thiago hersan

https://thiagohersan.com
https://github.com/thiagohersan

XCONF (2019)

Planning, production and development of website and interactive activities for day-long technology event in São Paulo.

With: ThoughtWorks Brasil

Link: https://xconf.tk

Client wanted to showcase some of their opensource projects and socially responsible technology projects.

Using the open source EmoPy library developed by ThoughtWorks Arts, created a photobooth that analyzed facial expressions and emotional reactions to different code.

The result was a digital polaroid that revealed participants true feelings about different programming languages.

USING:
JavaScript, Python, Arduino

The client also wanted to collect information about the participants in the conference.

For that, we created a web app where participants got points for finding and scanning stickers distributed throughout the event space. After scanning each sticker they had to answer a question about themselves in order to get points.

USING:
Angular, nodeJS

In addition to the interactive activities, was also responsible for the main website for the conference which included the schedule, videos and other materials from the talks, and additional information about the event.
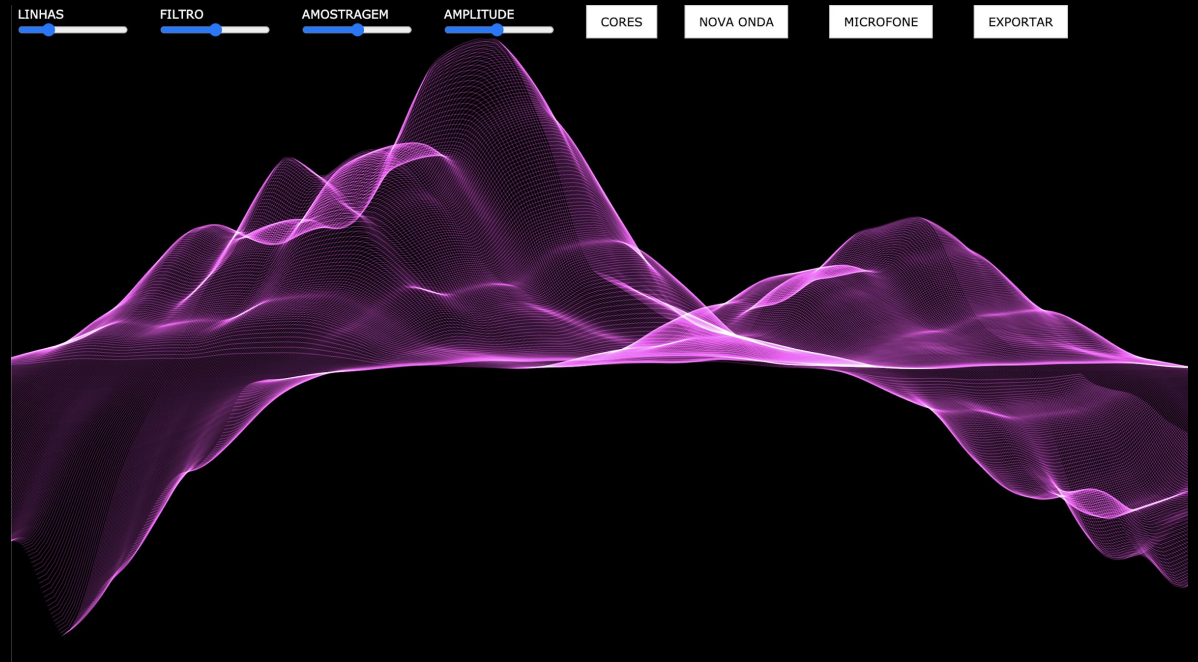
USING:
Angular, nodeJS
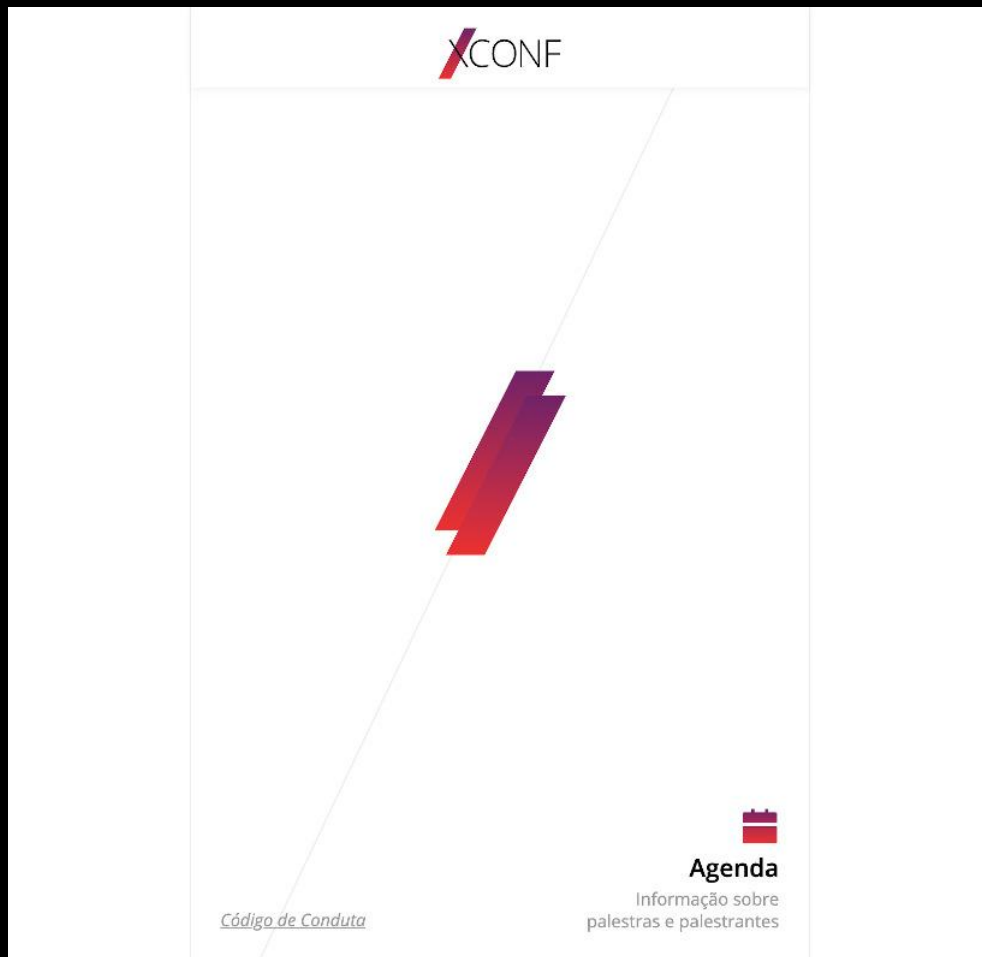
TWLIVE (2019)

Created sound visualization app for designers to create visual identity for a technology+business executive event in São Paulo.

Client wanted to showcase the potential for collaboration between technologists and designers through custom software.

With: ThoughtWorks Brasil

Link: https://ondacoragem.tk

Different types of wave images were created using pre-recorded songs or audio from a microphone, and then used throughout the event's printed and online material.
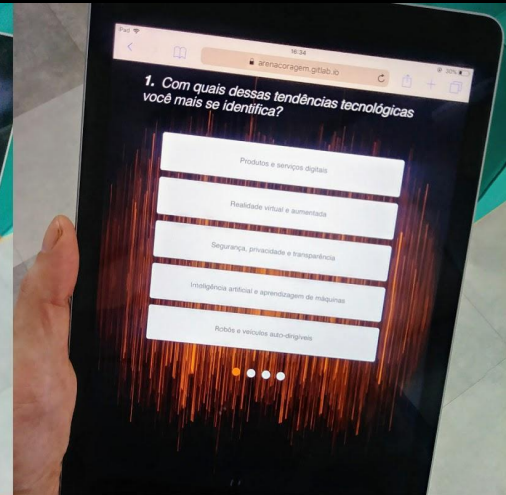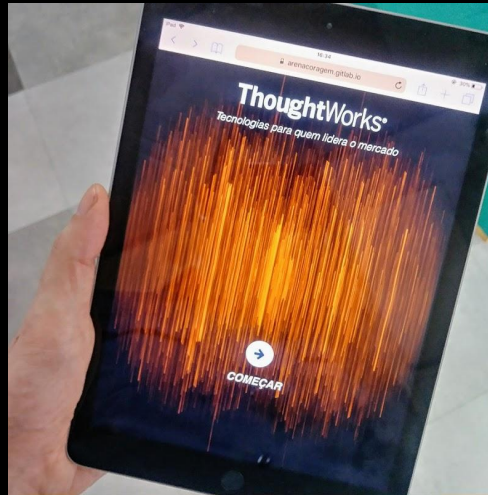
USING:
HTML, JavaScript

HSM (2018)

Interactive bookshelf for 3-day business+technology executive event.

Client wanted to showcase the breadth and depth of their collective knowhow by showcasing different types of publications.

We designed a bookshelf that recommended readings based on participants' interaction with a web app.

With: ThoughtWorks Brasil

USING:
Angular, nodeJS, Arduino

Also created an app for visitors to schedule 1-on-1 chats with lead consultants and designers.

USING:
React, nodeJS

CORAGEM

negócios | tecnologia | cultura

Vamos agendar
sua Consultoria?

Marque um horário para conversar com uma de nossas consultoras presentes na Arena Coragem durante a HSM Expo 2018.

COMEÇAR

Singularity University Summit (2018)

Photobooth for 2-day business+technology executive event.

Due to the event's diverse public, the client wanted to map the profile of the people that visited their booth, in order to send customized marketing and sales content as well as invitations for future events.

With: ThoughtWorks Brasil

After answering some questions on a web site and having their palm read by the photobooth, participants received a personalized picture and description of their "innovator profile" by email.

USING:
Angular, nodeJS, Arduino, AWS

HSM (2017)

Interactive scenography for 3-day business+technology executive event.

Client wanted to collect information about participants in order to create better suited marketing and sales communication content.

With: ThoughtWorks Brasil

Colors of scenographic elements changed according to visitor's interaction with a web app.

USING:
Angular, Ruby, Arduino