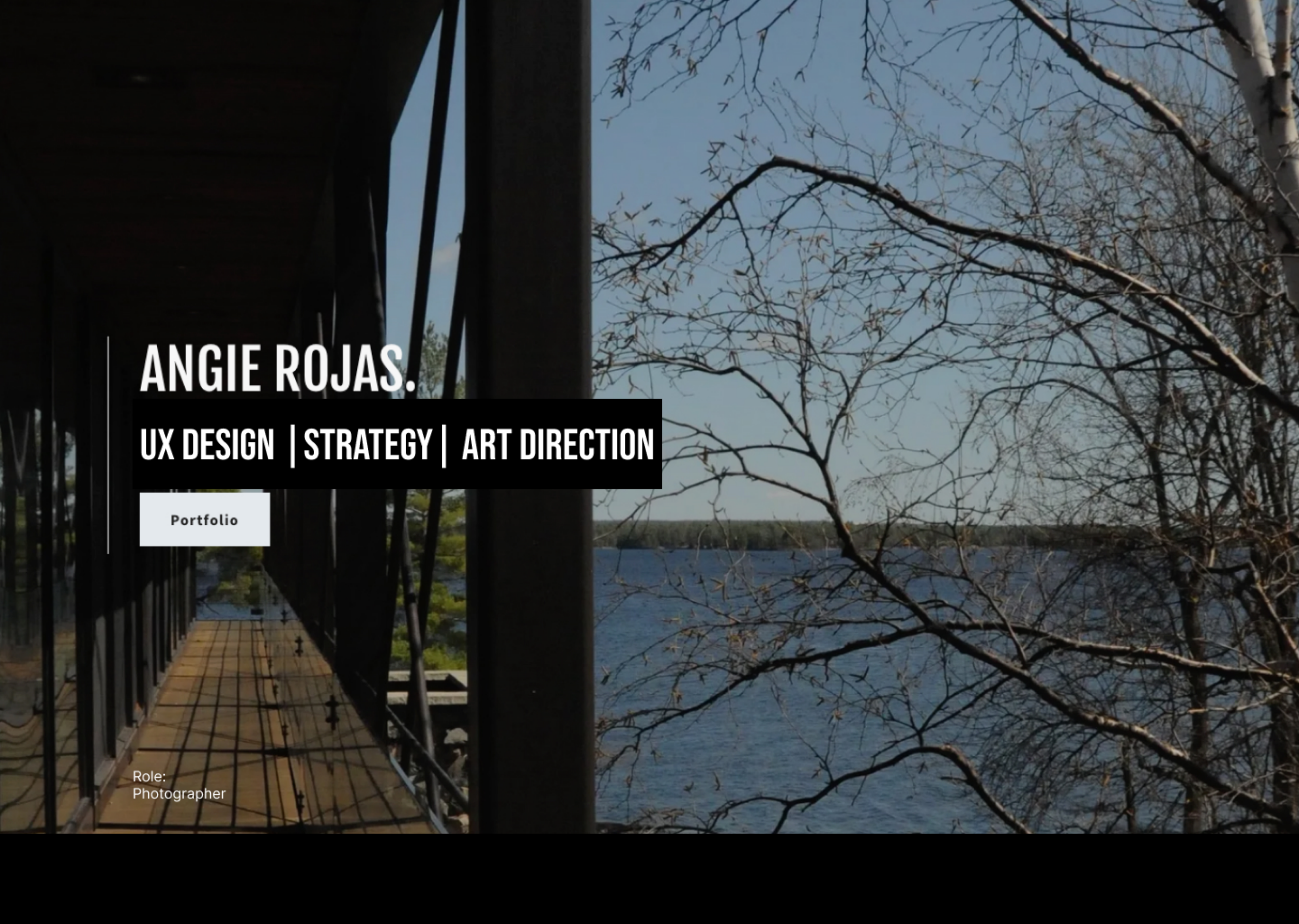




ANGIE ROJAS.

UX DESIGN | STRATEGY | ART DIRECTION

Portfolio

Role:
Photographer

Branding not only differs with the product group of the bank but also the region of the bank.

Scotiabank Chile - there are more vibrant colours (At one point branded "Smartie Colours") and lots of photography.

Dependiendo de tu edad e ingresos, podrás optar por unos de estos tres Planes ScotiaLight:

Plan ScotiaLight Joven

Si tienes desde 18 años y eres estudiante este es el plan para ti.

- 48 meses de gracia
- Tarifa Normal 0,23UF
- Tarifa Rebajada 0UF
- Con Pago Electrónico de Remuneraciones o Abono mayor a M\$200

Conoce más



Plan ScotiaLight Tradicional

Cuenta Corriente para chilenos y extranjeros con o sin residencia definitiva, mayores de 18 años con ingresos sobre \$300.000.

- Tarifa Normal 0,23 UF
- Tarifa Rebajada 0 UF
- Con Pago Electrónico de Remuneraciones o Abono mayor a M \$200

Conoce más

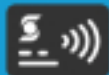
Plan ScotiaLight Senior

- Tarifa Única 0 UF
- Cuenta Corriente para Pensionados Chilenos y extranjeros con o sin residencia definitiva a partir de los 60 años

Conoce más



Detalles del Plan ScotiaLight



Disfruta de nuestros beneficios en diferentes comercios:



25% Dcto. en Cruz Verde

Los lunes y jueves en medicamentos y vitaminas con Tarjeta de Débito o Crédito. Solo tienda física.



10% Dcto. en Jumbo App

Conoce toda la variedad de Planes de Cuenta Corriente pensados para cubrir tus necesidades y apoyarte en tus



40% Dcto. en Ruta Gourmet

Utiliza tus Tarjetas Scotiabank todos los jueves y viernes y disfruta de tus platos favoritos

25% Dcto. en Cruz Verde

Los lunes y jueves en medicamentos y vitaminas con Tarjeta de Débito o Crédito. Solo tienda física.



10% Dcto. en Jumbo App

Conoce toda la variedad de Planes de Cuenta Corriente pensados para cubrir tus necesidades y apoyarte en tus decisiones.



40% Dcto. en Ruta Gourmet

Utiliza tus Tarjetas Scotiabank todos los jueves y viernes y disfruta de tus platos favoritos en restaurantes seleccionados.



25% Dcto. en Cruz Verde

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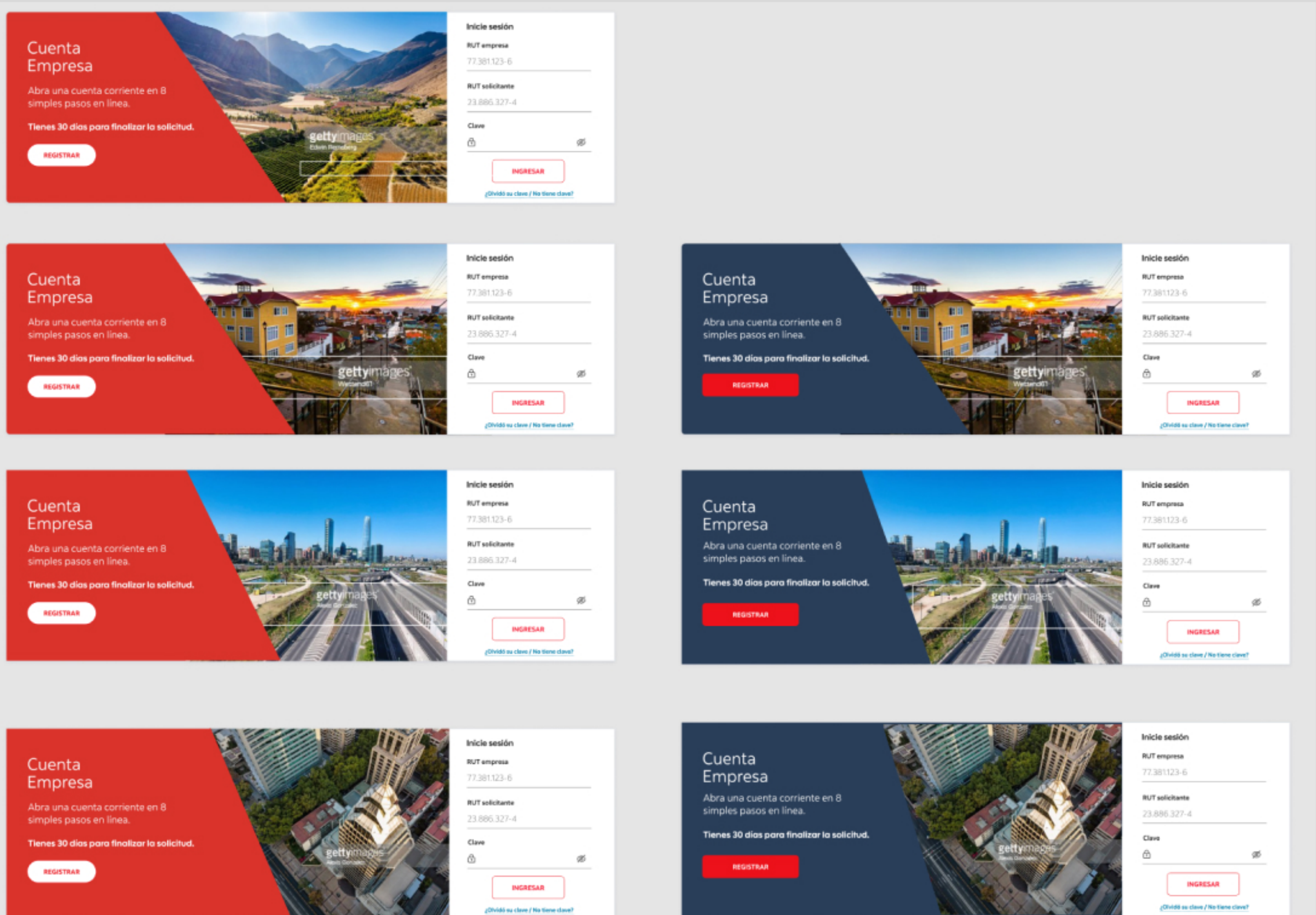


40% Dcto. en Ruta Gourmet

Utiliza tus Tarjetas Scotiabank todos los jueves y viernes y disfruta de tus platos favoritos en restaurantes seleccionados.



Scotiabank International had minimal “splash” pages based on user experience. The main page, although simple design had many levels or approval from Canada and International groups.



Scotiabank International: Given that this group was a part of Corporate and Small Business banking the branding was different and softer with minimal usage of the “Smartie” colours.

Frame 107510

1024px / 1440px +

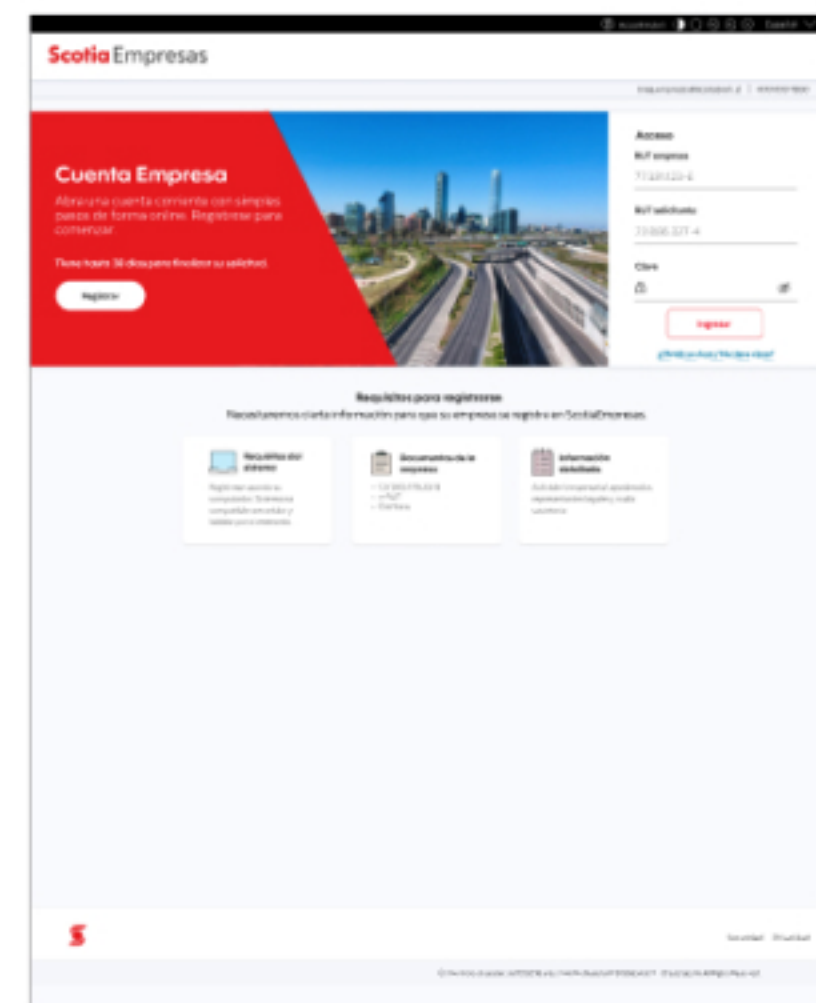


Frame 107511

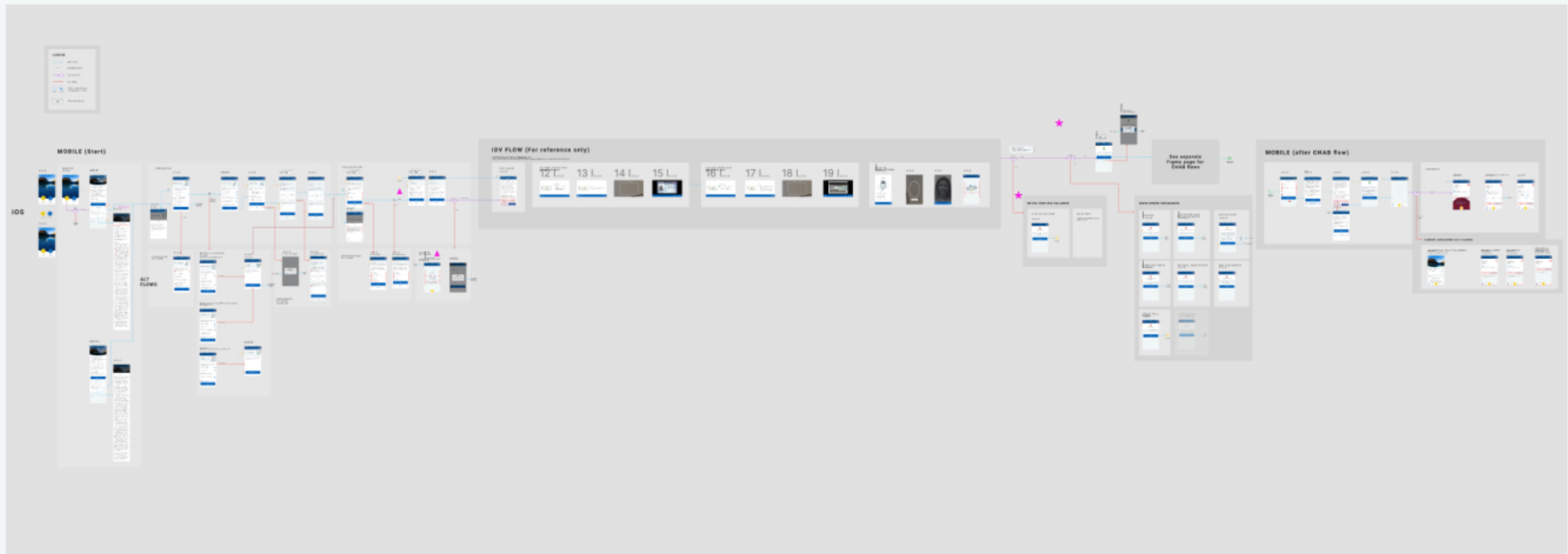
768px



Frame 107512



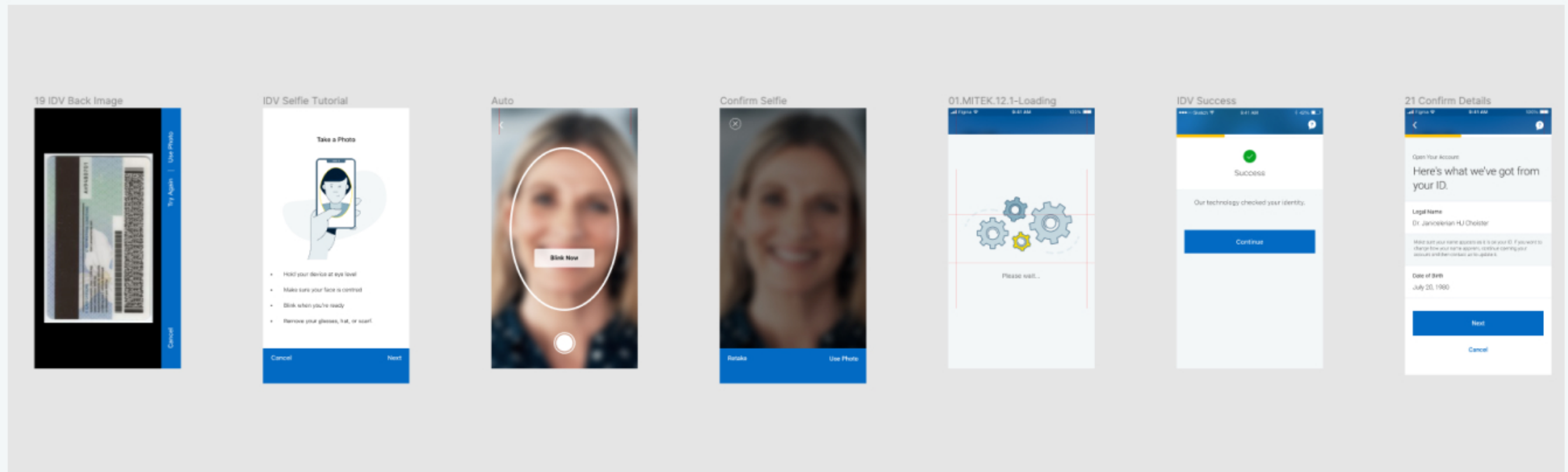
END TO END FLOW



End to end design of a project within FIGMA where over 10 designers were collaborating and adding in various components to a mobile application.

Role:
Sr. UI Designer / PM

USER TESTING: ID VERIFICATION



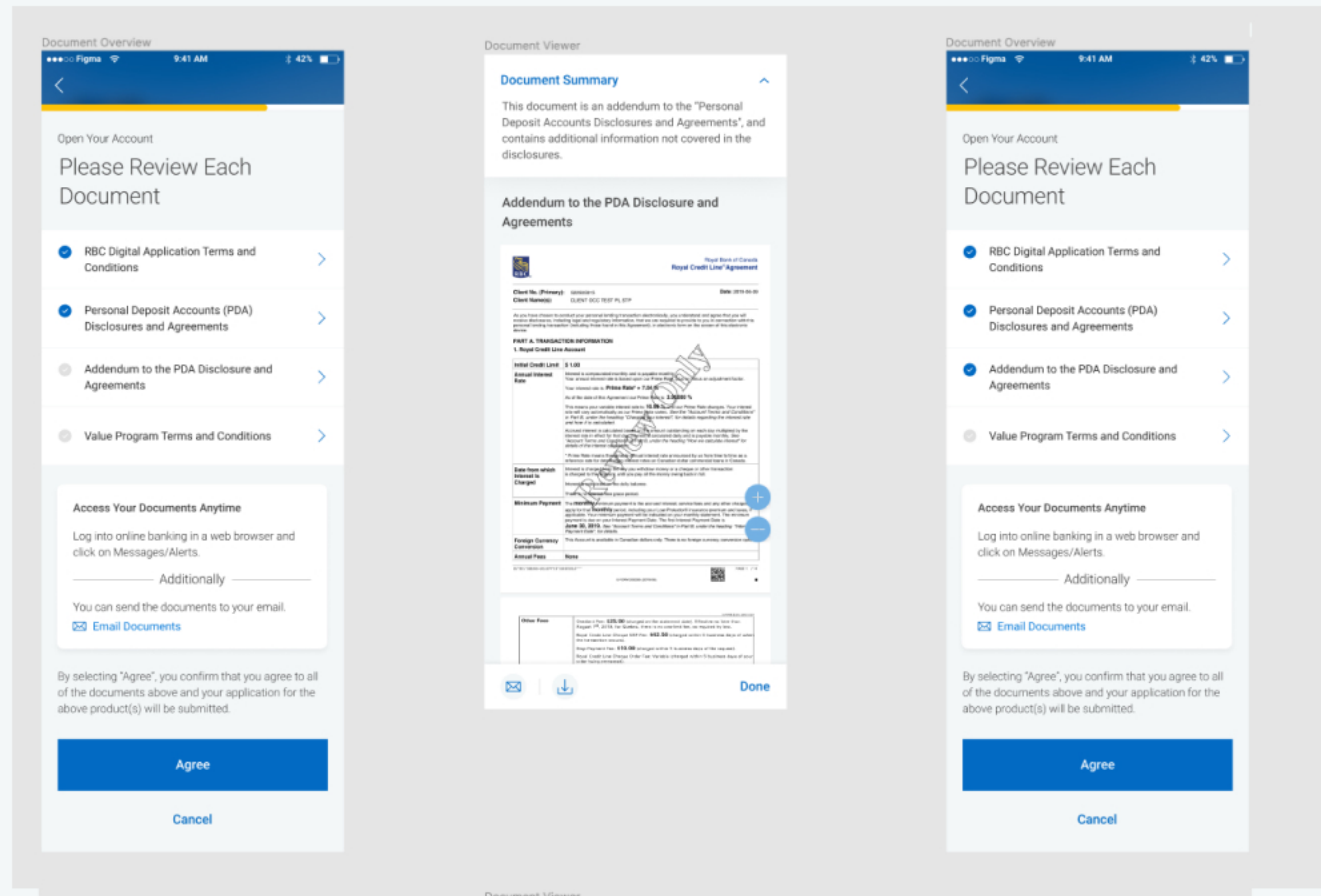
ID Verification was new technology which we did user testing to capture user feedback on the successes and pitfalls of a new concept.



USER TESTING: Validating flow to manage business stakeholders requirements

Back and forth flow needed to be tested for legal reasons. We need to make sure it was a clear process for the users.

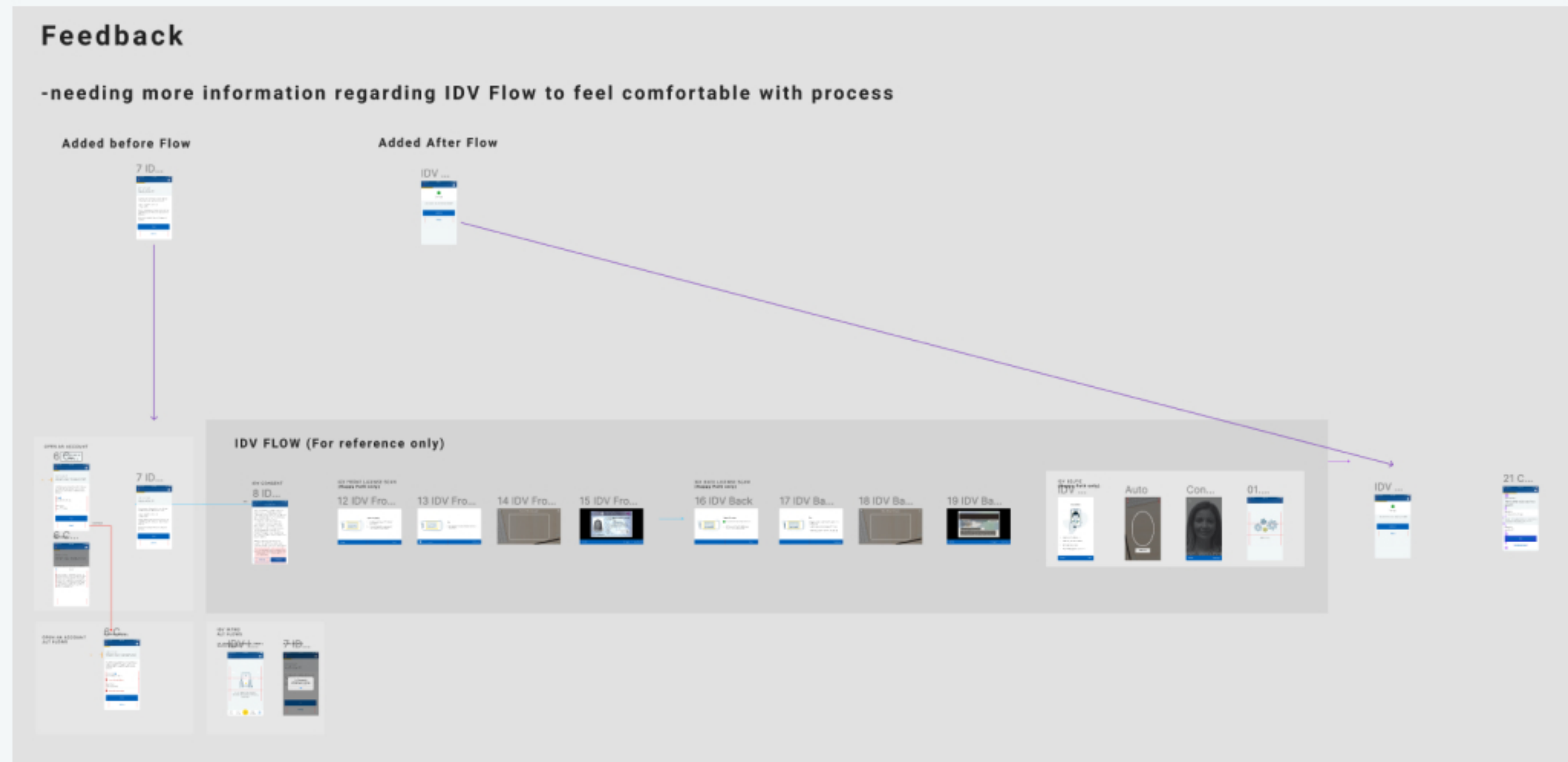
Users came back with the length it took to read a lot of details. Negotiations with legal stakeholders was necessary to adjust flow.



USER TESTING FIGMA NOTES: Using Figma to illustrate notes from user testing

Given there were many groups involved in this mobile app design, illustrating notes within Figma became necessary for Dev, Architecture, Stakeholders and Designers.

It was my responsibility to make sure wireframes for interaction and architecture were up to date. I had other designers working with me and then we used colours to self identify.

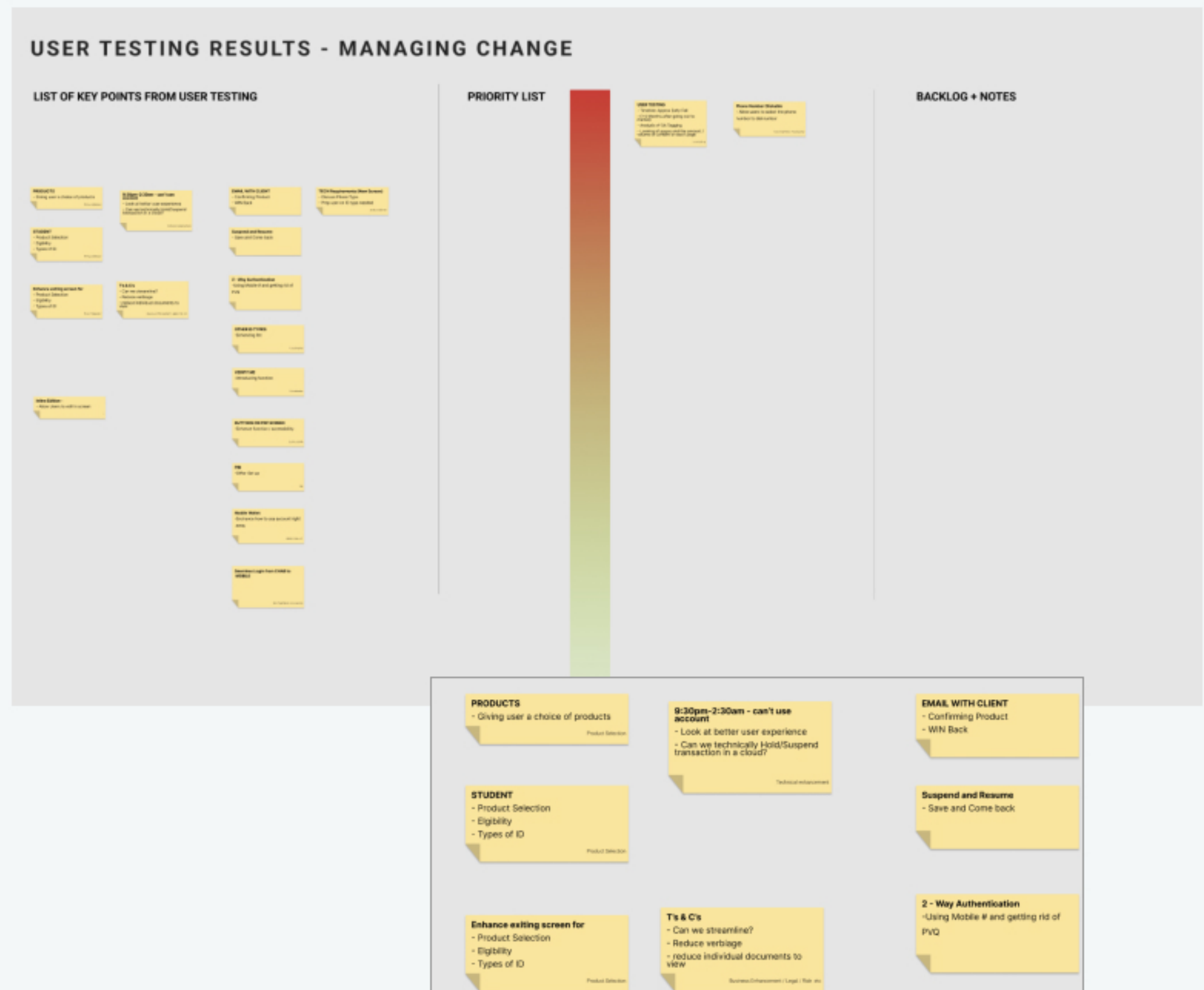


USER TESTING: INTERNAL CARD SORTING EXERCISE TO MANAGE RESULTS

As a UX Team, we went through results from user testing to find common themes illustrated on the yellow “stickies”.

Then we created a priority list on execution from the findings.

An if there were low priority, we were able to create a backlog where items would be completed within six months.



Role:
Sr. UI Designer / PM



Investing to make a mark

At Ontario Teachers' we invest to deliver outstanding service and retirement security for our members while leaving a lasting, positive impact on the world.

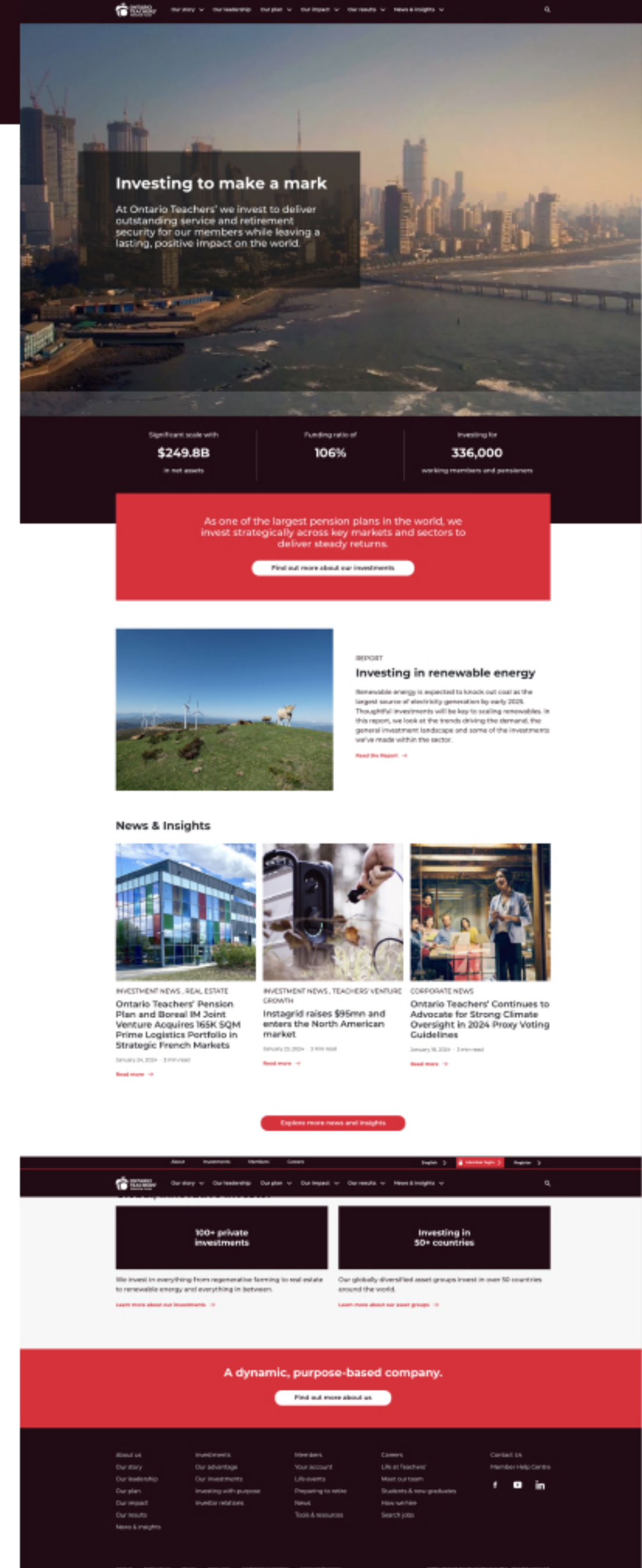
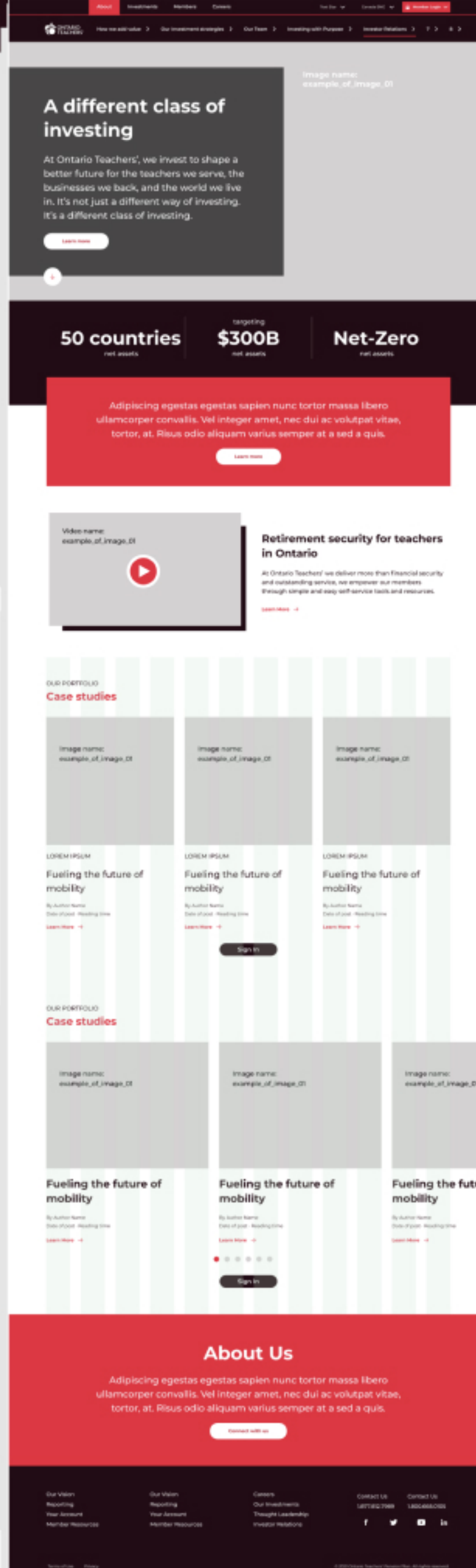
Role:
Art Director

The Ontario Teacher's Pension Plan website was divided amongst two agencies.

We were given their new branding standards and we had to create a templates for their website.

Art Directing this piece meant a balance of content and how to display images and video.

Many reviews were needed as their branding changed simultaneously and we were building out the website.



BRAGG Gaming corporation approached the ad agency regarding rebranding their website. They originally put together their colours and an example of a Blog style website they wanted to create with sections.

Role:
Art Director / Designer



REFERENCE

typography candidate

ELEVATE YOUR GAMING - rubik

ELEVATE YOUR GAMING - advent pro

ELEVATE YOUR GAMING - neutron

ELEVATE YOUR GAMING - fir sans

rubik - Bragg Gaming Group Inc. (TSX:BRAG, OTC:BRGGD) is a global gaming technology and content group and owner of leading B2B iGaming companies. We offer complete turnkey solutions in North American, European and other regulated markets internationally.

open sans - Bragg Gaming Group Inc. (TSX:BRAG, OTC:BRGGD) is a global gaming technology and content group and owner of leading B2B iGaming companies. We offer complete turnkey solutions in North American, European and other regulated markets internationally.

roboto - Bragg Gaming Group Inc. (TSX:BRAG, OTC:BRGGD) is a global gaming technology and content group and owner of leading B2B iGaming companies. We offer complete turnkey solutions in North American, European and other regulated markets internationally.

fira sans - Bragg Gaming Group Inc. (TSX:BRAG, OTC:BRGGD) is a global gaming technology and content group and owner of leading B2B iGaming companies. We offer complete turnkey solutions in North American, European and other regulated markets internationally.

Main Blue #003DA5

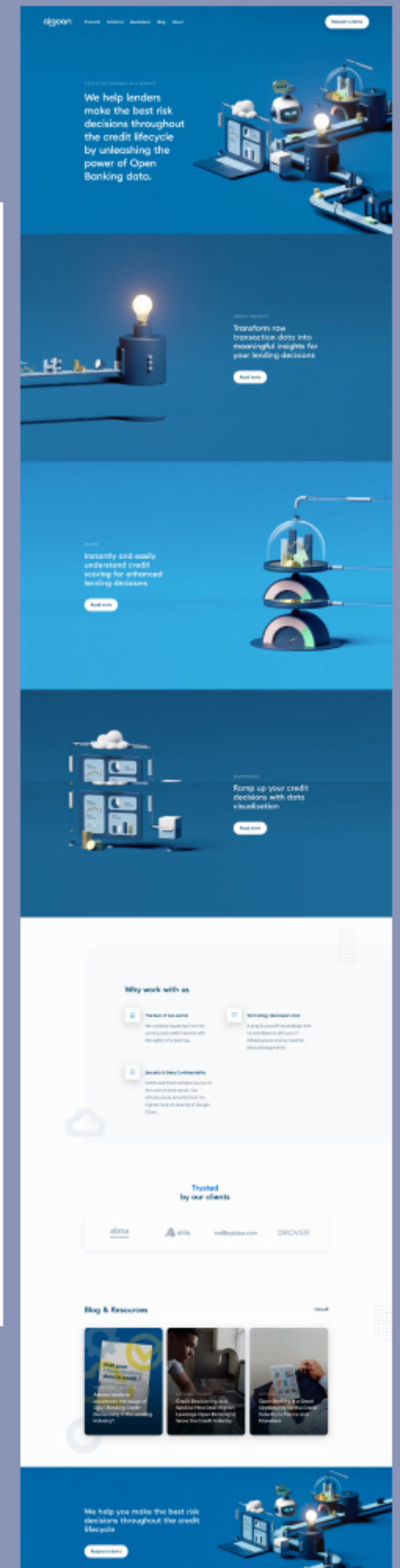
Gray Blue #9BC1D9

Light Blue #E0F8FC

Salmon #FF7878

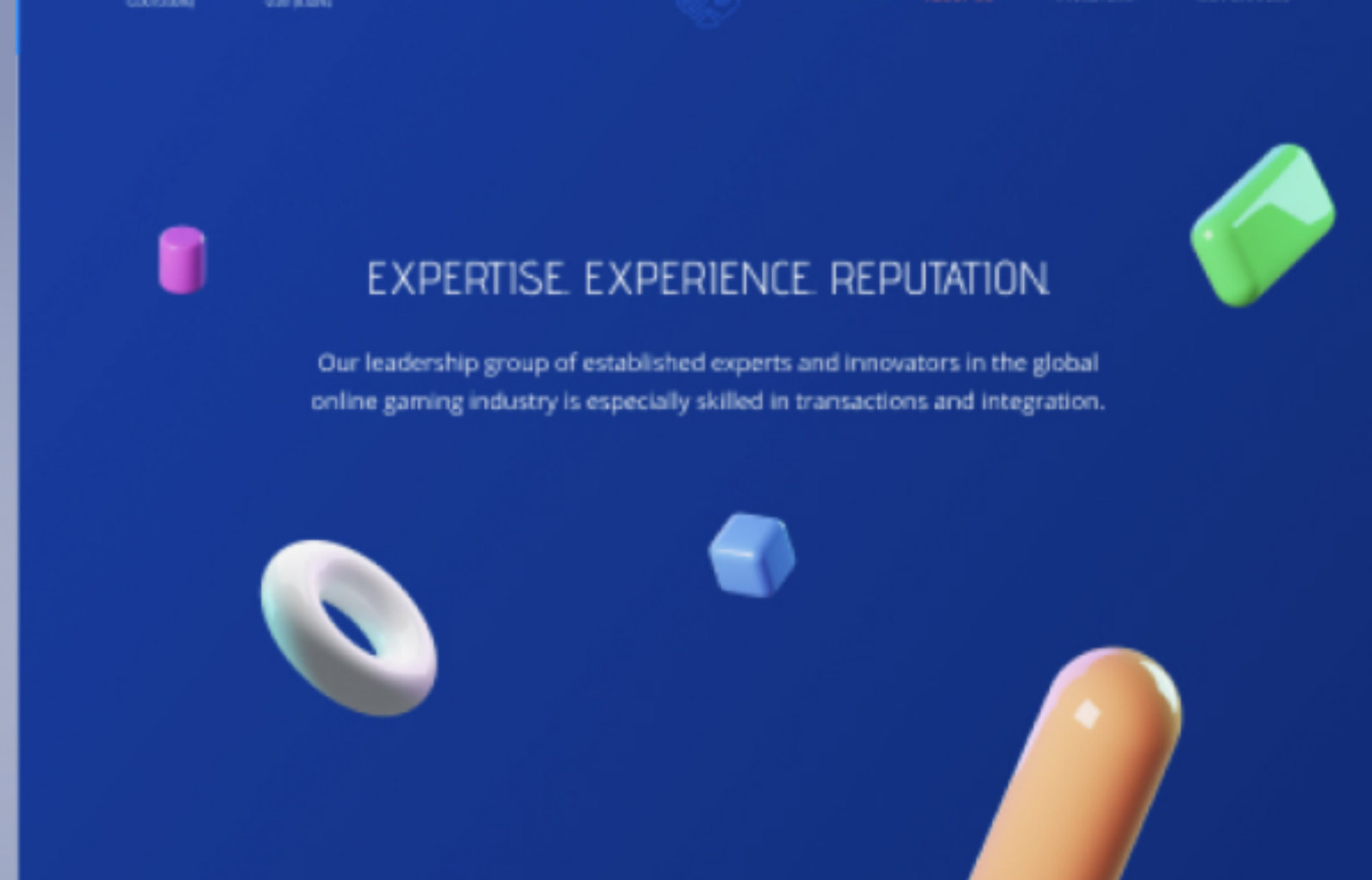
Purple #C850FF

Dark Gray #293241



We structured the website into templated components as we waited for copy to be finalized. This allowed us flexibility to adjust content with design.

Instead of making the sections feel so separated, we integrated the falling pieces as though you were playing a video game.



MEET OUR MANAGEMENT TEAM



LOREM IPSUM DOLOR

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MEET OUR MANAGEMENT TEAM



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MEET OUR BOARD

Overseeing Bragg's operations is our board of directors, comprised of distinguished executives and leaders in financial management and global business development in the gaming and technology sectors. Board members lend their expertise to help set Bragg's strategic direction.



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OUR CLIENTS



TITLE



TITLE



TITLE



TITLE



TITLE



TITLE



TITLE



TITLE

OUR PARTNER STUDIOS



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OUR OFFICE

Exchange Tower
130 King St. W., Suite 1908
Toronto, ON
M5X 1K6





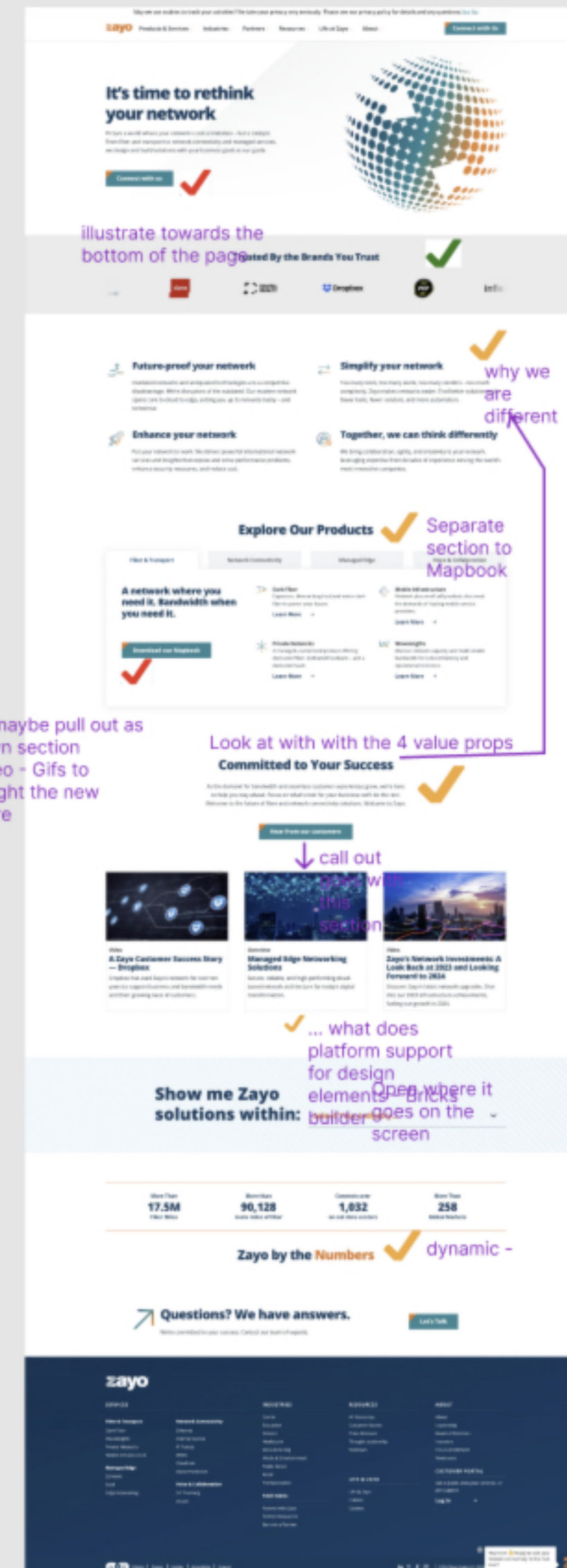
Zayo is a leading global provider of fiber and network infrastructure.

I was brought on to help manage some changes and create templates for a few of their pages.

I create an exercise with client to go through some of the pages and figure out the importance of information they wanted to display.

Role:
SR. UX Designer

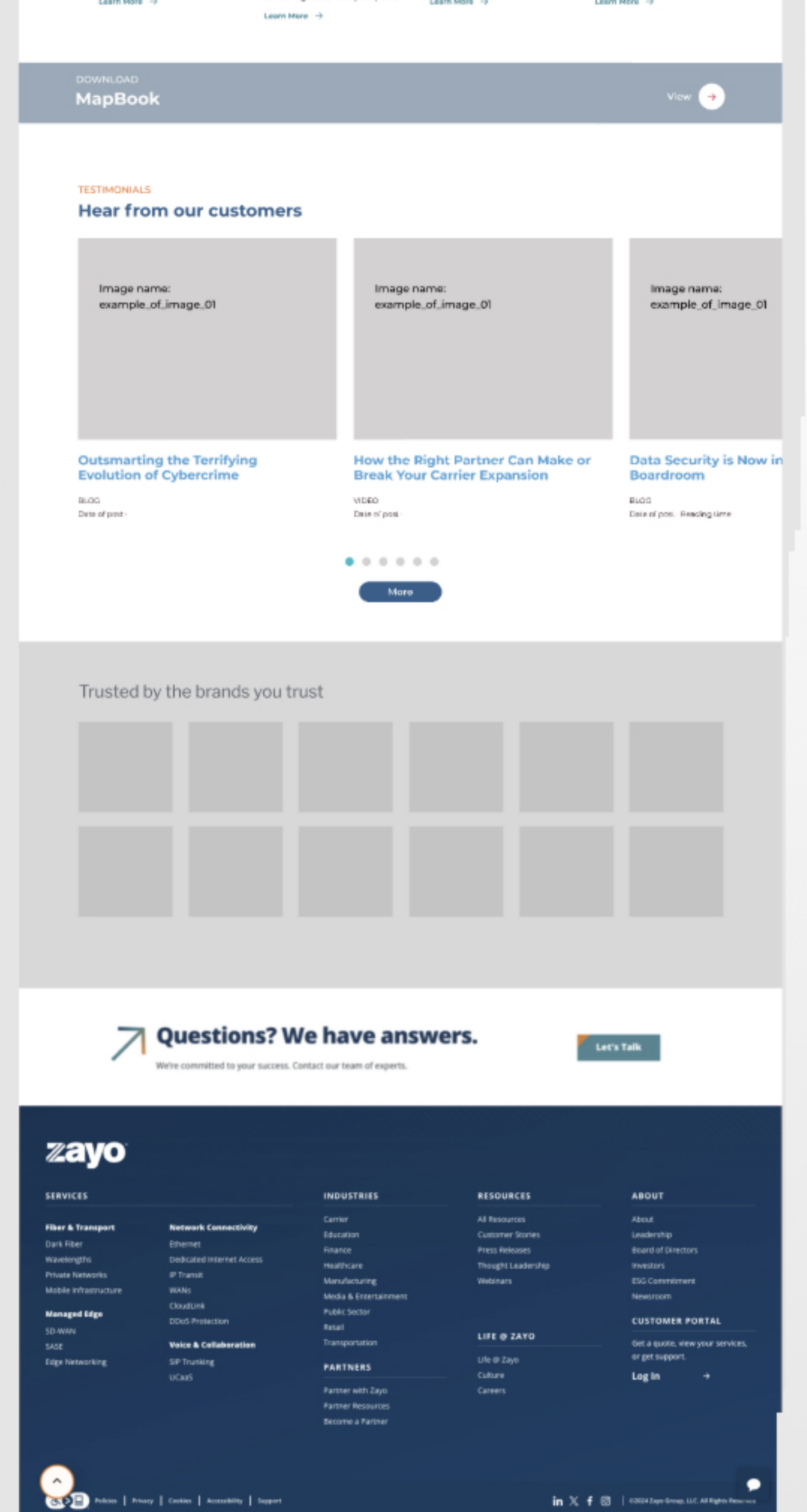
LEVEL 0





I was able to take every section and create components.

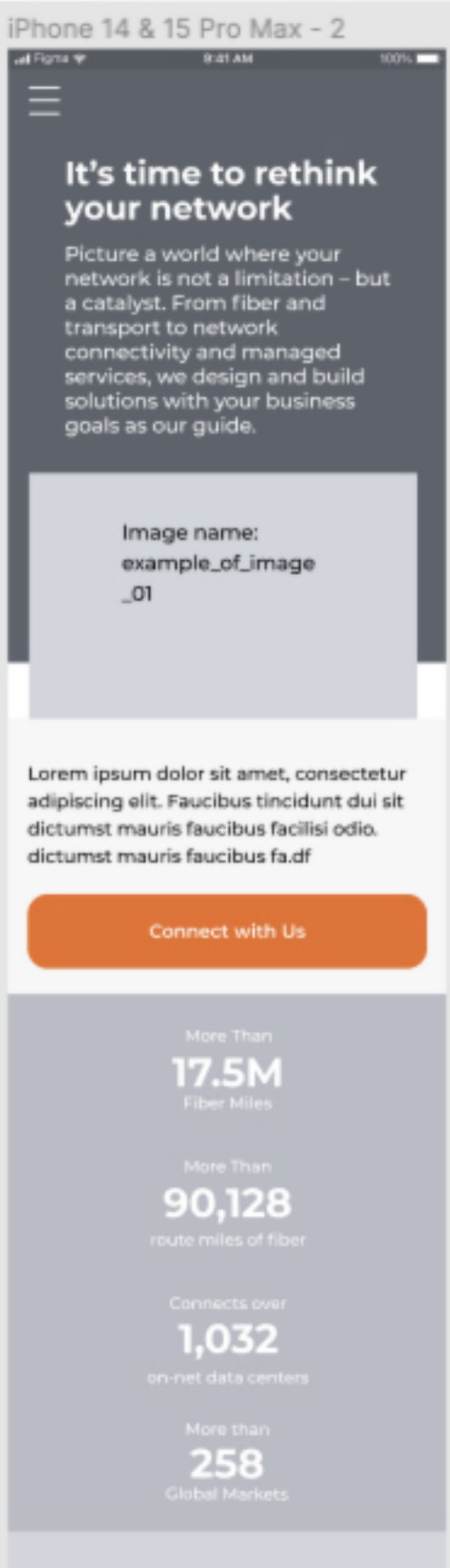
My wireframes allowed the Creative Director to understand how things would be coded as he layered on the visual.





Their homepage needed to tie into their new campaign.

A brief mock up was required to see how the site could be responsive to a mobile display.



Role:
SR. UX Designer





Role:
Photographer

THANK YOU.