



ART DIRECTION | UX/UI | GAME DESIGN

PUMA LQDCELL APP

A sneaker launch designed for sneaker heads. A digital experience created for PUMA's launch of their latest sneaker technology, LQDCELL.



ASK *HELP!*

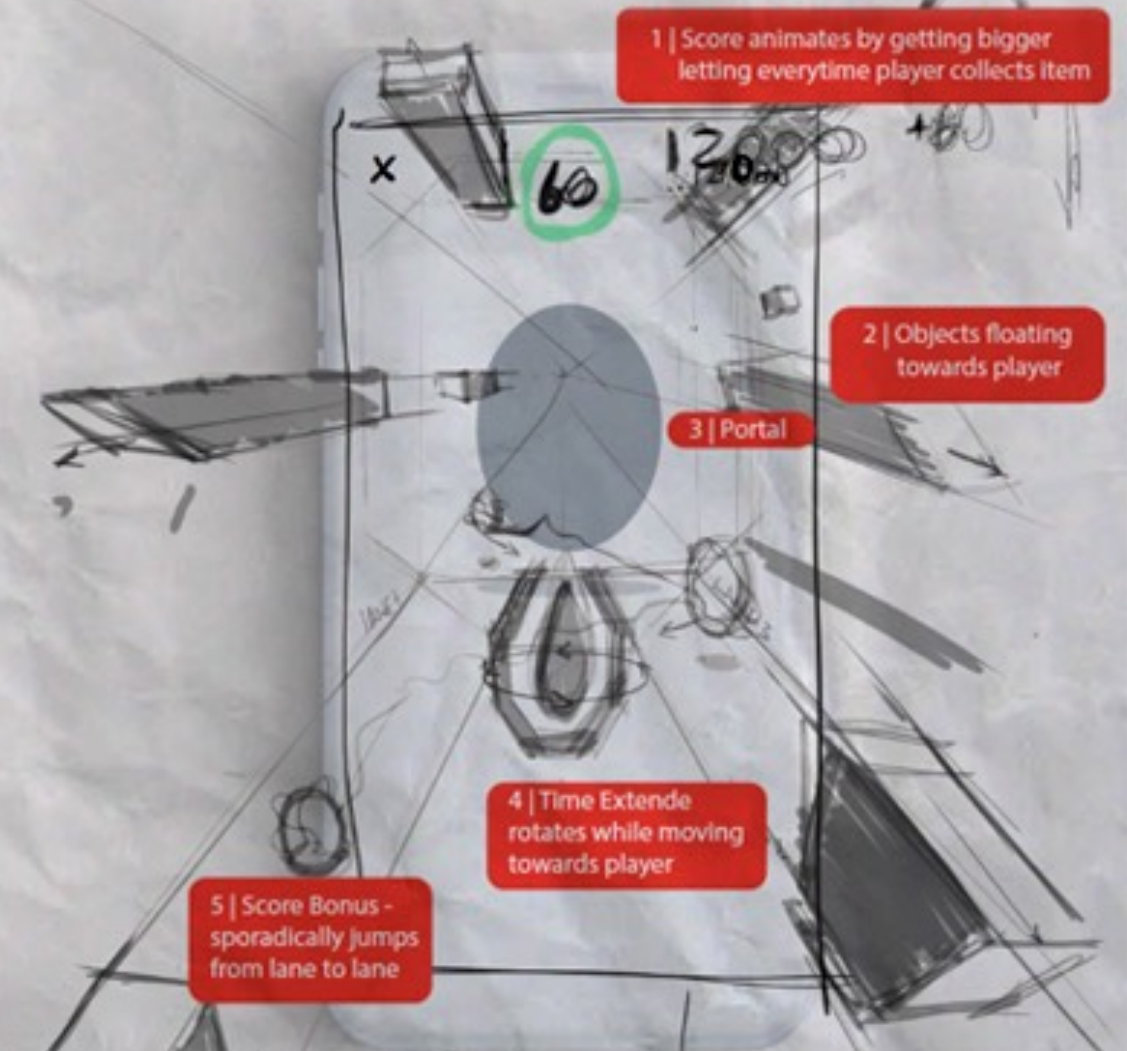
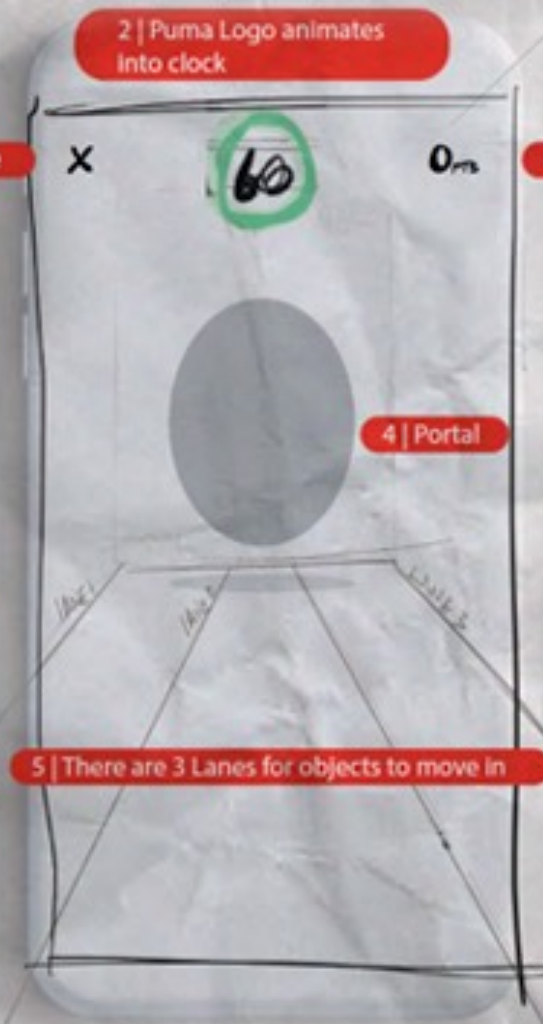
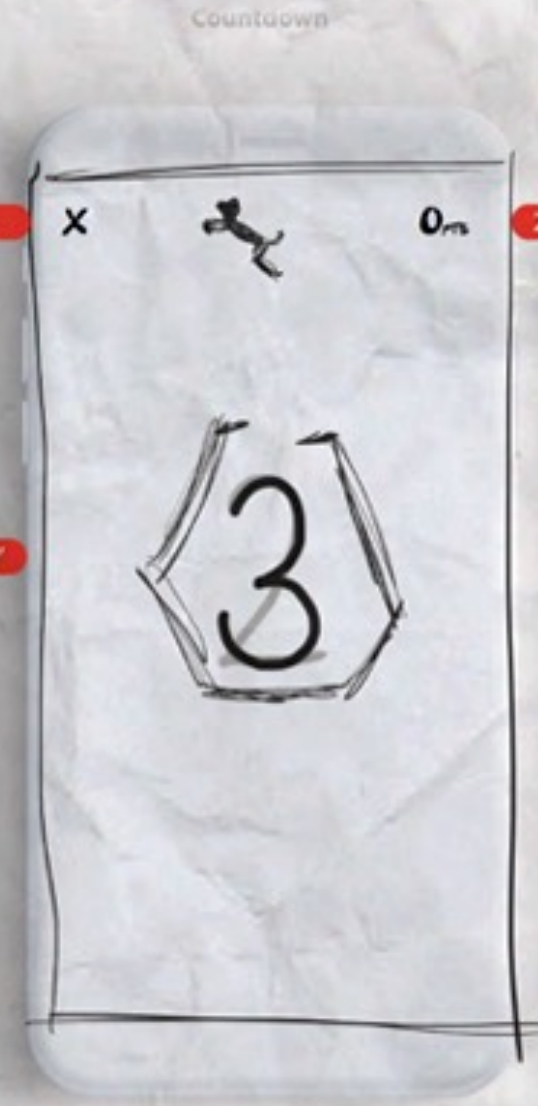
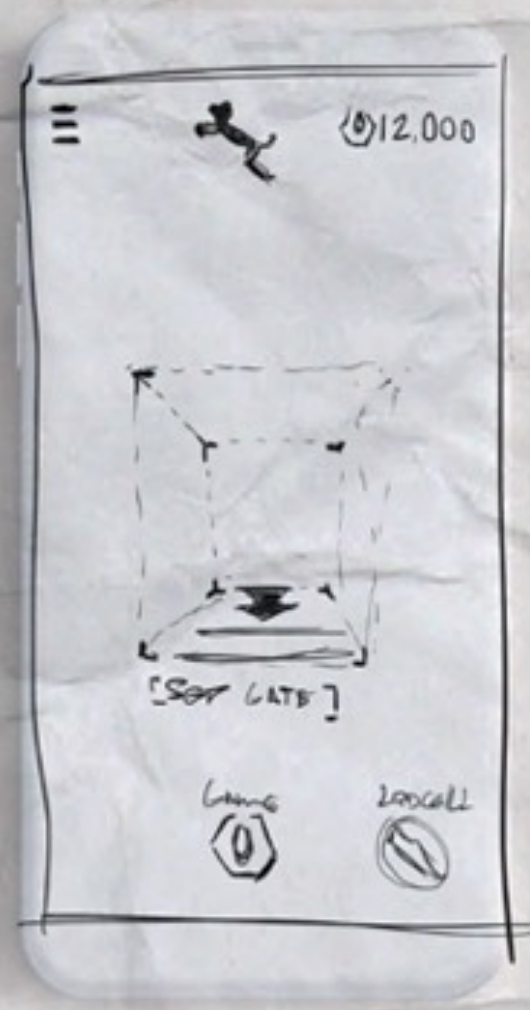
PUMA was looking for a way to integrate a digital experience for the launch of their new LQDCELL technology. The result was an app that gets enhanced with the ownership of a PUMA LQDCELL.

Users will be able to apply LQDCELL specific filters to their sneakers and share on Social Media, play an AR game to test their agility using their LQDCELLs and explore a 3D model of a LQDCELL to learn more about the technology.

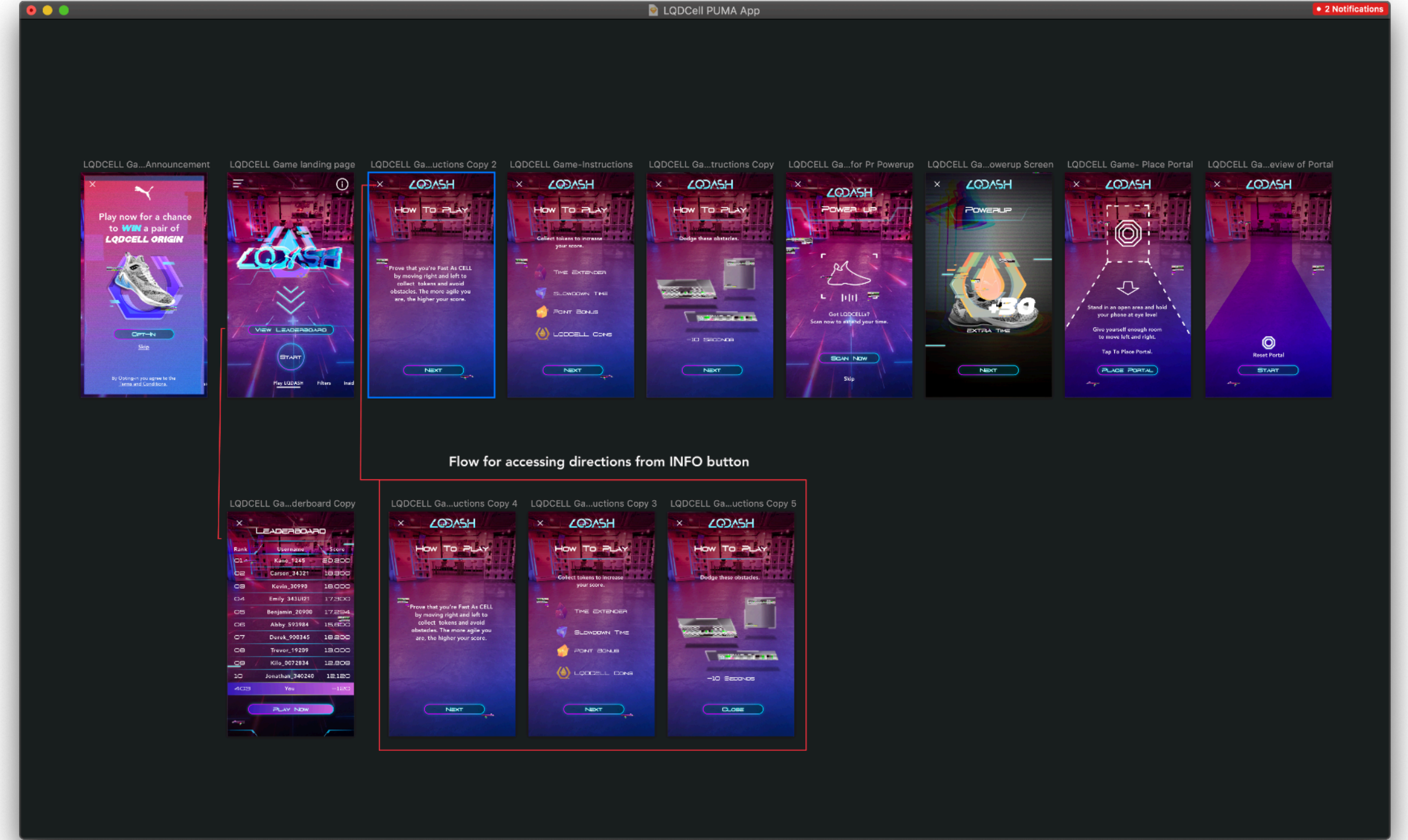
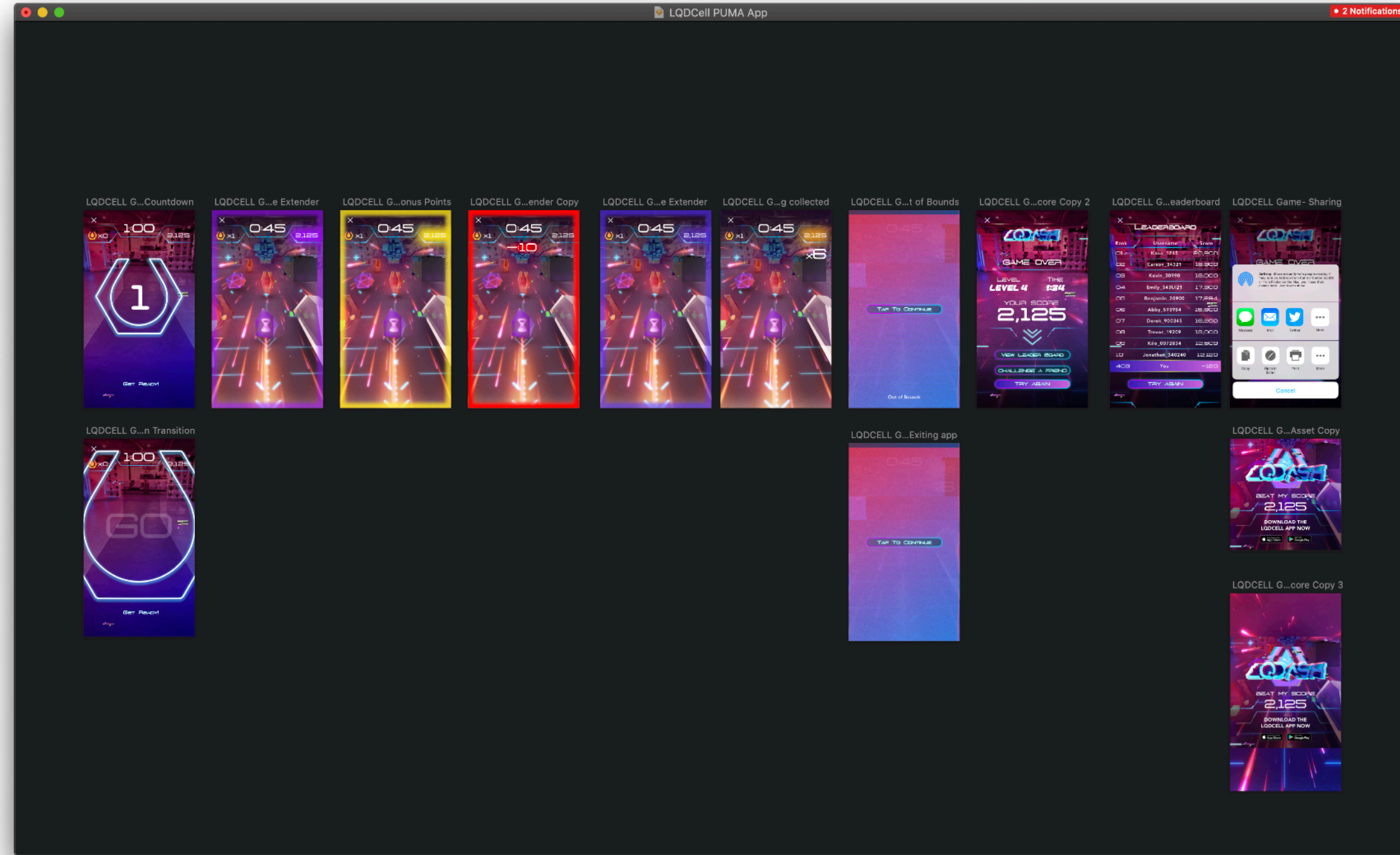
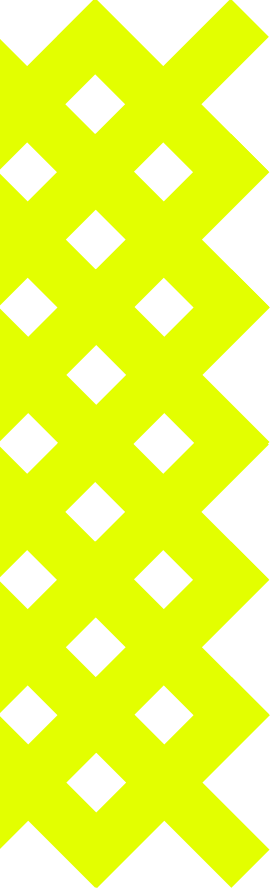


SKETCHES

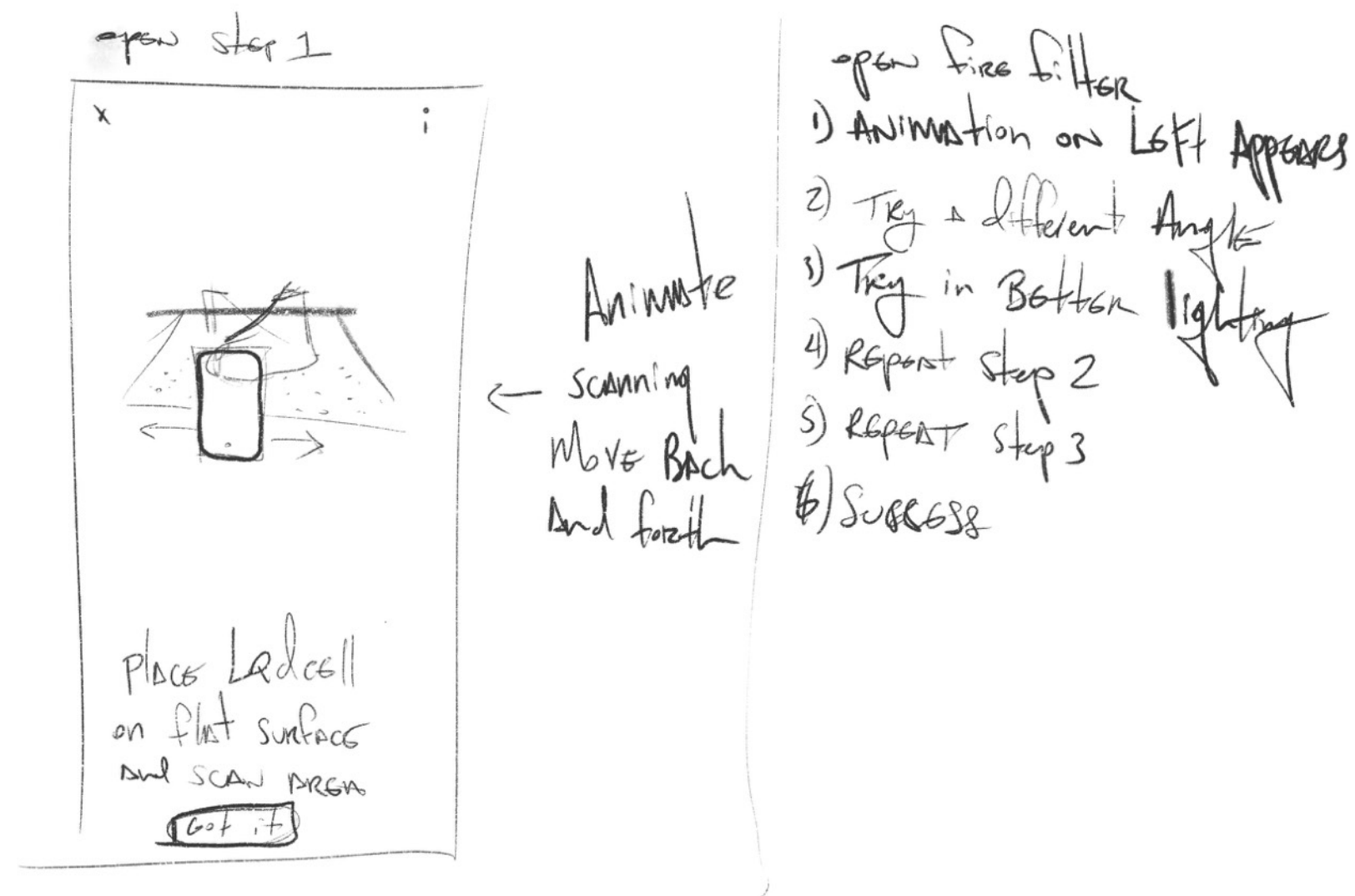
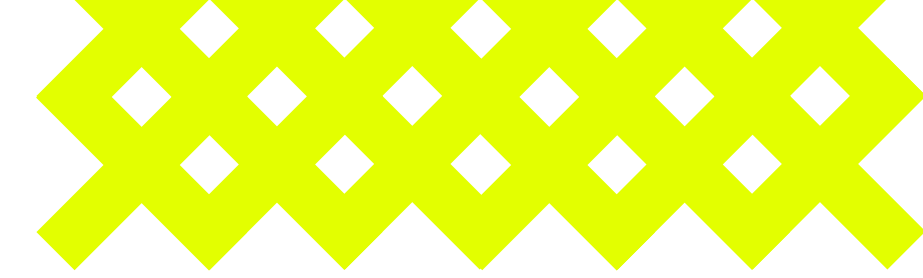
Early UX sketches LQDASH game.



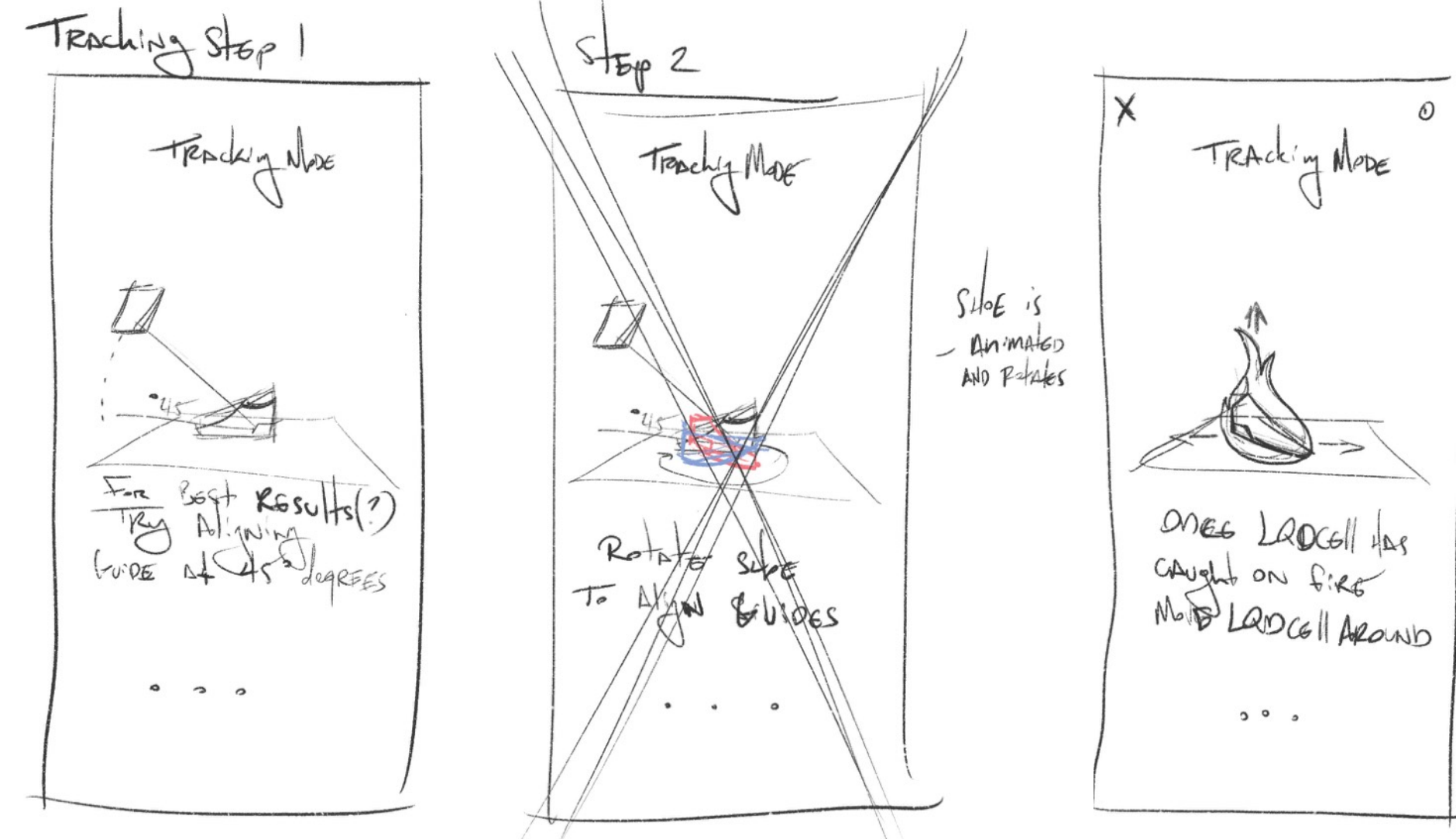
FINAL UX/UI



FIRE UX FINE TUNING



Machine Learning Flow



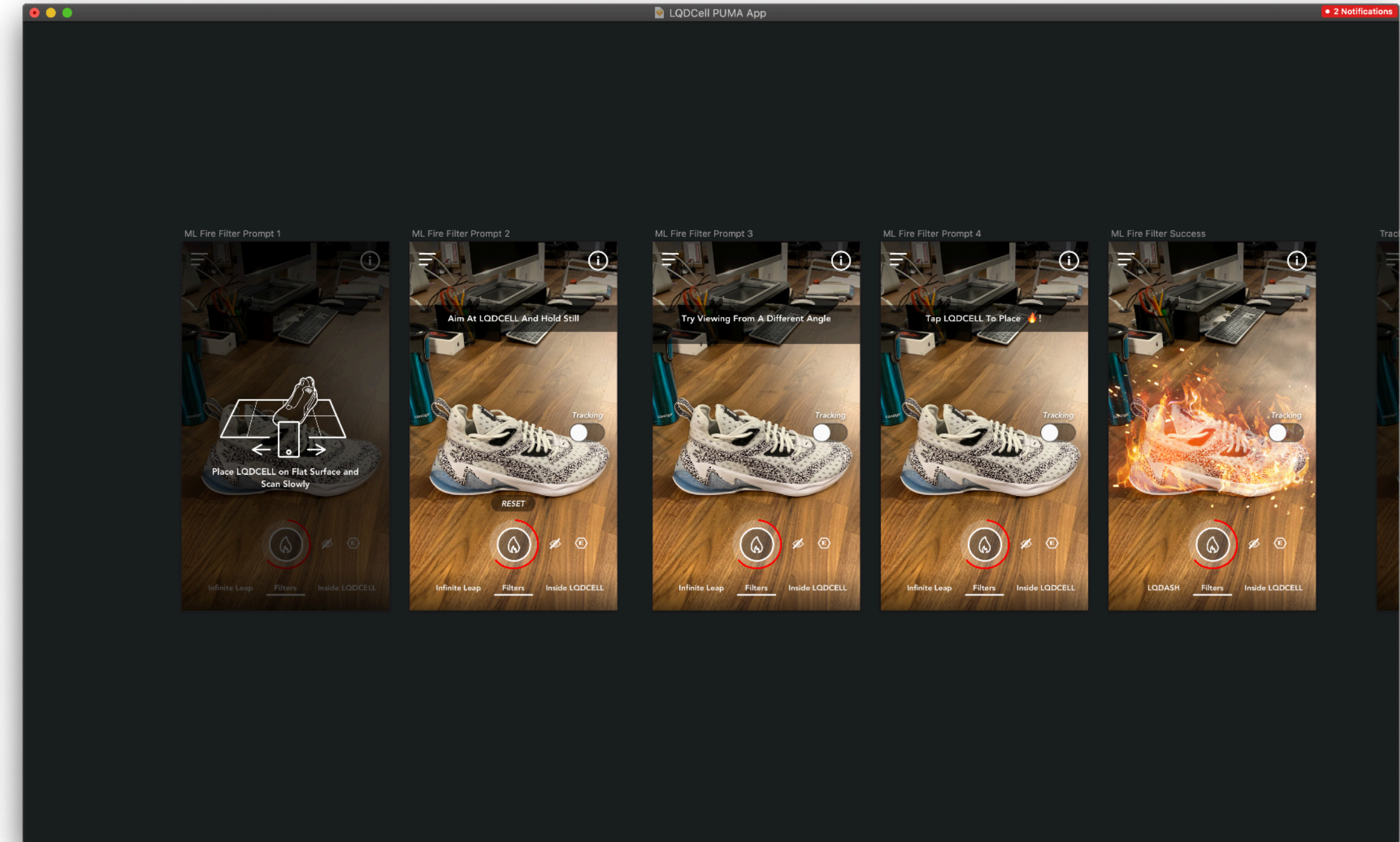
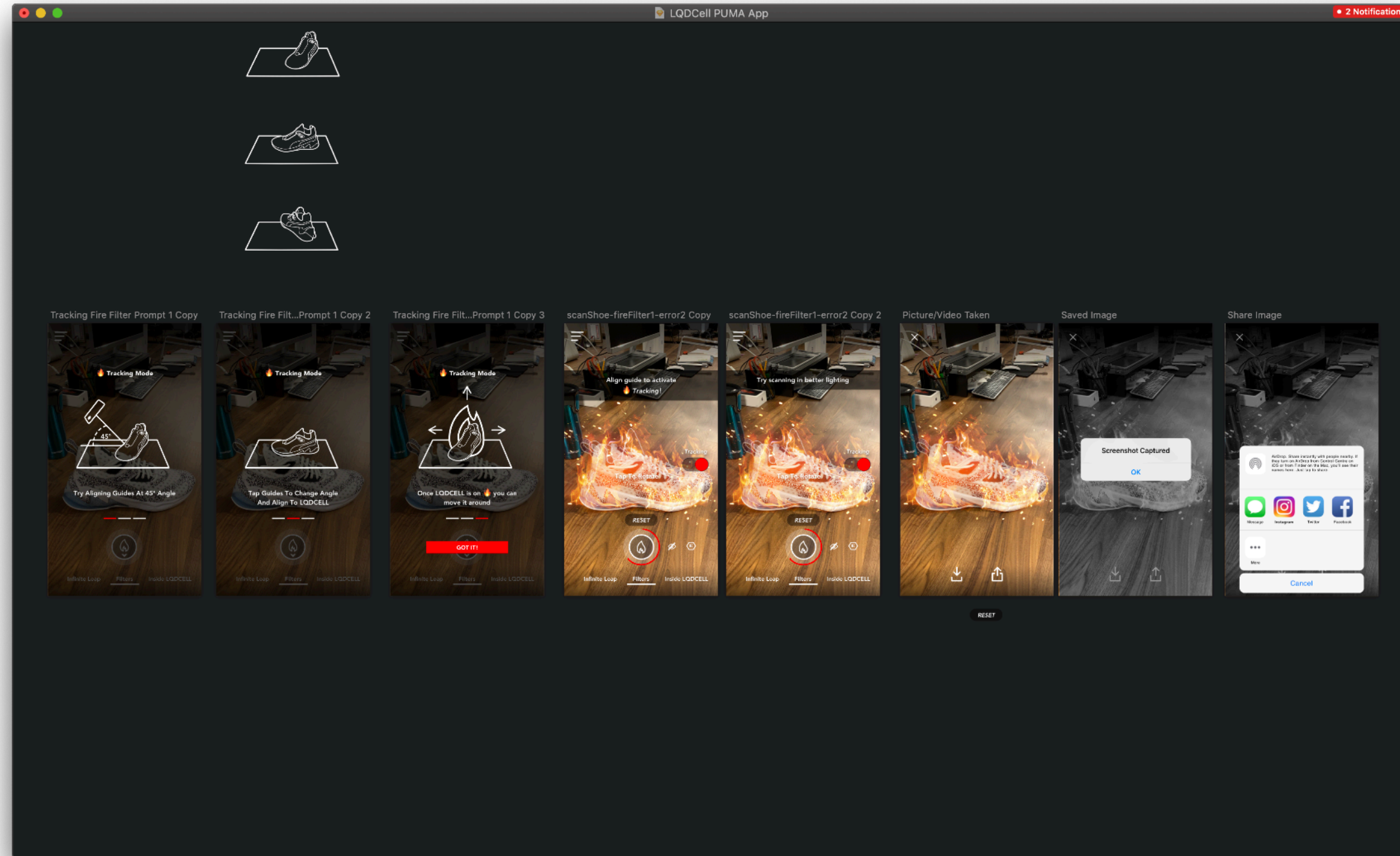
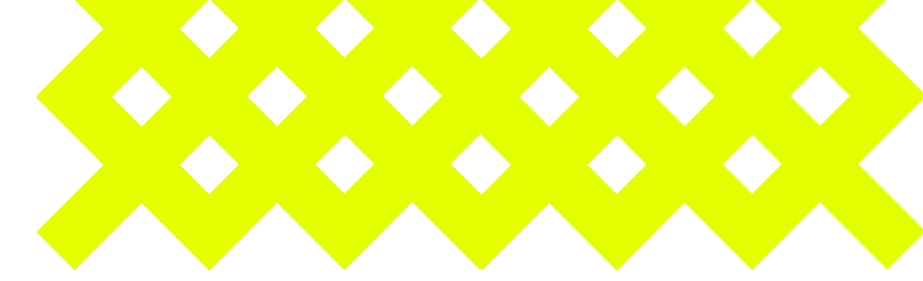
Vuforia Tracking 1x Instructions

Machine Learning and Vuforia Model recognition.

The fire filter works in two ways. Machine learning picks up the type of sneaker being viewed by the camera and places a fire over it in 3D space. There's a secondary method running in the background that scans the scene to match the 3D model of the actual sneaker in frame.

This method lets the user track the sneaker in 3D space so the user can move it around. There were multiple iterations to implement the tracking feature. The simplest way to revise was doing a constant stream of UX sketches to proto-type, test, and upload in real time.

FIRE UX





ART DIRECTION | UX/UI

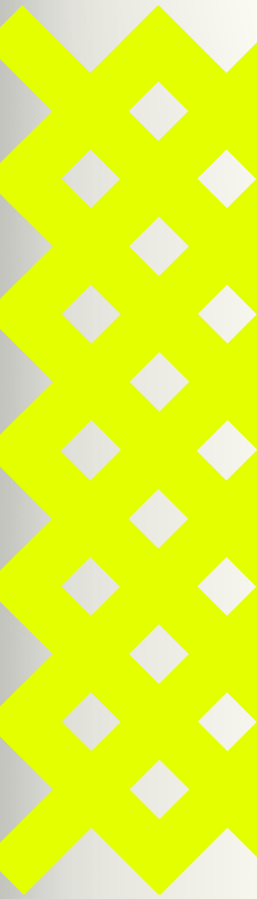
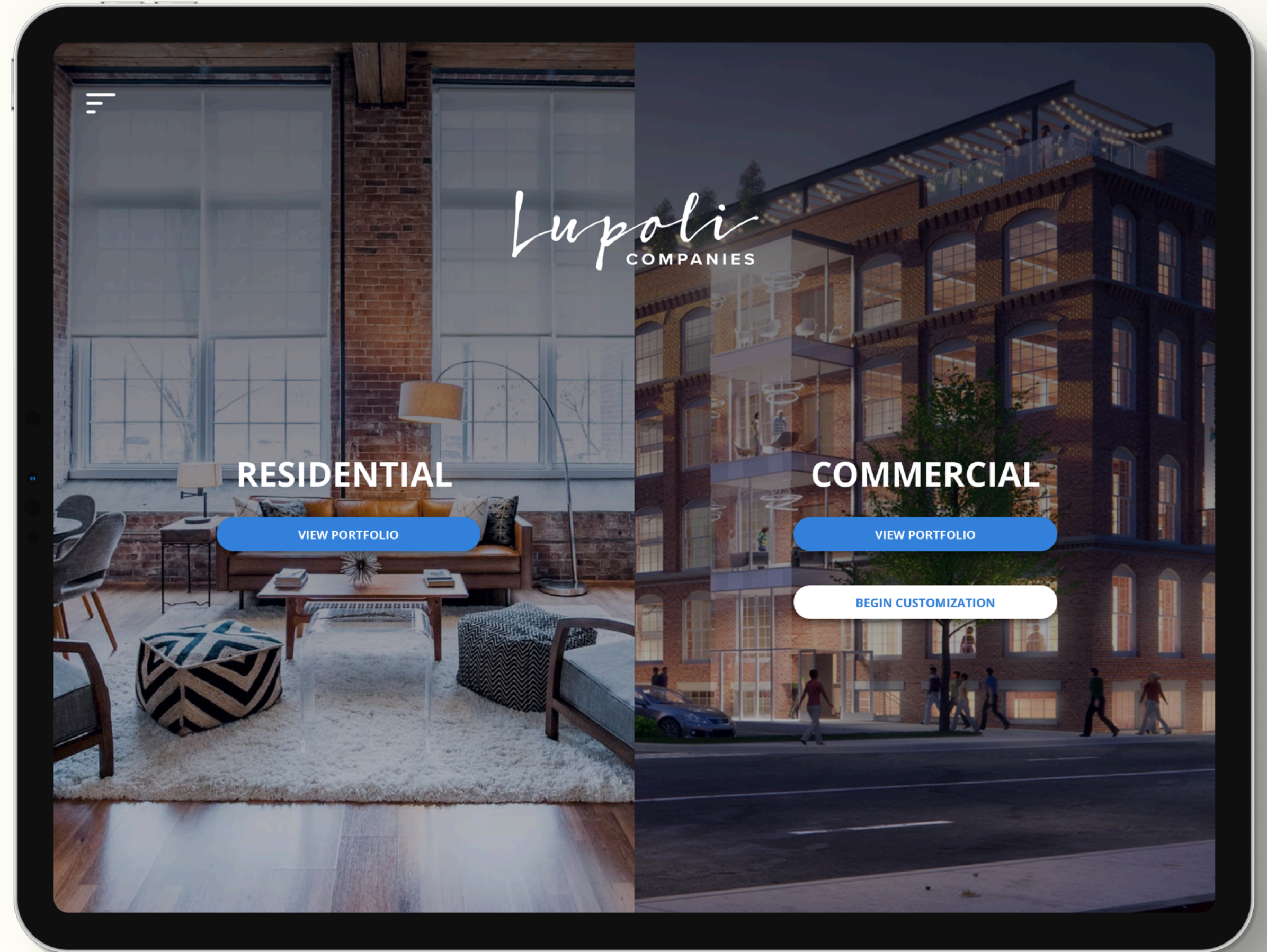
LUPOLI EXPERIENCE CENTER

Reimagining the real estate experience. Taking all the physical location and transporting the client digitally to every destination.



ASK *HELP!*

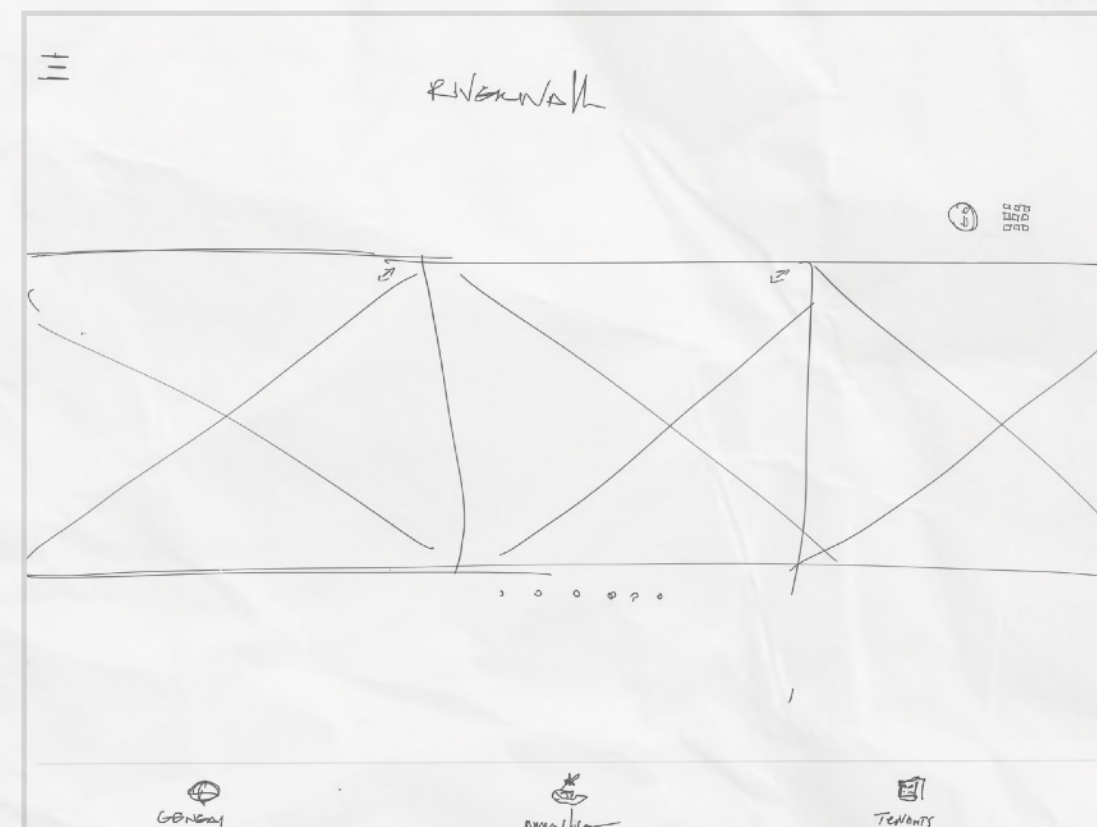
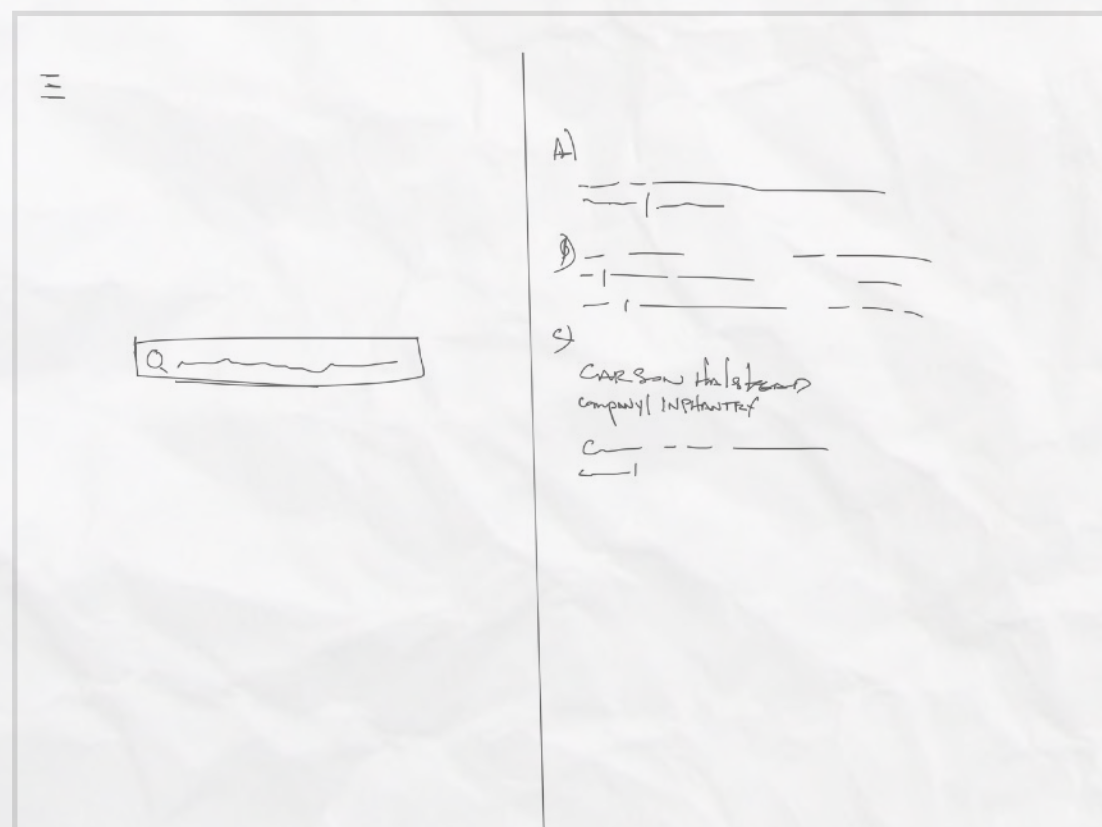
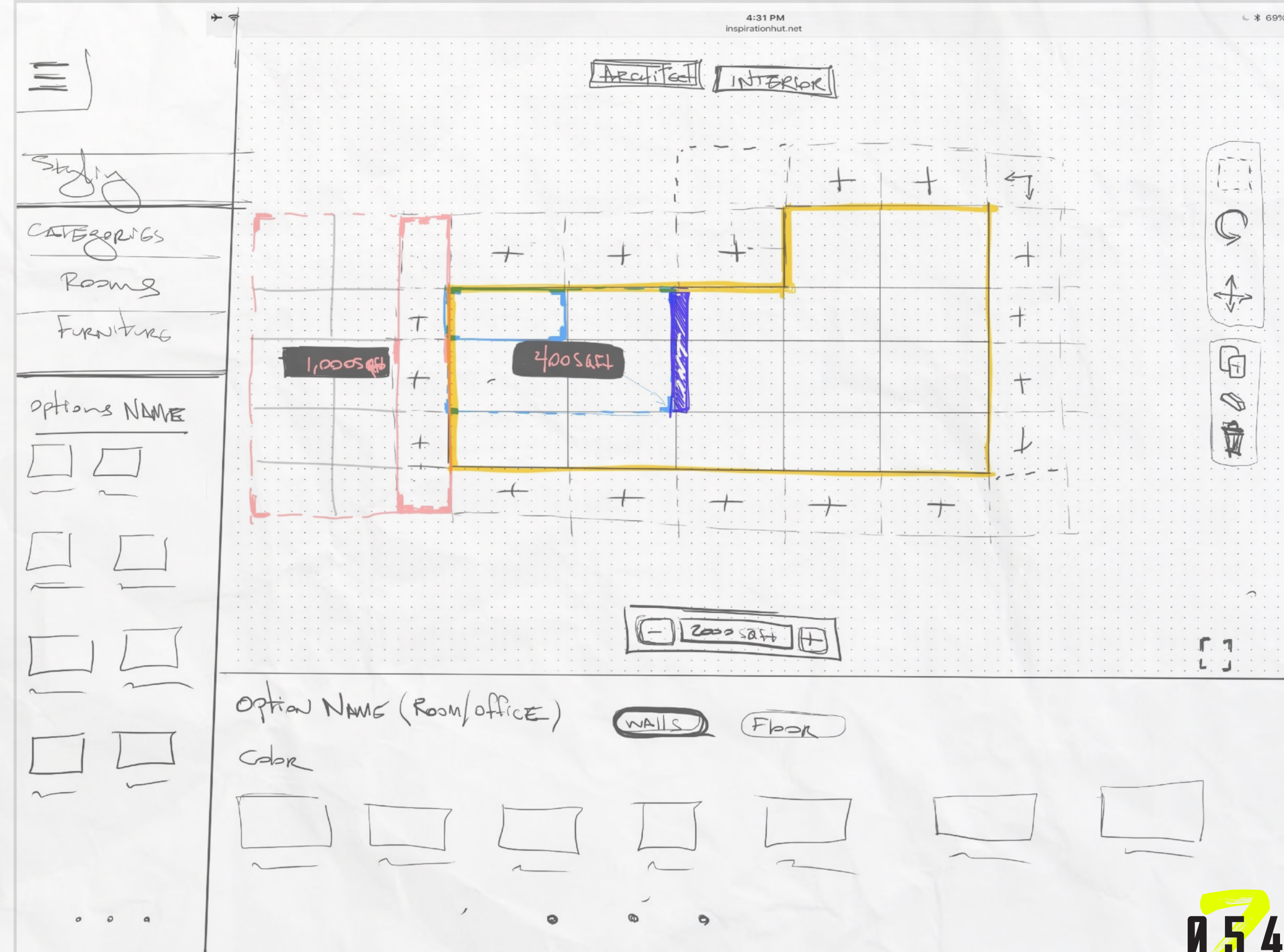
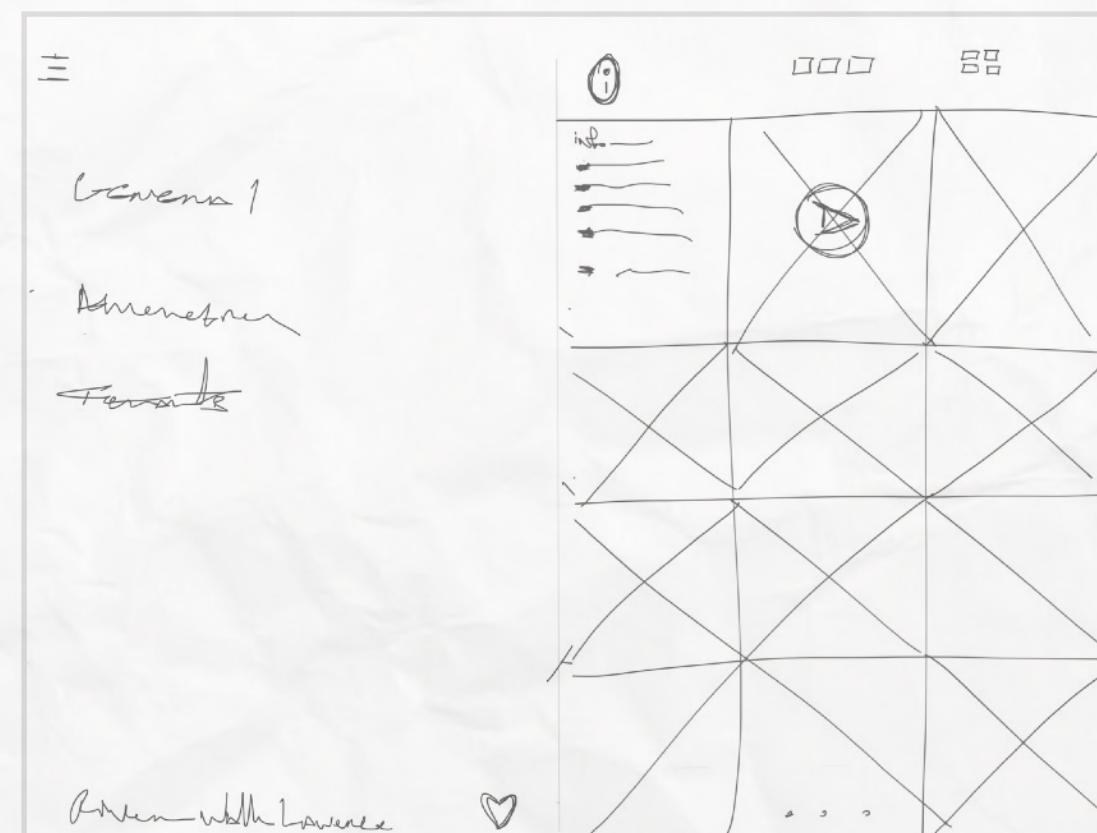
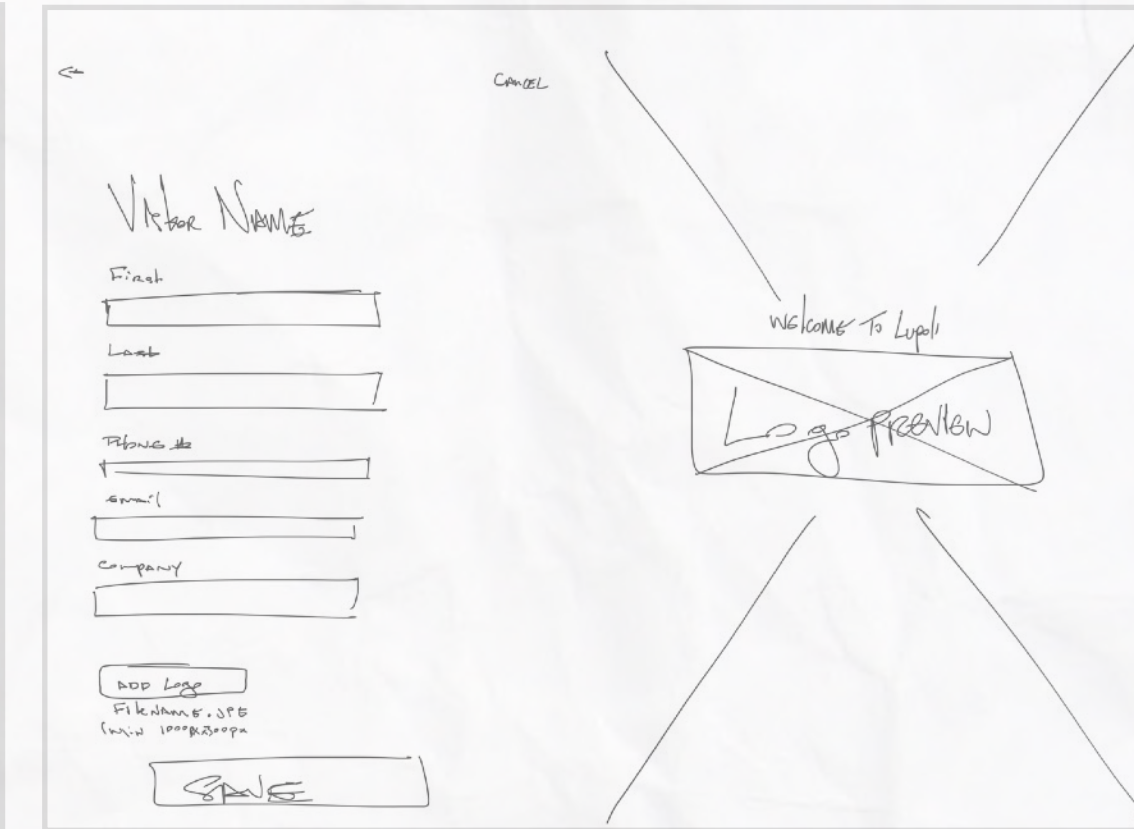
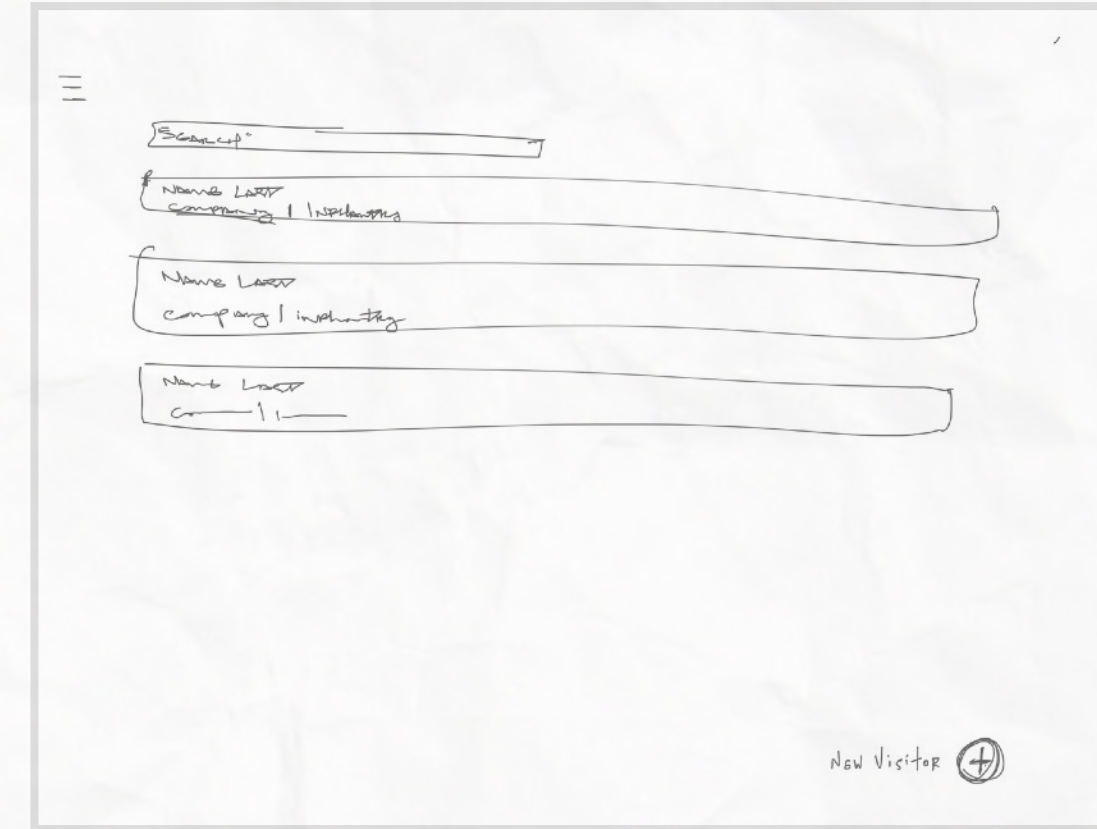
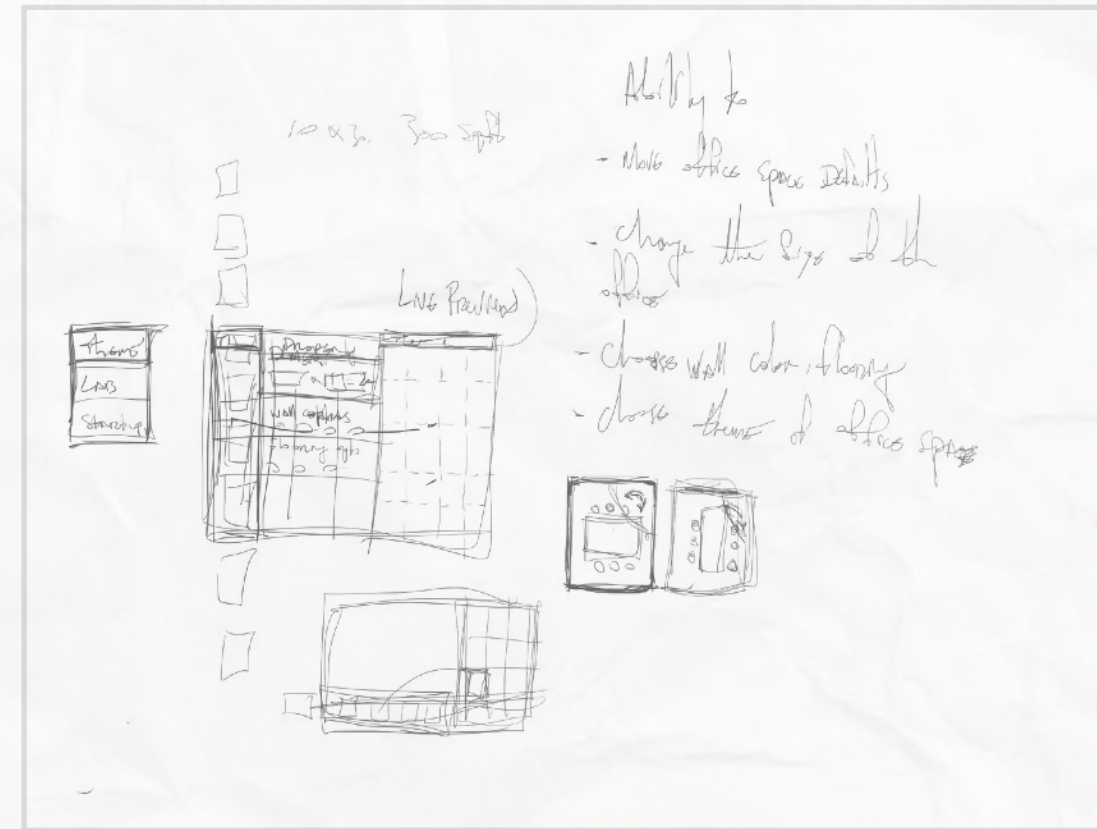
Develop a tool for the Lupoli sales team with three unique objectives. First, provide a visual aid to facilitate the sales process with potential commercial tenants. Second, create a simple interface for the sales team to send a follow up email to the client with their potential office space design. Lastly, immerse potential clients in a 180° experience of Lupoli's developments on a projected wall showcasing Lupoli's vast portfolio at a 1:1 scale.



SKETCHES

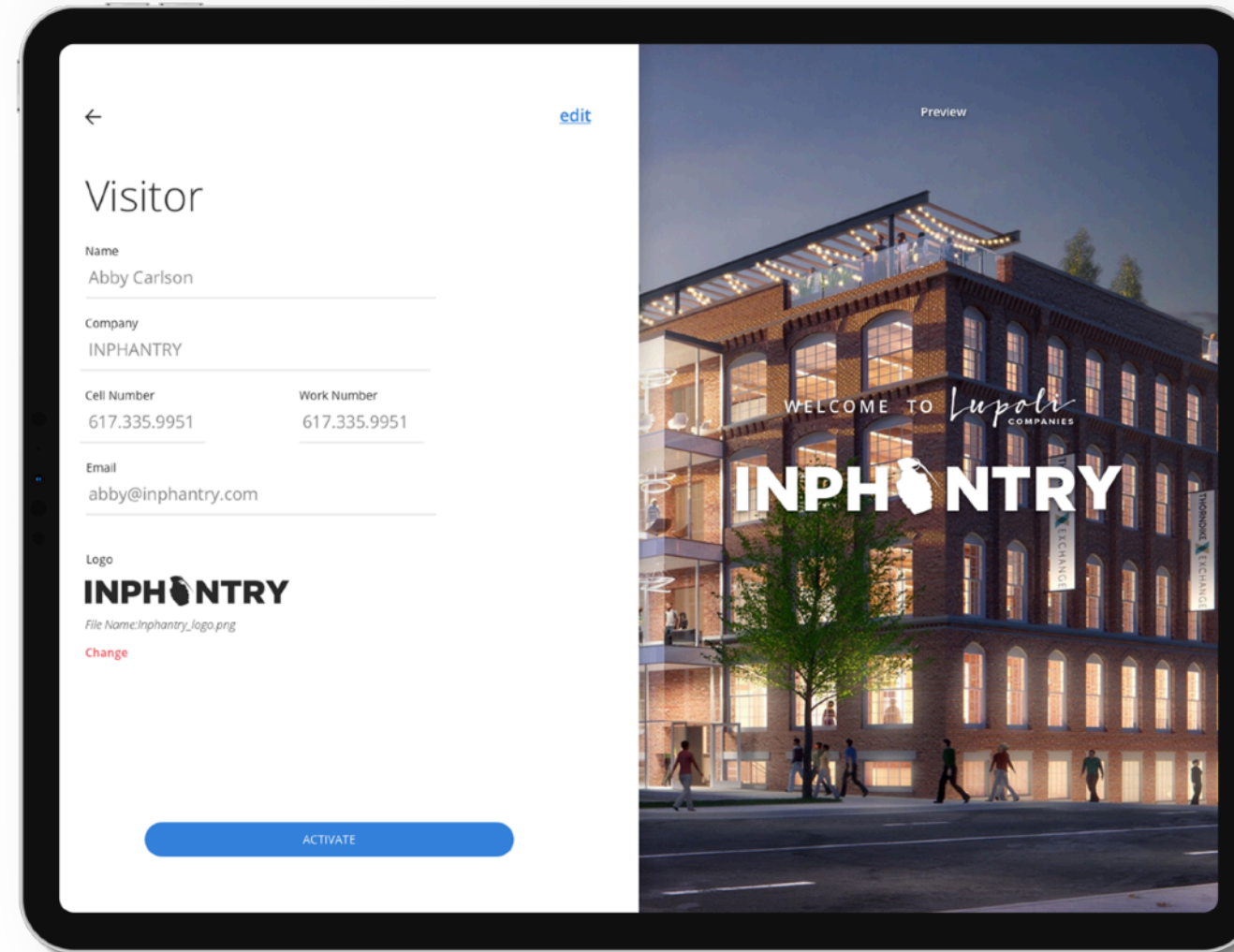
Early UX sketches after initial consultations to understand the larger UX hurdles.

The most significant challenge was how to keep the UX user friendly with a simple interface to ensure the sales person could quickly build out an office space. Every design decision went through the filter of "is this the simplest and fastest method of achieving x?".

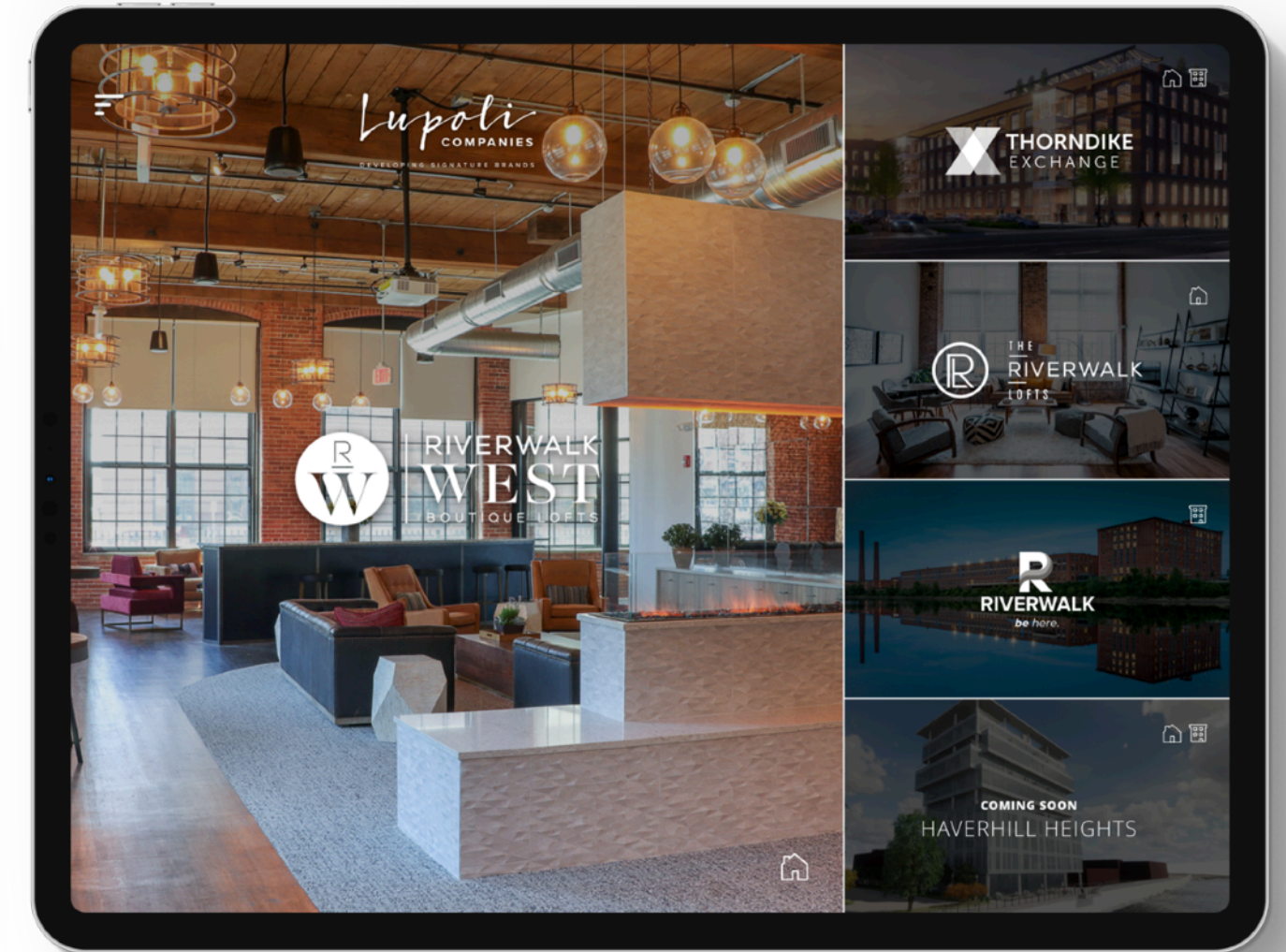


EARLY STAGES FOR UX/UI

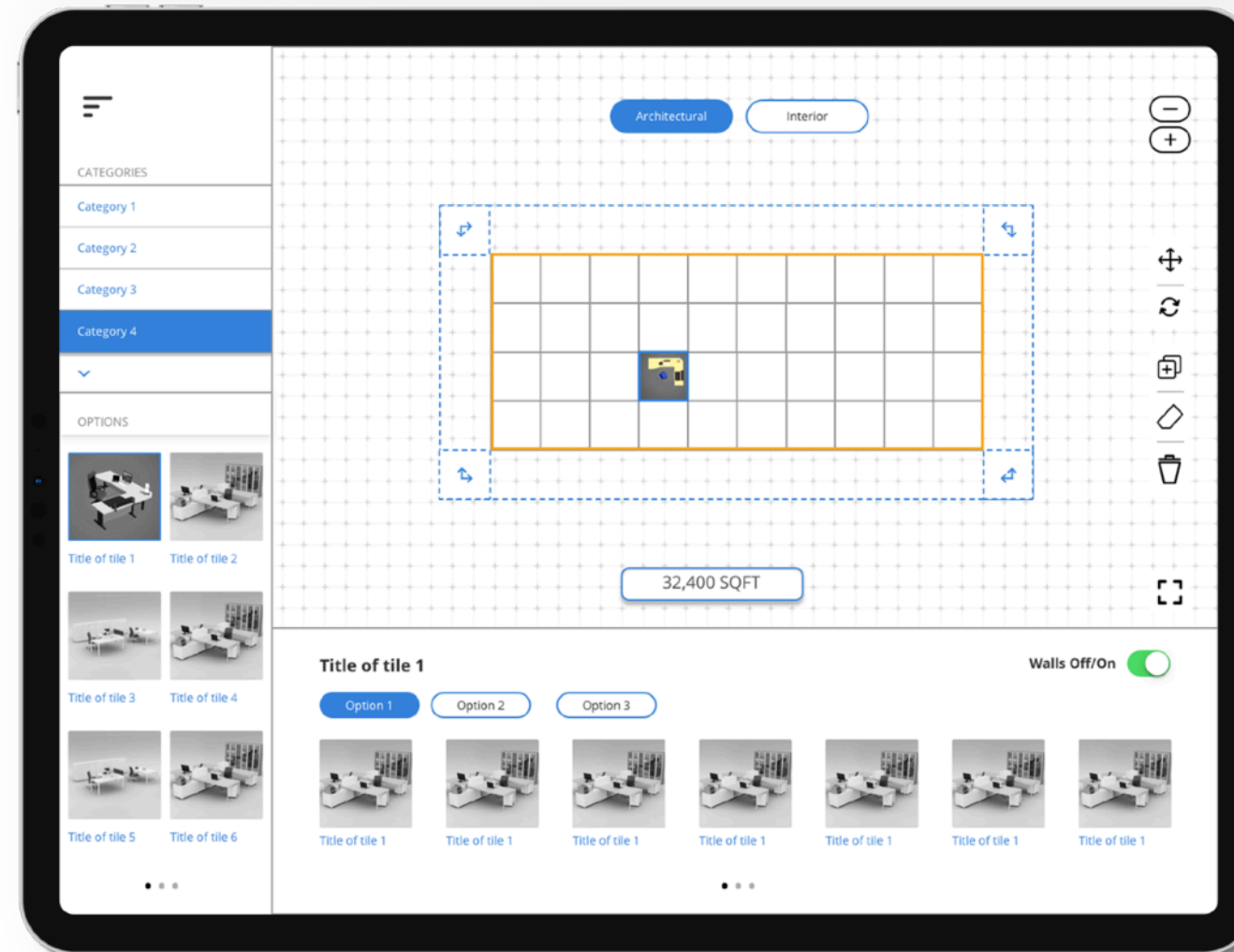
Since Lupoli's properties are located in three cities it's difficult to have a potential tenant visit all locations. With the tool I designed, the salesperson can now virtually take the guest to any development and walk them through the property's amenities, office spaces, and surrounding points of interest such as commuting options, restaurants, stores, etc. The salesperson has the ability to design an office space to help the tenant visualize the array of options. The office space can be altered to any dimension the guest request, or the salesperson can create an existing vacant office space.



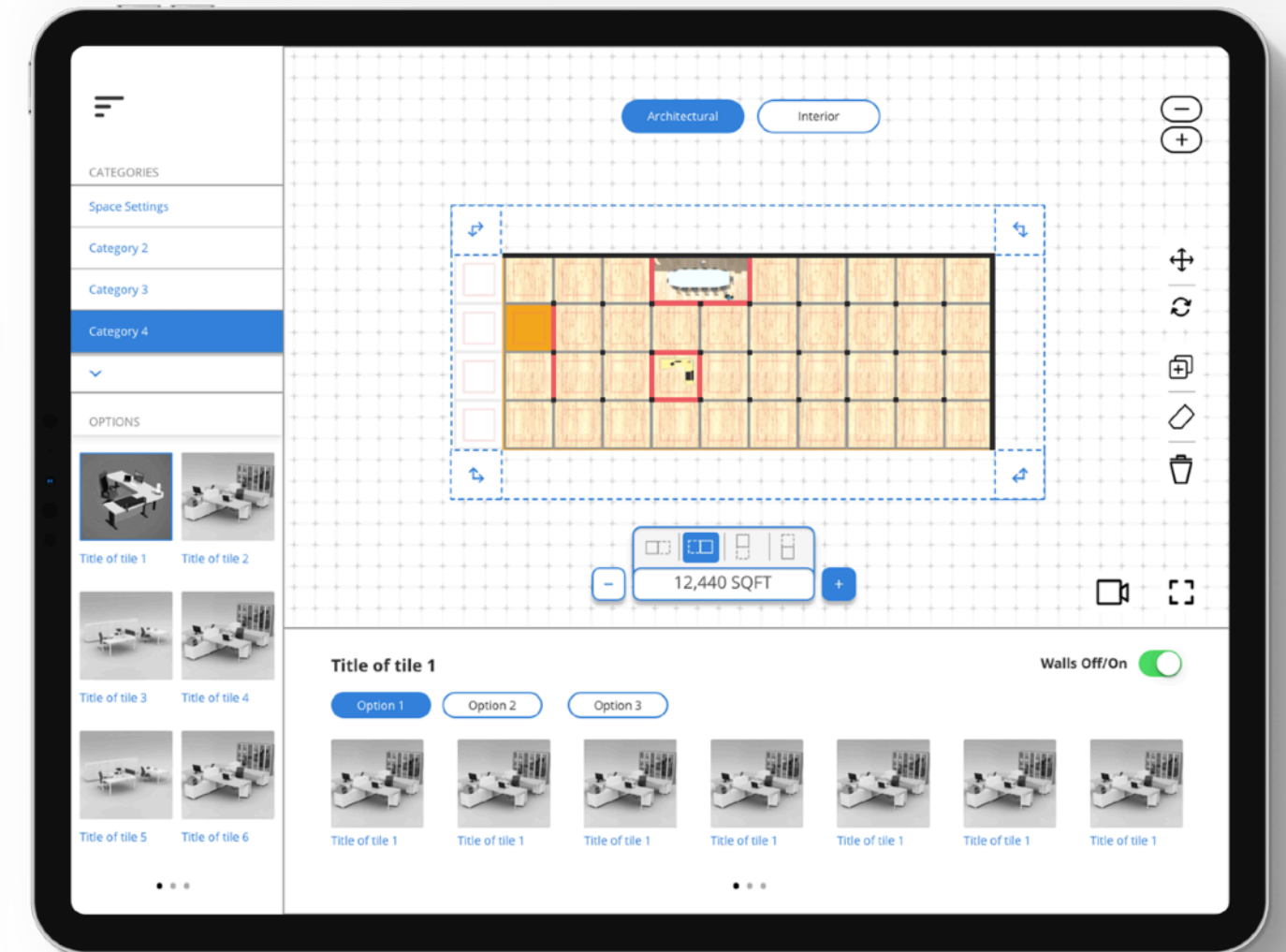
Session Registration



Properties Screen

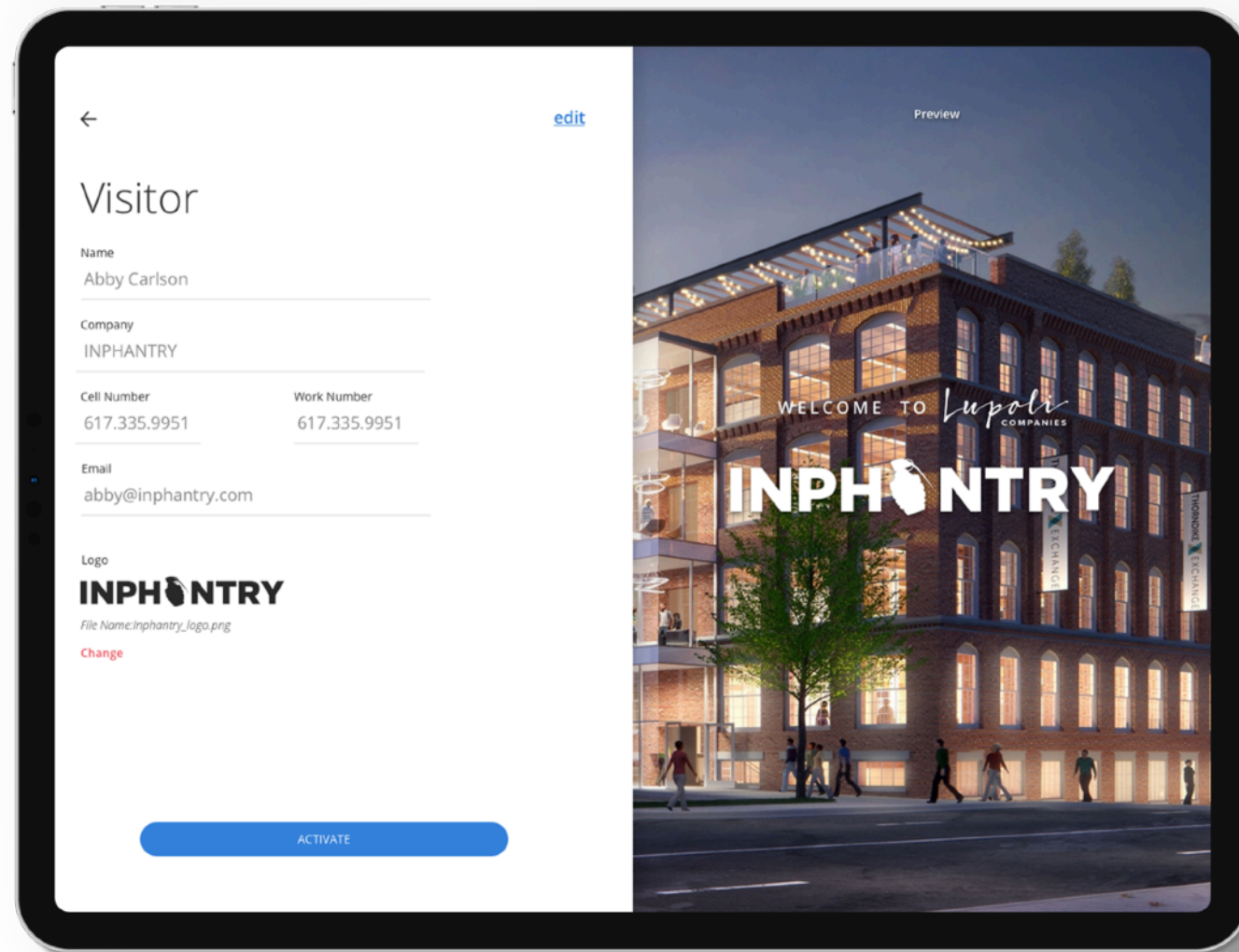


Room Designer

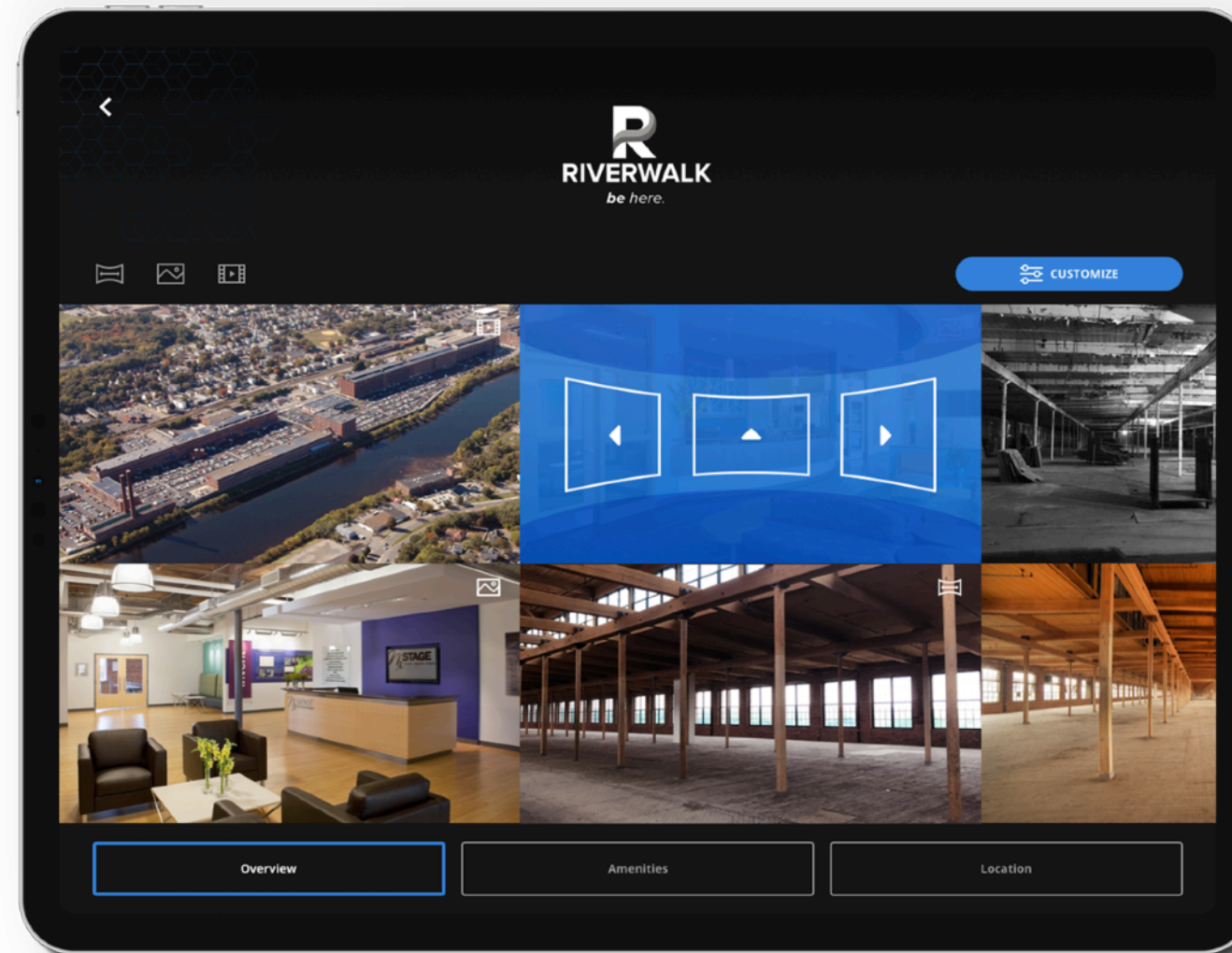


Room Designer w/ flooring option

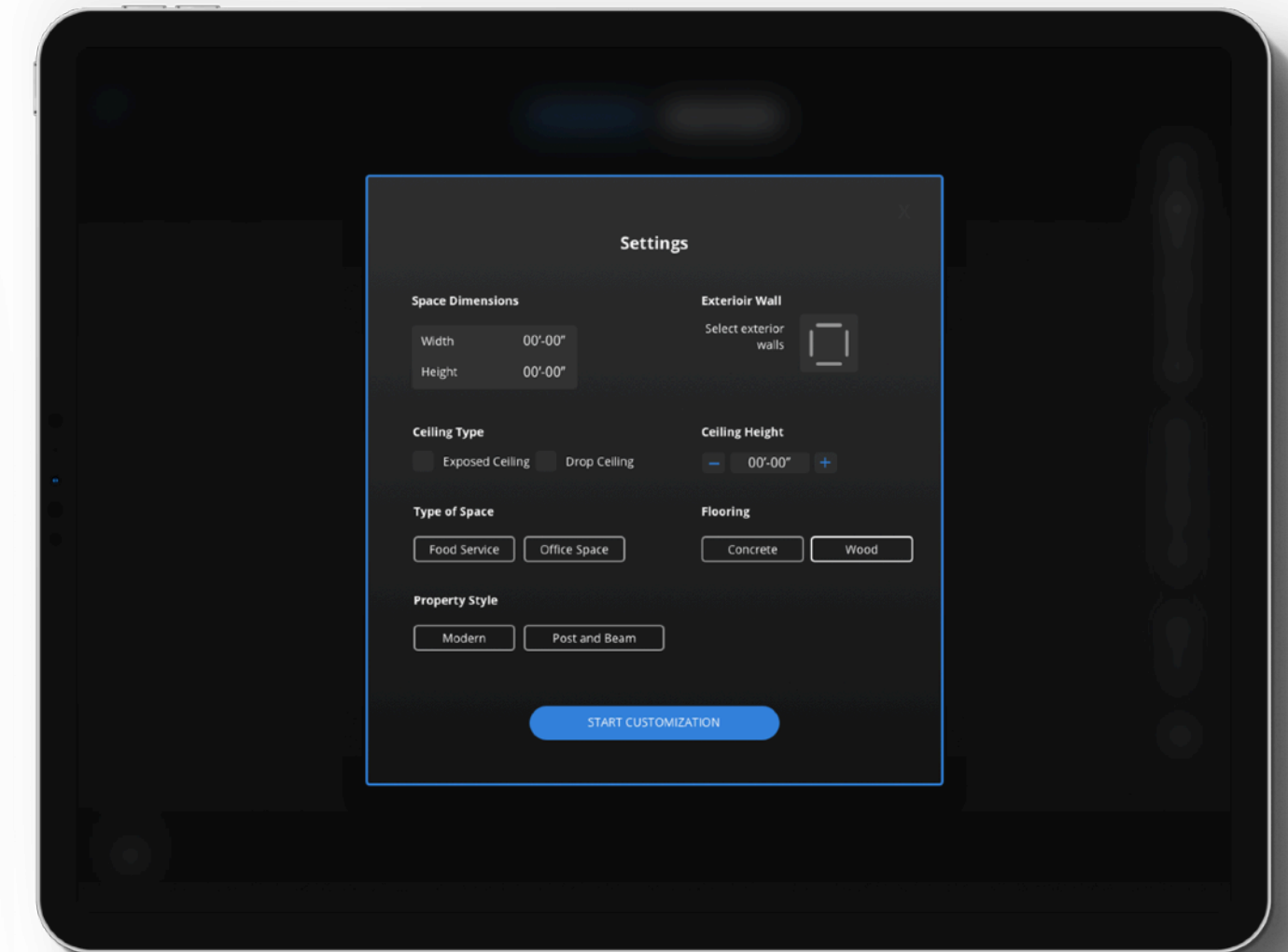
FINAL DESIGNED APP



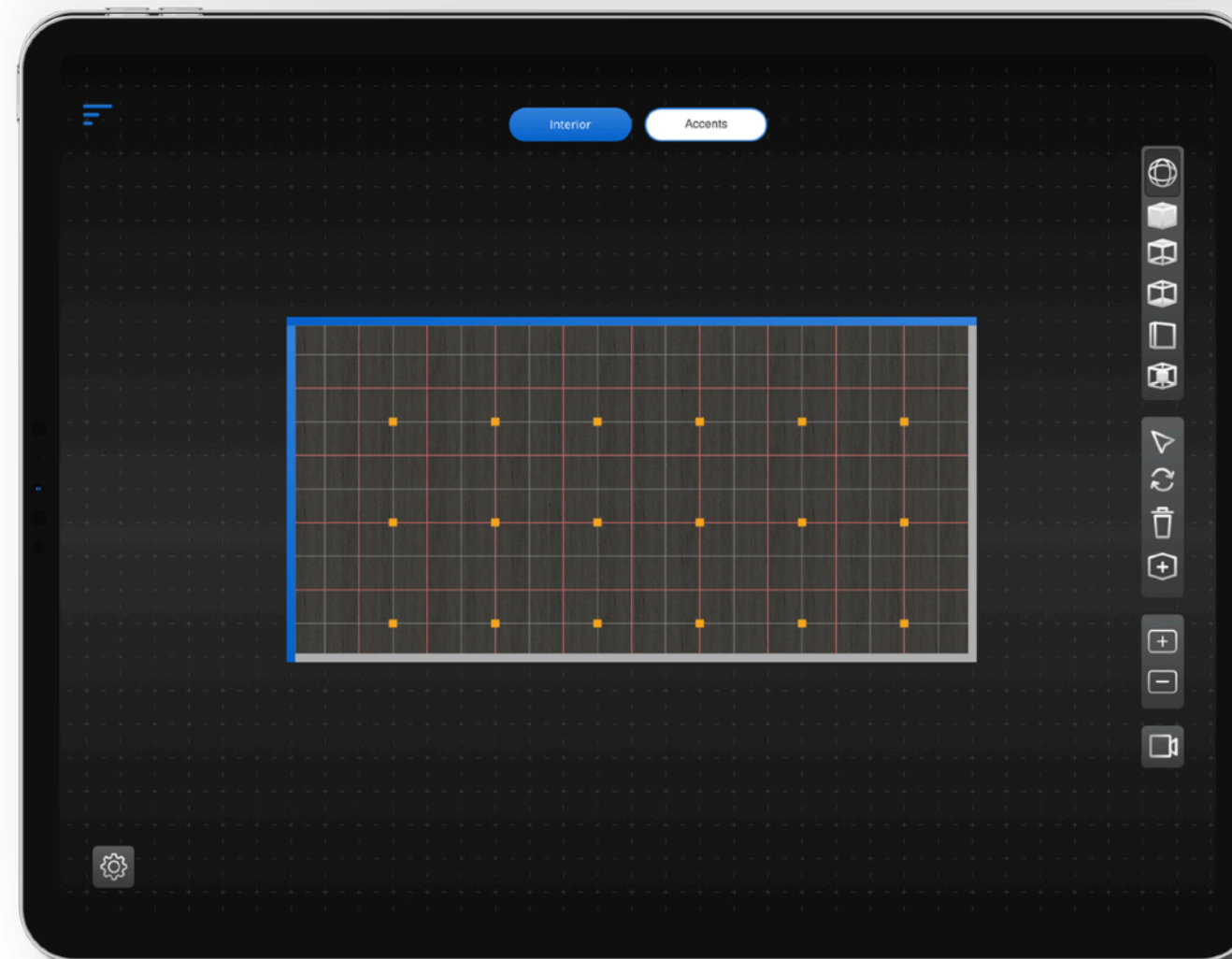
Session Registration



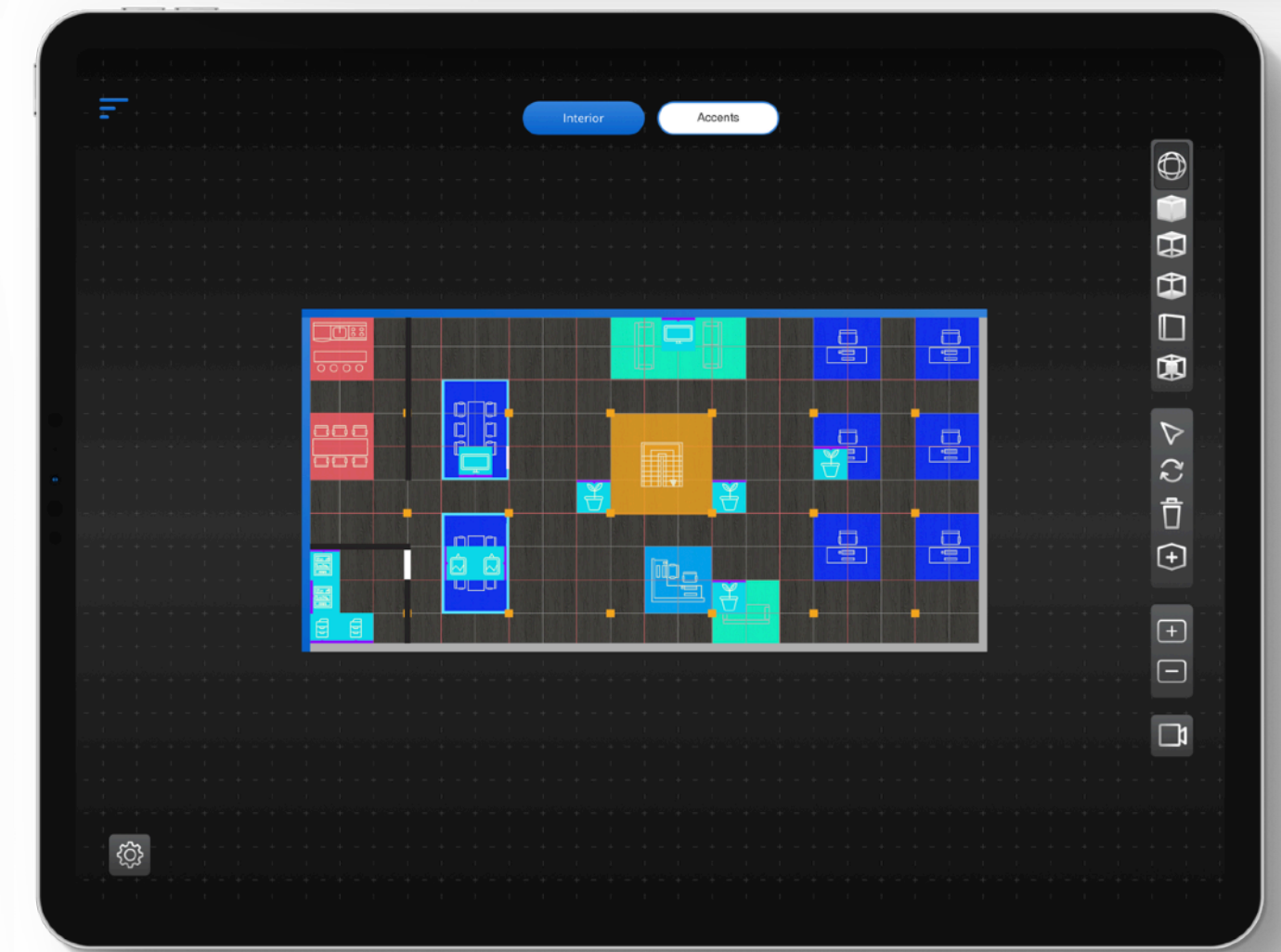
Properties Screen



Room Designer Start Screen



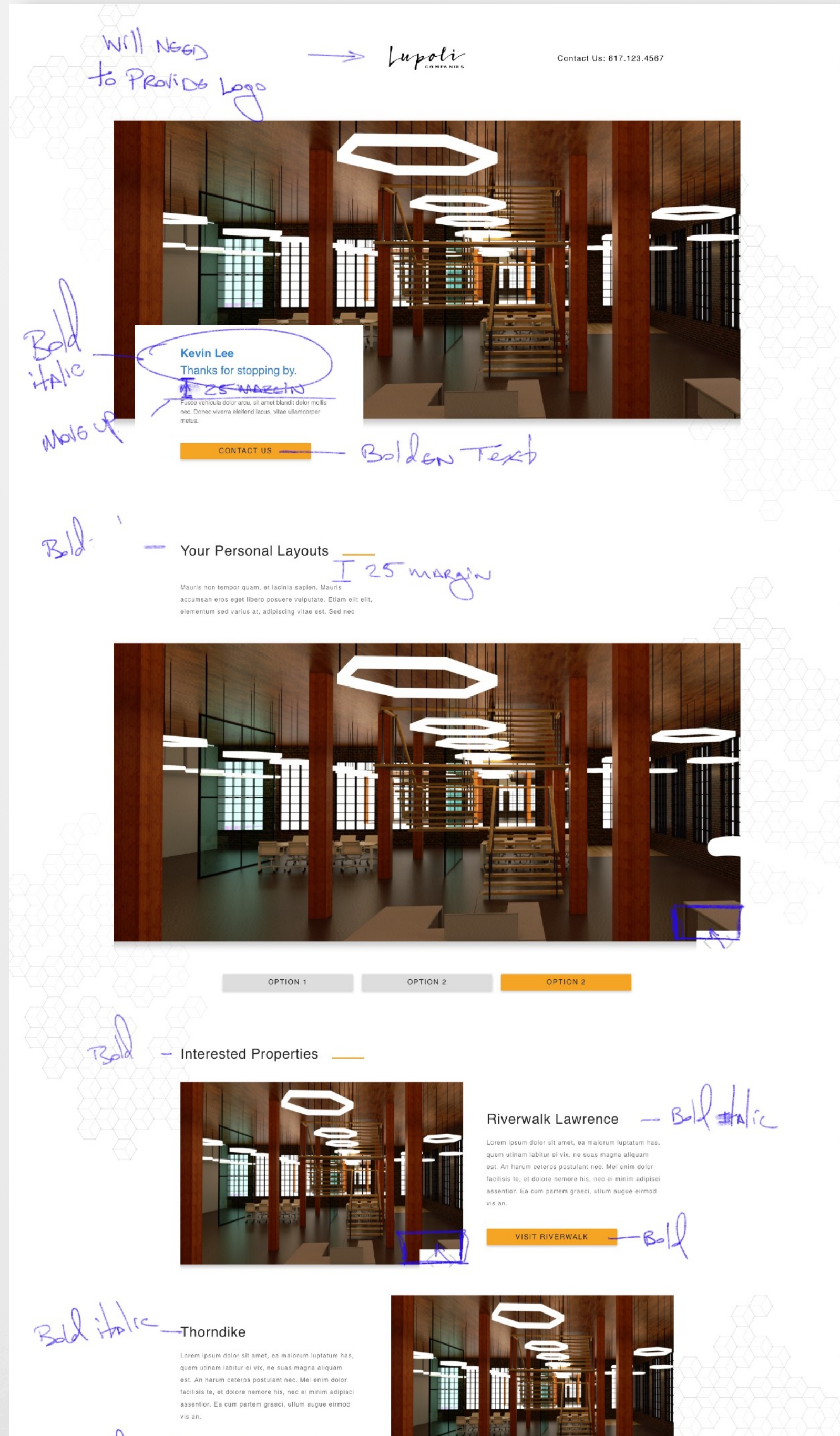
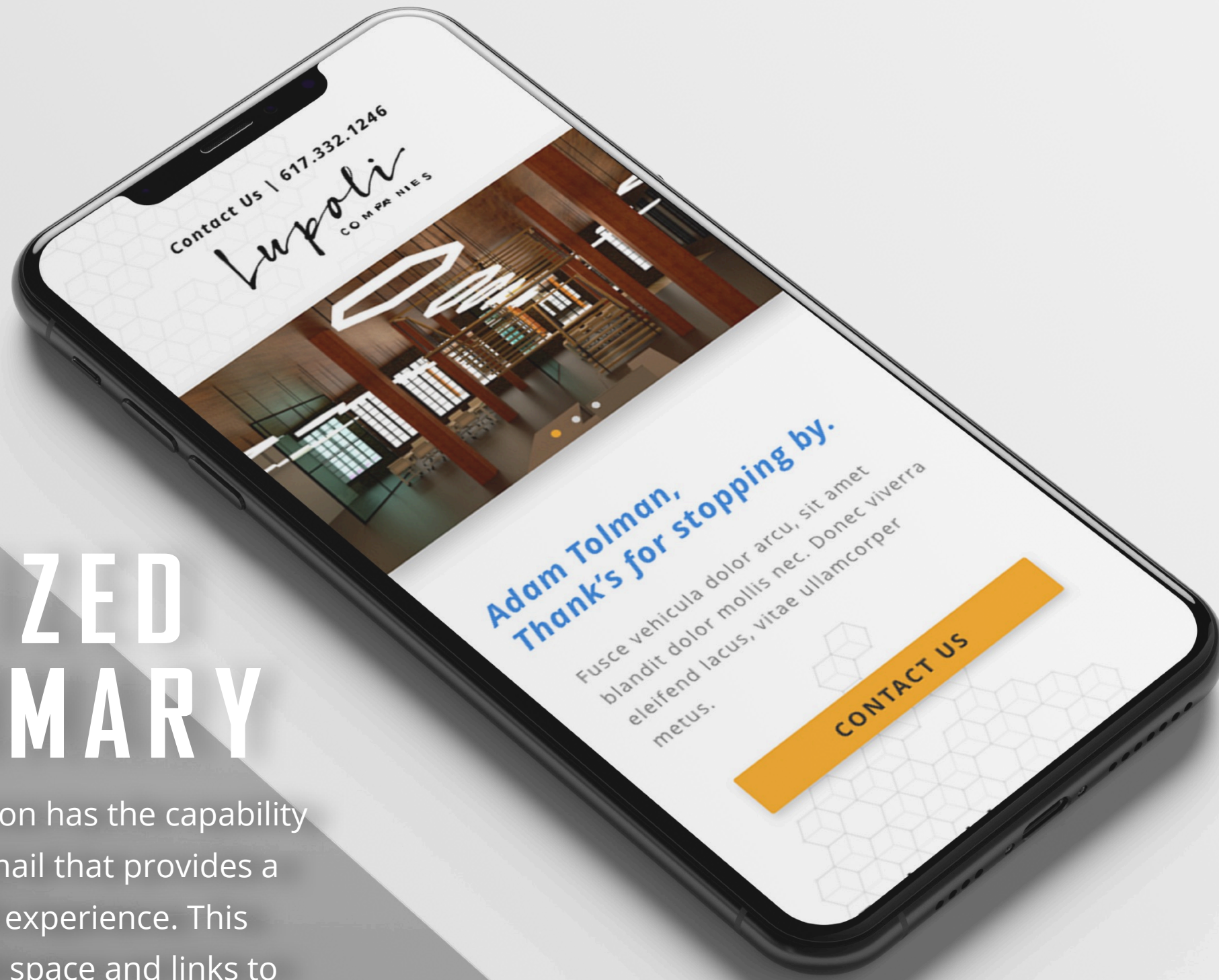
Room Designer



Room Designer w/ flooring option

PERSONALIZED VISIT SUMMARY

At the end of the visit the salesperson has the capability to immediately send a summary email that provides a personalized website of the guest's experience. This includes the guest's designed office space and links to learn more about the properties they found interesting. The sales associate contact information are all included for quick access, sharing and follow up.





APP OUTPUT

The app is the controller for the virtual experience. The output is projected on a 180° screen to provide a 1:1 scale of the space being designed.

WELCOME TO *Lupoli*
COMPANIES

INPH^{ON}NTRY
EXPERIENCE. EVERYTHING.

APP OUTPUT

Welcome Screen



APP OUTPUT

Room Designer



APP OUTPUT

Room Designer.

Left/Empty Room

Right/ Updated Room dimensions and assets added to space

ART DIRECTION | UX/UI

HASTINGS RETAIL EXPERIENCE

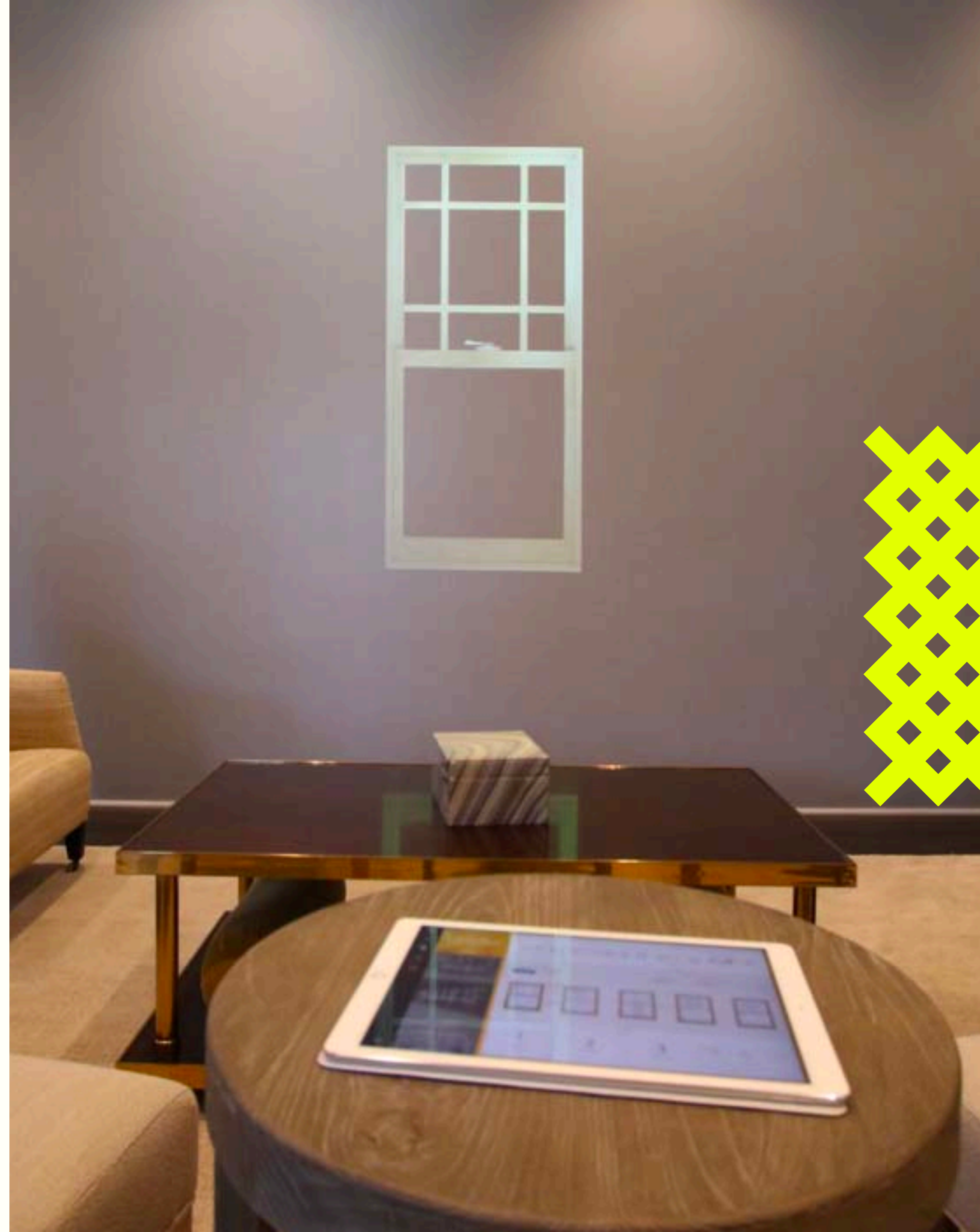
An experience designed to modernize an analog industry by providing customers a personalized digital tool to make their dreams a reality.



ASK *HELP!*

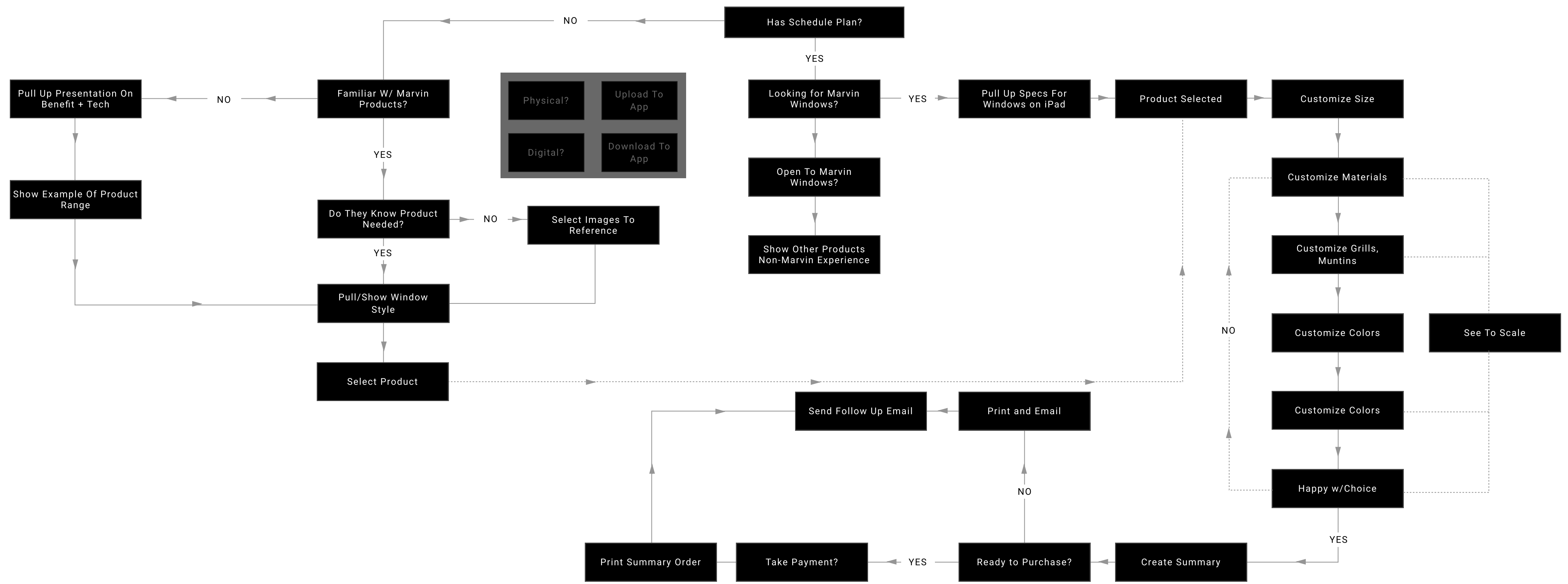
Hastings, returned to build upon an existing concept. They wanted to bring the visualization tool into their retail partners dealerships to help set the Marvin brand apart from the competition.

This culminated in developing a new app that built upon the previous app and scaled it to a new robust system.



PROCESS USER FLOW

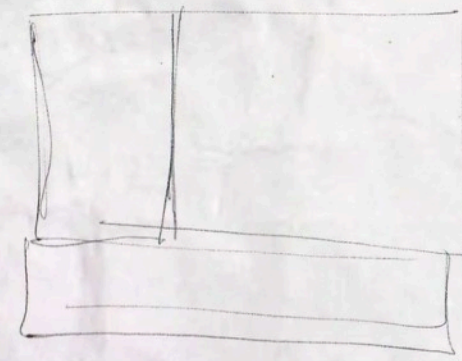
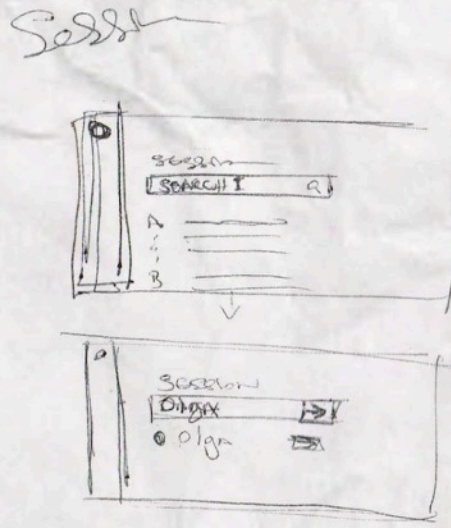
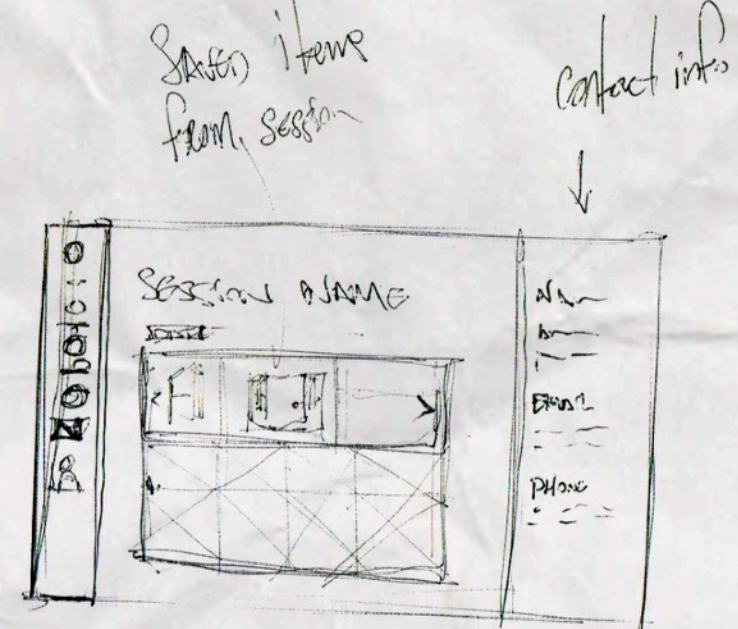
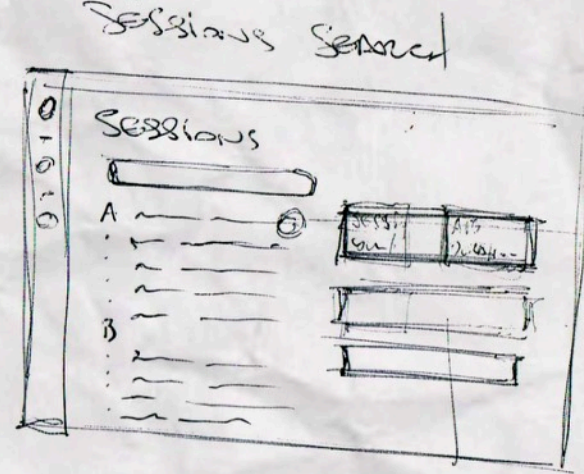
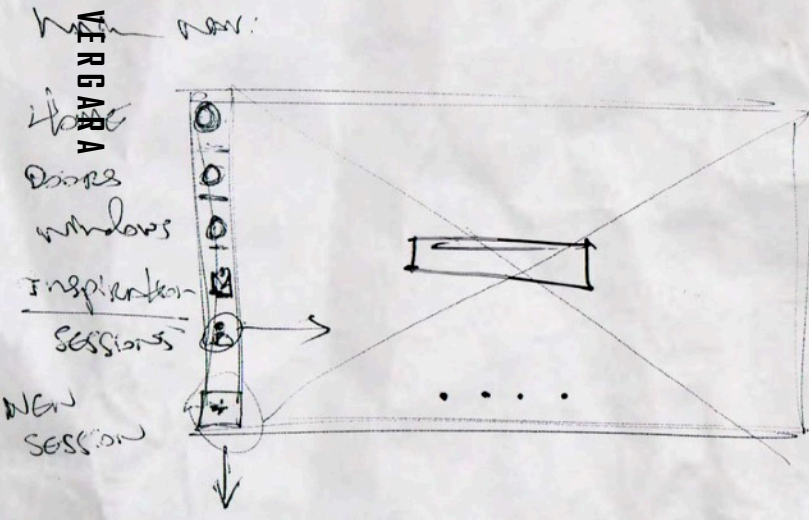
Breaking down the sales process to define the features and needs for the experience, so that the product can scale as the company looks to create a seamless digital experience.



(How Are The Purchase Orders Created?)

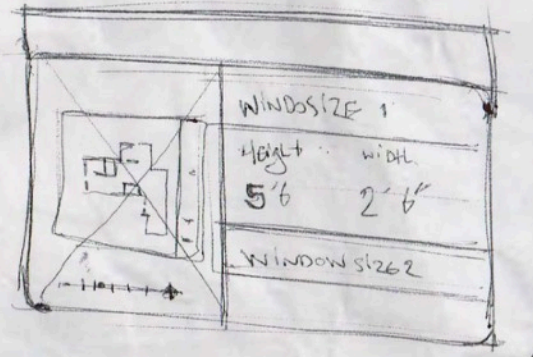
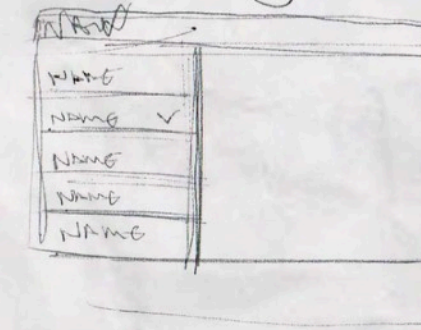
UX IDEATION

NEW SESSION OR Find existing Session

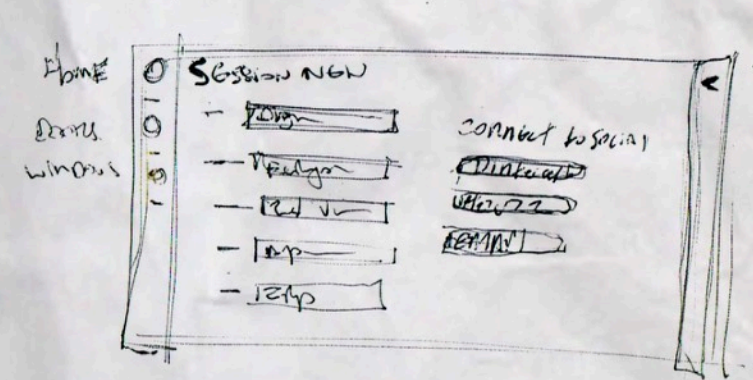


NEW Session OR pull up Existing Session

I COME IN w/ Plans

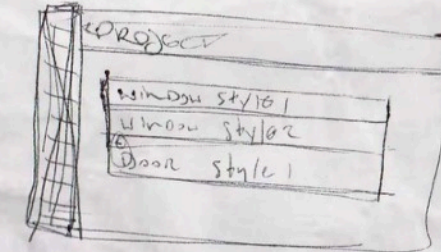
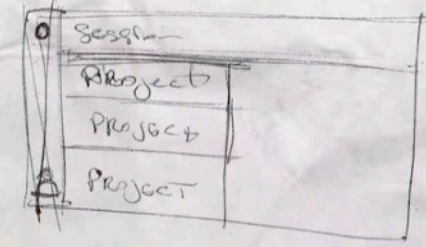
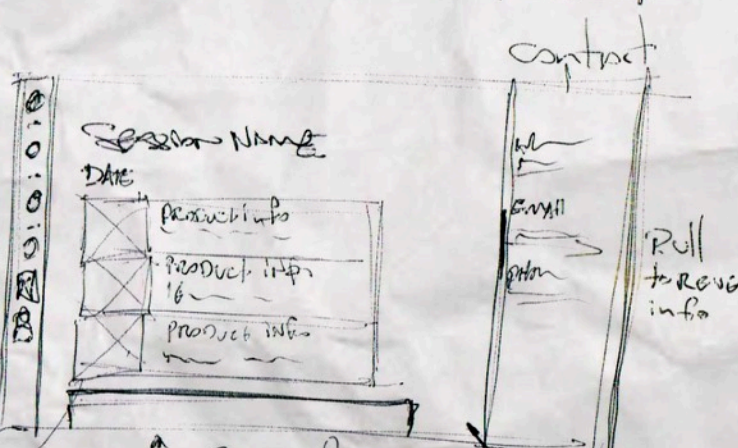


What is the Benefit of Adding the upload feature for schedule?

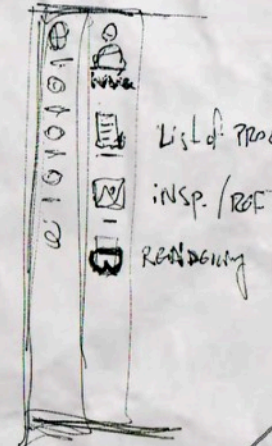
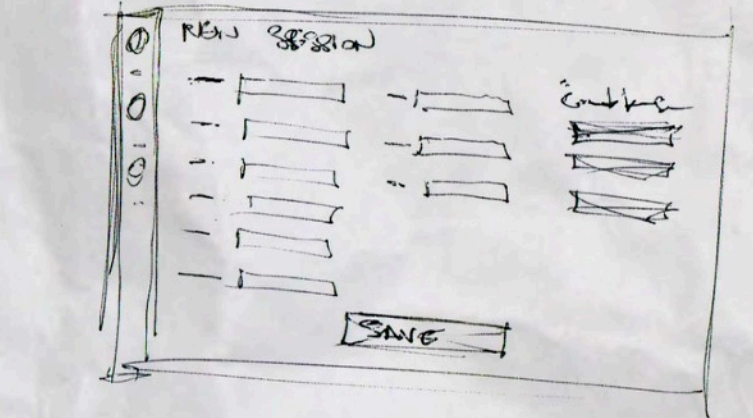
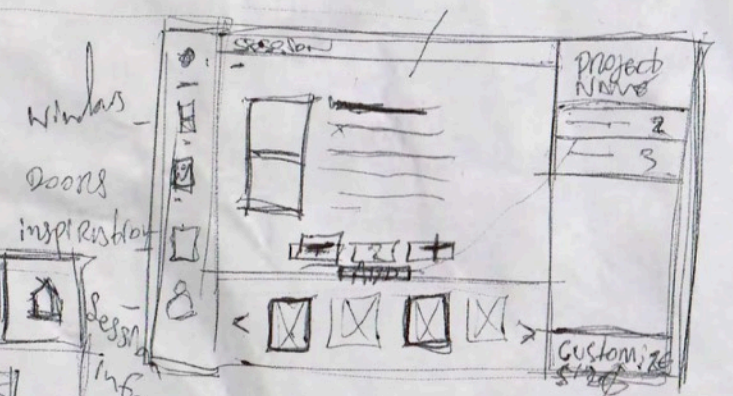
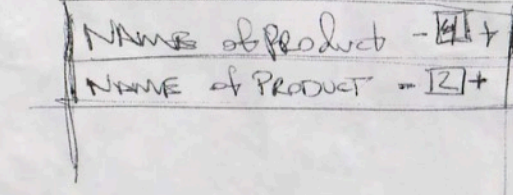


How can you share Pictures from email or Pinterest/Instagram

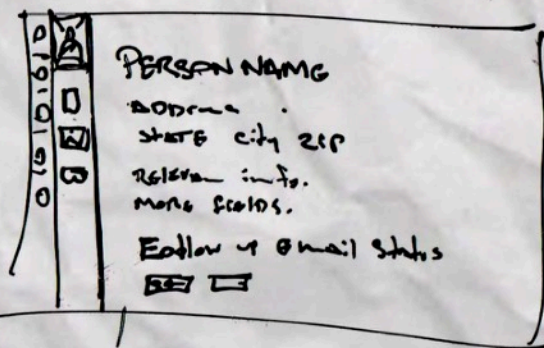
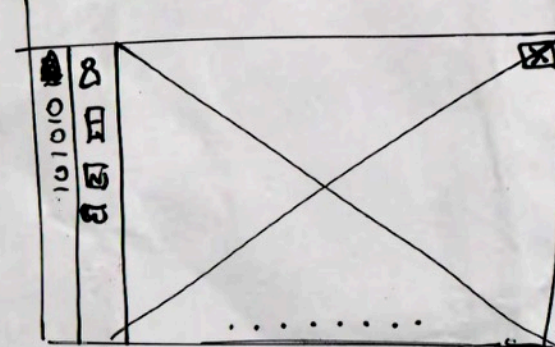
Check Dist. Points? A person HAS the products



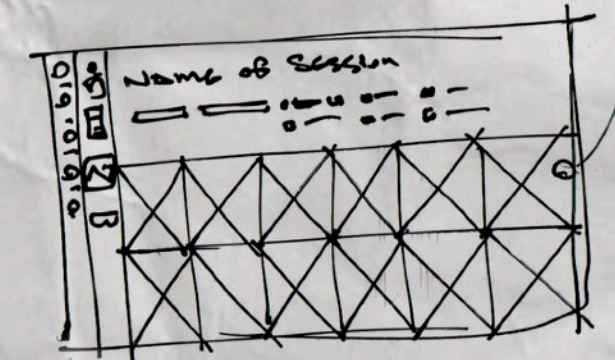
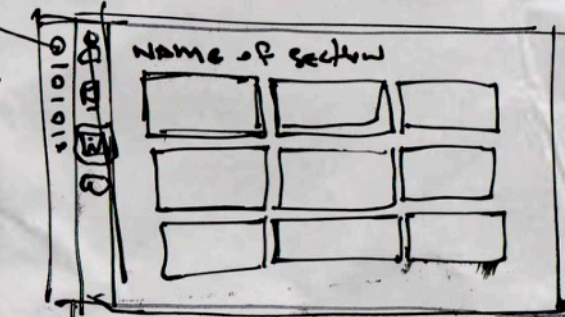
Window or Doors



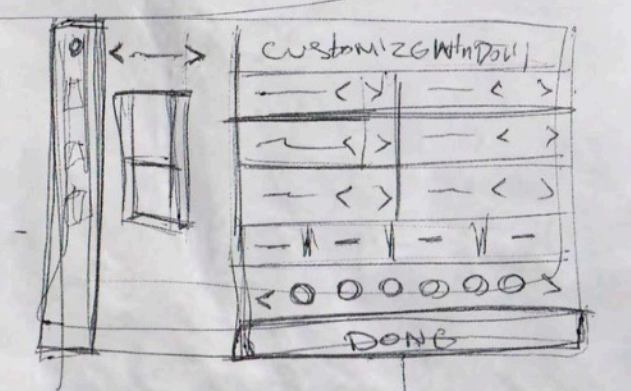
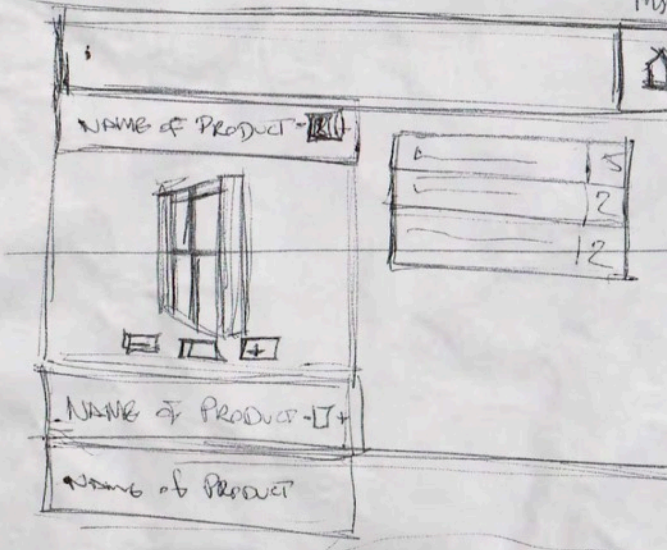
Product list Secondary Nav The Shipping Cost



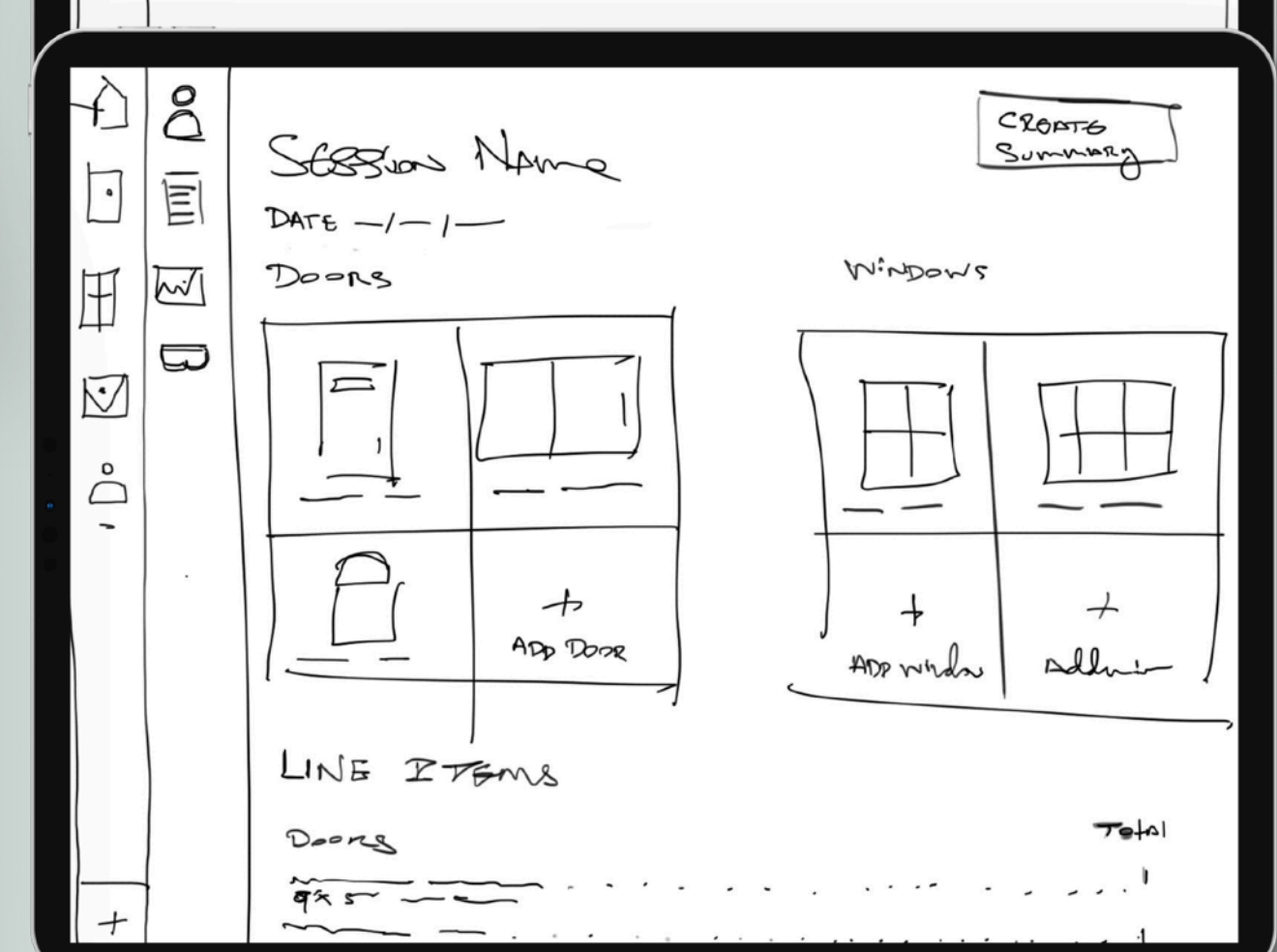
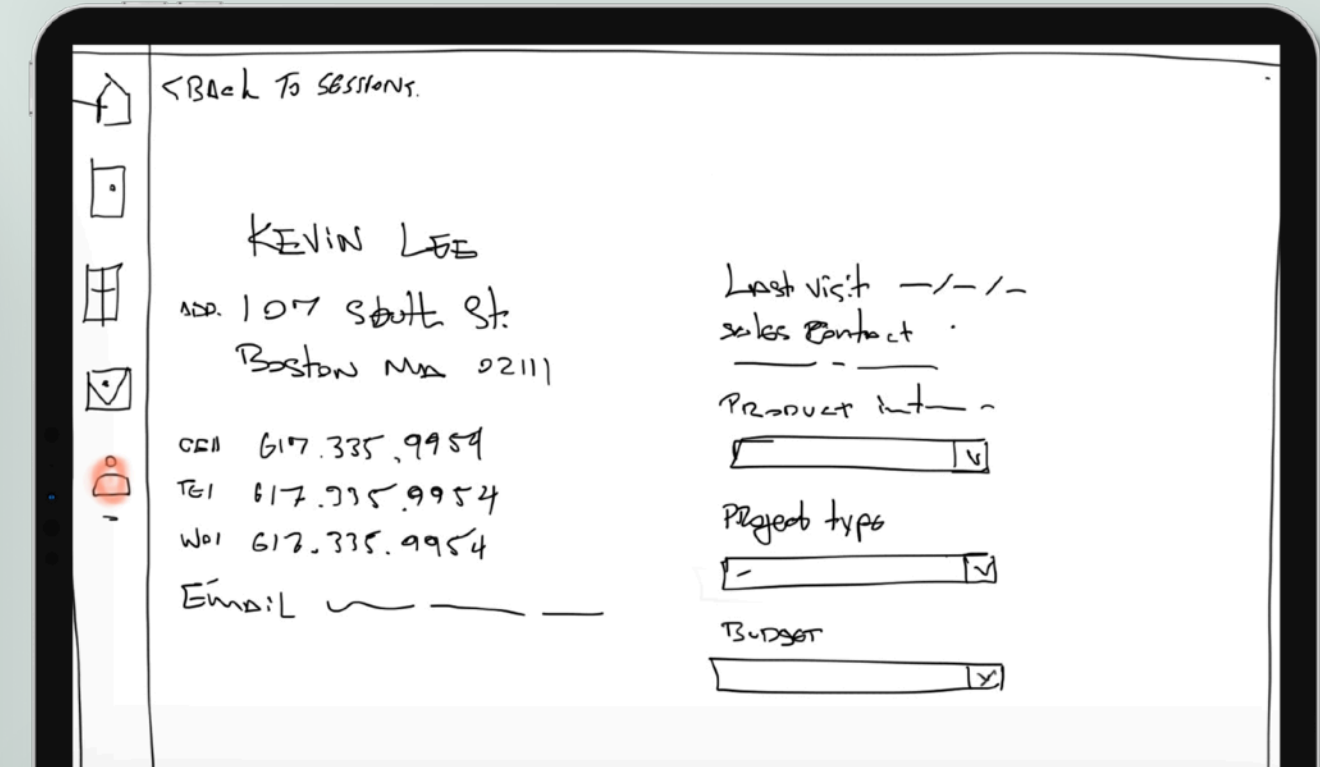
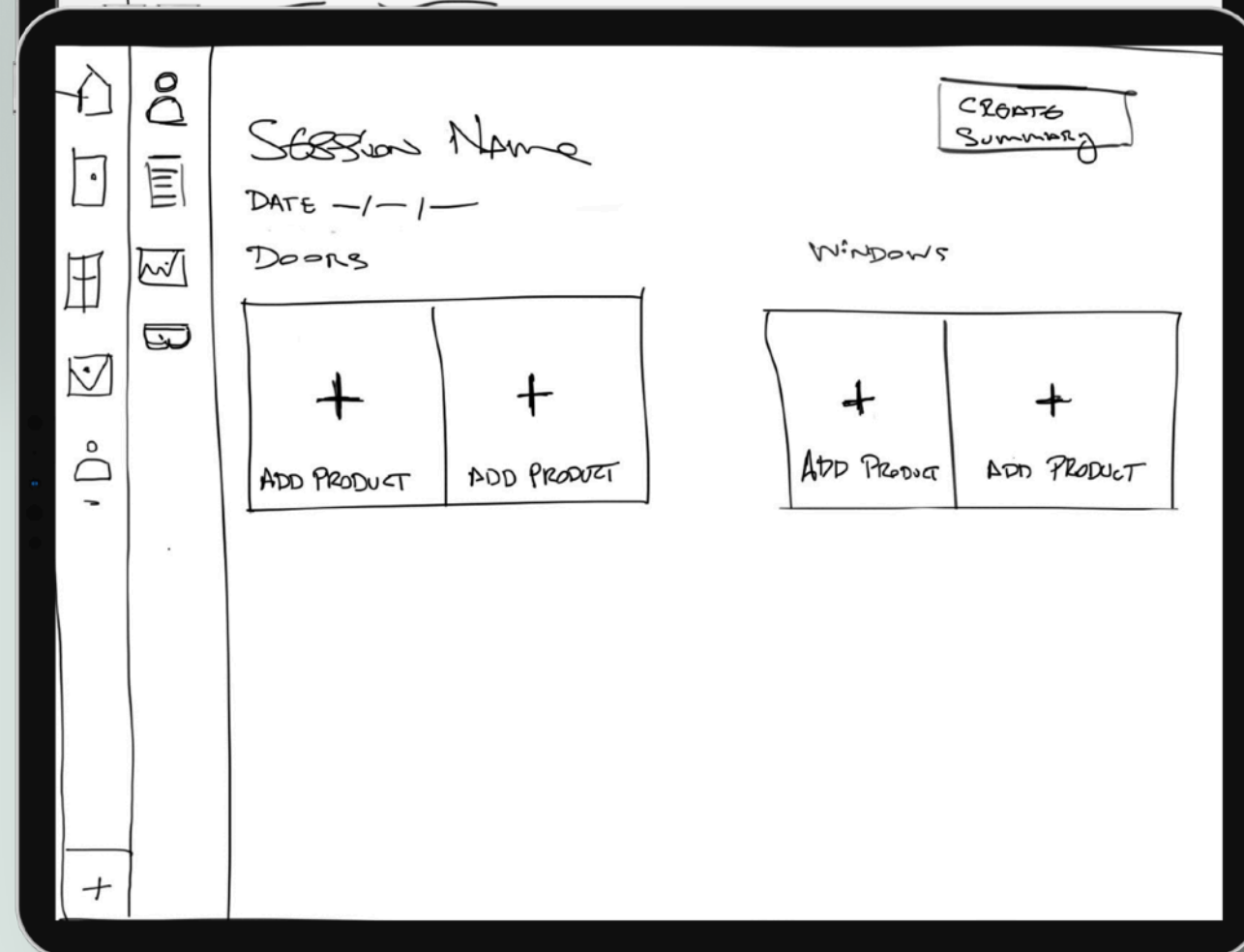
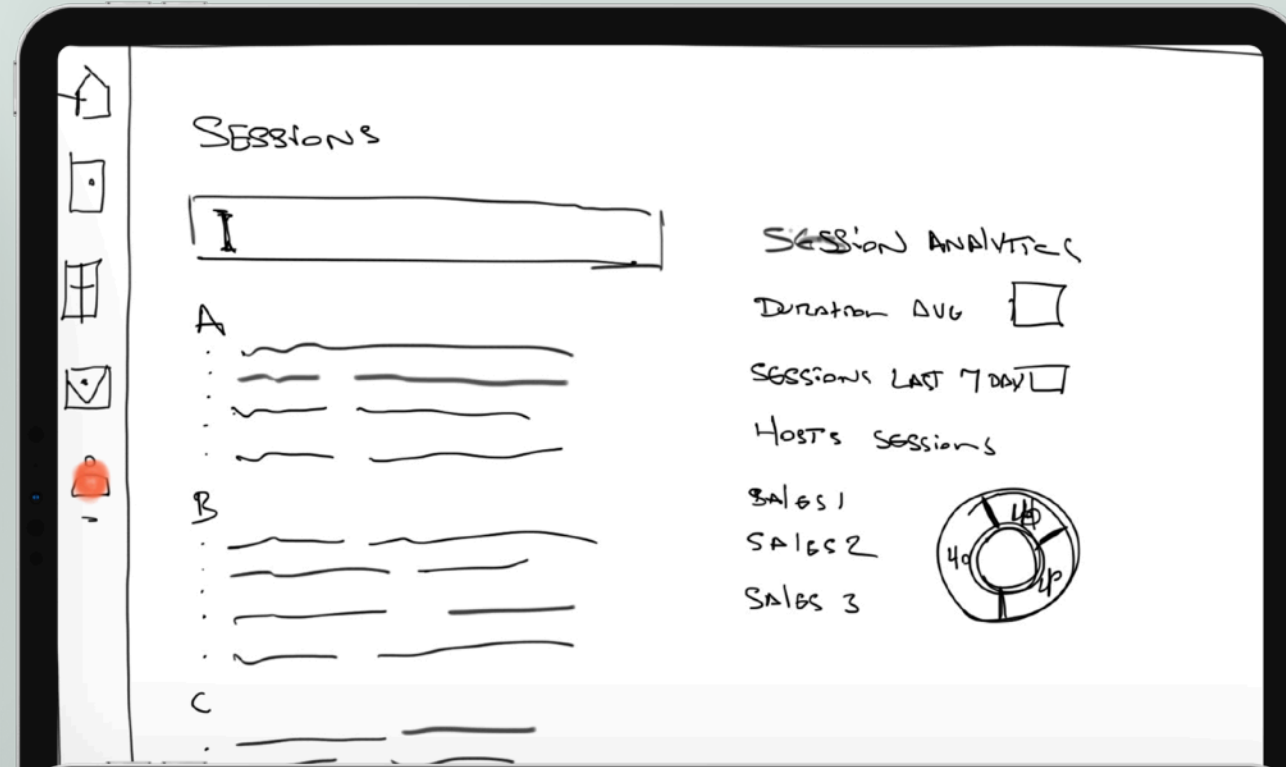
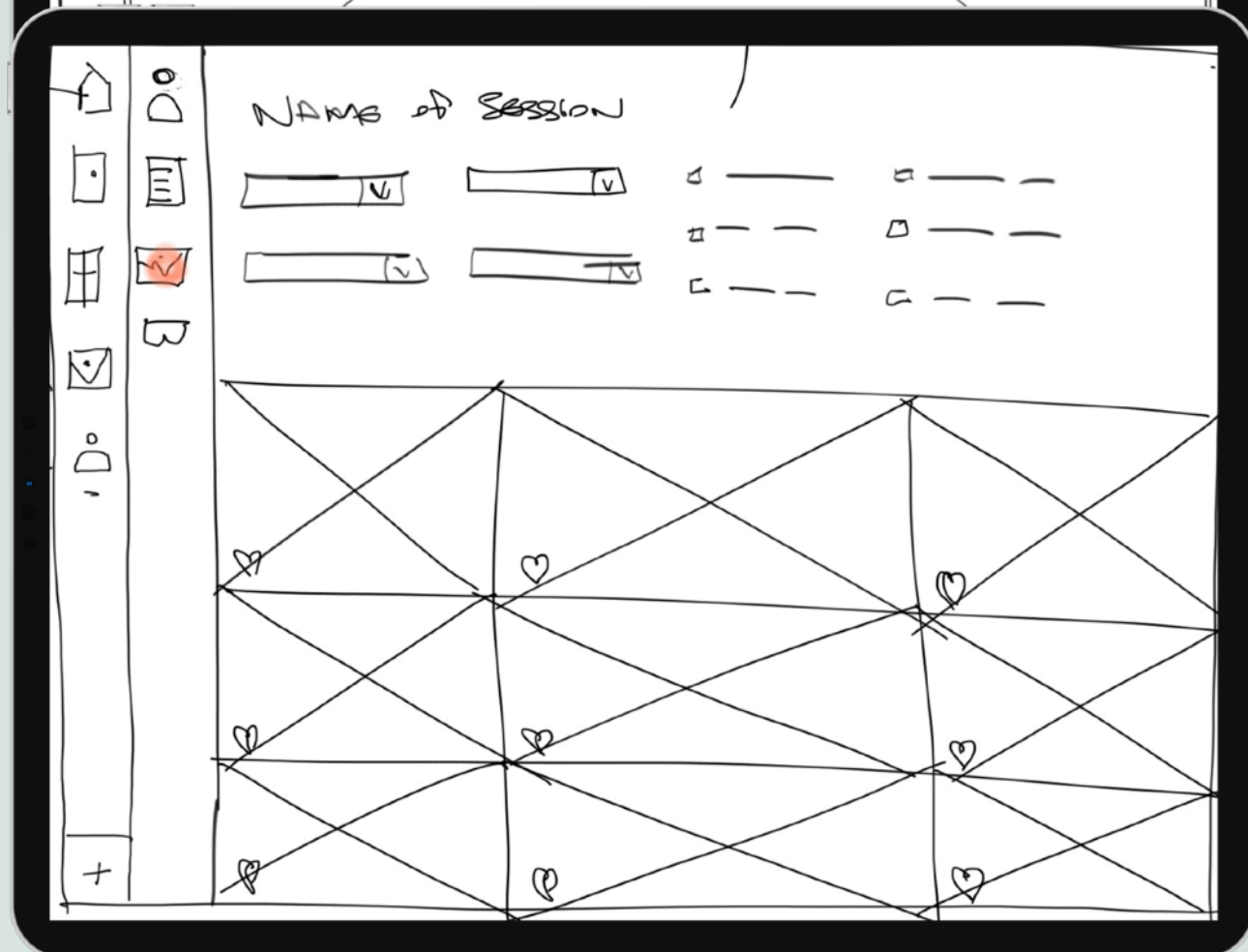
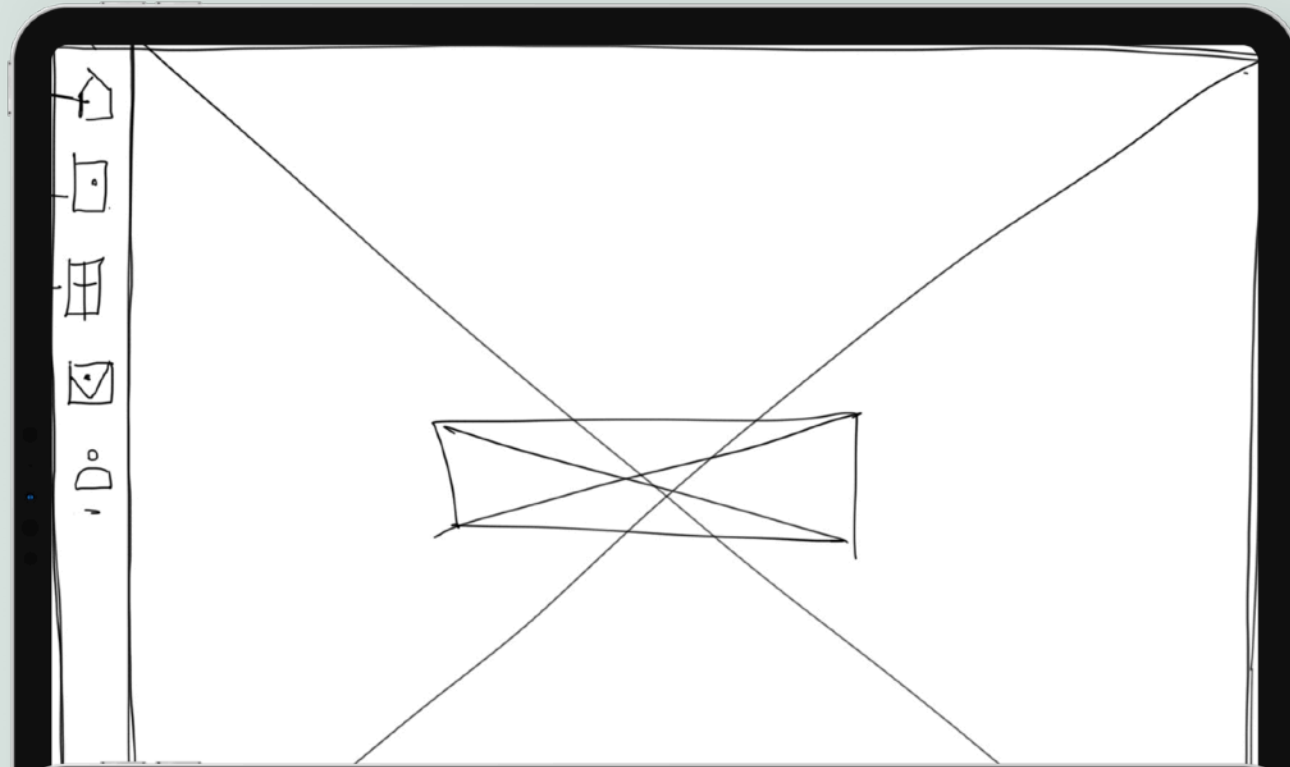
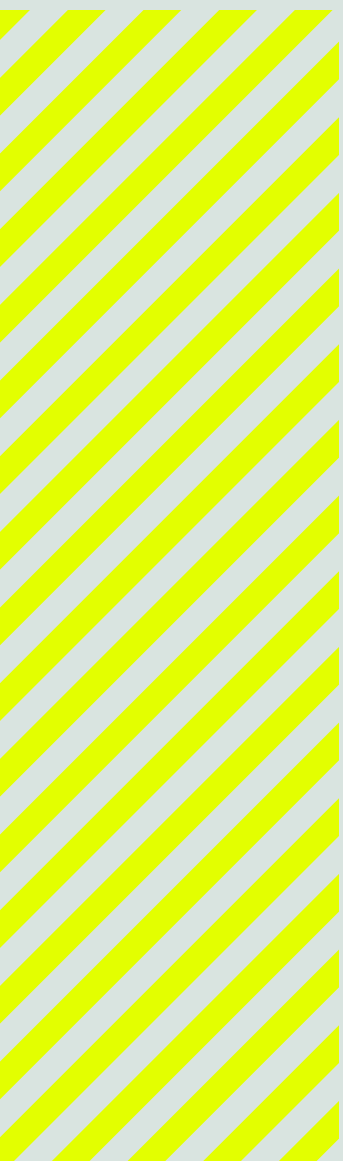
MAIN NAV SECOND. NAV



inspiration REF



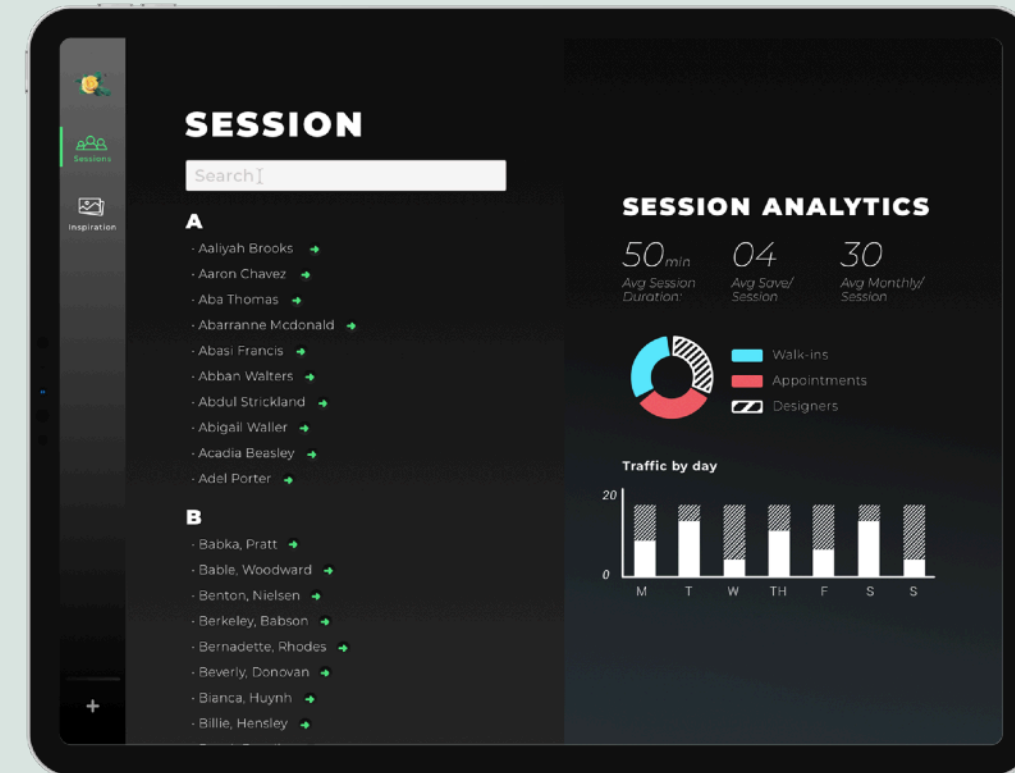
EARLY STAGE INVISION PROTOTYPE



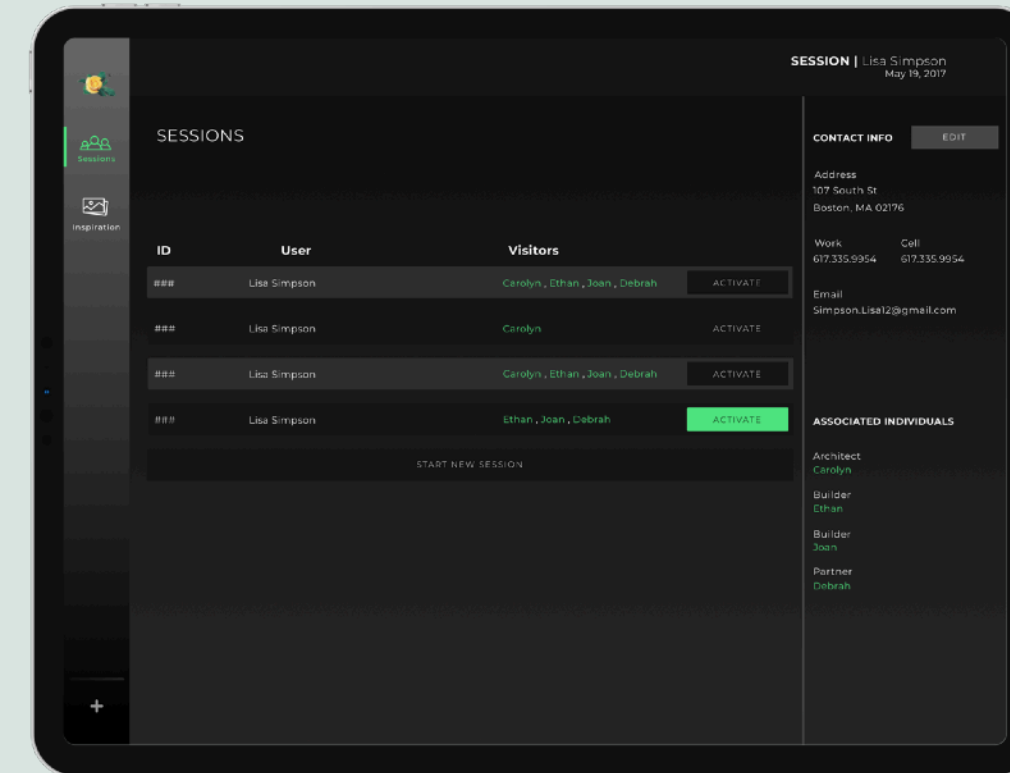
FINAL DESIGN



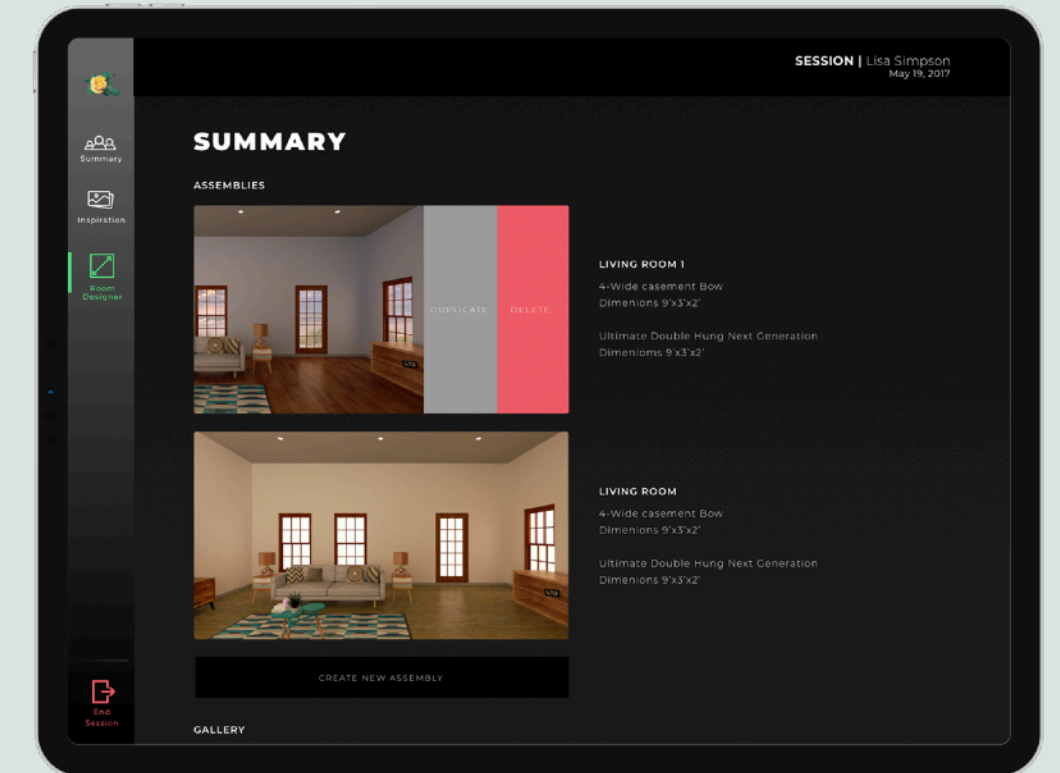
Home Screen



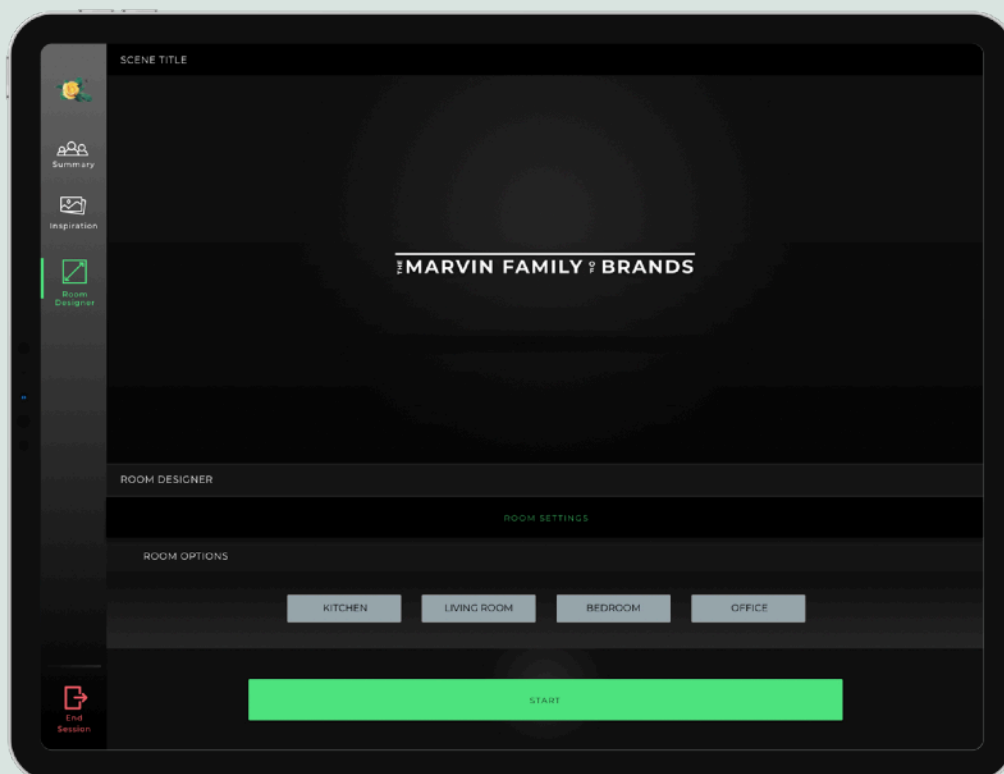
Users



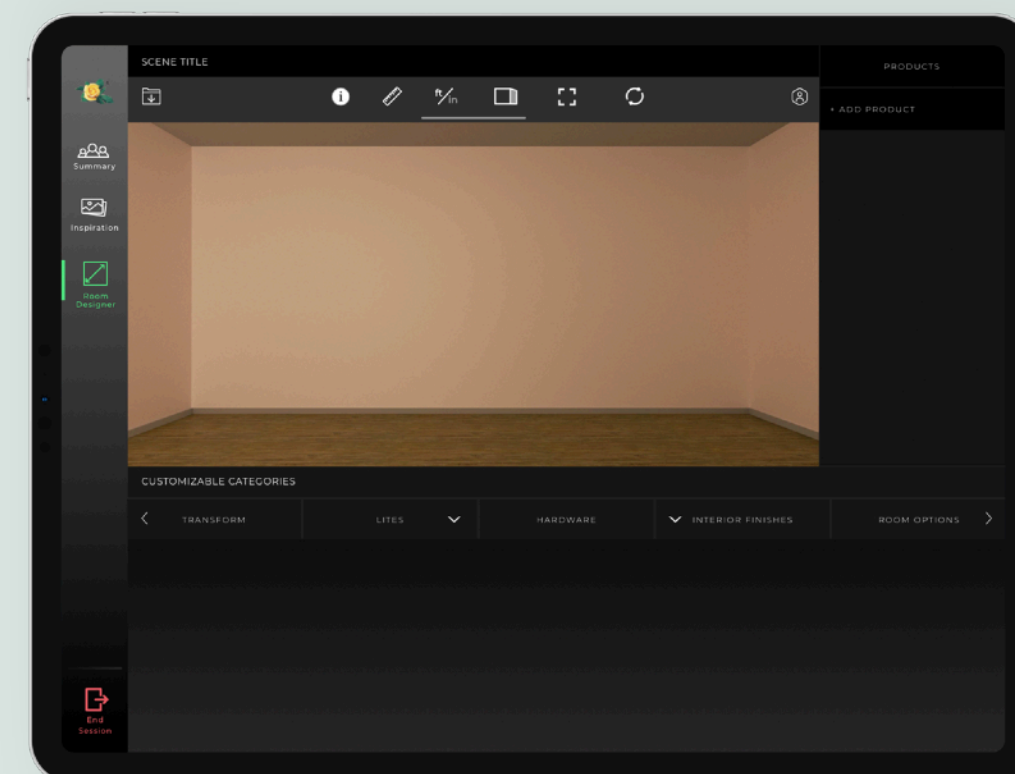
User Info



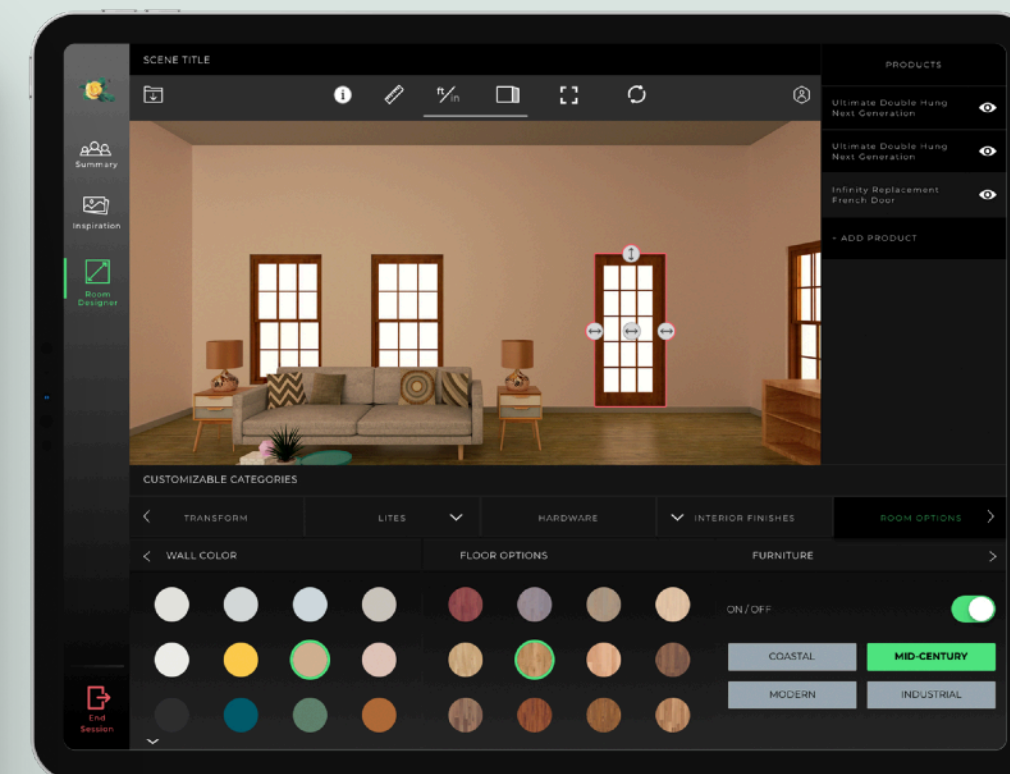
Session Summary



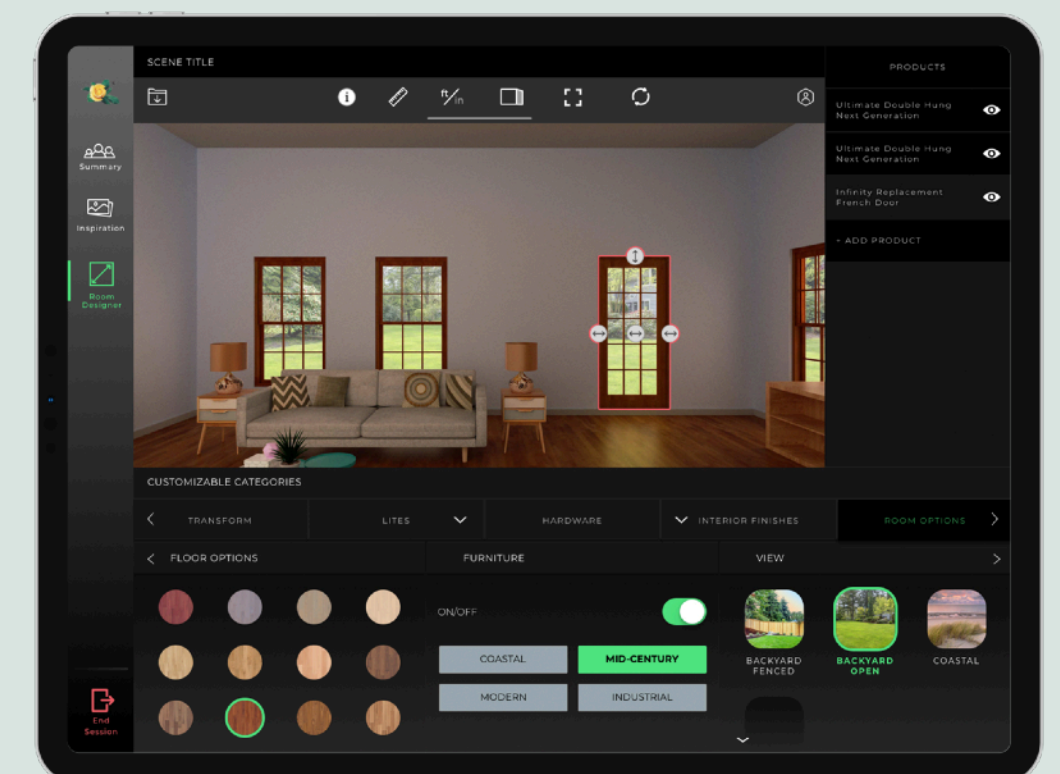
Configurator



Empty Room



Designed Space w/Default Furniture



Designed Space w/Default Furniture



ART DIRECTION | UX/UI

3 CUSHIONS BILLIARDS

An engaging and easy to use website for a classy and extremely skillful competition. 3 Cushions wanted a website that kept their fans upto date on their favorite players and educate the public about the sport.



ASK *HELP!*

3 Cushions approached INPHANTRY to create a website for their annual tournament. Prior to 2018, 3 Cushions did not have a website where they could keep the audience and sport fans up-to-date on the latest happenings of the tournament. For this project my goal was to create an engaging site that made visitors want to return, stay up-to-date on the latest matches and learn more about the sport.



DESKTOP SCREENS

UPCOMING MATCHES

When Raymond Ceulemans first watched Sung-Won Choi in action, he said: "This is how you are supposed to play 3-cushion. His stance and cueing are simply perfect. He's a star on the rise."

ALL MATCHES

LATEST NEWS

UPCOMING MATCHES

When Raymond Ceulemans first watched Sung-Won Choi in action, he said: "This is how you are supposed to play 3-cushion billiards. His stance and cueing are simply perfect. He's a star on the rise."

ALL MATCHES

LATEST NEWS

TODAY'S MATCHES

OVERALL

FINALS

SCHEDULE

SUN.	MON.	TUE.
8/6	8/6	8/7

Match 4	V.S	SCORE	AVG	HR	INN
S. Pearson	-	-	-	-	-

Match 4	V.S	SCORE	AVG	HR	INN
S. Pearson	-	-	-	-	-

Match 4	V.S	SCORE	AVG	HR	INN
S. Pearson	-	-	-	-	-

NEWS OTHER
EXAMPLES/ JONATHAN VERGARA

FREDERIC CAUDRON

b. January 27, 1968

TI	GA	HR	BG	FR
164	1,774	3,18	1	1

OTHER CAROM DISCIPLINES

- World 1-Cushion Champion 2014
- World Balk-line 47/2 Champion 2003
- World Balk-line 71/2 Champion 1991, 2000
- European 1-Cushion Champion 1990, 1991, 1993, 2008, 2011, 2017
- European Balk-line 47/1 Champion 2004
- European Balk-line 47/2 Champion 2009
- European Balk-line 71/2 Champion 1991
- 12 Time Belgian National 1-Cushion Champion
- 11 Time Belgian National Balk-line 47/1 Champion
- 7 Time Belgian National Balk-line 47/2 Champion
- 10 Time Belgian National Balk-line 71/2 Champion
- 3 Time Belgian National Free Game Champion

3 CUSHIONS BIG RECORDS

- Holds the following world records
- 3-Cushion records
- High Run: 28 (2013)
- 40 points in 7 innings, 5.714 average (Best World Cup match average), 2017
- 5 innings (Best match average, to 60 average)



TOURNAMENT INFO
MATES PLAYERS
Next Live Stream At 3PM
McCreery 3-Cushions © 2018

PLAYERS



FREDERIC CAUDRON
South Korea

FREDERIC CAUDRON
South Korea



TOURNAMENT INFO
MATES PLAYERS
Next Live Stream At 3PM
McCreery 3-Cushions © 2018

TODAY'S MATCHES

OVERALL

FINALS

PLAYERS	W/L	TP	TI	GA	HR	BG	FR
PLAYERS	40/40	40	40	40	40	40	40
PLAYERS	40/40	40	40	40	40	40	40
PLAYERS	40/40	40	40	40	40	40	40
PLAYERS	40/40	40	40	40	40	40	40
PLAYERS	40/40	40	40	40	40	40	40
PLAYERS	40/40	40	40	40	40	40	40
PLAYERS	40/40	40	40	40	40	40	40
PLAYERS	40/40	40	40	40	40	40	40



MOBILE SCREENS

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TITLE FOR POST
GOES HERE

When Raymond Ceulemans first watched Sung-Won Choi in action, he said: "This is how you are supposed to play 3-cushion billiards. His stance and cueing are simply textbook perfect." That's high praise from the Great One. In addition, Sung-Won Choi has shown on many occasions that he can perform under the highest pressure. It made him the 2014 world champion. Based on season average, he may not be the top favorite in a field with all the best Europeans. But based on killer instinct, he's as dangerous as they come.

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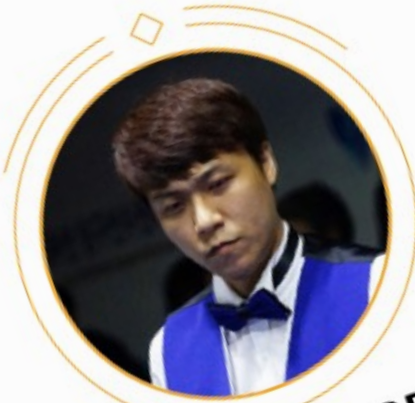
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TODAYS MATCHES

Match 4	V.S	SCORE	AVG	HR	INN
S. Pearson	2	40	3.22	3.22	23
C.Reynolds					

MATCH 4	V.S	SCORE	AVG	HR	INN
S. Pearson	2	40	3.22	3.22	23
C.Reynolds					

NEXT MATCH | August 3rd, 2018 @ 2:30pm



FREDERIC CAUDRON
South Korea

McCREERY 3-CUSHION CHAMPIONS 2018

Next Live Stream At 3PM

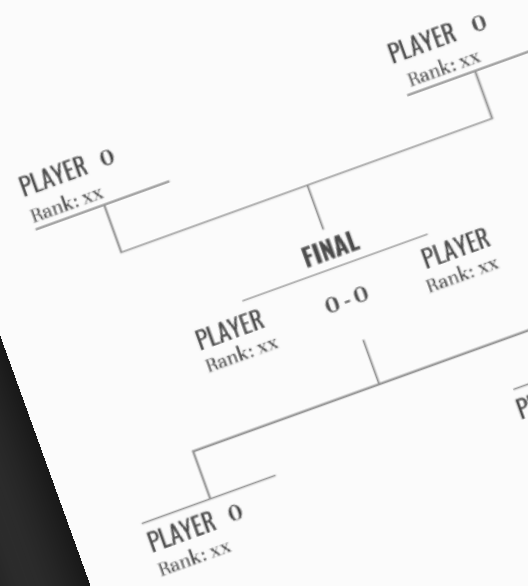
McCREERY 3-CUSHION CHAMPIONS 2018

Next Live Stream At 3PM

SCHEDULE

OVERALL

FINALS



SCHEDULE

Monday, August 1st, 2018

SUNG-WONG PLAYOFF ROUND

Sung-Wong Playoff round

McCREERY 3-CUSHION CHAMPIONS 2018

Next Live Stream At 3PM

McCREERY 3-CUSHION CHAMPIONS 2018

Next Live Stream At 3PM

TOURNAMENT INFO

MATCHES

PLAYERS

SCHEDULE

NEWS

SUMMARY

W	L	TP	TI	GA	HR	BG	FR
7	2	291	164	1.774	3.18	1	1

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S. Pearson	2	40	3.22	3.22	23
C.Reynolds					

NEXT MATCH | August 3rd, 2018 @ 2:30pm

SUNG-WONG LATEST



SUNG-WONG PLAYOFF ROUND
Sung-Wong Playoff round

SCHEDULE

OVERALL

FINALS

PLAYERS	W	L	TP	TI	GA	HR	BG	FR
PLAYERS	7	2	291	164	1.774	3.18	1	2
PLAYERS	7	2	291	164	1.774	3.18	1	3
PLAYERS	7	2	291	164	1.774	3.18	1	4
PLAYERS	7	2	291	164	1.774	3.18	1	5
PLAYERS	7	2	291	164	1.774	3.18	1	6
PLAYERS	7	2	291	164	1.774	3.18	1	7
PLAYERS	7	2	291	164	1.774	3.18	1	8
PLAYERS	7	2	291	164	1.774	3.18	1	9

McCREERY 3-CUSHION CHAMPIONS 2018

Next Live Stream At 3PM

McCREERY 3-CUSHION CHAMPIONS 2018

Next Live Stream At 3PM

SCHEDULE

Monday, August 1st, 2018

SUNG-WONG LATEST

TIT



NEED HELP?



LET'S TALK

I'm always interested in working with new people on digital and physical products, or helping you solve your most pressing business needs. Feel free to reach out.

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Email / jonathanvergara054@gmail.com

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