



# Why

ar

A close-up photograph of a man's eyes, looking directly at the camera. He has dark hair and is wearing glasses.

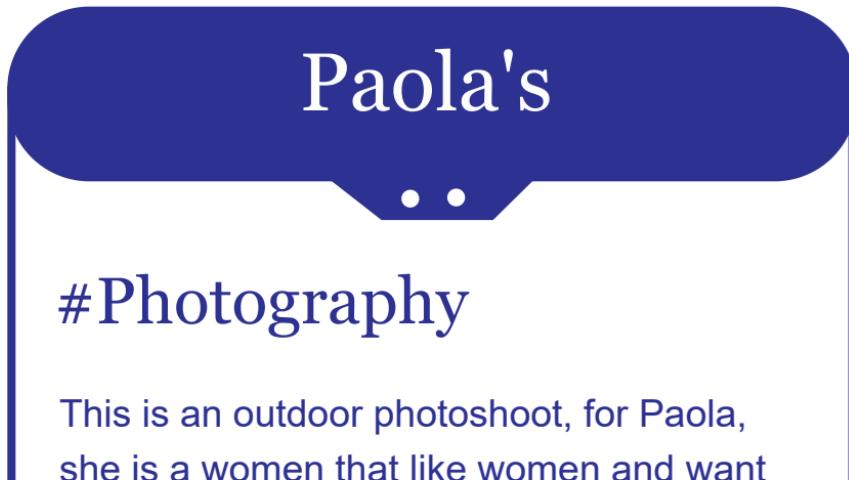
A close-up photograph of a man's lower face, focusing on his teeth and beard. He has a full, dark beard and mustache, and his teeth are visible as he smiles. The background is plain white.



Froggy

e of my home country

A cartoon illustration of a green frog with orange eyes and feet, sitting on a brown branch. The frog has a long, red, sticky tongue extended towards five flies in the air. The background shows a blue sky with three white dots and green hills at the bottom.

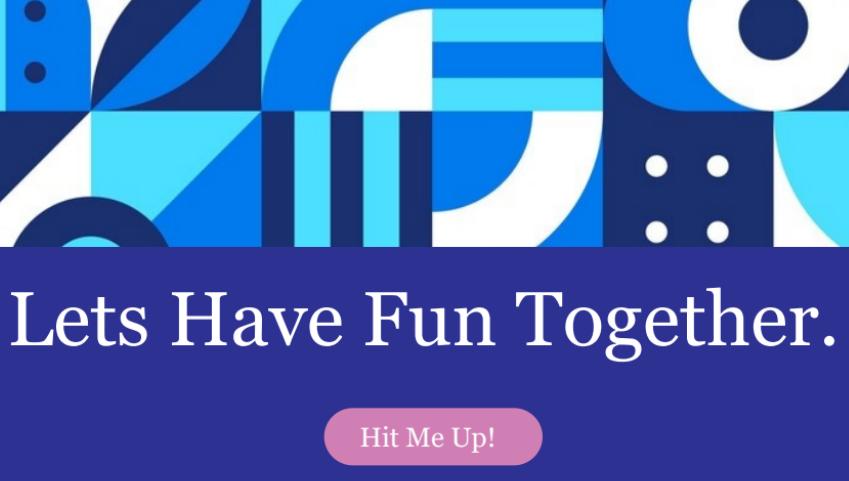


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A close-up photograph of a person's eye and forehead, partially obscured by bright yellow flowers. The person has dark hair and is looking directly at the camera. The background is filled with the vibrant yellow petals of a flowering plant.

A close-up photograph of a yellow flower, likely a Mimosa, showing its delicate, feathery leaves and a small, pinkish-purple flower cluster.

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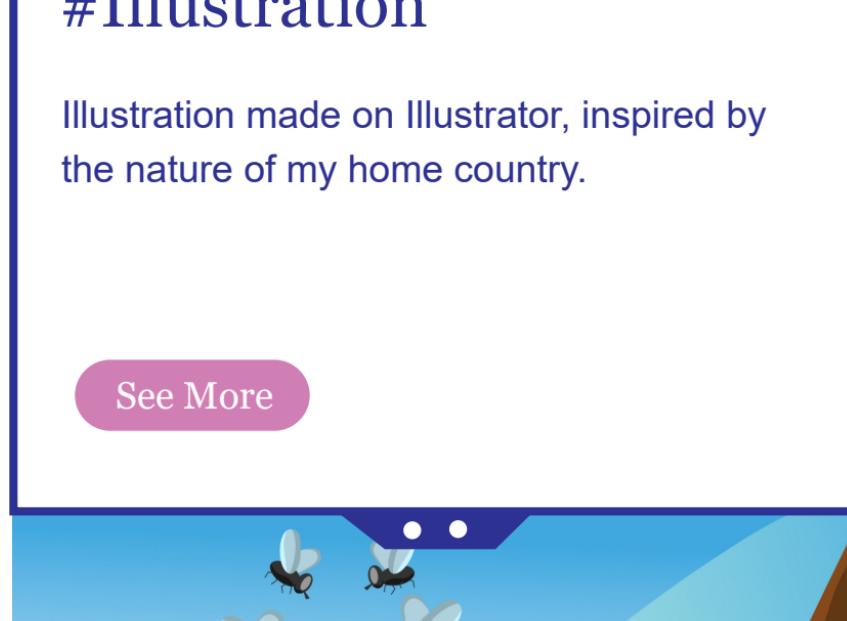
# Work

## 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

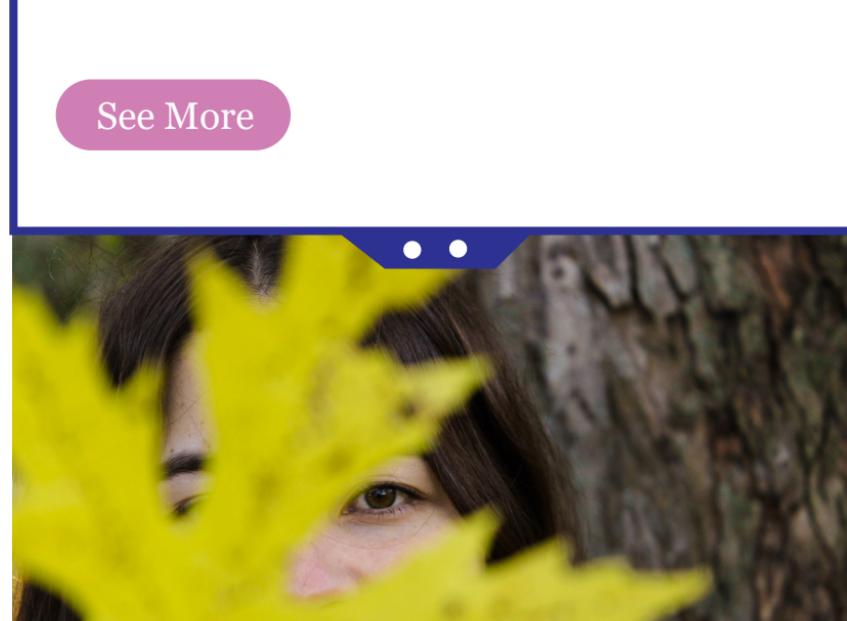


## Froggy

### #Illustration

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

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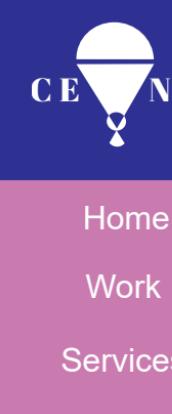
## Paola's

### #Photography

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

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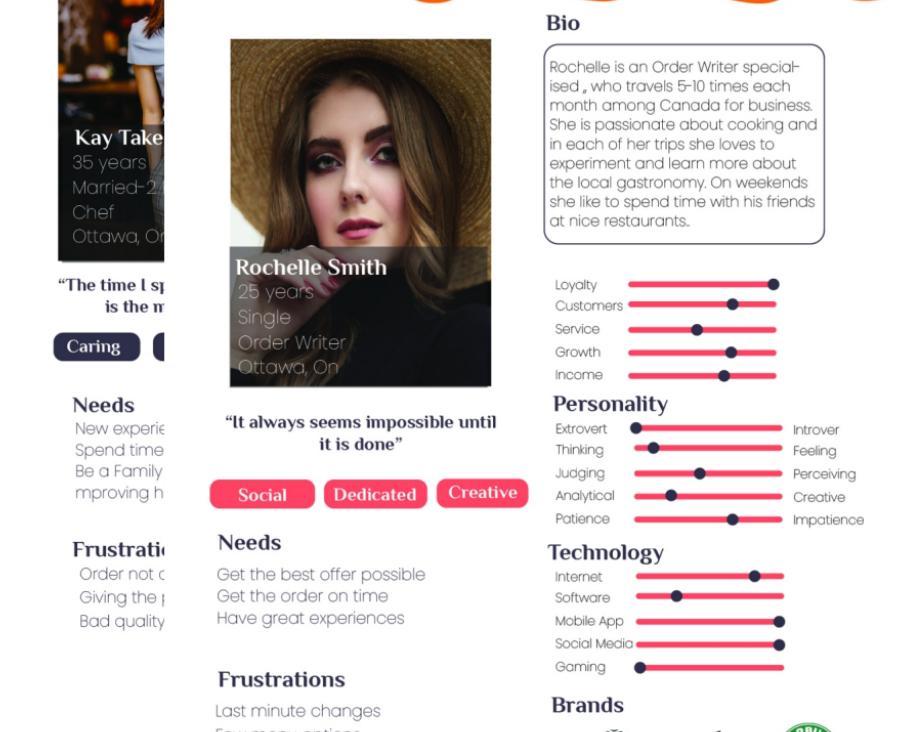
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# Sushi 168

#UX/UI #Responsive #Website



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

**Kay Take**  
35 years old  
Married-2 children  
Chef  
Ottawa, ON  
"The time I spend with my family is the most important."

**Rochelle Smith**  
25 years old  
Single  
Order Writer  
Ottawa, ON  
"It always seems impossible until it is done"

**Needs**  
New experiences  
Spend time  
Be a Family  
Improving health

**Frustrations**  
Order not confirmed  
Giving the wrong order  
Bad quality

**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 in travel, 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 likes to spend time with his friends at nice restaurants.

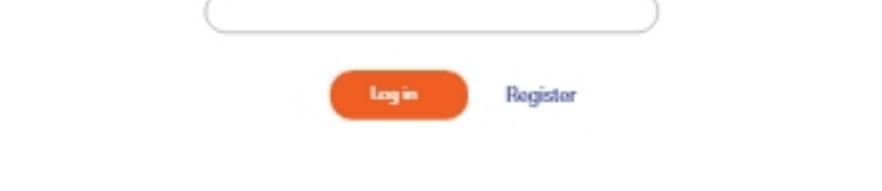
**Personality**  
Extrovert  
Thinking  
Judging  
Analytical  
Patience

**Technology**  
Internet  
Software  
Mobile App  
Social Media  
Gaming

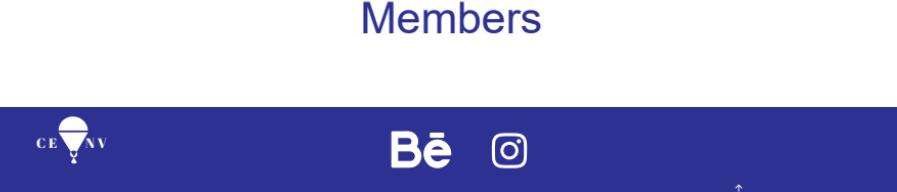
**Brands**  
Sheraton  
Starbucks

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



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# 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



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# Services

## #UX/UI



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.



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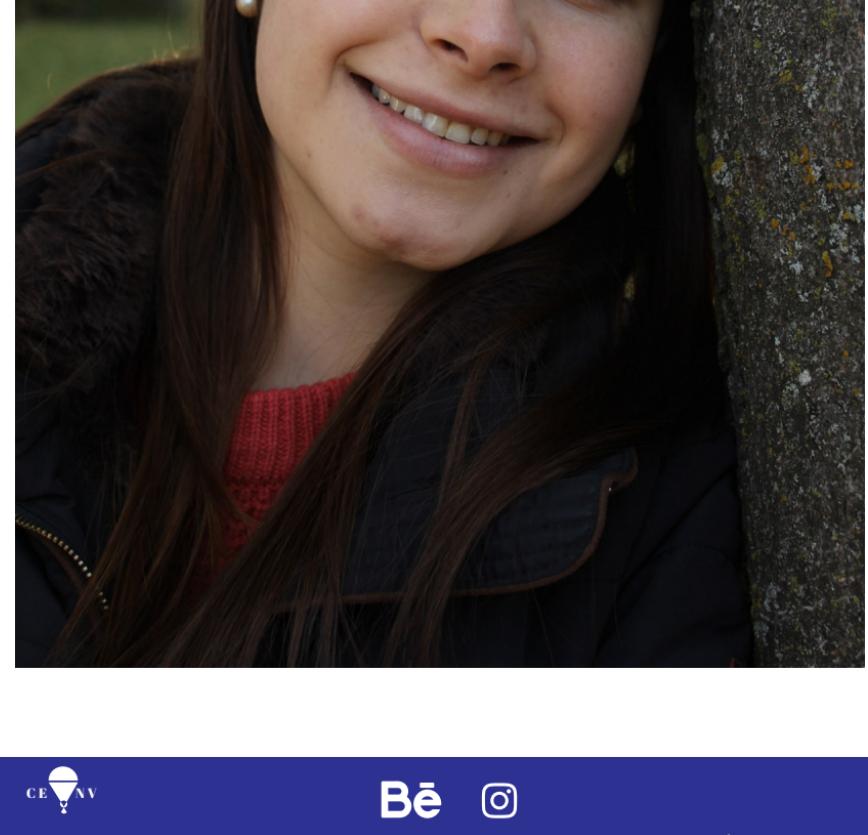
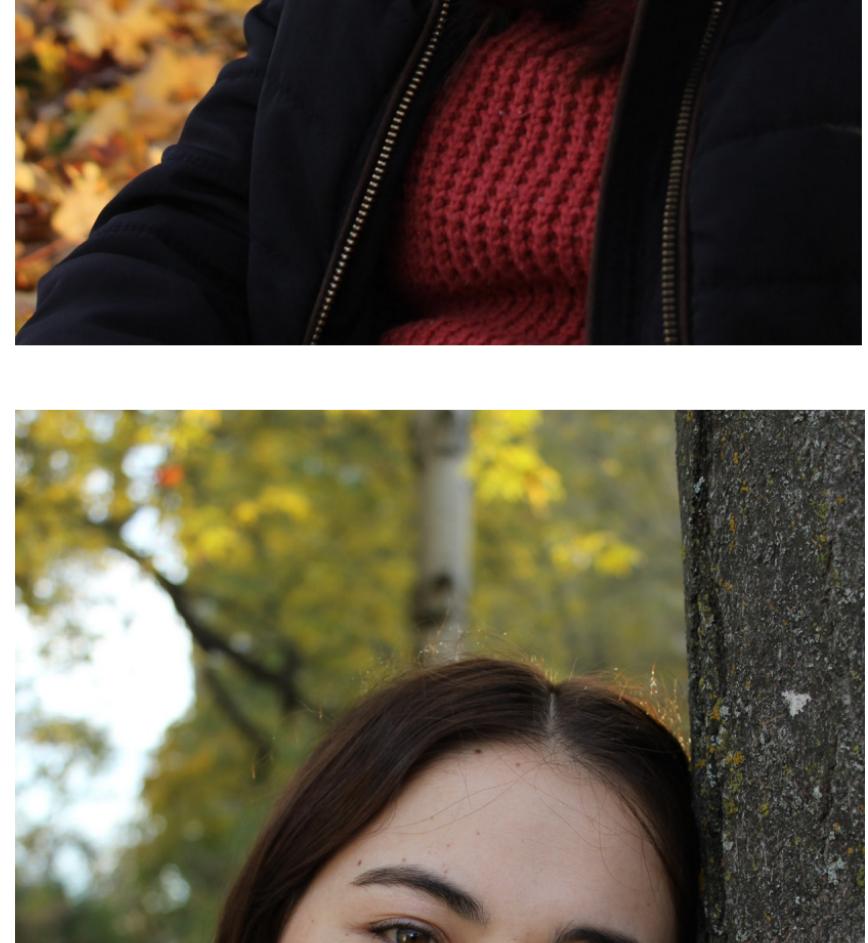
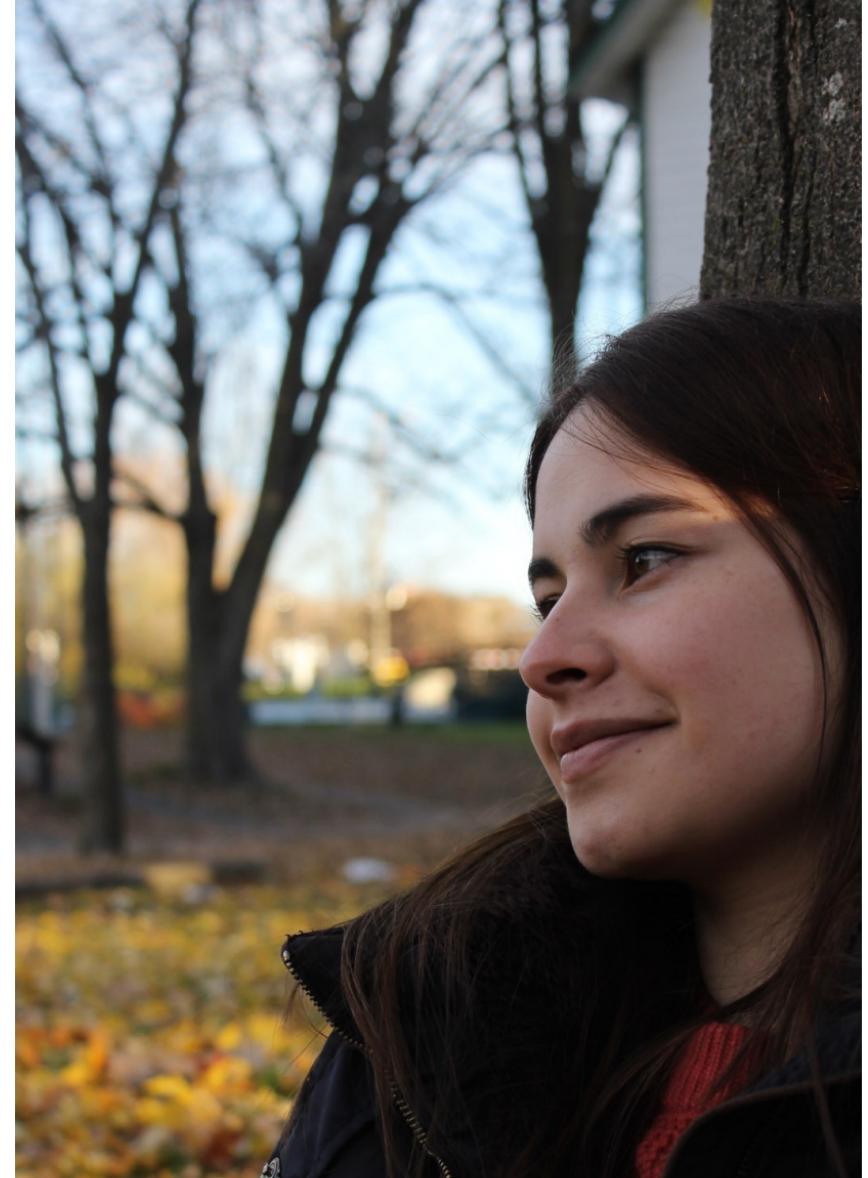
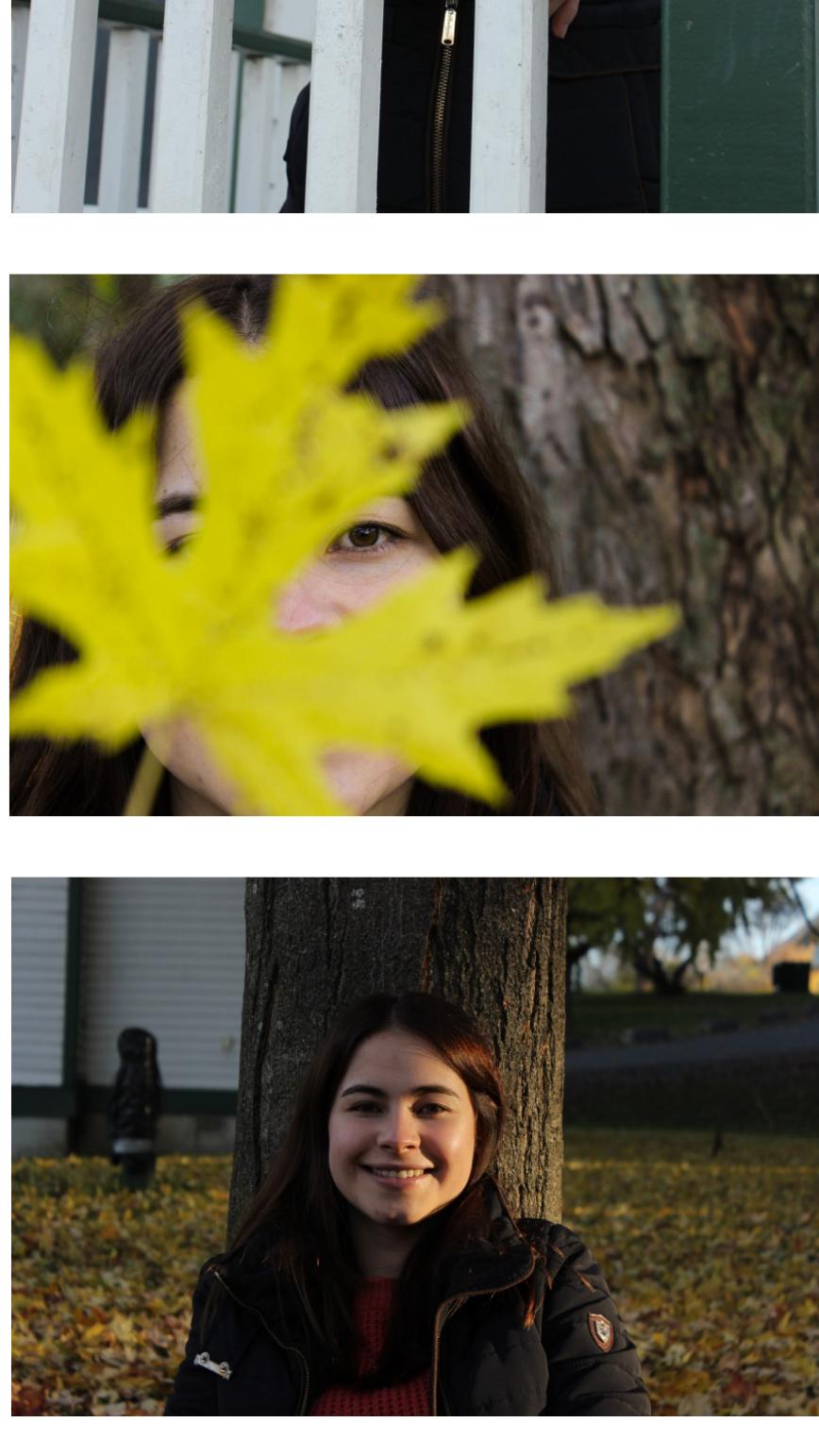
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# Paola's

#Photography #Outdoor #Nature



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# Froggy

#Illustrat #Graphic #Sket

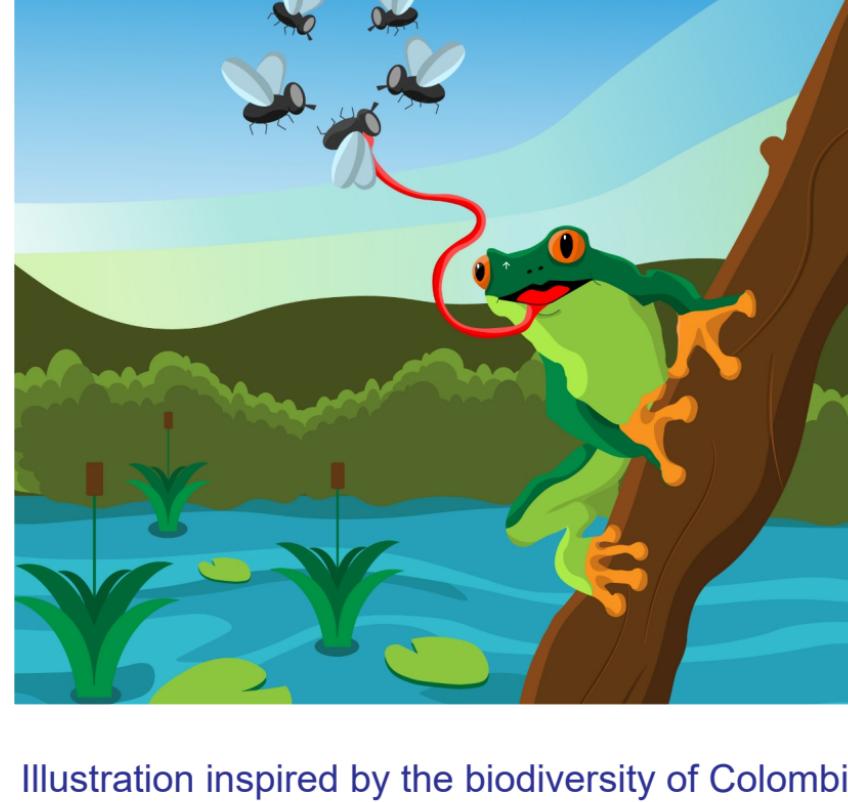


Illustration inspired by the biodiversity of Colombia and what meaning this animal has for our culture



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.