exhibition aimed at reframing coffee as part of one's life story. Enclave designed Mugshot's website from the ground up. The website contains the magazine's mission and information about how to get connected with the creators of the project. The site was built using HTML/CSS/JavaScript. Our biggest challenge was developing a color scheme and texture scheme to match the grainy and analog Polaroid quality of the beautiful photographs featured in the magazine. Mugshot Magazine is live at www.mugshotmag.com

My favorite part of building the site was crafting the procedural typography vector animations activated on page load.

Lazy Wallet Google Chrome Extension

Responsibilities: Graphic Design, Brand Identity and Prototyping

Lazy Wallet is a Google Chrome Extension that is currently in development by Enclave. The purpose of the extension is to help users reduce usage of certain websites to increase productivity. A user sets a daily time limit for a given website. Once the user goes over this limit, the site is blocked until the next day. However, the user can donate a small fee to his or her favorite charity to unblock the site for additional time that day. In designing the identity of the product, I aimed to craft an un-intrusive and friendly interface, with a corresponding logo and color scheme to match the spirit of the extension.

**Mockups of the Chrome Extension and Logo Design**
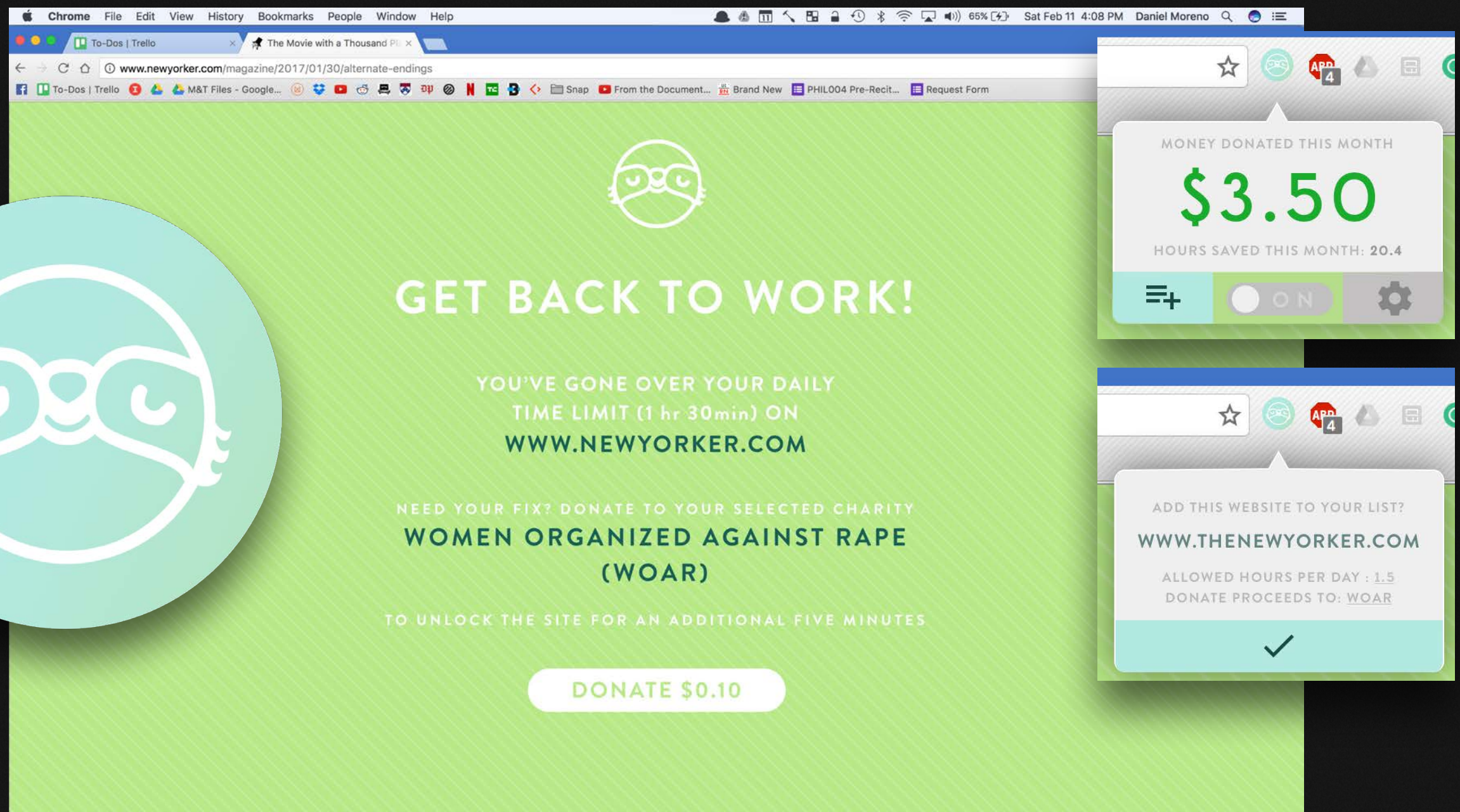
SixDegrees

Responsibilities: Prototyping, UI/UX, Front-end Design, iOS Development

Built a social media iOS application that allows users to find each other on a map based on mutual friends and interests. Once two users match, the application recommends restaurants that are somewhere between both locations. Completed during the summer of 2015 as part of a freshman-year software engineering internship at Facebook in conjunction with two other interns. I focused on all of the front-end design, interfaces and the user experience.
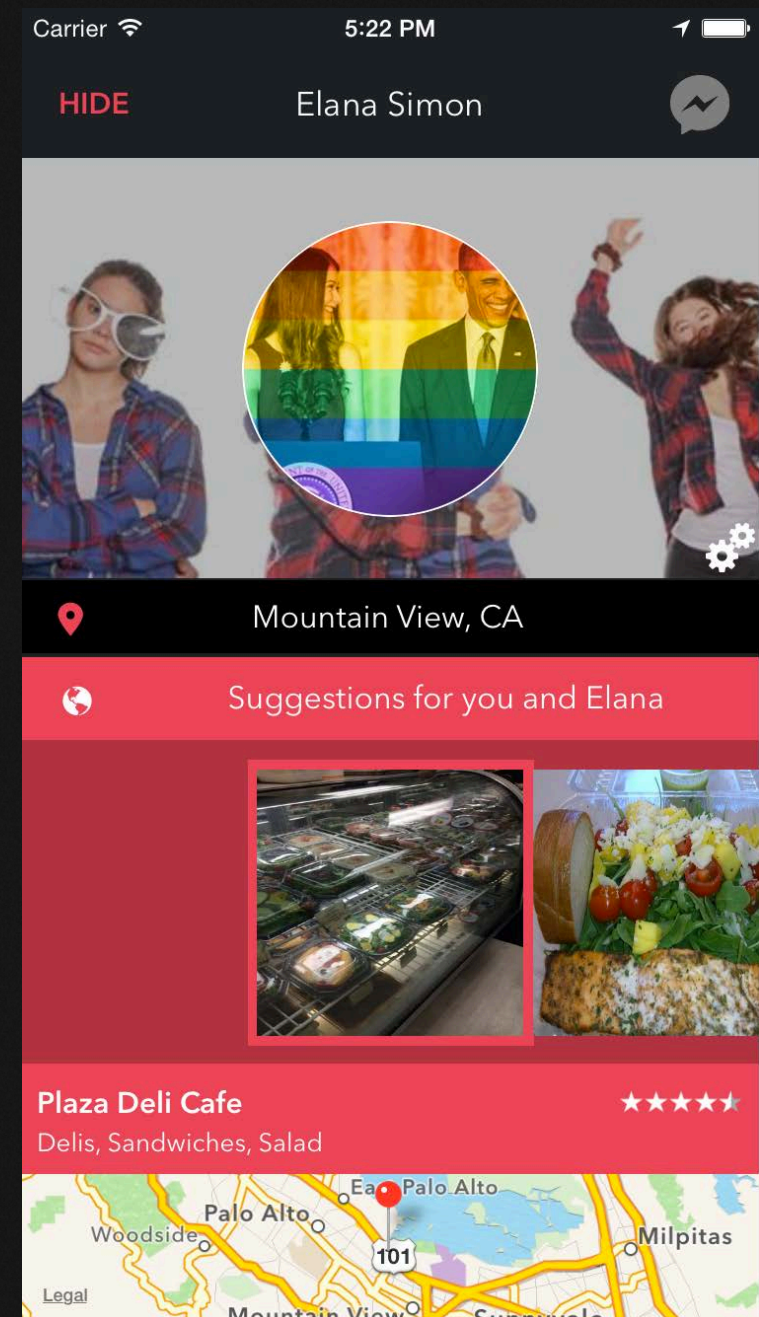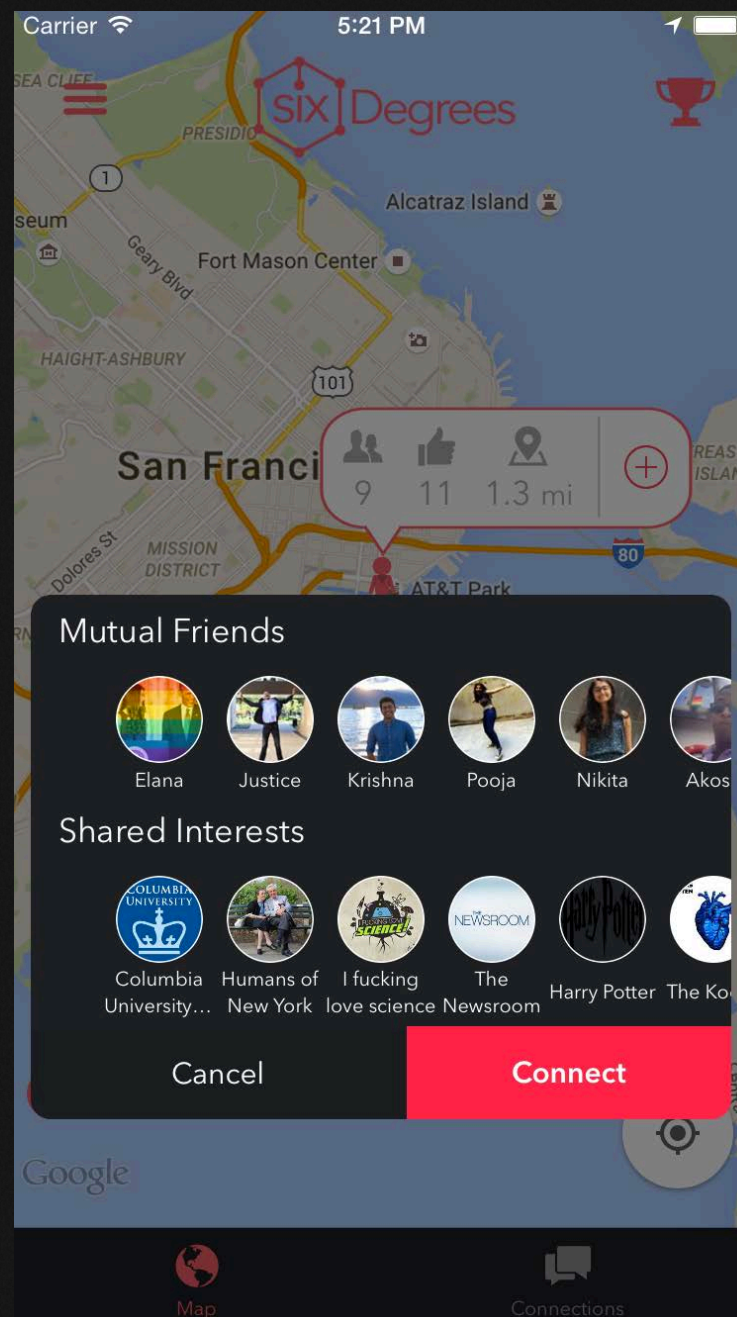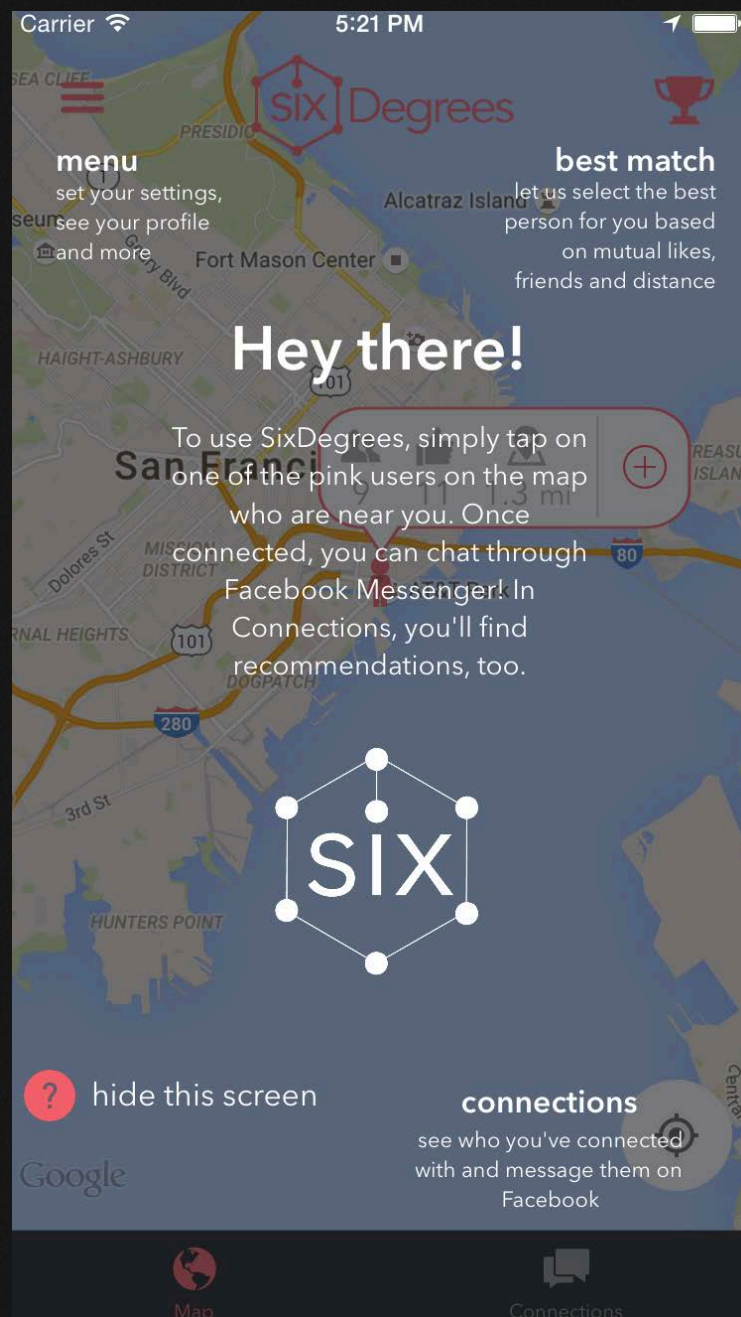
FNAR 264: Art, Design & Digital Culture

Assorted projects completed during the course of the semester

Illustration

Jellyfish
For this project we had to trace an image we found striking in Adobe Illustrator using only the pen tool and black and white fill colors.

Calvino's Invisible Cities
This piece is my interpretation of one of Italo Calvino's invisible cities, in which a figure of light runs through a long-forgotten city towards the beckoning moon.

Roadkill
For this project, we had to envision what road signs would look like in the future. I adapted an existing deer crossing sign to imagine a future in which we'll have mutant deer and other creatures with genetic mutations.

FNAR 264: Art, Design & Digital Culture

Assorted projects completed during the course of the semester

Wearables & Public Intervention

Heartbeat

I tracked and logged my heart rate for a week and used a computer program called Processing to visualize my data using different algorithms and geometries. I then converted these visualizations into a wearable shoulder pad/arm band garment.

Peter Penn

For this project, we had to design a piece that would create a public intervention on Penn's campus. My idea was to create this trio of images depicting how Peter Pan would fare with life after graduating from Wharton. I ended up making large prints of these designs and placed them in Huntsman Hall. I recorded the reactions of the students, faculty and visitors of the building that passed by to see the piece.

FNAR 264: Art, Design & Digital Culture

Assorted projects completed during the course of the semester

Between the Bars

In this project, we were tasked with creating a visualization of either a piece of music or a poem. We were only allowed to use Photoshop, type and stock photography. These are the storyboards that I developed for what a music video for the song "Between the Bars" by Elliot Smith could look like.

IPD 515: Product Design

Assorted projects completed during the course of the semester

assign, track and finish
chores without the hassle.

homework
ideas
processes
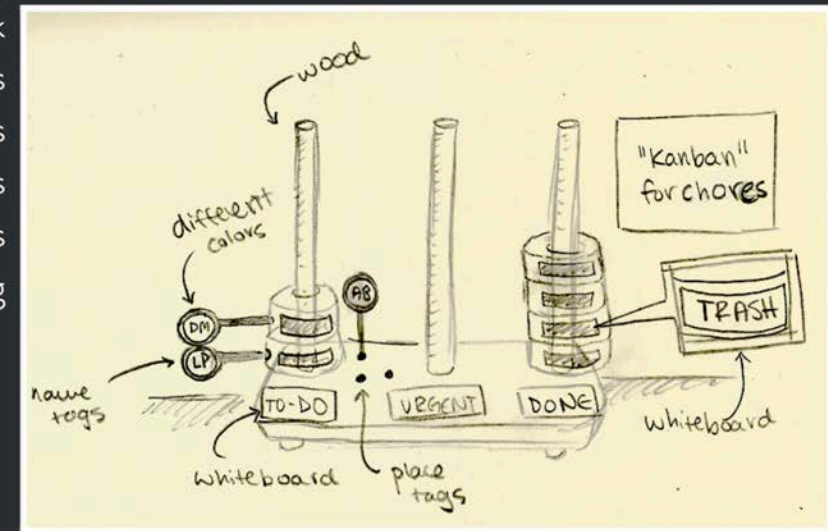goals
dreams
anything

chore stacks

Daniel Moreno

PennBag Challenge

Three students in my studio section and I came up with an innovative design for a bag be worn by a female Penn student. As part of the challenge, our designs could only use tape, Tyvek and velcro. We designed a hybrid tote/backpack design where the bag's user could put the bag's straps in either a tote (left image) or backpack (right image) configuration. **Our bag was selected as the overall winner of the PennBag Challenge in our studio section.**

Chore Stacks

I utilized the "In What Way May We..." framework taught by Prof. Ulrich, and conducted user research to come up Chore Stacks. This is an idea for a product that makes it easier to keep track of the progress and the assignment of chores and tasks. TI pitched Chore Stacks to my studio section and **received enough votes to be selected to develop it into a physical prototype (currently in progress).**

Optical Flow Augmented Reality Soccer Game

As a side project during my summer internship, I developed an augmented reality soccer game. The user stands in front of an iPad, where he can see himself with a virtual soccer ball bouncing front of him. The user can then move his hands, arms, legs or their head in front of the camera to keep the ball in the air for as long as possible. This project came about as my team was thinking about demos to showcase a technology in computer vision called optical flow, which tracks the motion of points in a video feed using machine learning. A video of me playing the game can be found here: https://vimeo.com/189828615
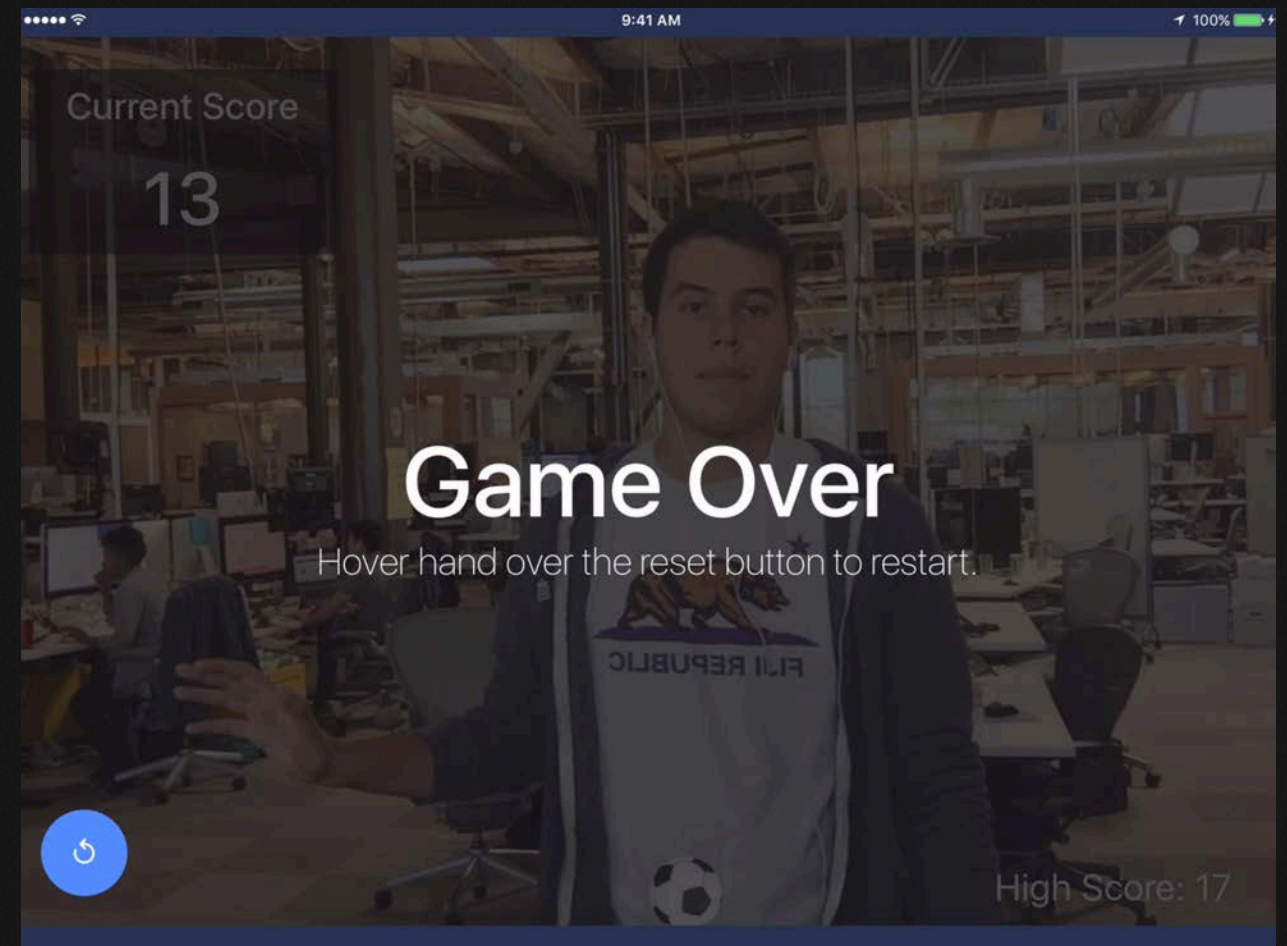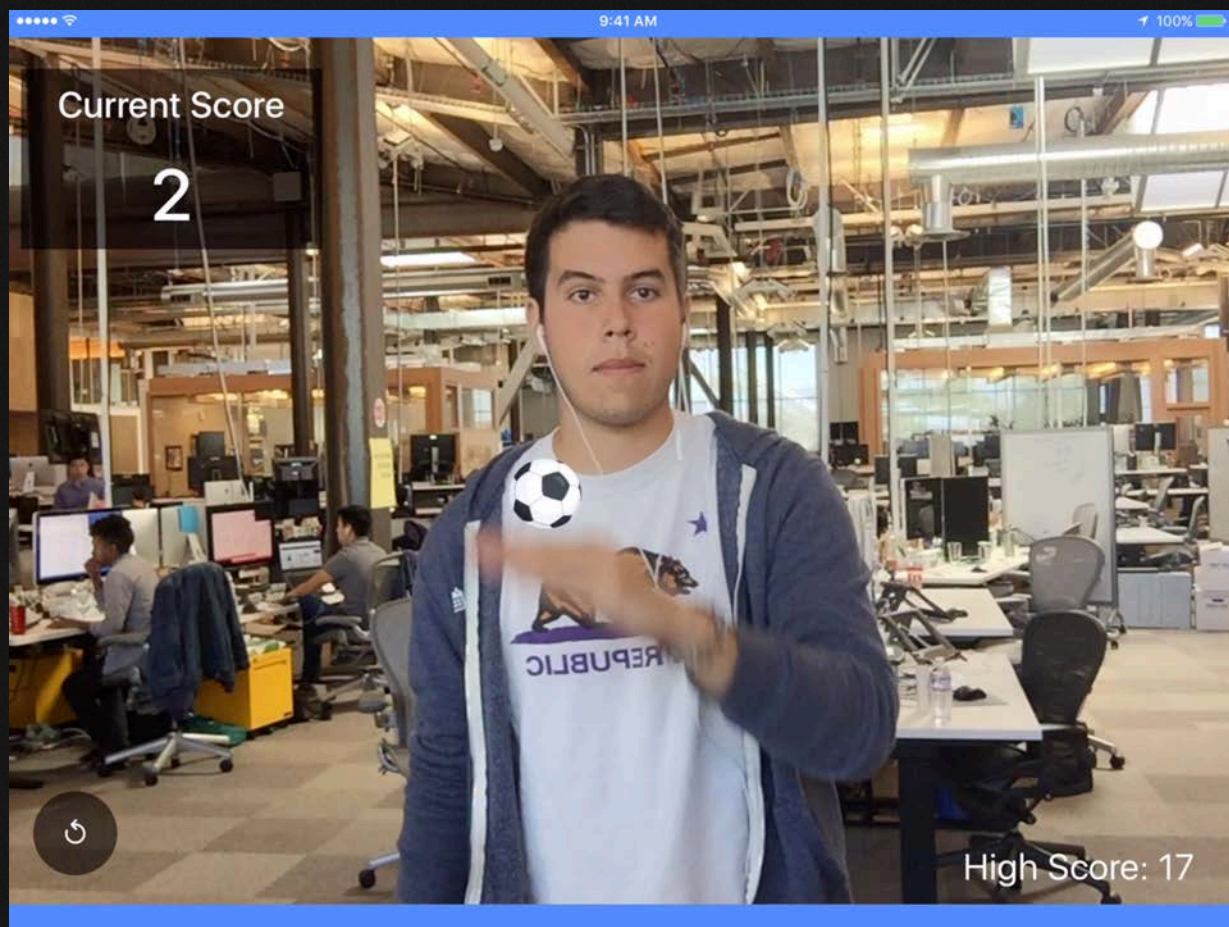

In developing this game, I realized how tedious it was for the user to walk back up to the iPad in order to tap a button to restart the game, so I added a "hover over button from a distance" feature, so that the user could restart the game (right screen) even if they were five feet away from the iPad.

imo

imo is an iOS application that is currently in development as one of my side projects. Similar to the facial expression recognition engine in the first entry of this portfolio, imo is designed to capture your facial expression using your smartphone's camera. The user records his expressions by holding down on a button inside of an iMessage conversation. Once he releases the button, the queued up expressions are sent to the recipient as emoji. These reactions have the advantage of being more genuine, ephemeral and interactive than usual mobile communication techniques like text. The imo app is still in the prototyping phase.
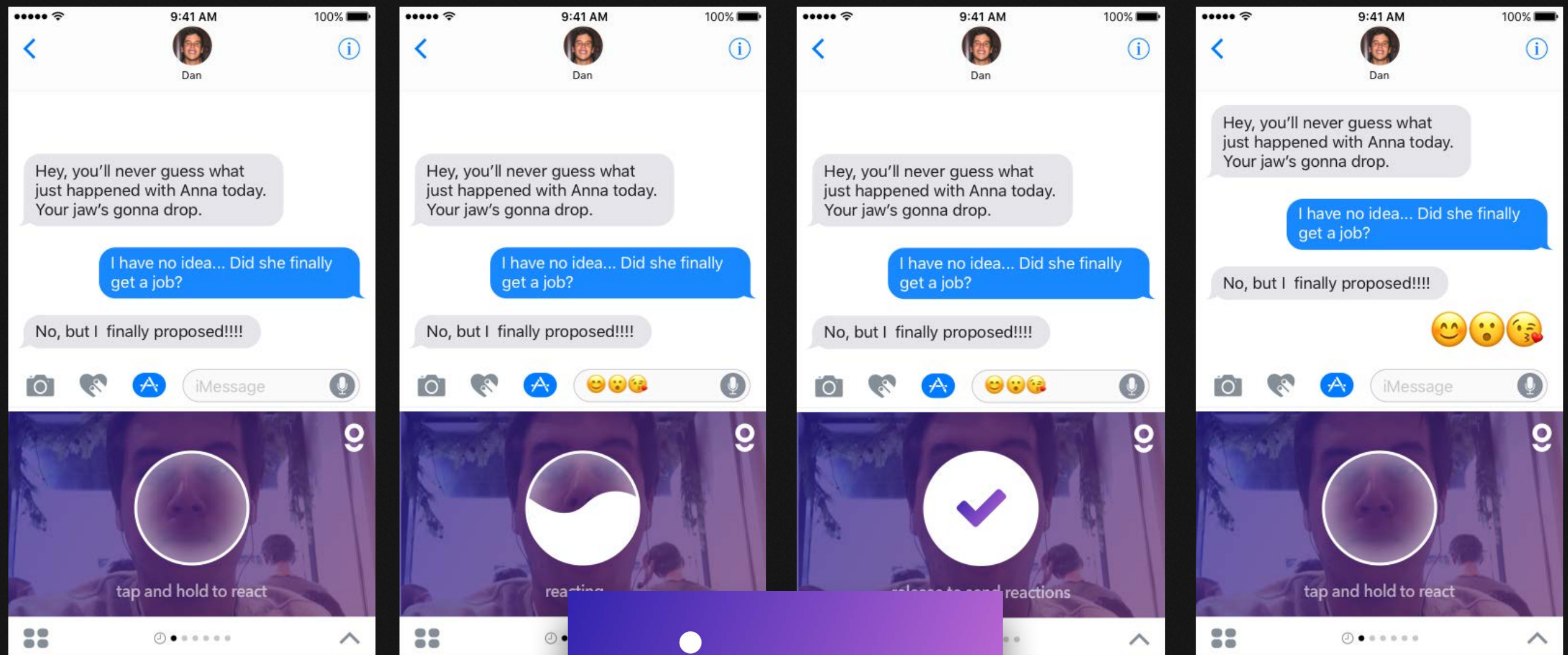
PERSONAL INFORMATION

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