

Carlos.



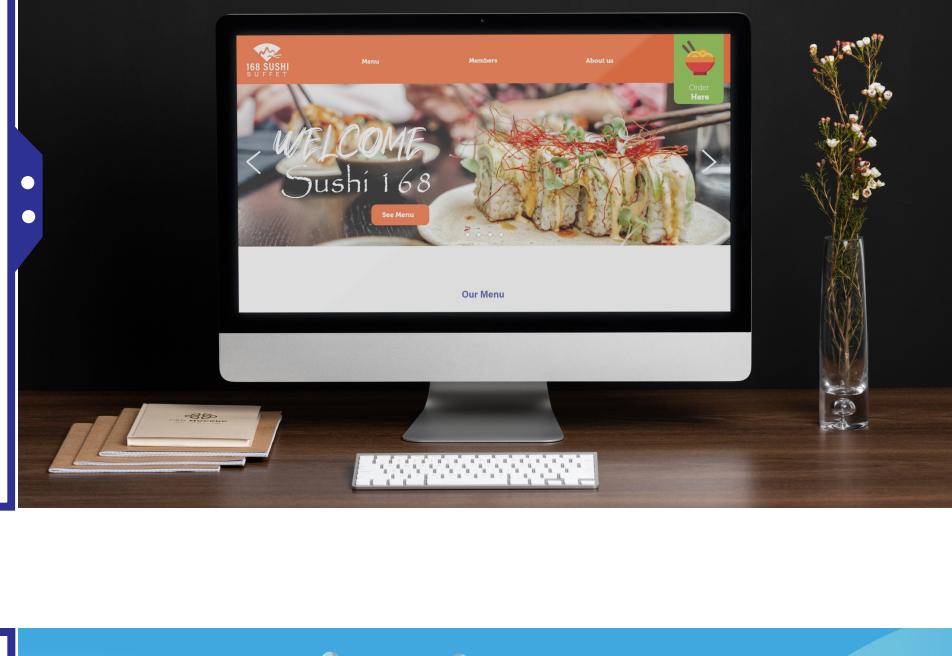
Welcome, Bienvenido,
Bienvenue

Sushi 168

#UX/UI

Re- Design of restaurant located in the city of Ottawa. Implemented a better user experience in which the order online process got improved.

[See More](#)

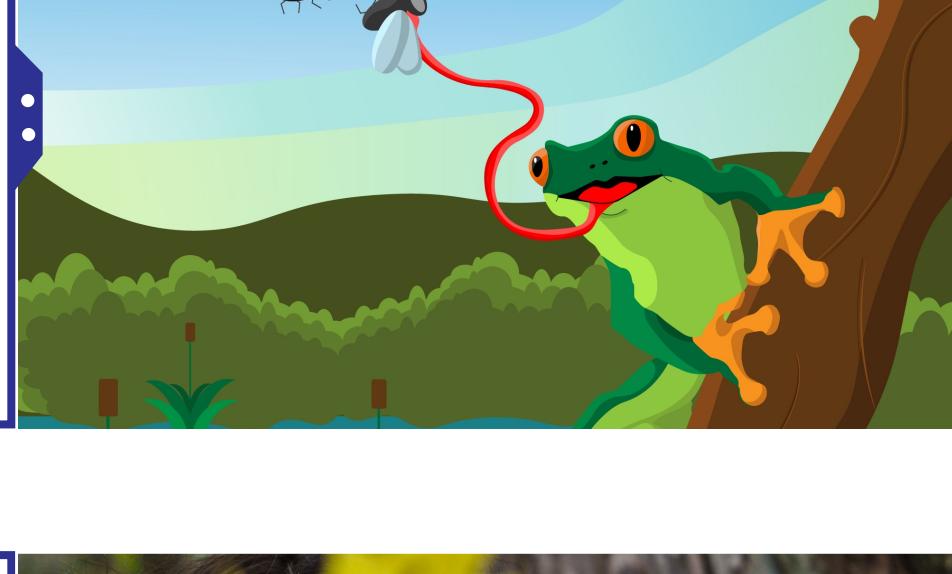


Froggy

#Illustration

Illustration made on Illustrator, inspired by the nature of my home country.

[See More](#)



Paola's

#Photography

This is an outdoor photoshoot, for Paola, she is a women that like women and want to showcase his

[See More](#)



Lets Have
Fun
Together.

[Hit Me Up!](#)



Sushi 168

#UX/UI

#Responsive

#Website



See Menu



The objective of this project was to redesign the website of a restaurant. The restaurant that was chosen was Sushi 168, located in the city of Ottawa, Ontario.

Upon viewing the original design, several design and functionality problems were found. The user experience was not natural, the graphic elements had no hierarchy and the function was very confusing for the user.

User Personas

USER PERSONAS

Kay Takeshi
35 years / Married-21 years / Chef / Ottawa, On
"The time I spend with my family is the most important."

Caring

Needs
New experiences / Spend time / Be a Family / Improving his skills

Frustration
Order not coming on time / Giving the wrong order / Bad quality

Rochelle Smith
25 years / Single / Order Writer / Ottawa, On
"It always seems impossible until it is done"

Social **Dedicated** **Creative**

Needs
Get the best offer possible / Get the order on time / Have great experiences

Frustrations
Last minute changes / Few menu options / Not getting the order at the desire time.

Bio
Rochelle is an Order Writer specialised, who travels 5-10 times each month among Canada for business. She is passionate about cooking and in each of her trips she loves to experiment and learn more about the local gastronomy. On weekends she like to spend time with his friends at nice restaurants.

Loyalty
Customers: 5 / Service: 4 / Growth: 4 / Income: 4

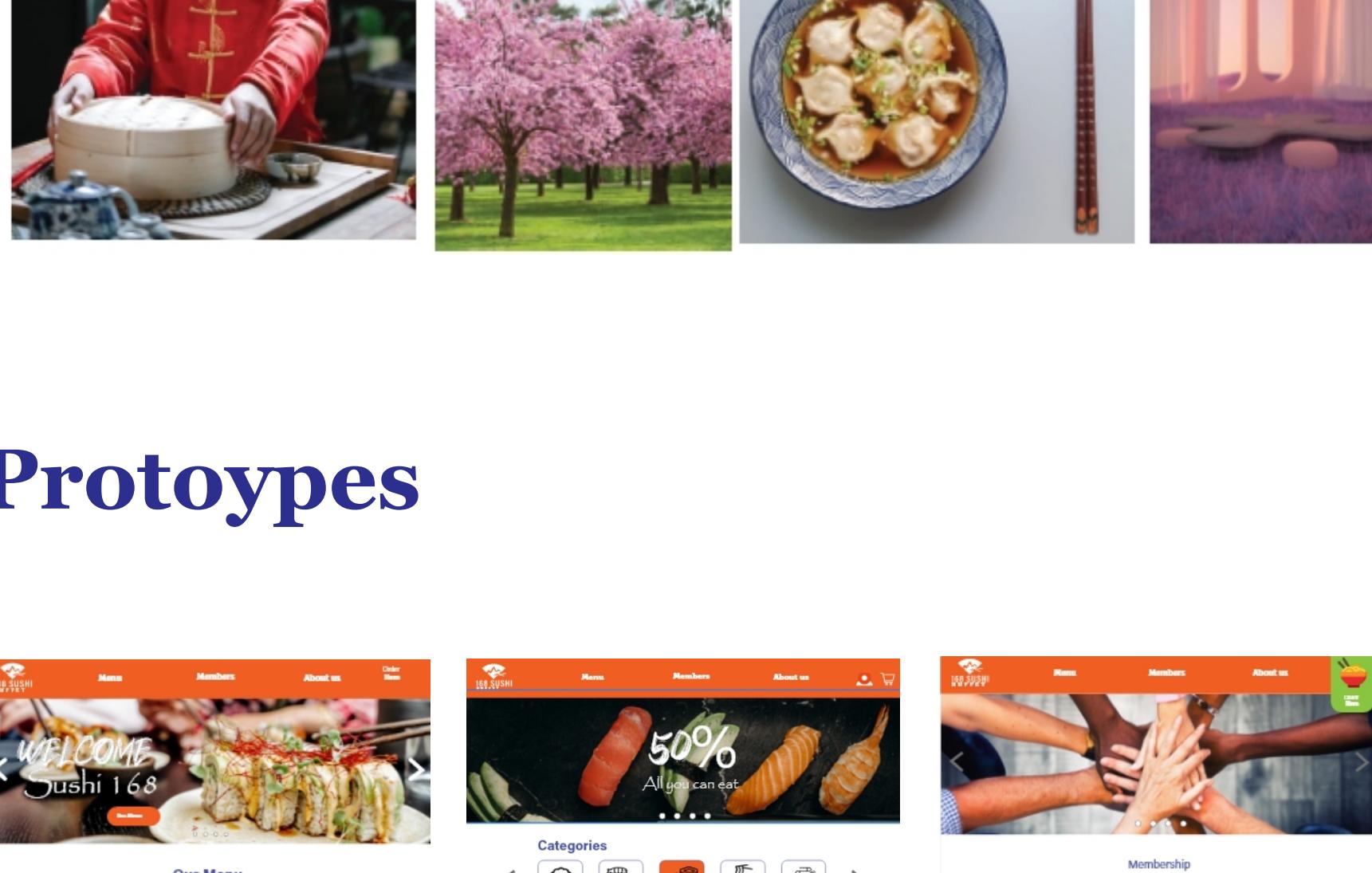
Personality
Extrovert: 1 / Thinking: 2 / Judging: 3 / Analytical: 4 / Patience: 5 / Introvert: 5 / Feeling: 4 / Perceiving: 3 / Creative: 2 / Impatience: 1

Technology
Internet: 5 / Software: 4 / Mobile App: 5 / Social Media: 5 / Gaming: 1

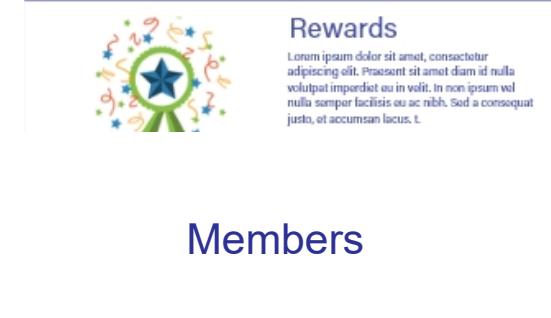
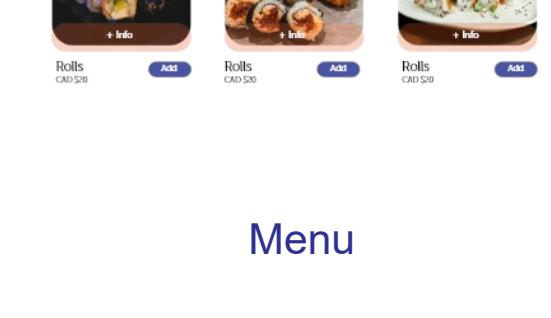
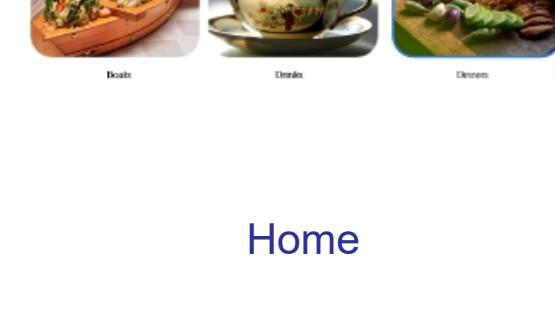
Brands

The users who identified themselves were young people between 18-45 years old. They seek to be able to enjoy a wide variety of food, either ordering it from home, picking it up or on the spot. In addition, they seek to have a satisfactory experience when going to the restaurant

Mood Board



Prototypes

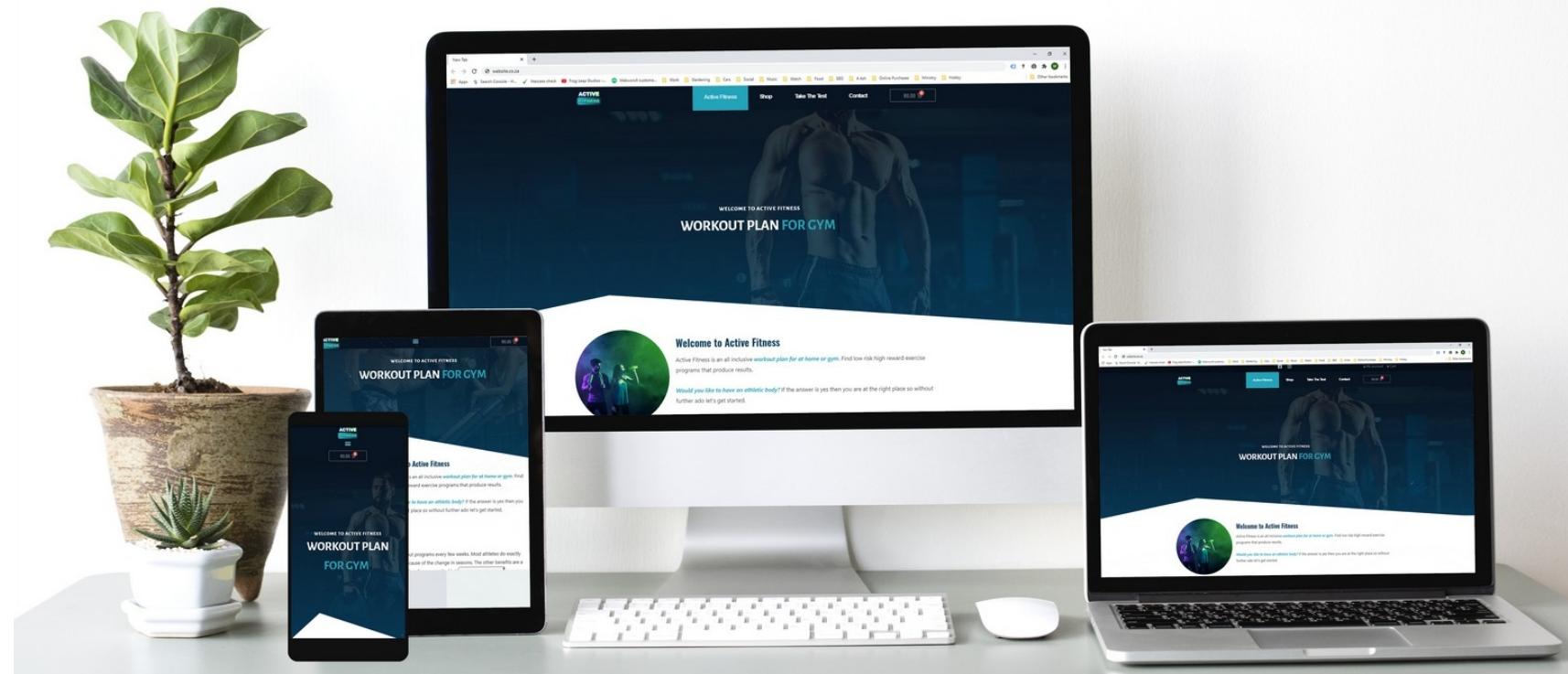


Home

Menu

Members

#UX/UI Services



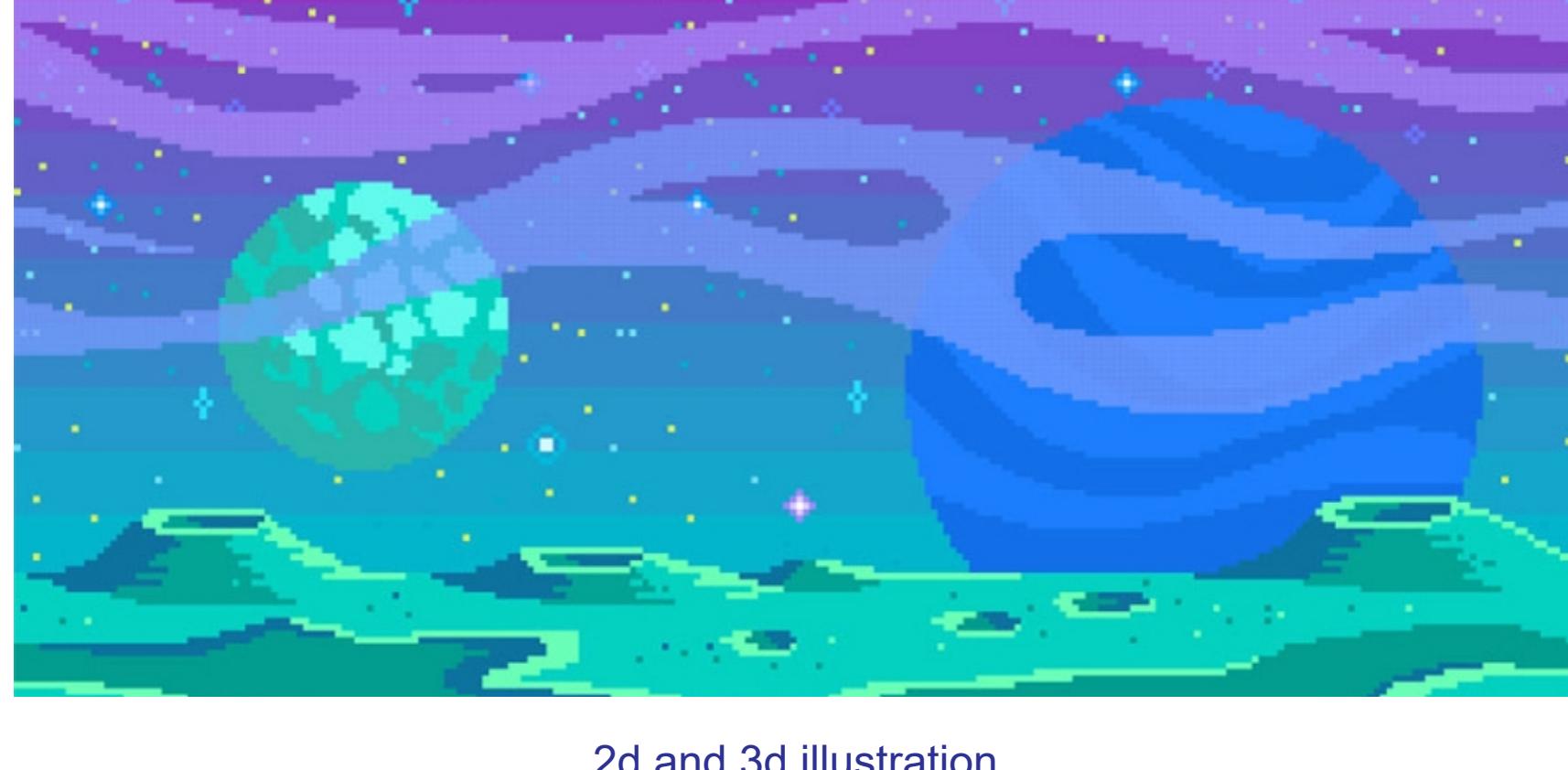
Creation of web pages, knowledge of HTML/CSS. Use of CMS like Wordpress and Drupal

#Photography



Product photography, landscape photography, photo frames, photographic sections and digital retouching

#Illustration



2d and 3d illustration.

WHY ME?



**Hi,
I am Carlos**

Interactive media and industrial designer with experience on product design, development of projects related to UX and interaction, creation and materialization of graphic ideas. I have skills in conceptualizing 2D and 3D communication strategies, illustration, and editing of digital media content.

#Skills

Web Design

Illustration

Digital Media

Design Thinking

Digital Communication

UX/UI

#Software

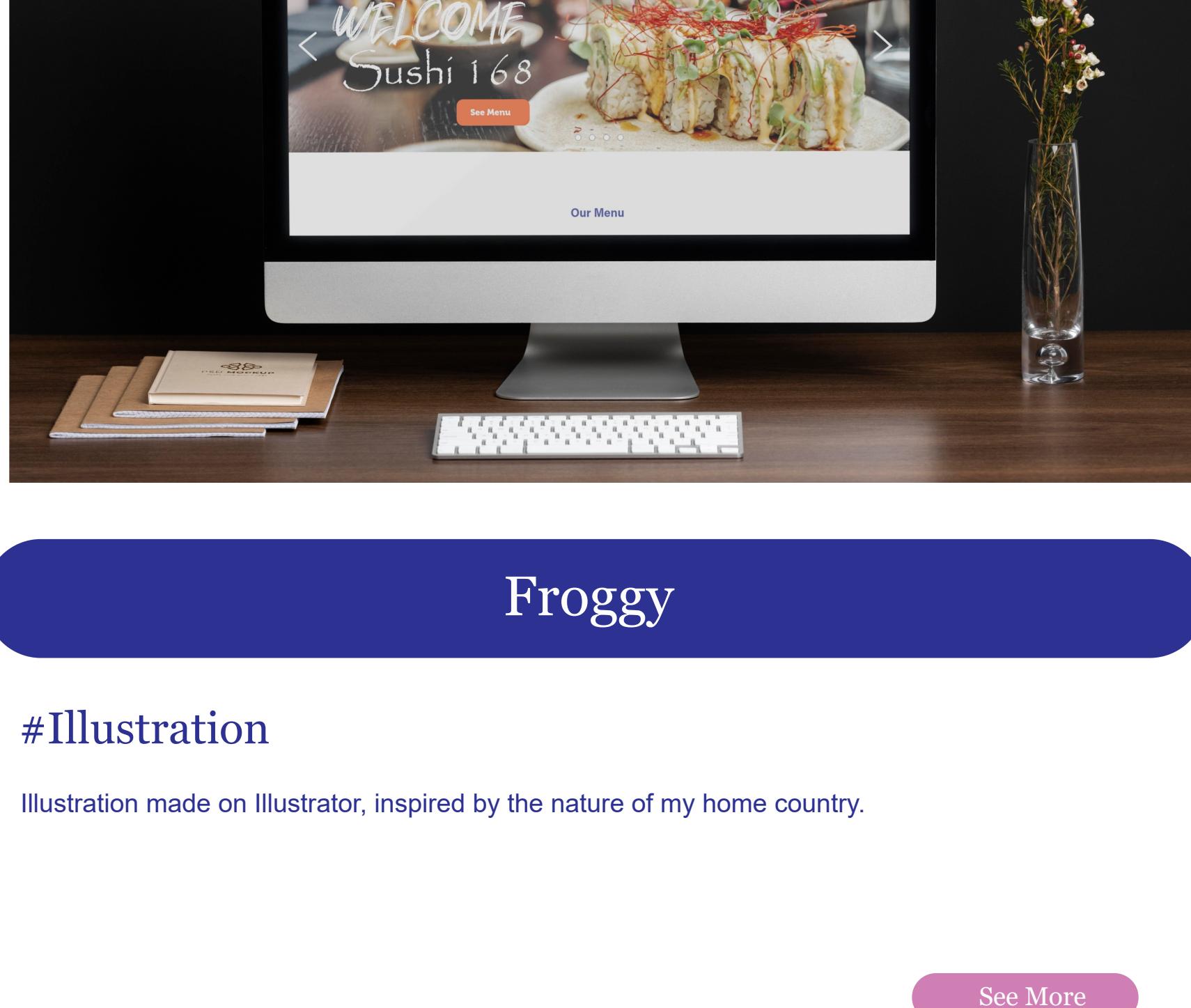


Work

Sushi 168

#UX/UI

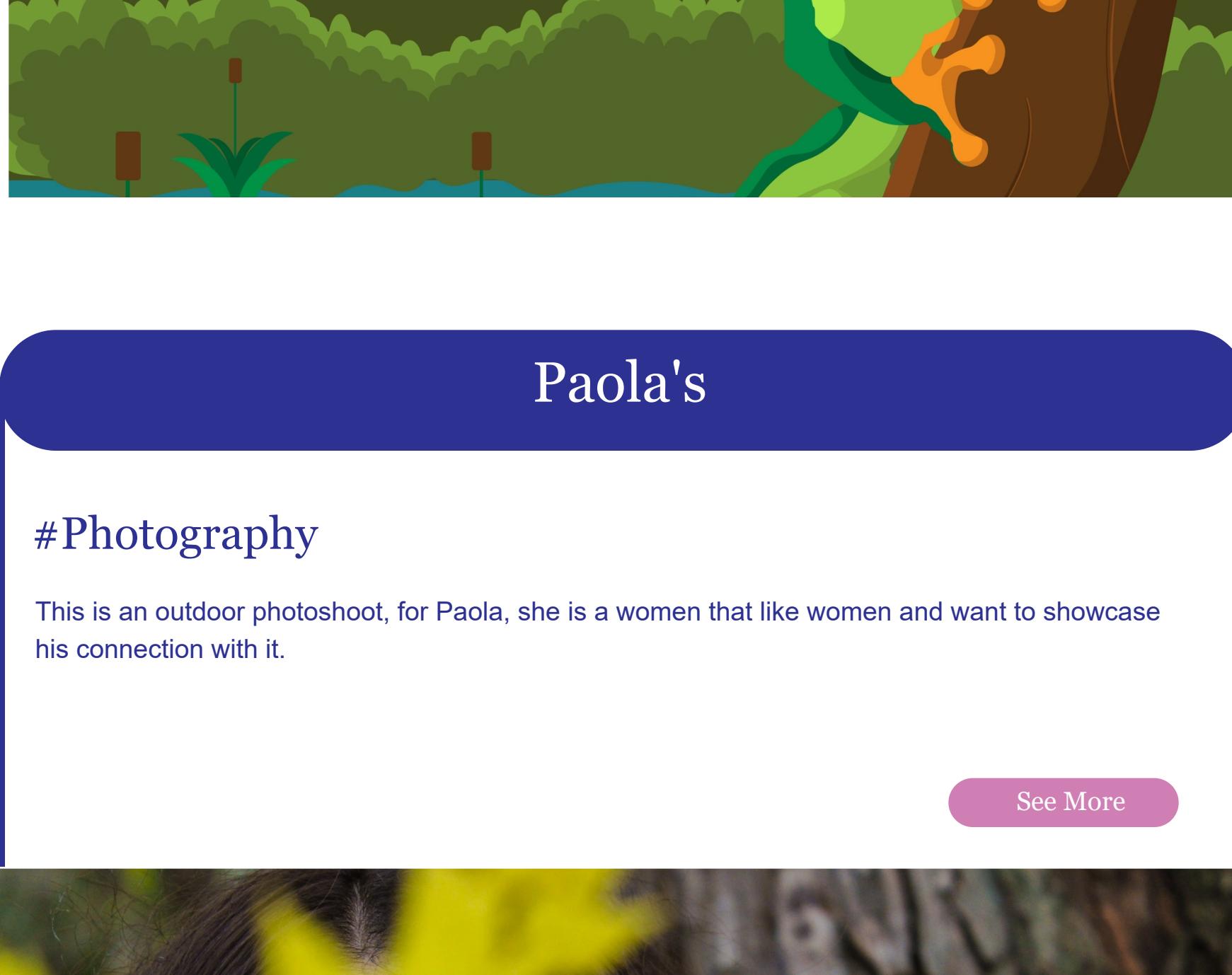
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Froggy

#Illustration #Graphic #Sketch



Illustration inspired by the biodiversity of Colombia and what meaning this animal has for our culture



The spiritual meaning of the frog is very broad, since it is an animal that is full of lessons for those who own it. On the one hand, the frog teaches you to adapt well to changes, to see them with a certain humor, even those that seem negative. When a change comes into your life, it's for a reason: a new cycle ends because a new one begins.

Paola's

#Photography #Outdoor #Nature

