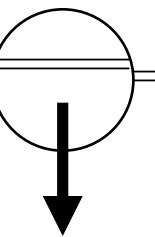
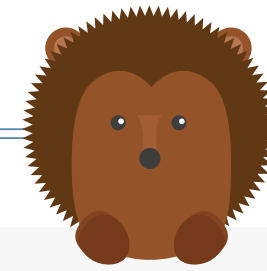




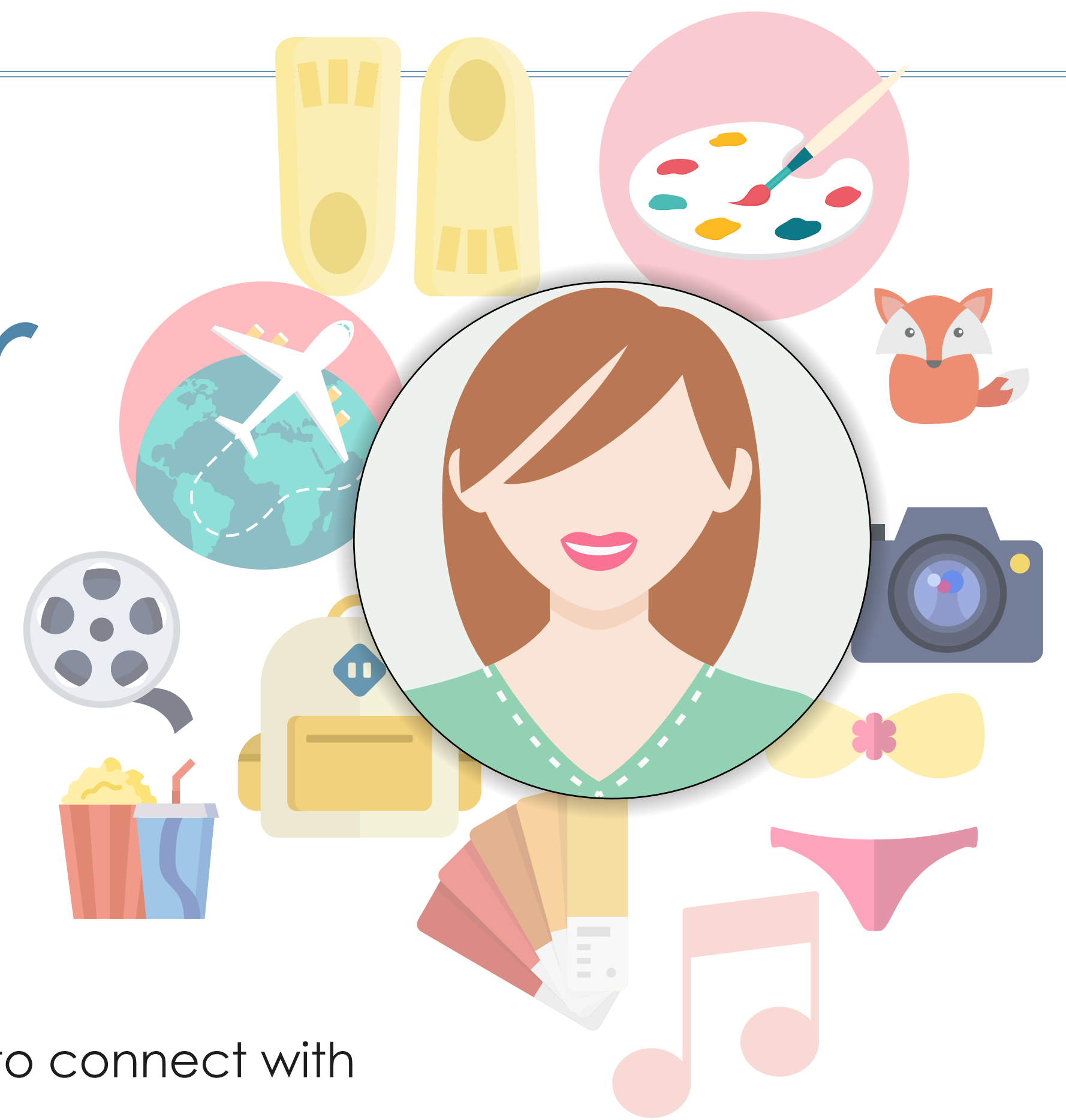
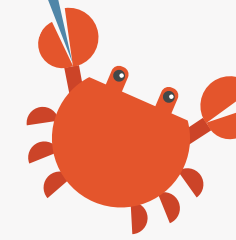
hi, I'm Vale

portfolio

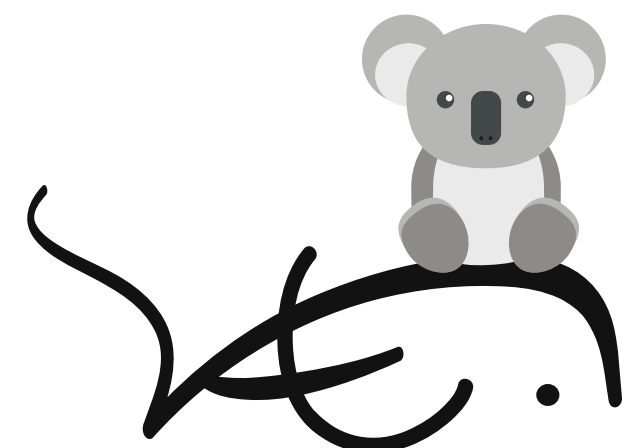
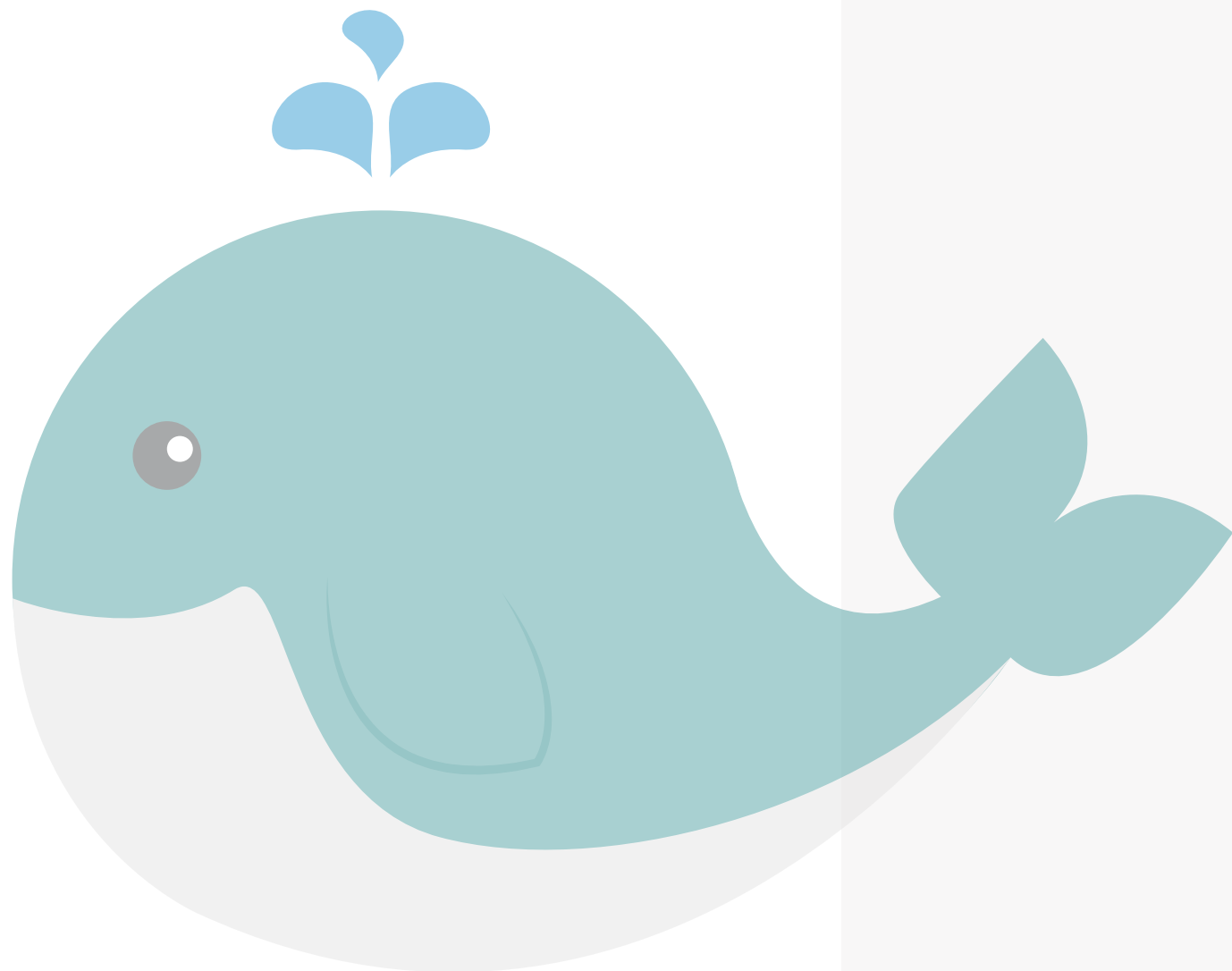




creative director visual designer and code lover



Since 2004, I help brands and agencies to connect with customers in meaningful ways across e-learning experiences, social media, integrated campaigns, multimedias, video, digital commerce, editorial and brand building. I strive to do this by fostering a collaborative team environment to be bold, innovative and efficient.



CLIENT

inner chef

AGENCY

acidgreen

YEAR

2018

ROLE

UX Specialist and Creative Director

SCOPE

UX Journey and Persona analysis to establish a convenient and enticing food ordering platform.

The website/mobile app should:

- Represent the brand values
- Make it easy and convenient for customers to order food, track deliveries and interact with customer service staff
- Deliver loyalty benefits
- Encourage customers to register for promotions and offers
- Allow customers to contribute to social goals - feeding the needy
- Accessible on mobile and desktop devices



PROJECT: InnerChef

Carol Holmes Artisan

Story
Sporty girl looking for a LONG-TERM detox/healthy food and juices

Brand/Product knowledge
New user. Familiar with competitors like Uber - Deliveroo

Demographic
Female 28 years
Married
Yoga Teacher
Australia
Healthy person, 80% vegetarian with a hippy style life. No familiar at all with technology.

Context (when/where will she use it?)
she would use the product through Apple iPhone browser or mobile app two or three times per week.

Motivation (why does she want to use it?)
Looking for long-term Healthy food, fresh juices and meal plans

Problems
she needs a plan meal following her diet requirements with healthy food options to keep going with her weight loss and balanced food necessities

Product / Service expectations (Requirements)

- Wide food options
- Easy meal selection from categories with an accurate and long description
- Meal plans options
- Find meals that are attractive using fewest possible clicks or data entry (eg. search, menu navigation)
- Bundled healthy meals to customise
- High quality images of complete meals
- Fast checkout
- Payment options
- Responsive mobile friendly / Mobile app
- Order history with food facts / calories
- Able to check calories intake
- Wishlist
- Compare functionality for calories/facts meals
- Dashboard / User account

Tech know-how:
Apple iPhone

Technology
Devices own and used
Browsers

Social

PROJECT: InnerChef

Natasha Smith Rational

Story
Organising important meeting in 3 days. Using Corporate account

Brand/Product knowledge
Does know the brand and she uses the product often through the corporate account

Demographic
Female 43 years
Single
Business Development Manager
Australia
Obsessed with what he does. He likes comfort and no desire for cook.

Context (when/where will she use it?)
Search engine to find new food delivery in the area.

Motivation (why does she want to use it?)
Immediate food delivery. Looking for new options because they are sick of the ones offered by competitors.

Problems
She needs good quality food delivered in 3 days time for 6/8 people. Possibility to change options, check the order history and invoicing

Product / Service expectations (Requirements)

- Good photos
- Real / Special / Healthy food.
- Elegant presentation of food.
- Able to change the order or reordering.
- Able to receive updates keeping informed whenever she needs to.
- Bundled Meals
- Intuitive Process
- Fast (3 steps) Purchase
- Sharing
- Secure payment options
- Corporate account
- Order History
- Set delivery time
- Offers / Rewards

Tech know-how:
Apple iPhone
Windows

Technology
Devices own and used
Browsers

Social

PROJECT: InnerChef

Robin David Idealist

Story
Group of five friends at home watching a movie looking for something (cream, parfaits, smoothies, handmade bakery) or different type of...

Brand/Product knowledge
He knows the product. New user

Context (when/where will she use it?)
Group of friends watching a movie

Motivation (why does she want to use it?)
Needs fast delivery for five

Problems
They are at home and it is raining or they are busy (no time to go out for requests). They need...

Product / Service expectations (Requirements)

- Easy meal selection
- Meal plans options
- find meals that are attractive using fewest possible clicks or data entry (eg. search, menu navigation)
- High quality images of complete meals
- Fast checkout
- Payment options
- Responsive mobile friendly / Mobile app

Tech know-how:
Apple iPhone
Android

Technology
Devices own and used
Browsers

Social

PROJECT: InnerChef

Ronny Tucker Guardian

Story
Hungry Man at home watching a movie looking for something (cream, parfaits, smoothies, handmade bakery) or different type of...

Brand/Product knowledge
He knows the product. New user

Context (when/where will she use it?)
Group of friends watching a movie

Motivation (why does she want to use it?)
Needs fast delivery for five

Problems
They are at home and it is raining or they are busy (no time to go out for requests). They need...

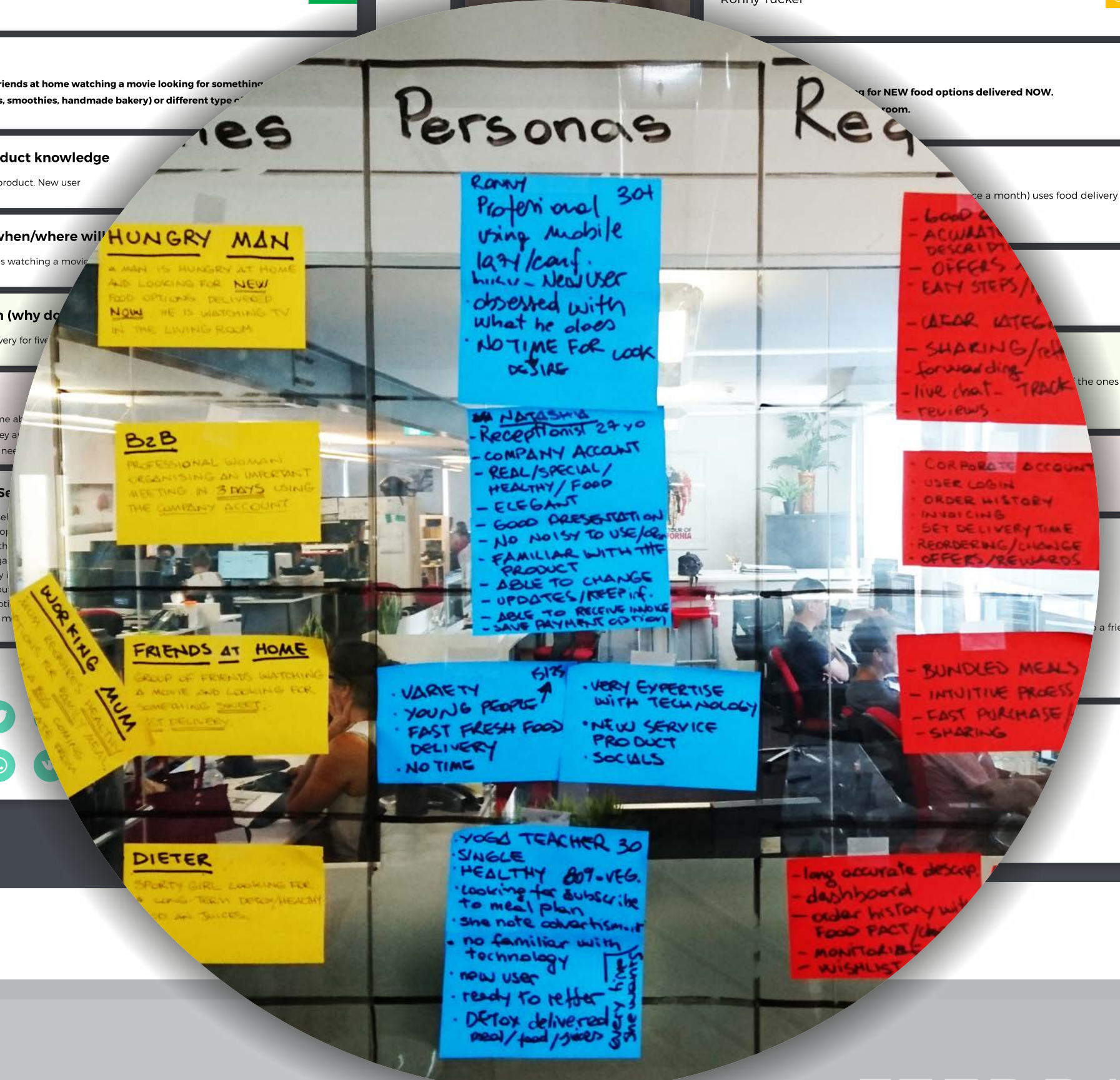
Product / Service expectations (Requirements)

- Good photos
- Real / Special / Healthy food.
- Elegant presentation of food.
- Able to change the order or reordering.
- Able to receive updates keeping informed whenever she needs to.
- Bundled Meals
- Intuitive Process
- Fast (3 steps) Purchase
- Sharing
- Secure payment options
- Corporate account
- Order History
- Set delivery time
- Offers / Rewards

Tech know-how:
Apple iPhone
Android

Technology
Devices own and used
Browsers

Social



Ronny Tucker

Hungry Man at home looking for NEW food options delivered NOW. He is watching TV in the living room.

Interactions

AWARE	USE	FEEDBACK	SUPPORT
<ul style="list-style-type: none"> seo unique brand/unique selling points Onboarding/join easy of sign-up account eg. one click social login 	<ul style="list-style-type: none"> browse categories find food availability responsive fast loading high quality images and descriptions find meals that are attractive using fewest possible clicks or data entry (eg. search, menu navigation) Fast checkout Payment options 	<ul style="list-style-type: none"> Status of order delivery App notifications for mobile app 	<ul style="list-style-type: none"> Live chat Contact Form

Experience

USE

FEEDBACK



CLIENT

imras

AGENCY

acidgreen

YEAR

2016

ROLE

Project Manager, Creative Director and Visual Designer



Vale is

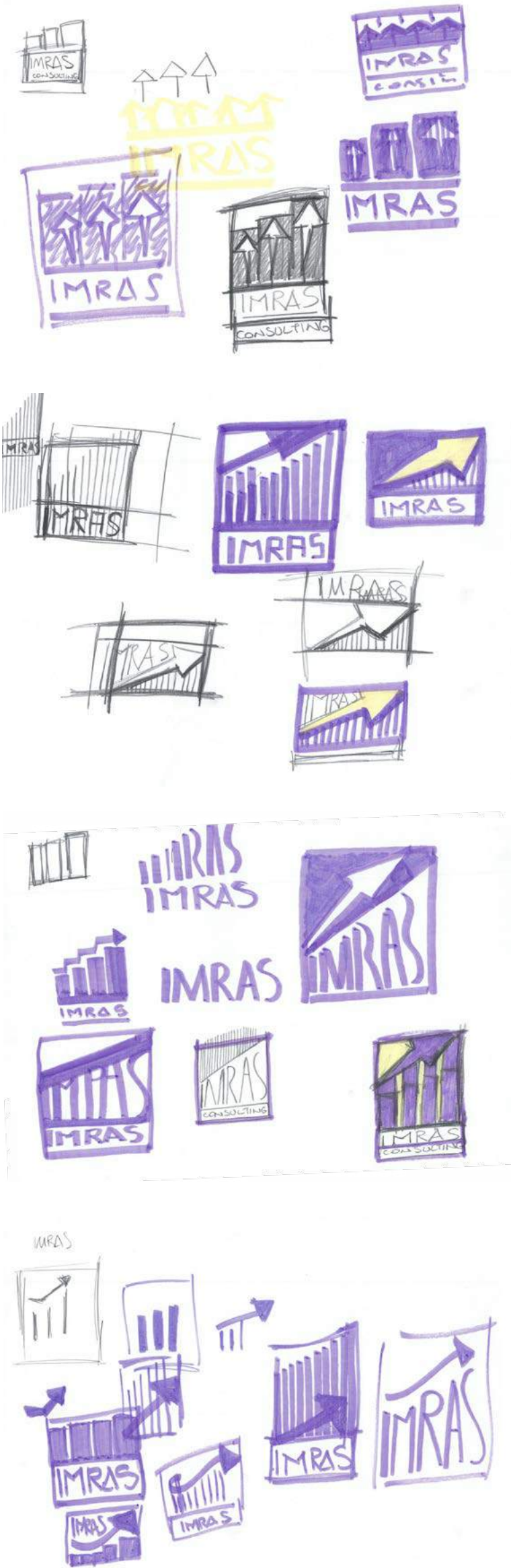
- *Fantastically creative*
- *Eager to look for alternate solutions to any problems*
- *Incredibly accurate*
- *Listens and delivers on every small detail*
- *Helpful in guiding a non tech person like myself through the maze of options*
- *And incredibly dedicated – both to Acidgreen and a client like myself.*

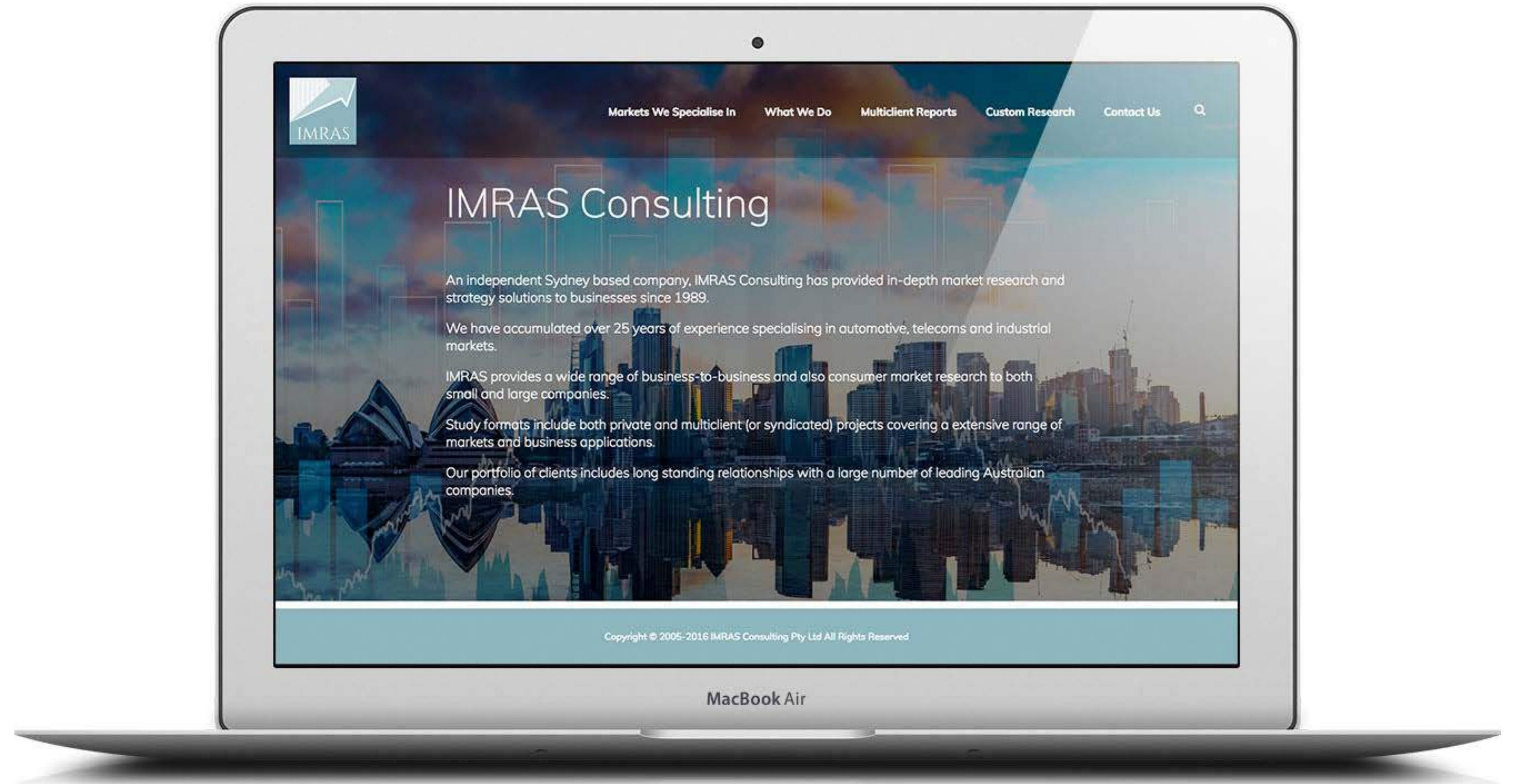
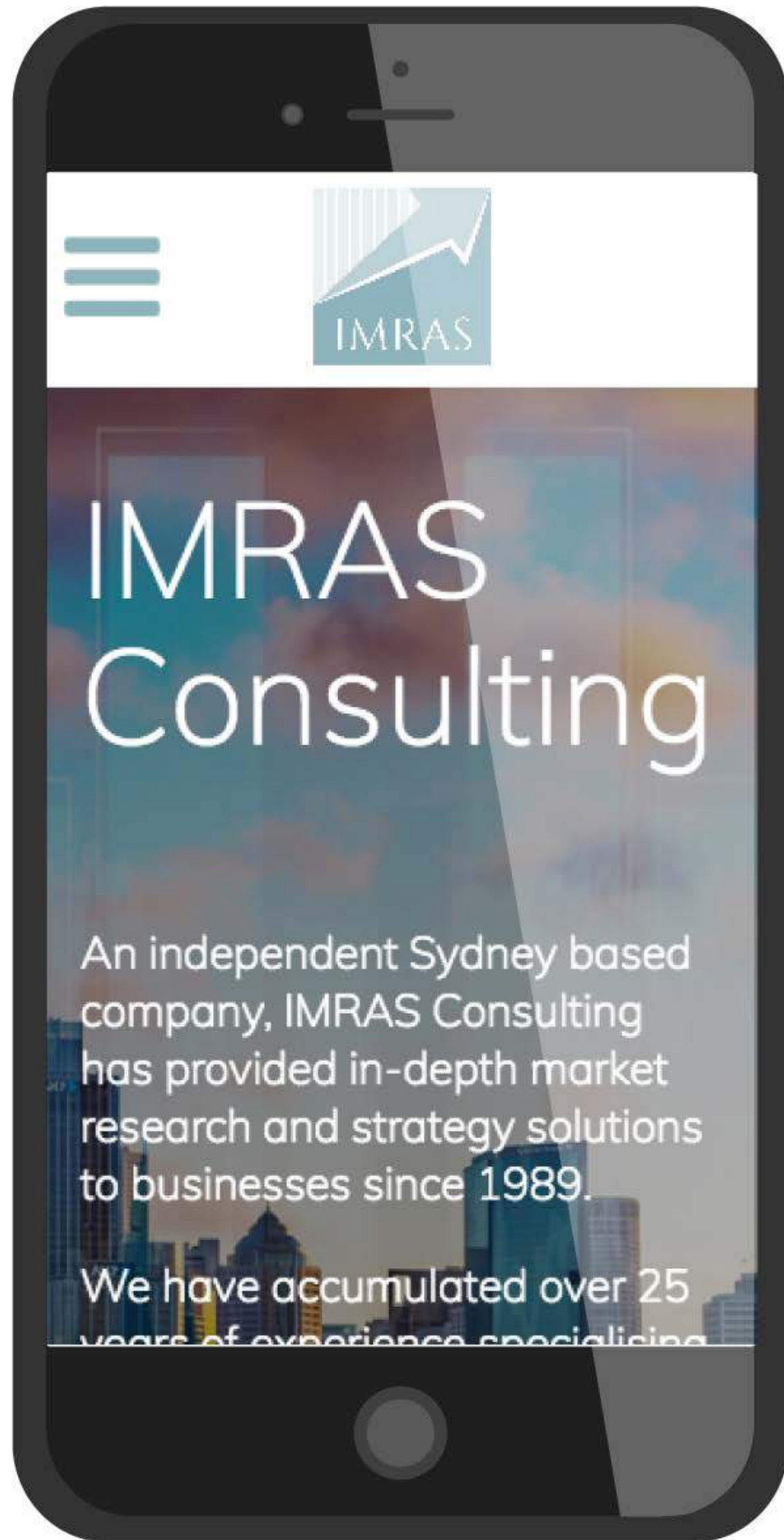
The final “icing on the cake” was the superhuman effort she put in on Friday night to finish off the final changes.

I truly enjoyed the whole process of this web site development.

Vicky Sangster - IMRAS







A handwritten signature in black ink, located in the bottom right corner of the image.

CLIENT

information planet

AGENCY

education hifi

YEAR

2015

ROLE

Lead Designer and Creative Director

SCOPE

In this project, I helped the IT agency, Education HIFI with mockups, digital design strategy and wireframes to create a new webpage for Information Planet.

For this client I redesigned the digital platform relying on collaborative work and agile methodologies.

As a lead designer and creative director I collaborated with the project manager and the marketing director creating a solid and professional team.

We developed a consistent visual identity including icons, styleguides and responsive designs preparing Information Planet for new challenges.



visual design agile
methodology design
strategy ux design
ui design icon
design branding
front-end design



A stylized, handwritten signature or logo in black ink, located in the bottom right corner of the image. It consists of several fluid, overlapping loops and lines, resembling a calligraphic mark or a brand mark.

CLIENT

acidgreen

AGENCY

acidgreen

YEAR

2016

ROLE

Lead Visual Designer and
Creative Director

SCOPE

In 2015 I started to collaborate with acidgreen as a lead visual designer, creative director and ux / ui designer.

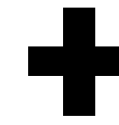
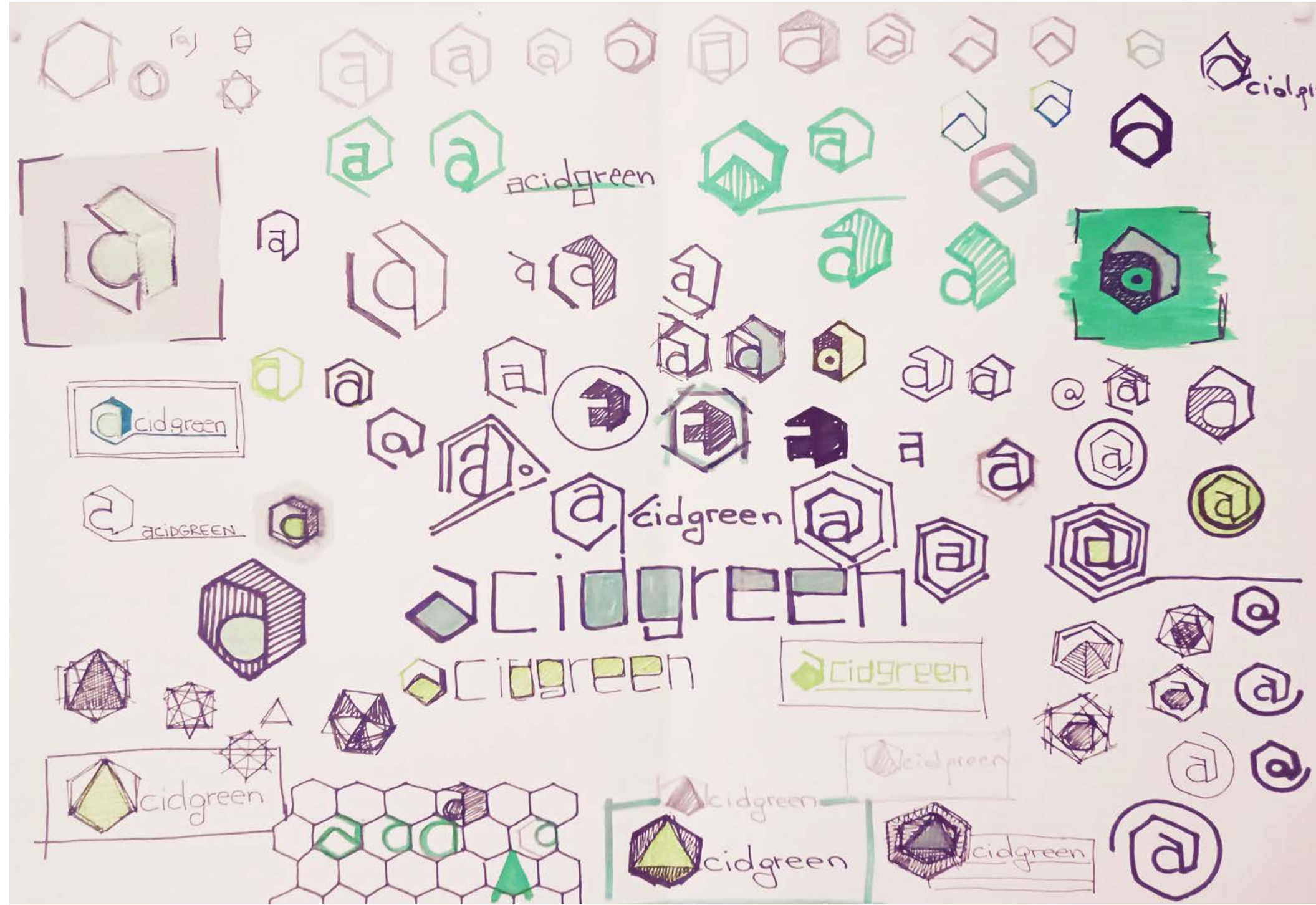
acidgreen is a multi-award winning full service digital commerce agency with over 18 years business experience.

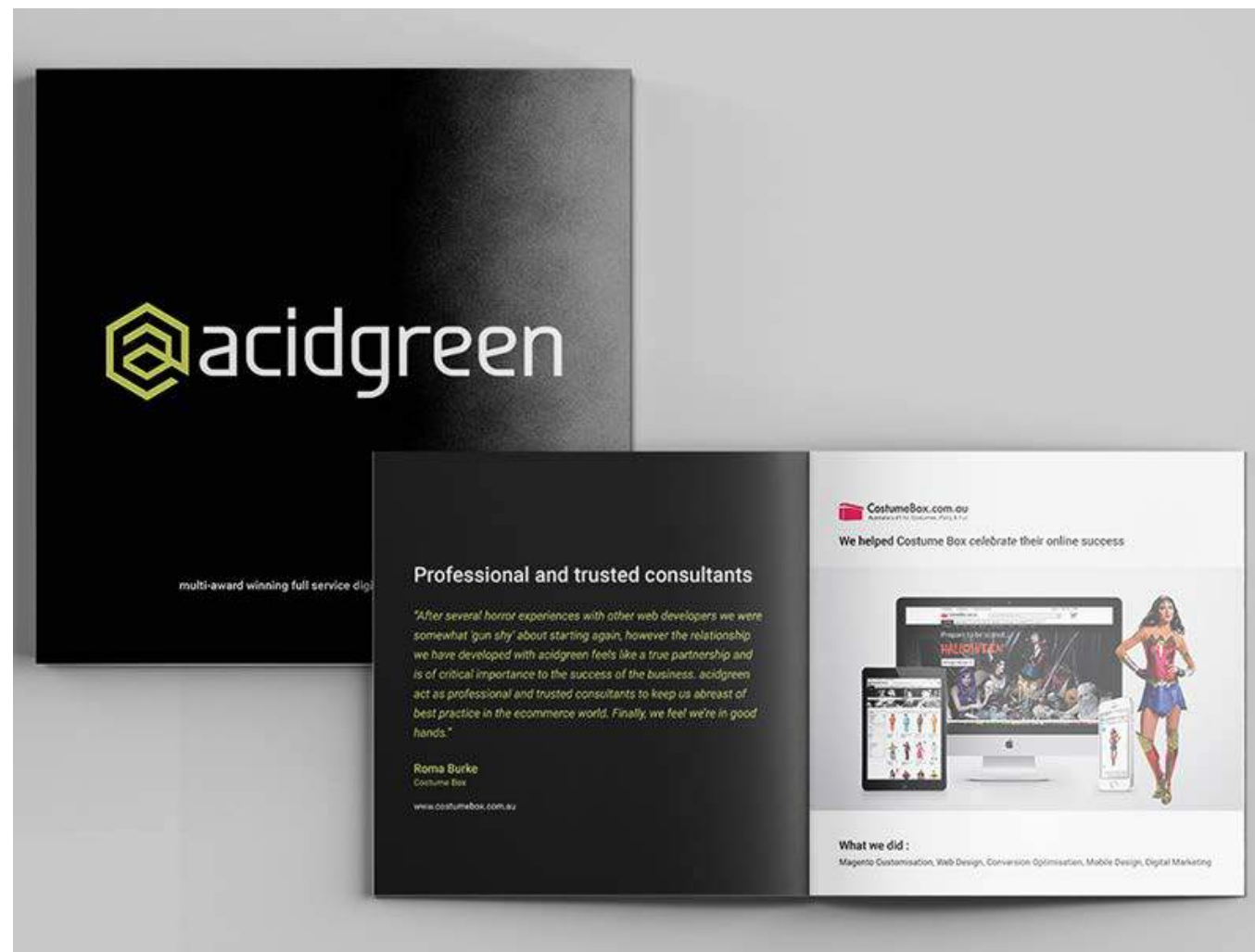
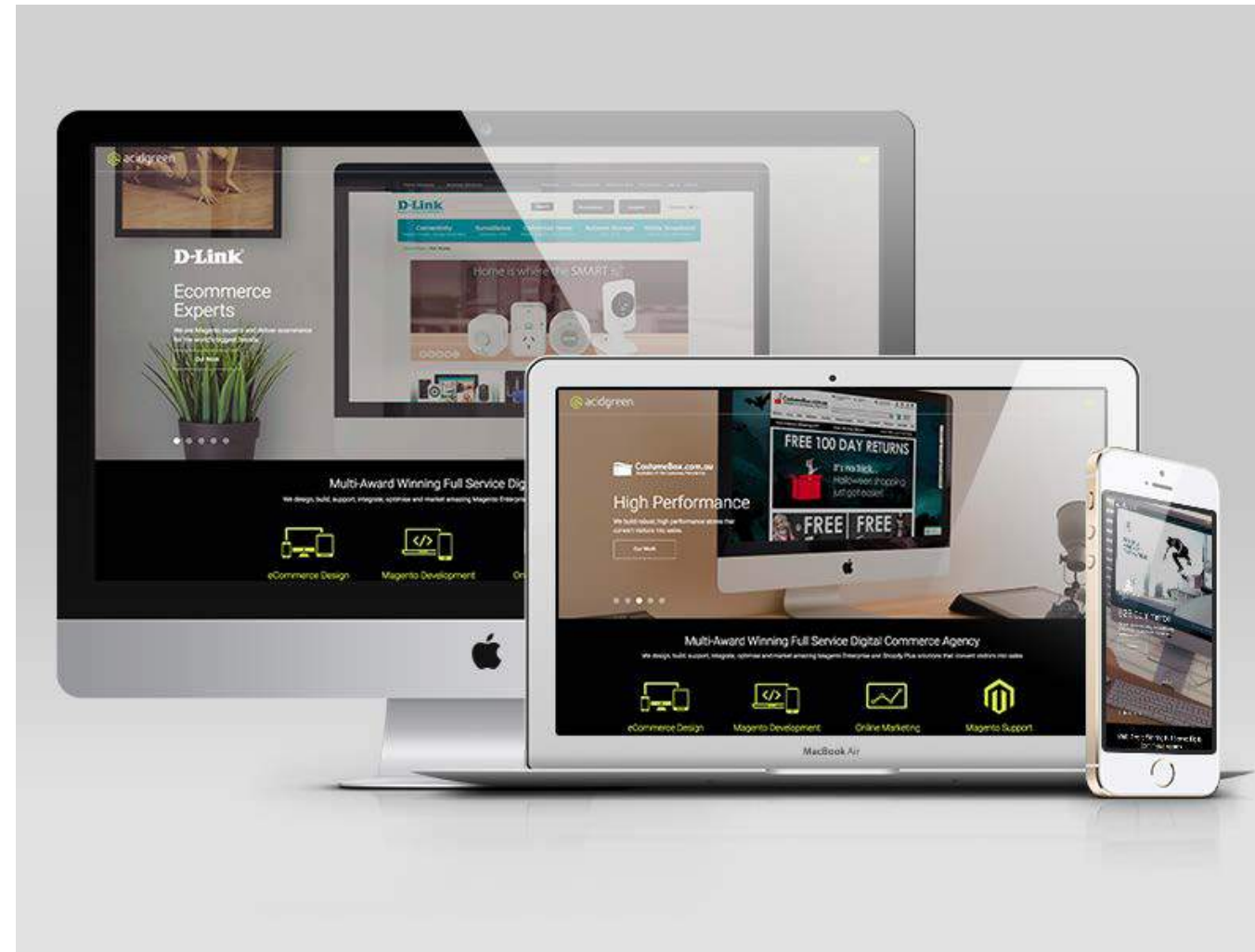
In 2016 I was in charge of the new branding concept and strategy. In January 2017 the new identity and webpage went live.

I redesigned logo, webpage, booklet, expobooths, business cards and the whole branding identity.

In 2017 acidgreen had an all time record revenue







Handwritten signature or initials.

CLIENT

whitworths marine

AGENCY

acidgreen

YEAR

2017

ROLE

Lead Digital Designer and
Creative Director

SCOPE

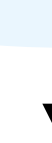
Whitworths Marine & Leisure is Australia's largest marine accessories retailer and has been serving boat owners since 1962.

They are selling their products online since 2003 and never have changed their webpage design and functionality.

In 2017 I had the honour to redesign the webpage working with acidgreen's project manager and leading the front-end development team based in Philippines.

Other agencies had tried, but the team at acidgreen proved that they had the expertise to deliver on our complex requirements. With acidgreen guidance, we look forward to building on our e-commerce success.

Nathan - IT Manager Whitworths



2003 - 2017

Whitworths[®] MARINE & LEISURE

DISCOUNT MARINE SUPPLIES

• Australia's Largest Marine Accessories Retailer

HUNDREDS of SUPER SPECIALS! - SAVE \$\$\$
Here are just a few. Go to our **SPECIALS** pages for more!

SIXTEEN BIG SUPERMARKET LOCATIONS AUSTRALIA WIDE!

QUEENSLAND

- Woolloongabba
- Breakfast Creek
- Southport
- Mooloolaba
- Cairns

• DELIVERY AUSTRALIA WIDE

• Overseas Orders to the Pacific region also accepted*
*Overseas orders may involve additional charges.
Please note we may not be able to ship dangerous goods to all overseas destinations

Anchor/Mooring | Books/Flags/Giftware | Cabinware | Clothing/Apparel | Electrical/Lighting | Electronics/Navigation | Engine/Steering | Fastenings/Tools | Fishing Accessories | Galley/Stoves/BBQ's | Hull/Deck Hardware | Paint/Maintenance | Pumps/Plumbing | Rope/Wire/Rigging | Safety Equipment | Sailboat Hardware | Sailmakers Accessories | Seating/Covers/Fabric | Small Boat Gear | Trailer Accessories | Watersports |

Site Map

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Whitworths[®] MARINE & LEISURE

SHOP BY CATEGORY • CATALOGUE • SUPER SPECIALS • DISCOUNT MARINE SUPPLIES

WHITWORTHS SUPPORTING YOUTH SAILING SINCE 1989

Super Specials | New Products | Clearance Products

DripPro Waterproof Dry Bag 25L | Scaregull Seagull Scarer | Cigarette Lighter Socket Extension | TMC 12V Galley Pump 280GPH | HoseCoil 15' High Performance Hose

• view all

Brands

LOWRANCE | SIMRAD | FURUNO | RAYMARINE | GARMIN | FUSION | GME | ICOM

BLUESEA | Starbuck | Allen | XInternational | NIGHTGLASS | MUSTO | GII

HENRYCOWARD | BURKE | MAPPL | HATCHWICK | SPERRY | CHATHAM | KEWHAIR

KINGLUX | DECK TECH | WILDERSEN | HARGEN | SPINLOCK | RUBY | JASCO

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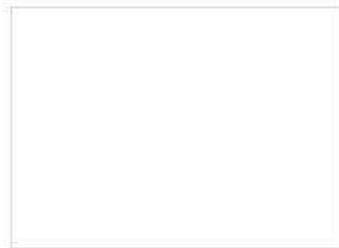

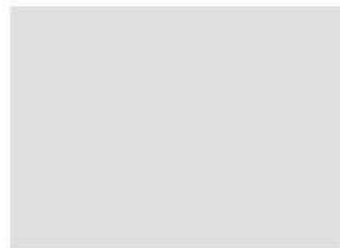


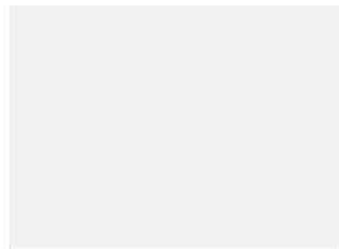
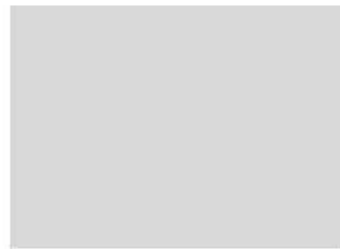













Whitworths[®]

Search...

WHITWORTHS SUPPORTING YOUTH SAILING SINCE 1989

Super Specials

2018

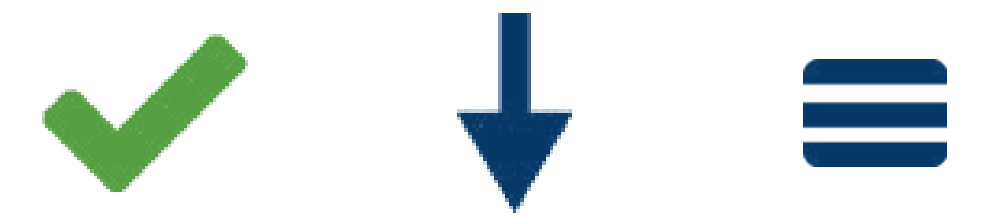
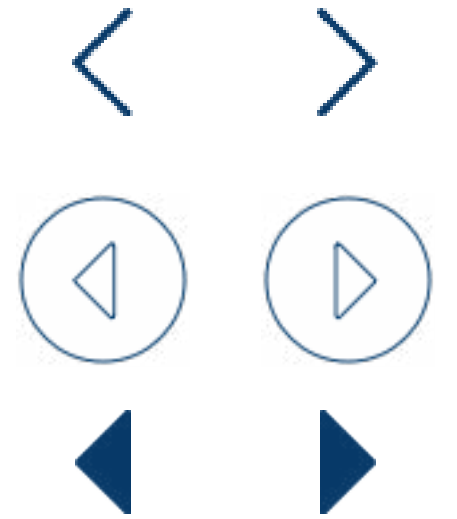
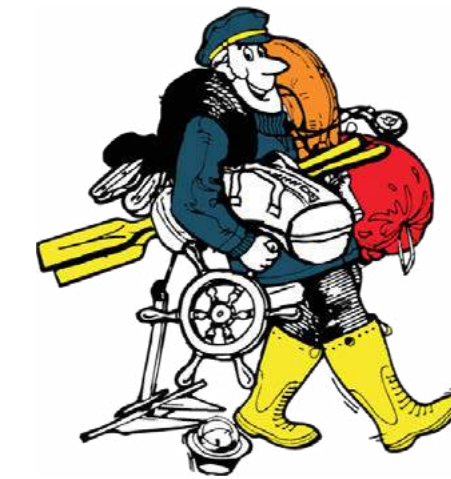
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 <p>Color name #125FA9 rgba(18, 95, 169, 1)</p>	 <p>Color name #F2F2F2 rgba(242, 242, 242, 1)</p>	 <p>Color name #D8D8D8 rgba(216, 216, 216, 1)</p>	 <p>Color name #589D47 rgba(88, 157, 71, 1)</p>
 <p>Color name #979797 rgba(151, 151, 151, 1)</p>	 <p>Color name #FEFEFE rgba(254, 254, 254, 1)</p>	 <p>Color name #5FA82C rgba(95, 168, 44, 1)</p>	 <p>Color name #0077B4 rgba(0, 119, 180, 1)</p>
 <p>Color name #559F41 rgba(85, 159, 65, 1)</p>	 <p>Color name #071D32 rgba(7, 29, 50, 1)</p>	 <p>Color name #124B82 rgba(18, 75, 130, 1)</p>	 <p>Color name #B4B4B4 rgba(132, 132, 132, 1)</p>
 <p>Color name #0F74B8 rgba(15, 116, 184, 1)</p>	 <p>Color name #000000 rgba(0, 0, 0, 1)</p>	 <p>Color name #173857 rgba(23, 56, 87, 1)</p>	 <p>Color name #19548D rgba(25, 84, 141, 1)</p>

<p>Aa Zz OpenSans-Bold</p>	<p>Aa Zz OpenSans</p>	<p>Aa Zz CooperBlackStd</p>	<p>Aa Zz OpenSans-SemiboldItalic</p>
<p>Aa Zz OpenSans-BoldItalic</p>	<p>Aa Zz OpenSans-Semibold</p>	<p>Aa Zz CenturyGothic-Bold</p>	<p>f FontAwesome</p>
<p>Aa Zz Bauhaus93</p>	<p>Aa Zz OpenSans-Italic</p>	<p>Aa Zz CenturyGothic</p>	<p>Aa Zz Lato-Regular</p>

H1
25%
CooperBlackStd / 95 px / 57.3 px Leading / #EF0006

H2
16
CooperBlackStd / 79.04 px / 47.67 px Leading / #FFFFFF

H3
10% OFF
CooperBlackStd / 54 px / 33.3 px Leading / #EF0006



CLIENT

costumebox

AGENCY

acidgreen

YEAR

2017

ROLE

Lead Digital Designer, UX Designer
and Creative Director

SCOPE

CostumeBox's aim is to offer the customers incredible choice with the most comprehensive range of fancy dress costumes, accessories, and party supplies in the world.

CostumeBox has despatched more than 3 million costumes and party supplies to happy customers in Australia, New Zealand, Asia, Europe and the USA.

I helped them with a completely new webpage from scratch, creating a more modern, fresh, responsive and ux friendly design.

After few meetings with the client and the mockups approval, I have led the front-end development team remotely to apply the design to the code for a more accurate result.

It will go live in may 2018.



H1

V_01.1

Lato-Bold / 144 px / 173 px Leading / #E31936

H2

Mens

Lato-Regular / 40 px / 48 px Leading / #000000

H3

%

AmericanTypewriter-Bold / 39 px / 48 px Leading / #FFFFFF

H4

+

AmericanTypewriter-Bold / 33 px / 40 px Leading / #FFFFFF

H5

Mens

Lato-Regular / 30 px / 36 px Leading / #000000

H6

Party Supply Ideas & Inspiration

Lato-Regular / 26 px / 32 px Leading / #000000

Text style

%

AmericanTypewriter-Bold / 26 px / 32 px Leading / #FFFFFF

Text style

AU\$76.99

Lato-Bold / 24 px / 29 px Leading / #000000

Text style

Wonder Woman Secret Wishes Deluxe Womens Costume

Lato-Light / 24 px / 29 px Leading / #000000

Text style

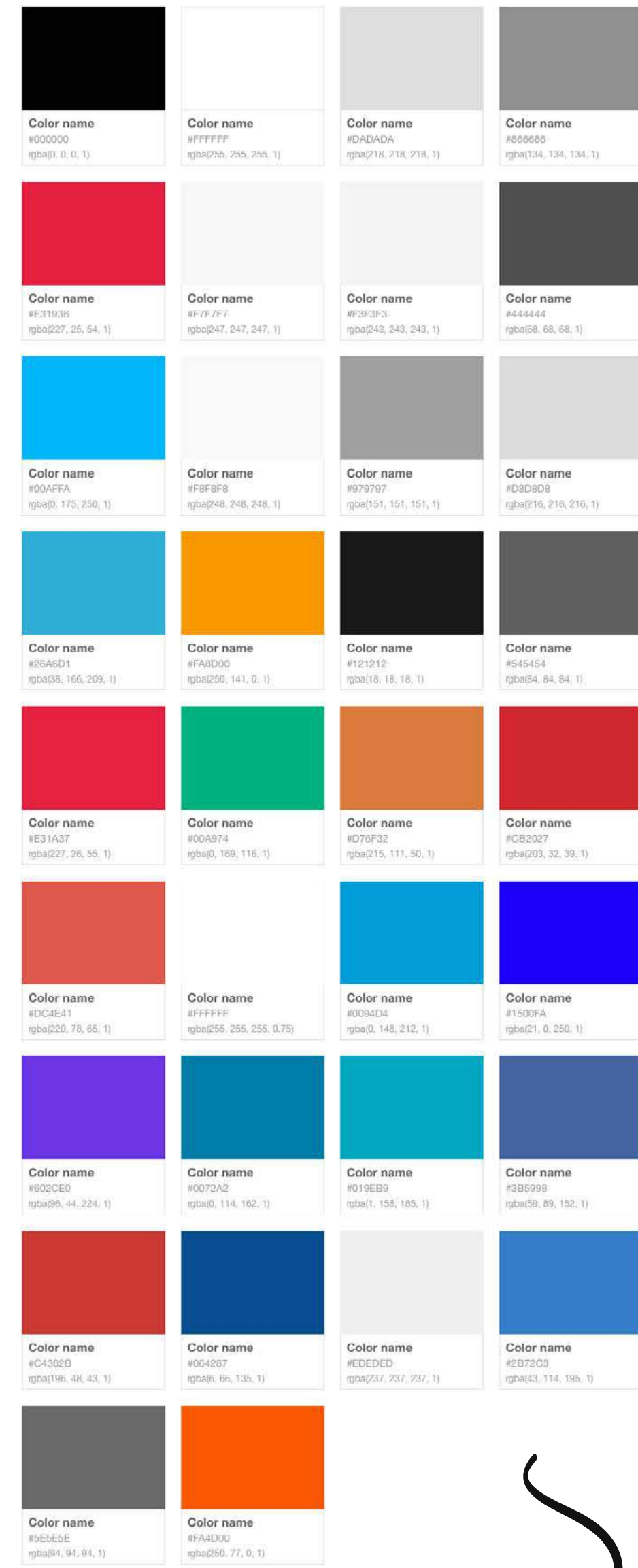
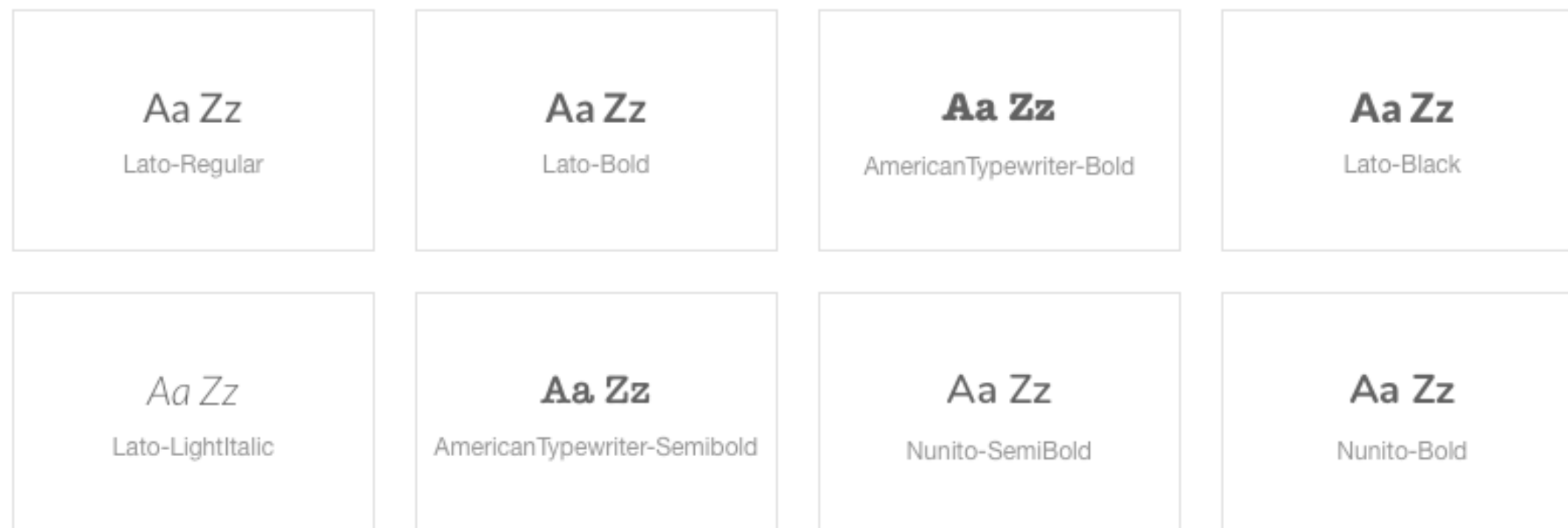
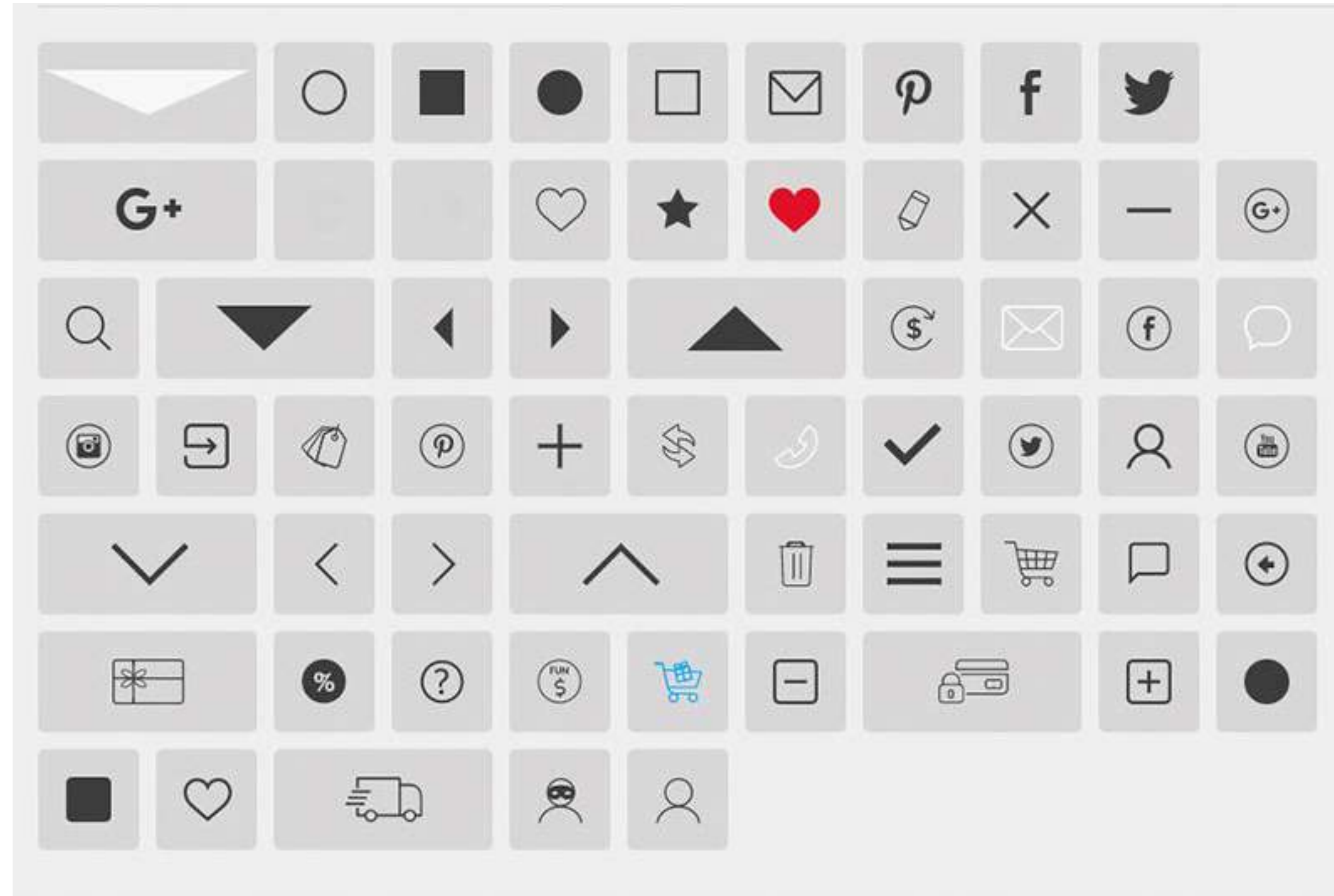
Success your order has been received.

Lato-Regular / 24 px / 29 px Leading / #000000

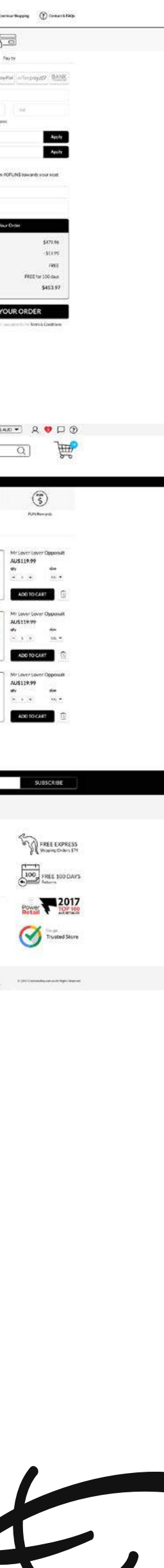
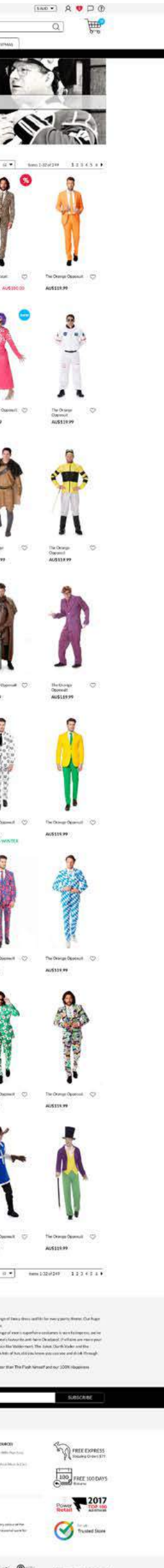
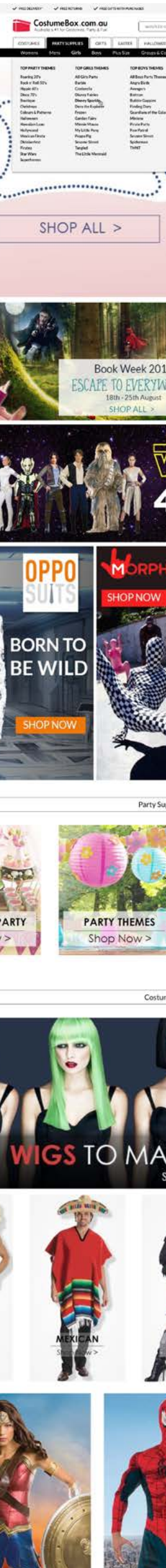
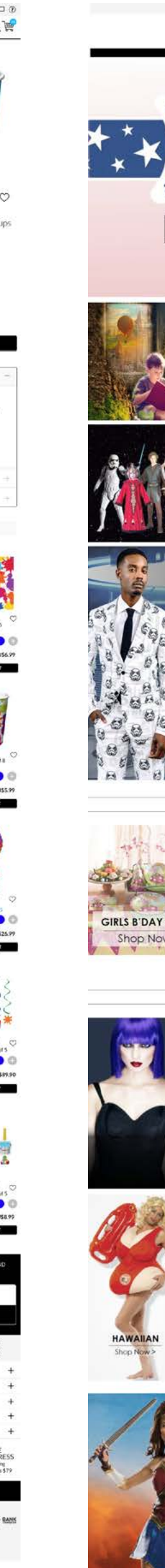
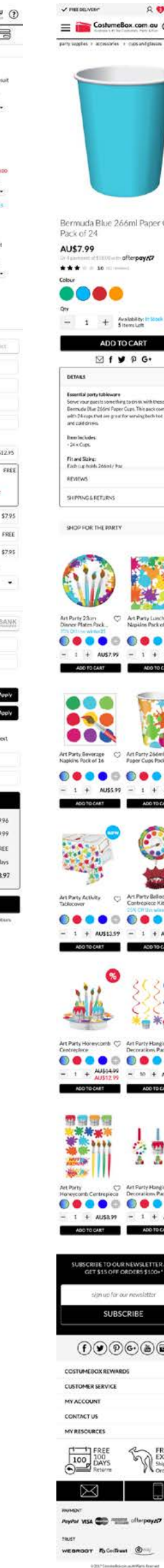
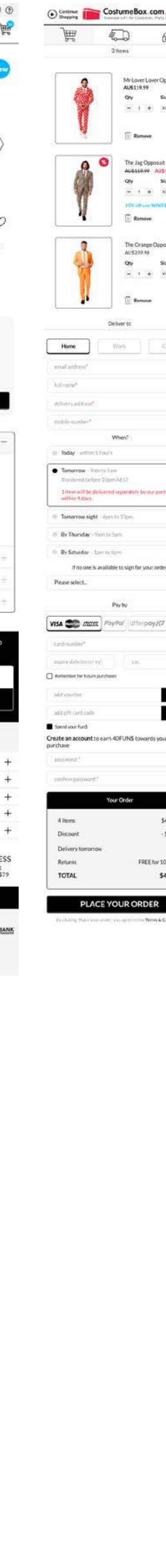
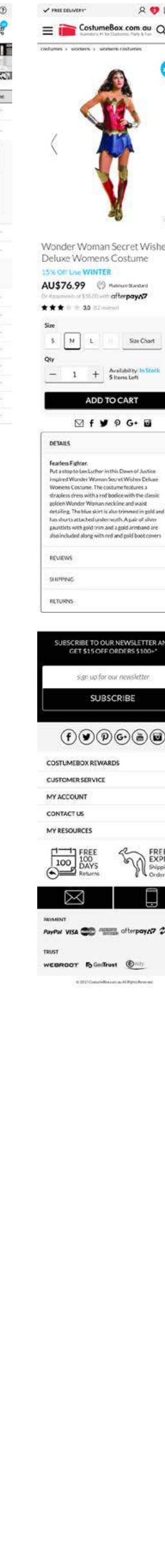
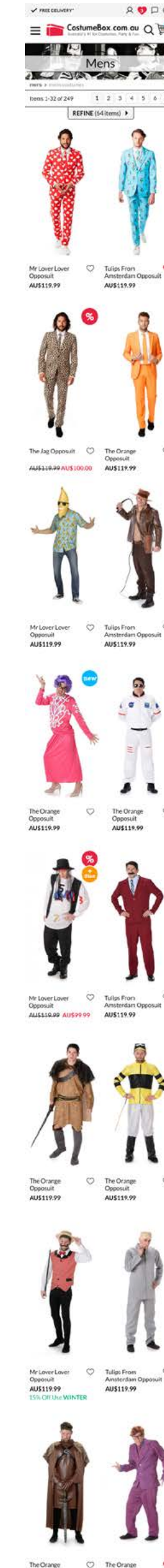
Text style

new

AmericanTypewriter-Bold / 22.5 px / 27 px Leading / #FFFFFF



portfolio / costumebox





A stylized signature or logo, possibly representing the brand or designer, located in the bottom right corner of the image.

CLIENT

bec + bridge

AGENCY

acidgreen

YEAR

2018

ROLE

UX Designer and Creative Director

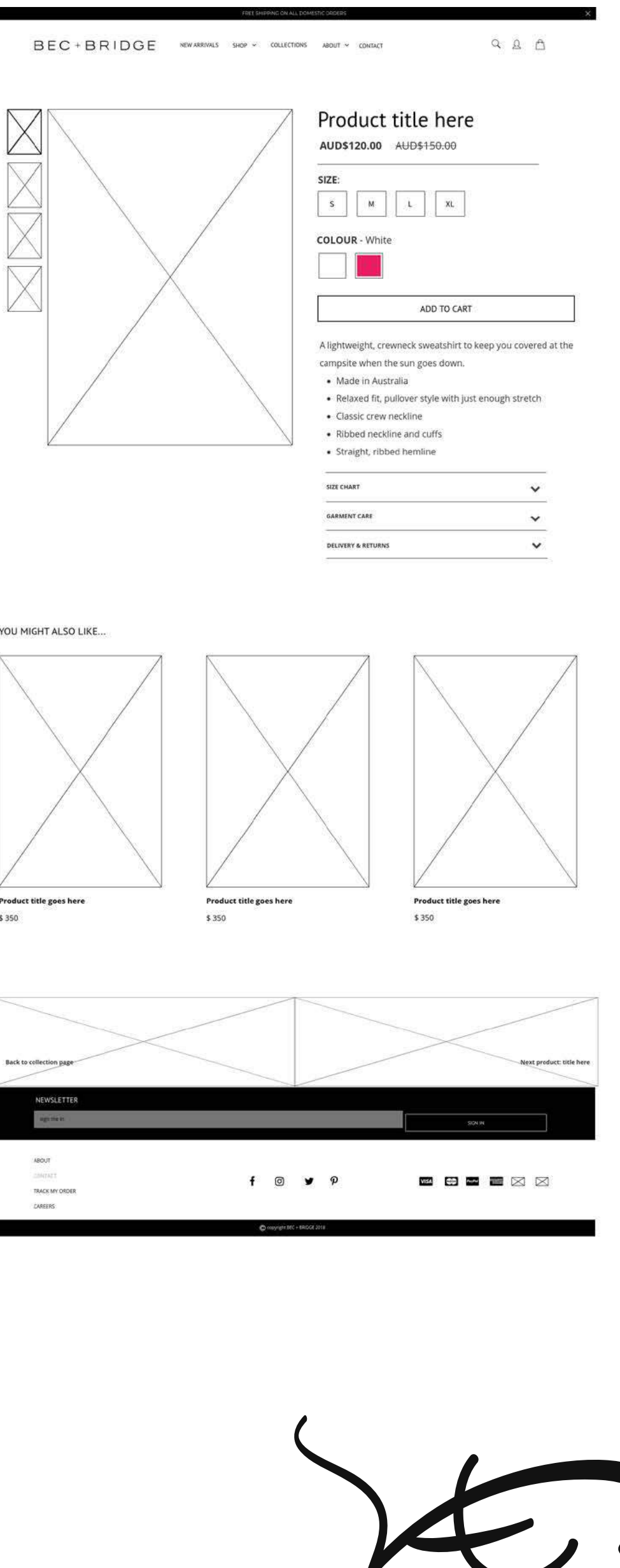
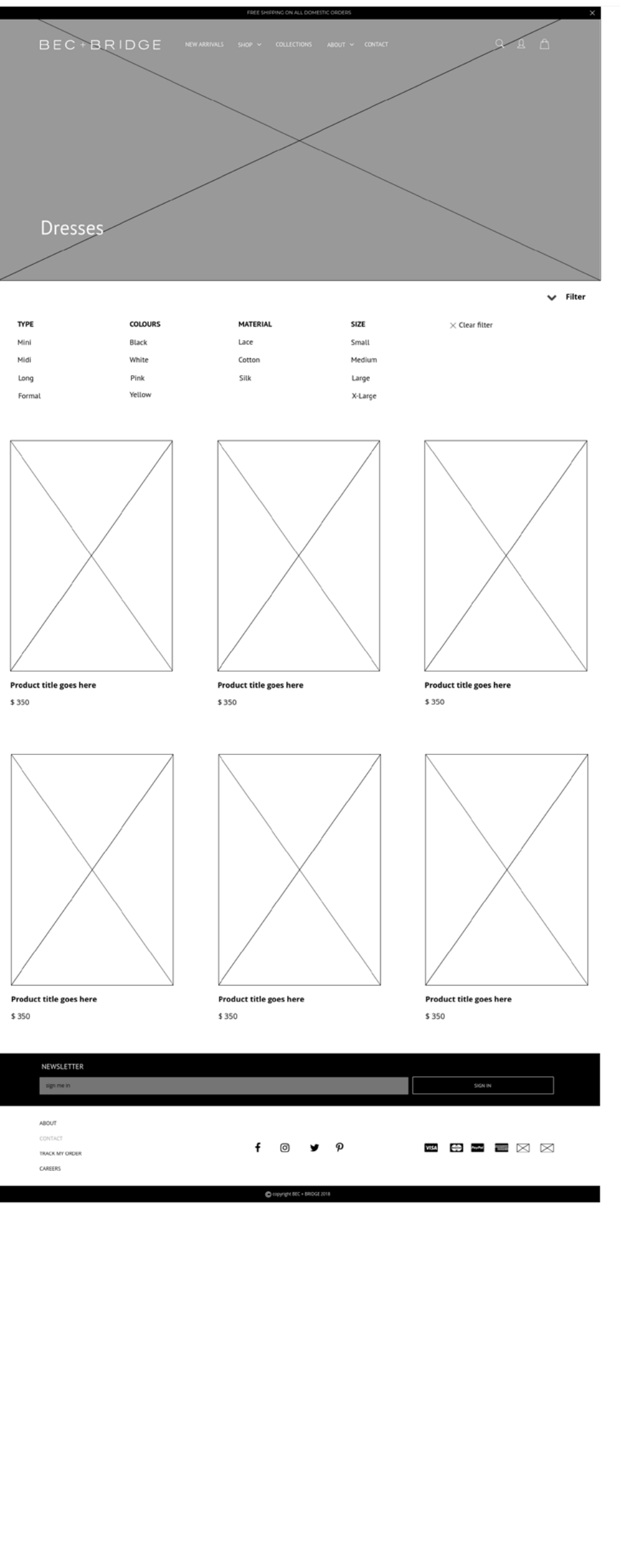
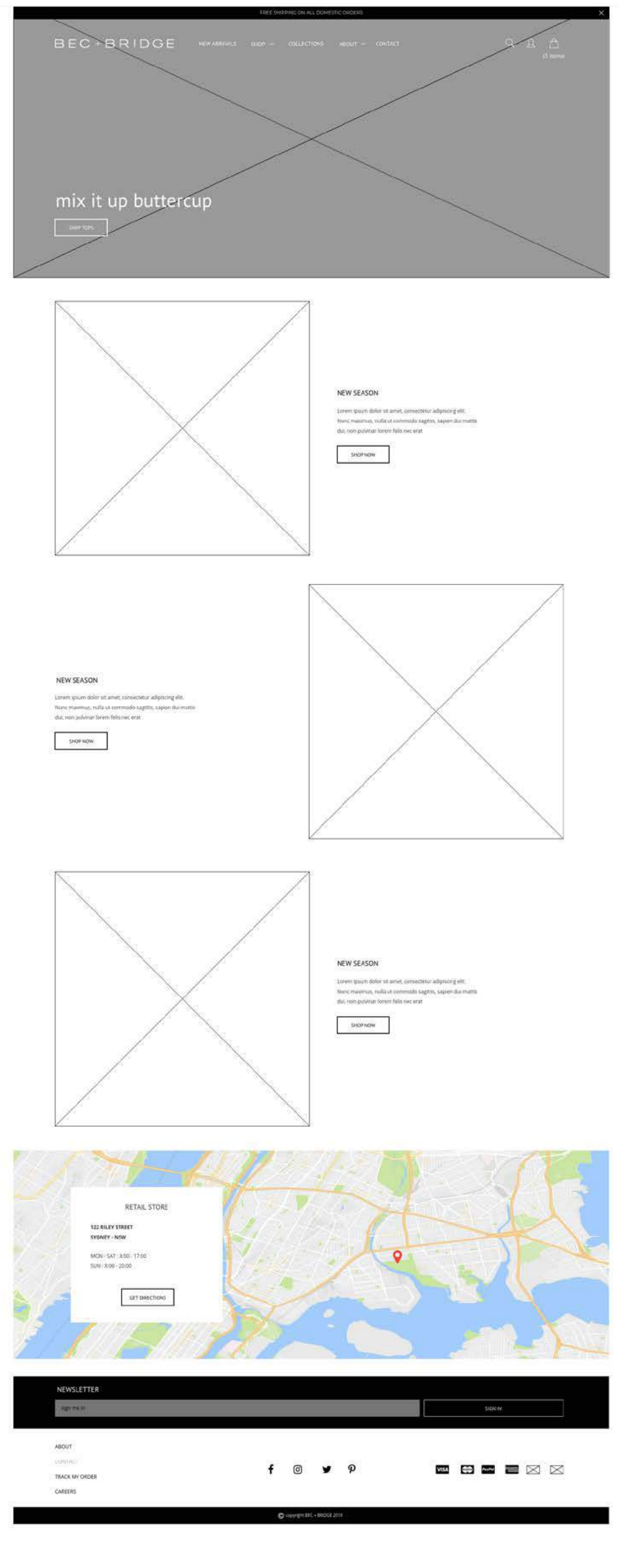
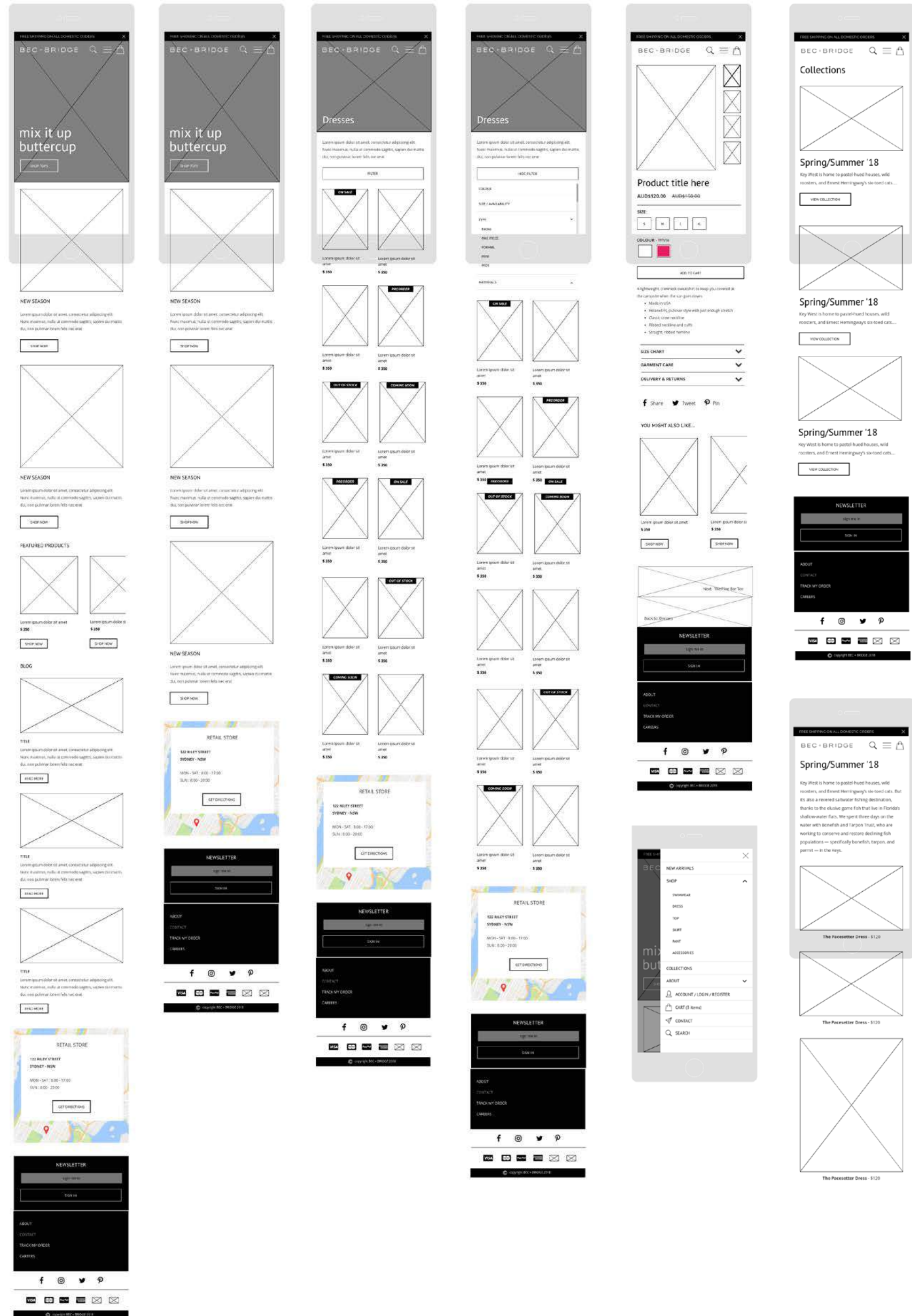
SCOPE

Bec & Bridge strike a fine balance between aspirational and achievable fashion, a niche its creators have worked hard to perfect since the label's origins in 2003.

This is one of my last projects as a ux designer and creative director.

The site is based on Shopify and client's aim is to create a new responsive and modern design to improve the e-commerce experience and make the user journey more exiting.





Handwritten signature or mark.

The mobile app interface for Bec + Bridge features a top navigation bar with the brand name and a search icon. Below this, there are several product listings for dresses, each with a thumbnail image, a title, and a price. A filter menu is visible on the right side of the screen, allowing users to refine their search by color, size, and material. The interface is clean and user-friendly, with a focus on showcasing the brand's clothing line.

The desktop website interface for Bec + Bridge features a large hero section with a high-quality image of a woman in a floral dress. Below the hero section, there are several product listings for dresses, each with a thumbnail image, a title, and a price. The interface is clean and modern, with a focus on showcasing the brand's clothing line. A navigation menu is visible at the top, and a footer contains contact information and social media links.

The desktop website interface for Bec + Bridge shows a product detail page for a dress. The page features a large image of the dress, a title, and a price. Below the main image, there are several smaller images showing the dress from different angles. The interface is clean and modern, with a focus on showcasing the product's details. A navigation menu is visible at the top, and a footer contains contact information and social media links.

The desktop website interface for Bec + Bridge shows a product detail page for a dress. The page features a large image of the dress, a title, and a price. Below the main image, there are several smaller images showing the dress from different angles. A 'You May Also Like' section is visible, suggesting other products to the user. The interface is clean and modern, with a focus on showcasing the product's details. A navigation menu is visible at the top, and a footer contains contact information and social media links.



CLIENT

videocraft



AGENCY

acidgreen

YEAR

2016

ROLE

UX Lead Designer

* click the client name to access to the webpage

A handwritten signature in black ink, consisting of stylized, overlapping loops and lines.

CLIENT

forum group

AGENCY

acidgreen

YEAR

2016

ROLE

UX Lead Designer



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CLIENT

acidgreen

AGENCY

acidgreen

YEAR

2015 - 2018

ROLE

UX Lead Designer, UI Designer,
Motion Graphic Designer, Video
Editor, Illustrator and Creative
Director

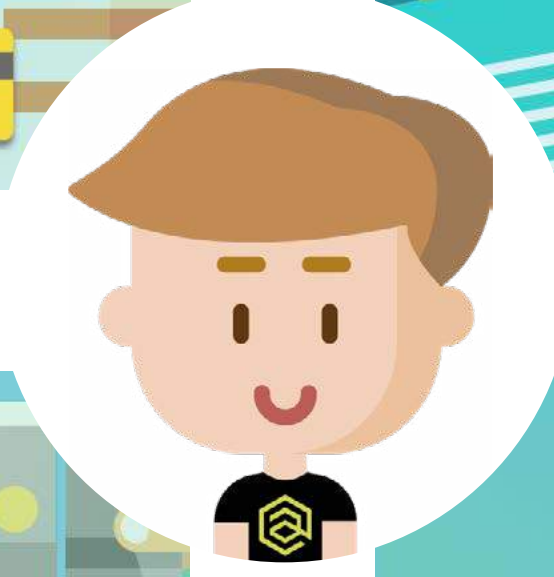
SCOPE

As I mentioned before, acidgreen is a full service digital commerce agency and as a creative director I have collaborated in a few different projects experimenting new technics, languages and tools.

I had the opportunity to play with illustrations for both internal and external presentations, I improved my video editing skills with some motion graphics for prototypes and christmas animated cards to send to clients, as well as animated gifts just for fun.



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↗ Click the image to activate the motion graphic

A stylized, handwritten signature in black ink.

2006 · [Barcelona - Spain](#) · Jaç de Gats - Jazz Music Band · [Graphic Designer / Illustrator](#)

2007 · Italy · [Luna Amarillis](#) - [Jewelry Artist](#) · [Graphic Designer / Illustrator](#)

2008 · Italy · CTV Studio - Architecture Studio · [Web Designer / Front-end \(implementation: Flash\)](#)

2009 · Spain · [ISMET - Institute of Natural Therapies / e-learning](#) · [Web & Graphic Designer / Video Editor](#)

2010 · Barcelona - Spain · [Bayer Healthcare - Pharmaceutical](#) · [Lead Digital Designer](#)

2011 · [Barcelona - Spain](#) · Estudio Idee - [Graphic Design Studio](#) · [Web Designer / Front-end \(Implementation: Flash\)](#)

2012 · Barcelona - Spain · [emagister - e-learning platform](#) · [Lead Visual Designer / Front-end director](#)

2013 · [Barcelona - Spain](#) · Masero - [Artist](#) · [Web Designer / Front-end \(implementation: Wordpress\)](#)

2014 · Spain · [Catalunya Radio & TV](#) - [National Radio and TV Channel](#) · [Lead Front-end Designer](#)

2015 · [Sydney - Australia](#) · Wisy education - [educational institutions platform](#) · [Web Designer](#)

CONTACT

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thanks

