

Think Big and go Bigger



Manuel León

Creative Designer

Think Big and go Bigger



UI/UX designer
my work

is focused on the experience of design and
is less focused on deliverables,
like the traditional UX.

hello@leonscreative.com

3

VISIONS

1

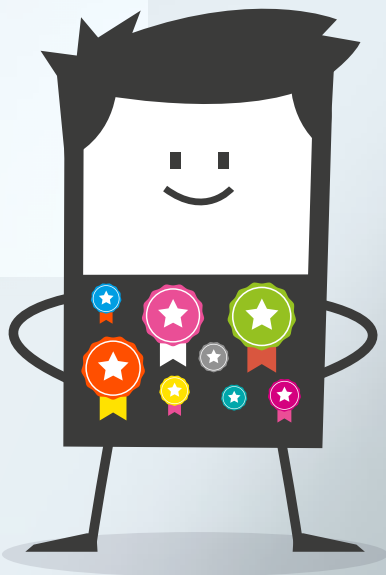
Design

Business

Technology

— person —

- ADOBE XD
- SKETCH
- FIGMA
- TRELLO
- FINAL CUT
- UNITY 3D

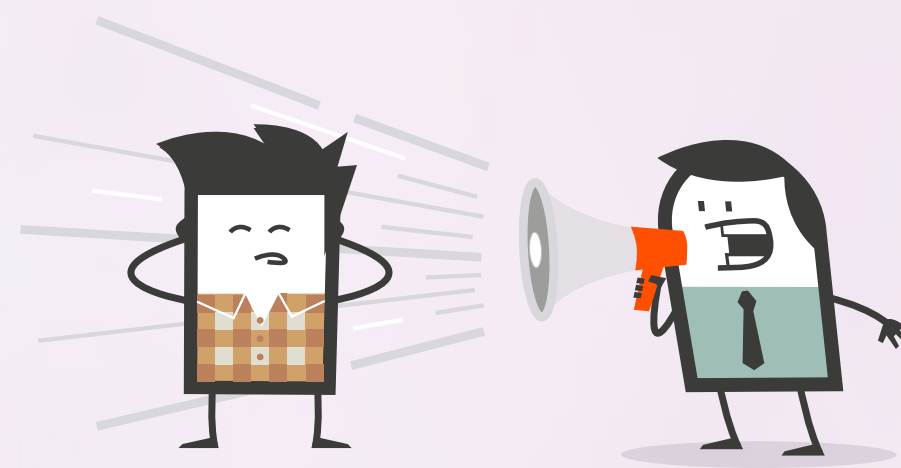


my skills

Creativity UI/UX Business Technology Branding Data Designer Product Designer

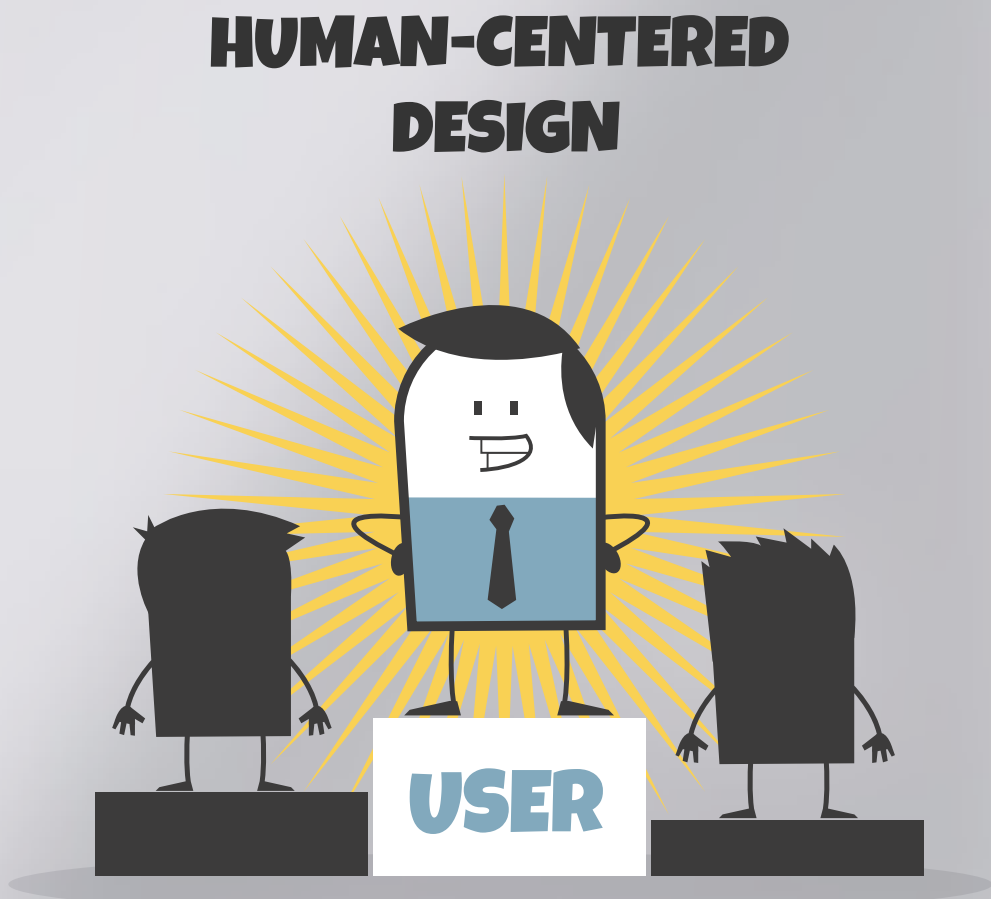
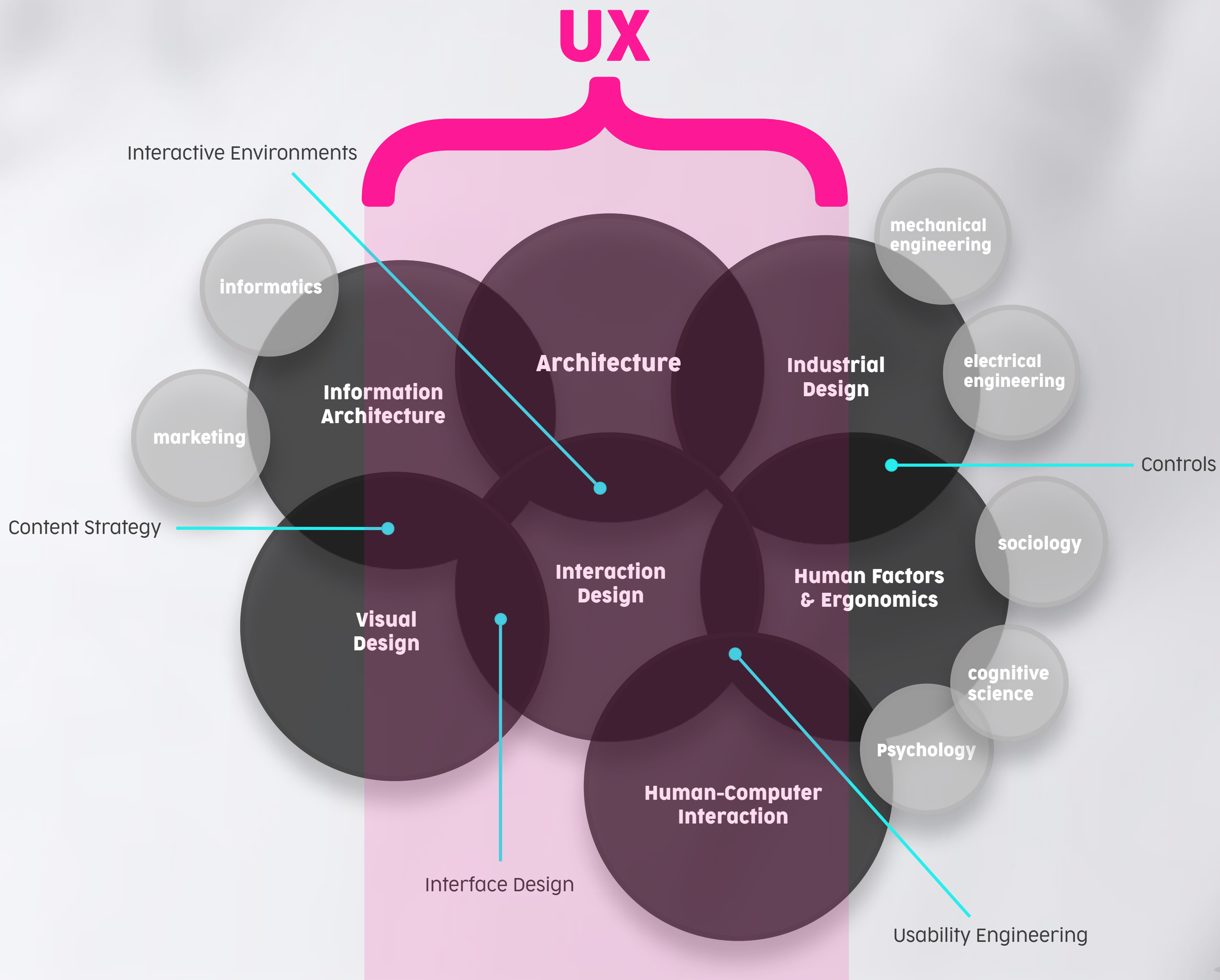
UX

User
Experience



“Your most unhappy customers are
your greatest source of learning”

Bill Gates



What method do I use?

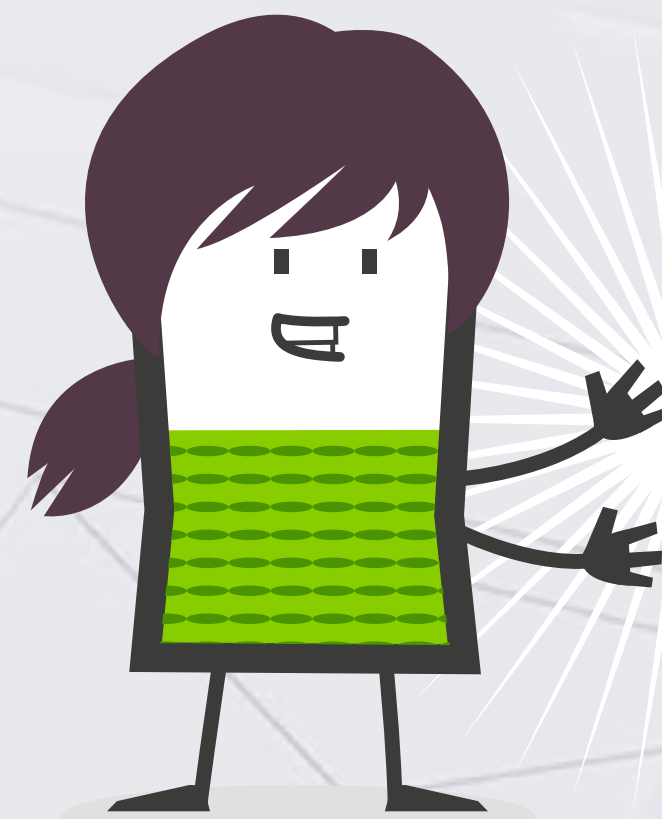
“machines adapted to people would be the most efficient”

Henry Dreyfuss

KANBAN

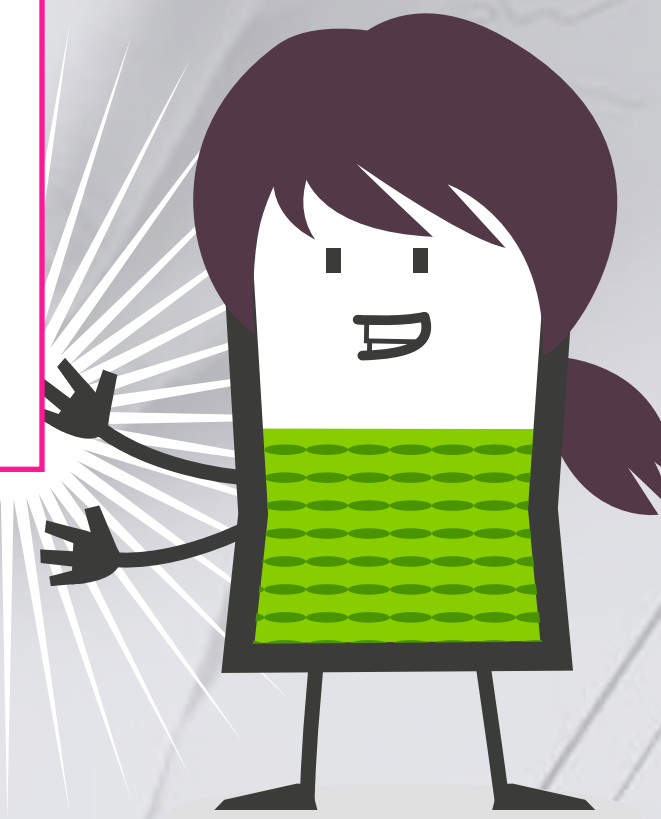
LEAN

AGILE



LEAN UX

UX DESIGN PROCESS

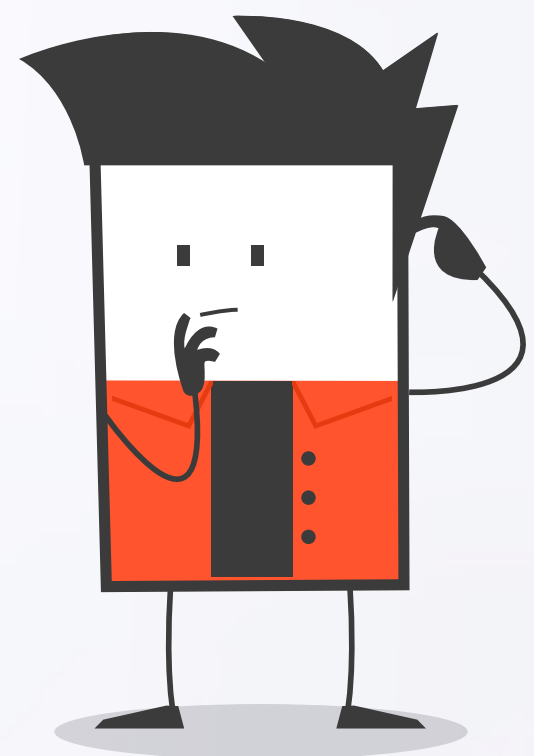


“landing a project is like landing an airplane,
everything have to be under control to avoid crashing”.

Manuel León

LEAN UX

| UX DESIGN PROCESS



Is a process that embraces **Lean-Agile** methods.
It implements functionality in minimum viable increments and
determines success by measuring results against a benefit hypothesis.



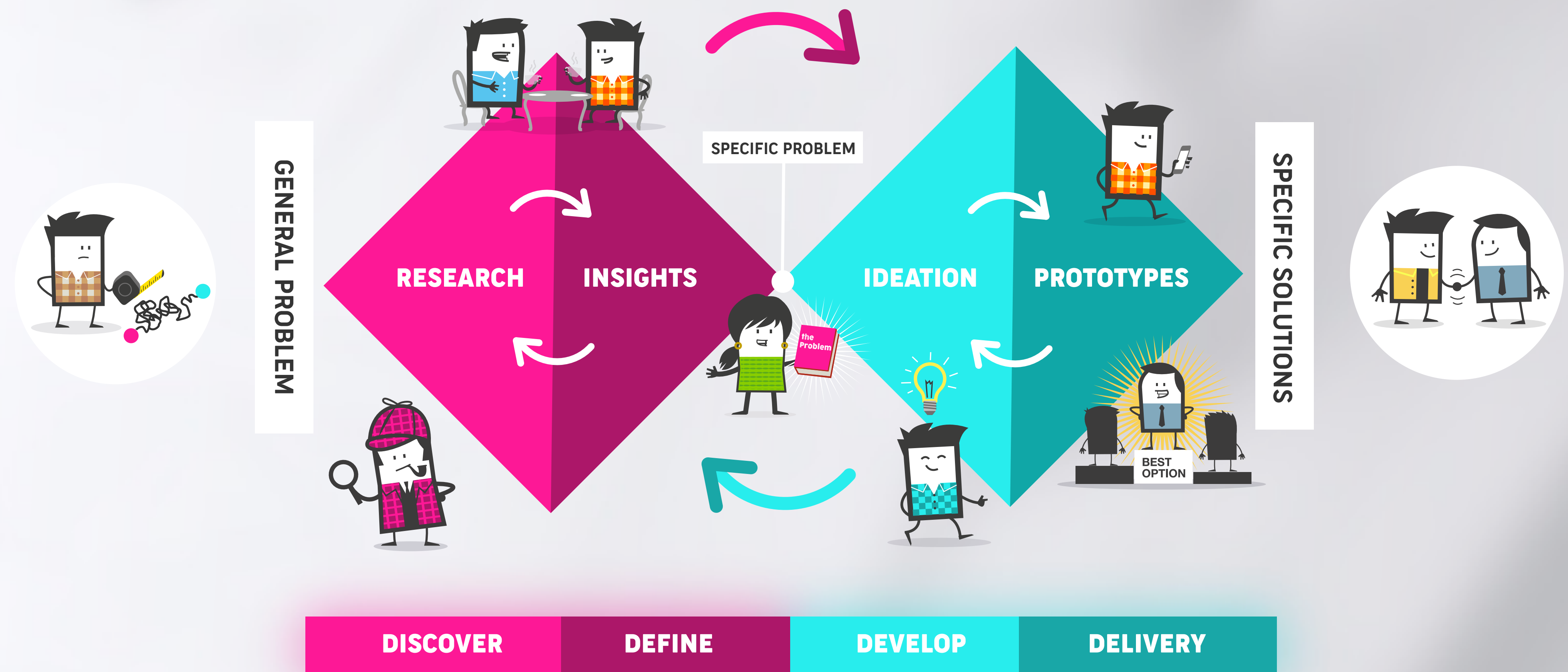
UX = ACTION TO GET A RESULT

How it works?

“Usability does not equate to a specific number of clicks, taps, swipes, pinches, flicks.”

John Morkes

double diamond



My projects

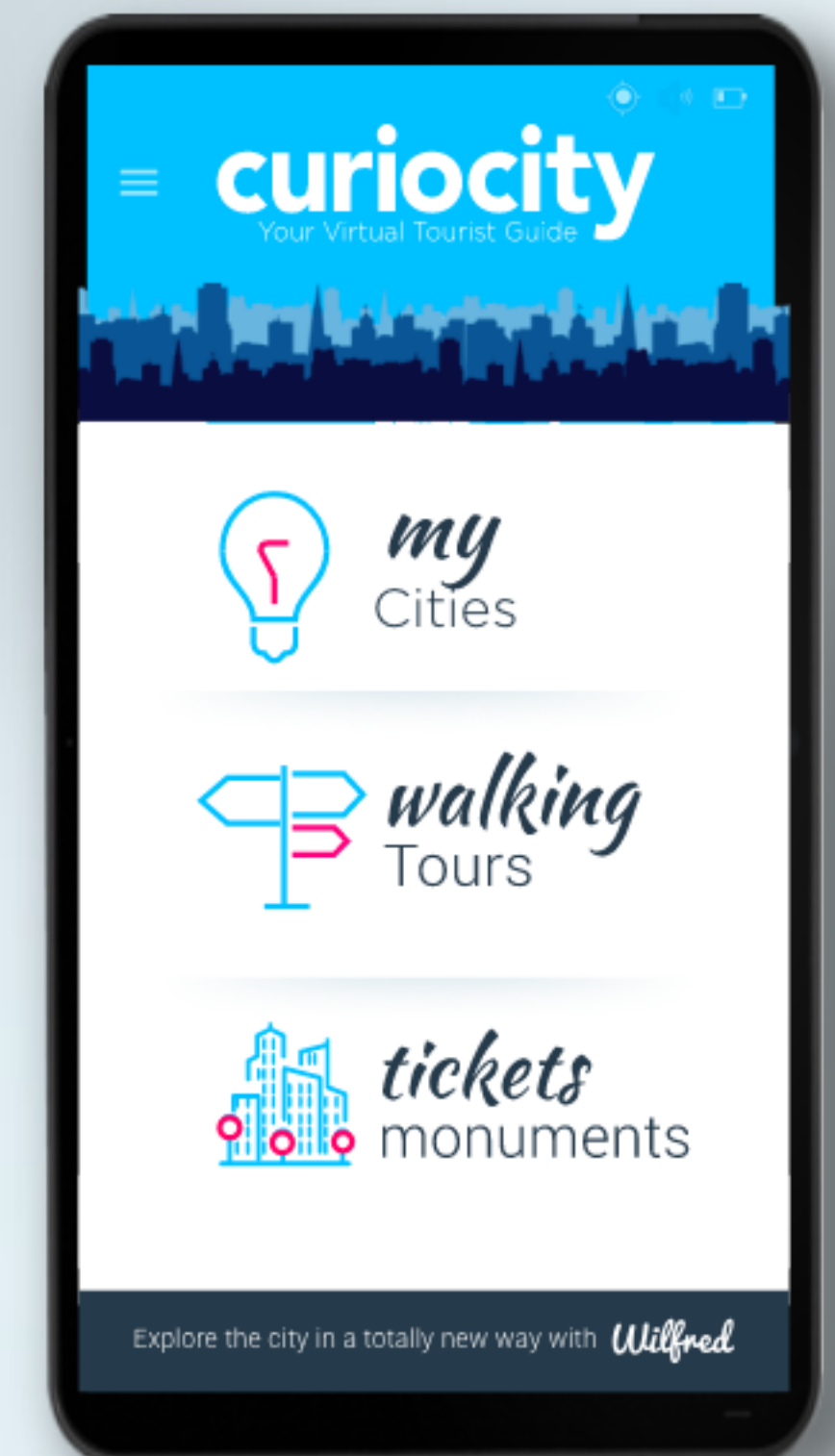
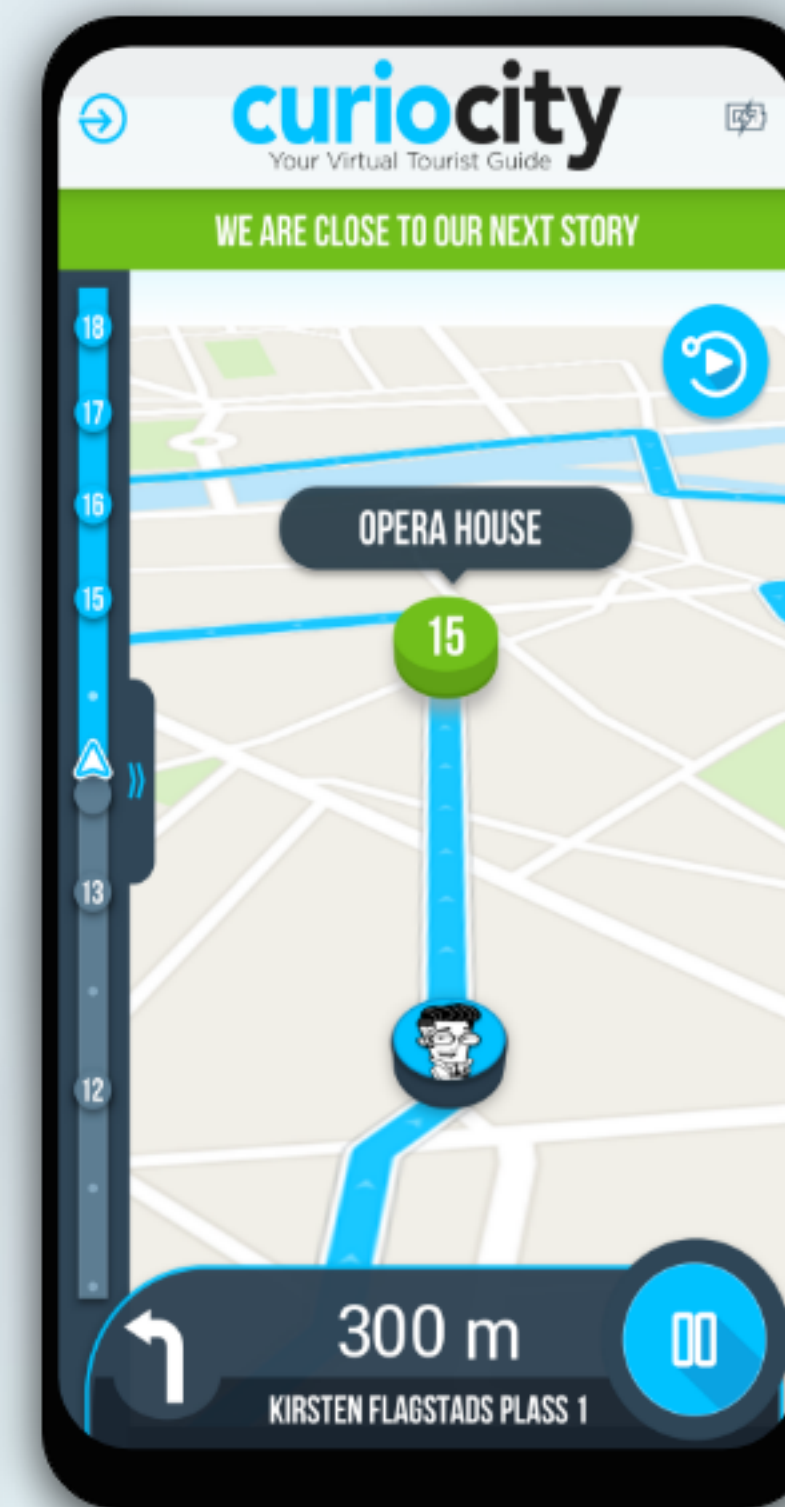
Success is the sum of small efforts - repeated day in and day out.

Robert Collier

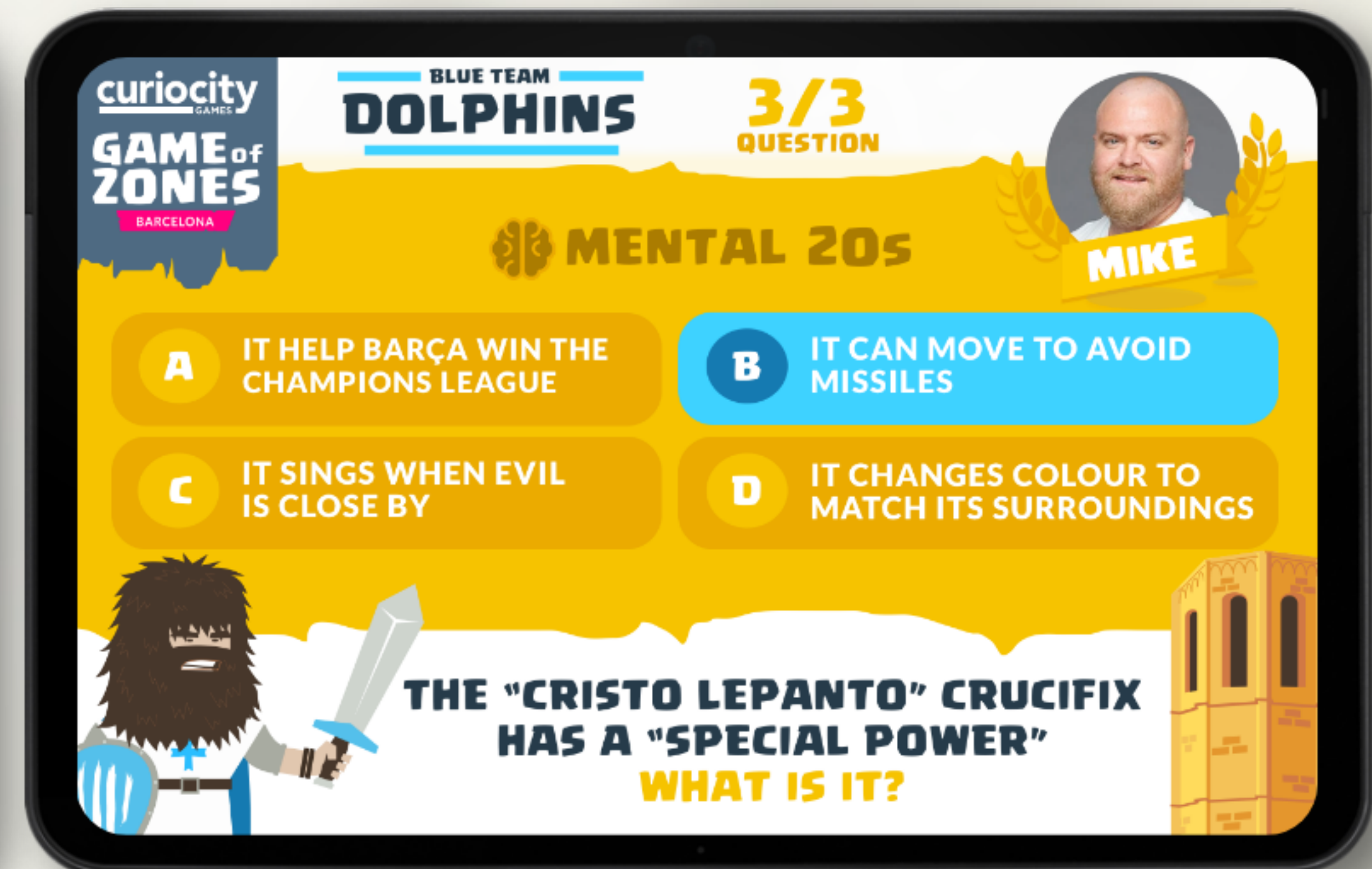
curiosity
Your Virtual Tourist Guide

CURIOCITY is a disruptive virtual tourist guide service to discover cities in a new way.
The project wins several awards and is a Case of Study at the University of Barcelona.

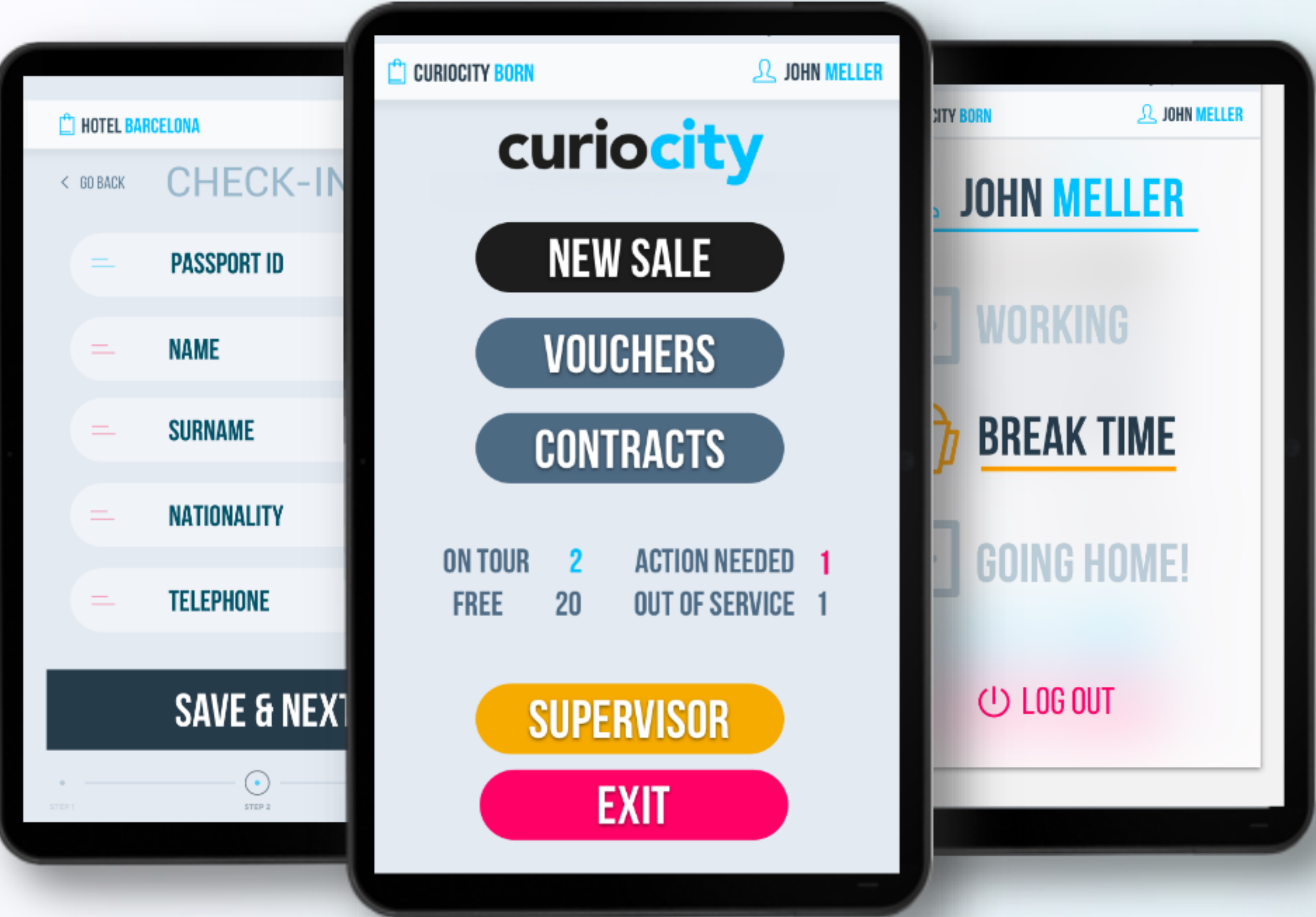
+180 STORIES
5 LANGUAGES
INTERACTIVE



CURIOCIITY GAMES is a team-building games service (treasure hunter) for DMC companies.
Is linked with Curiosity project adding gamification experience to the main service.



CURIOCIITY POS is an app developed to manage and create the rental contracts associated to the service.
Is linked with Curiocity project to generate the activation QR codes necessary to start the Curiocity experience.

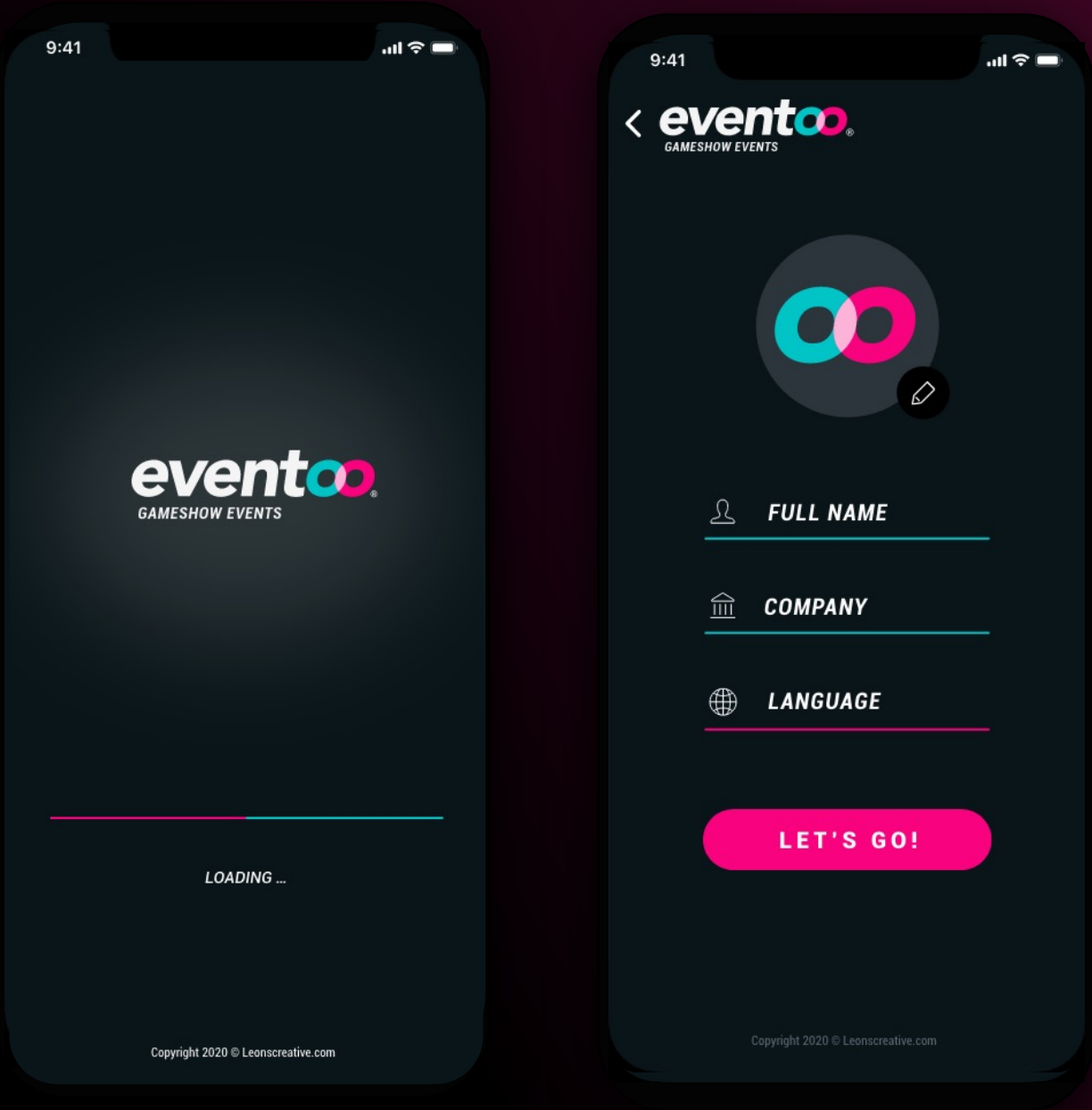


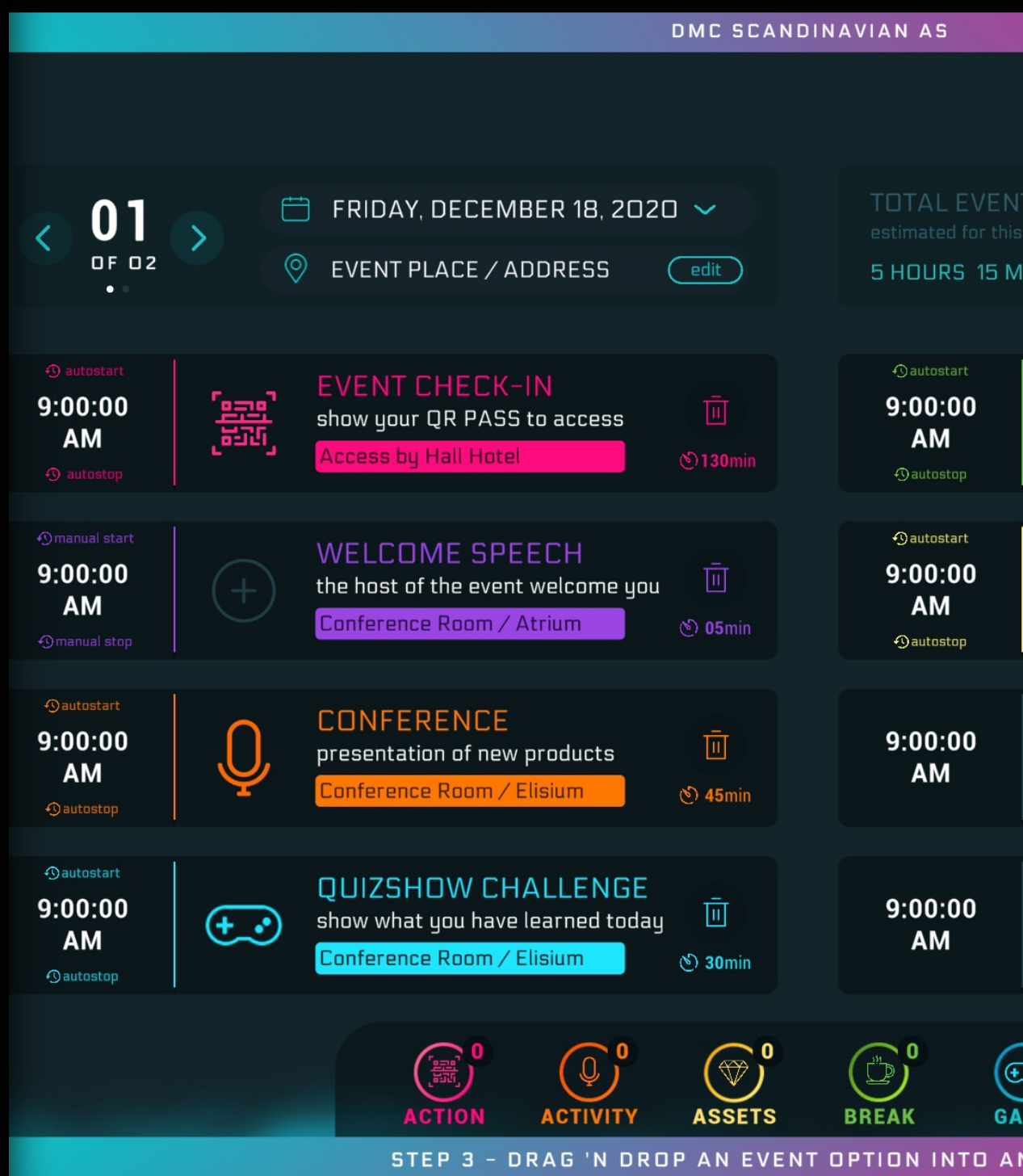
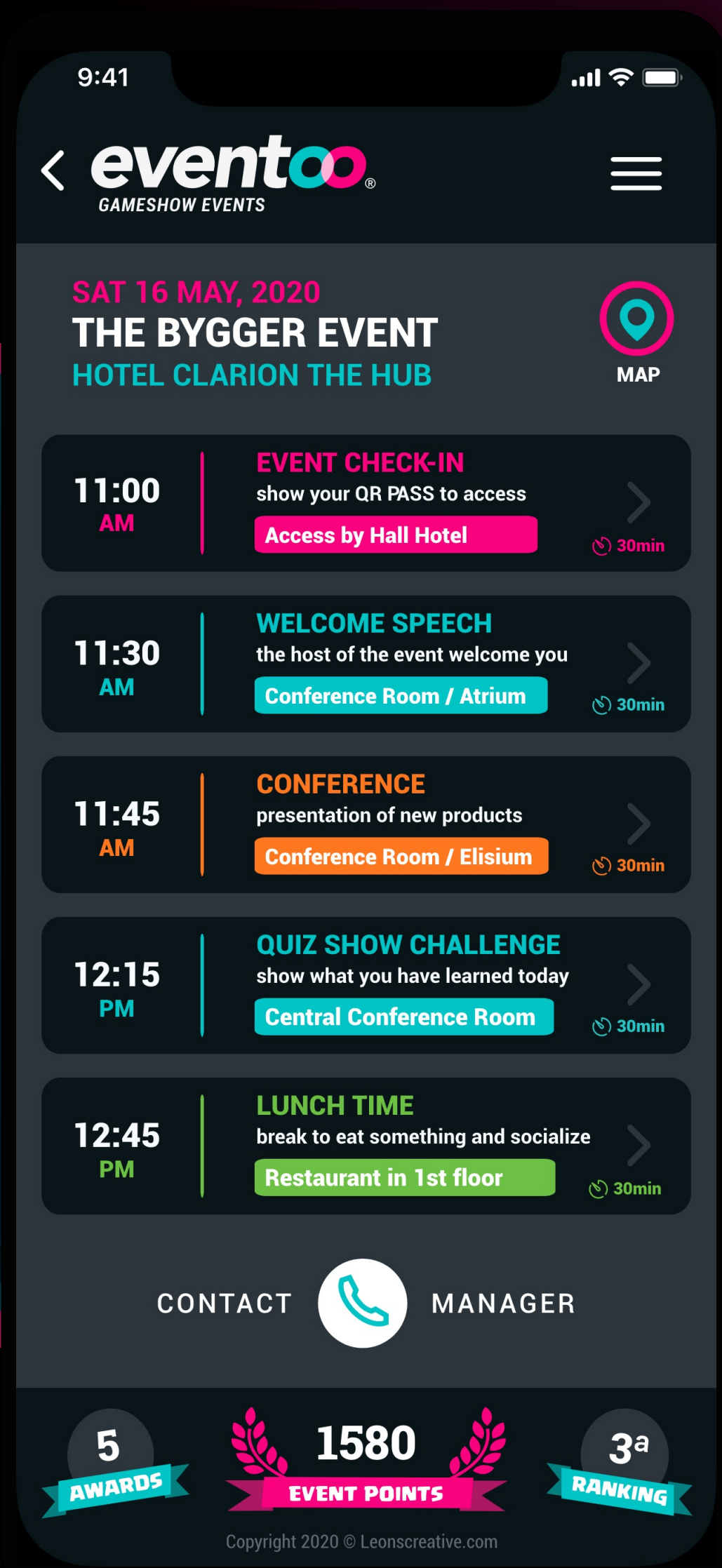
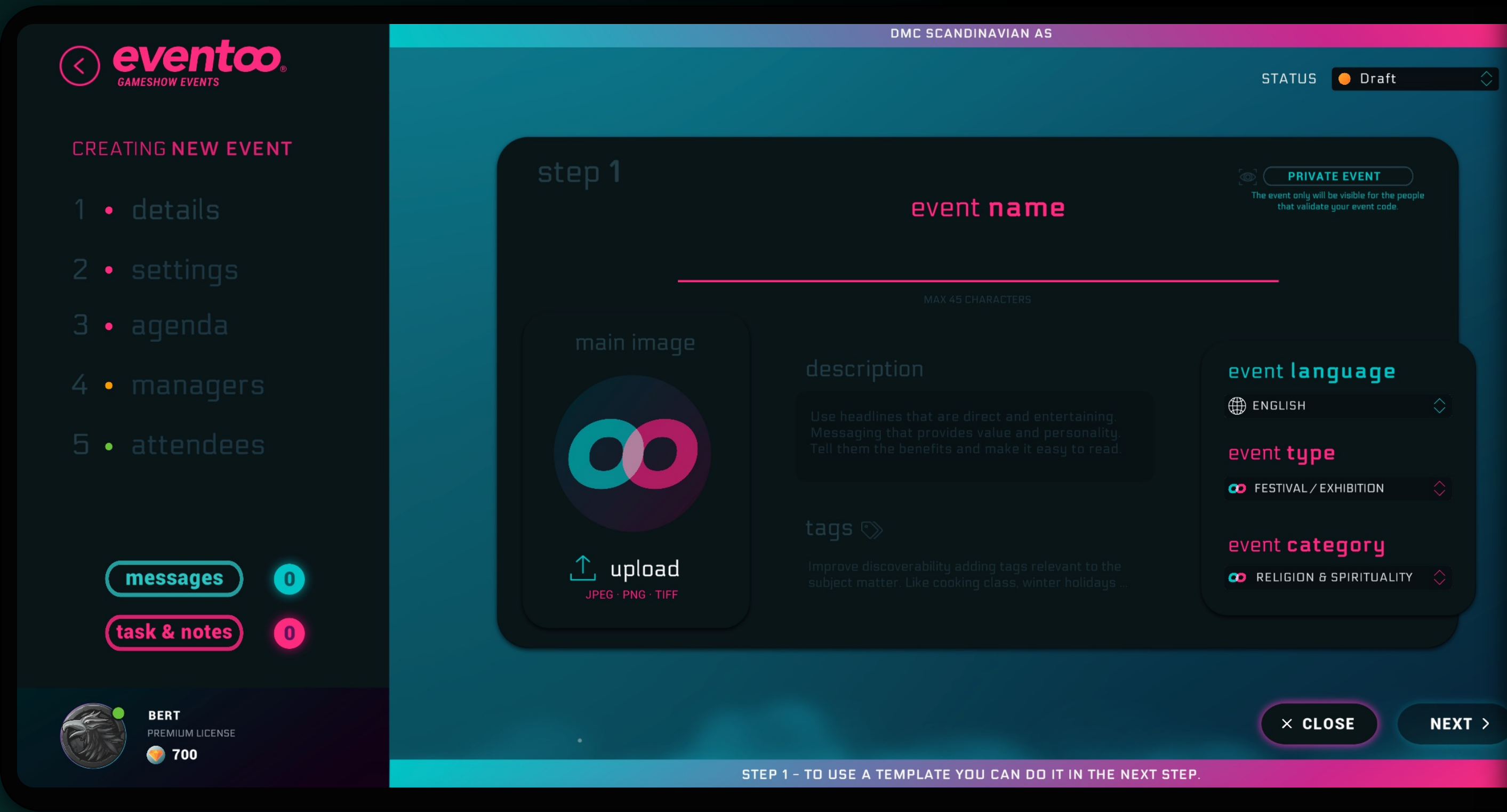


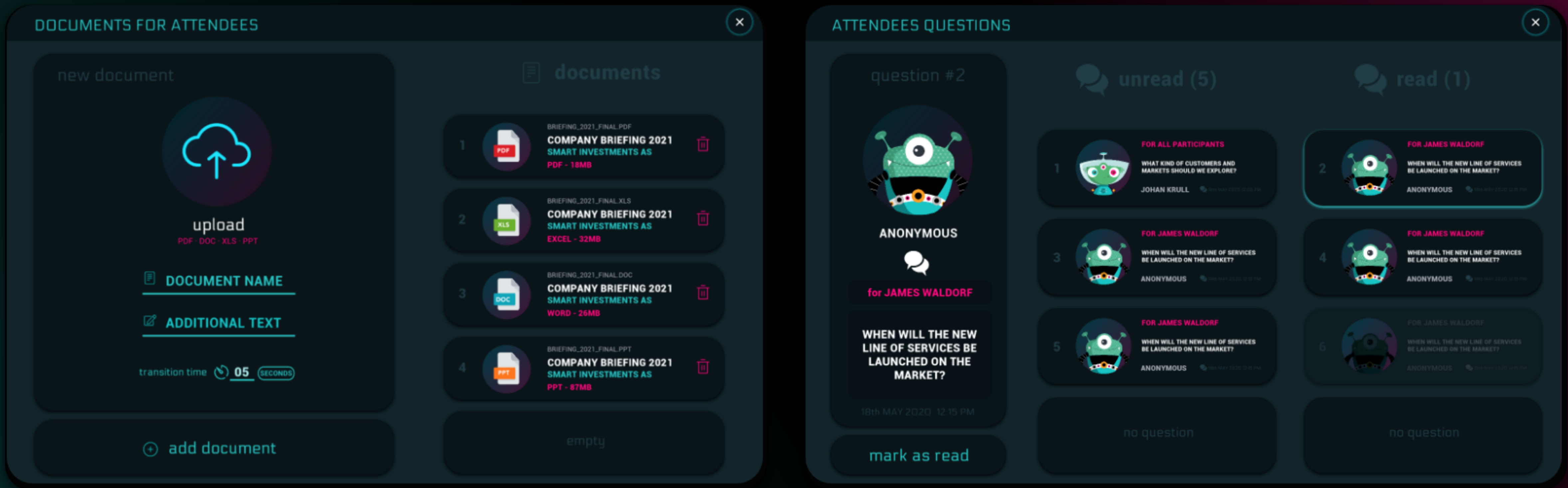
THE NEW GAMIFICATION EXPERIENCE
FOR REALTIME & STREAMING

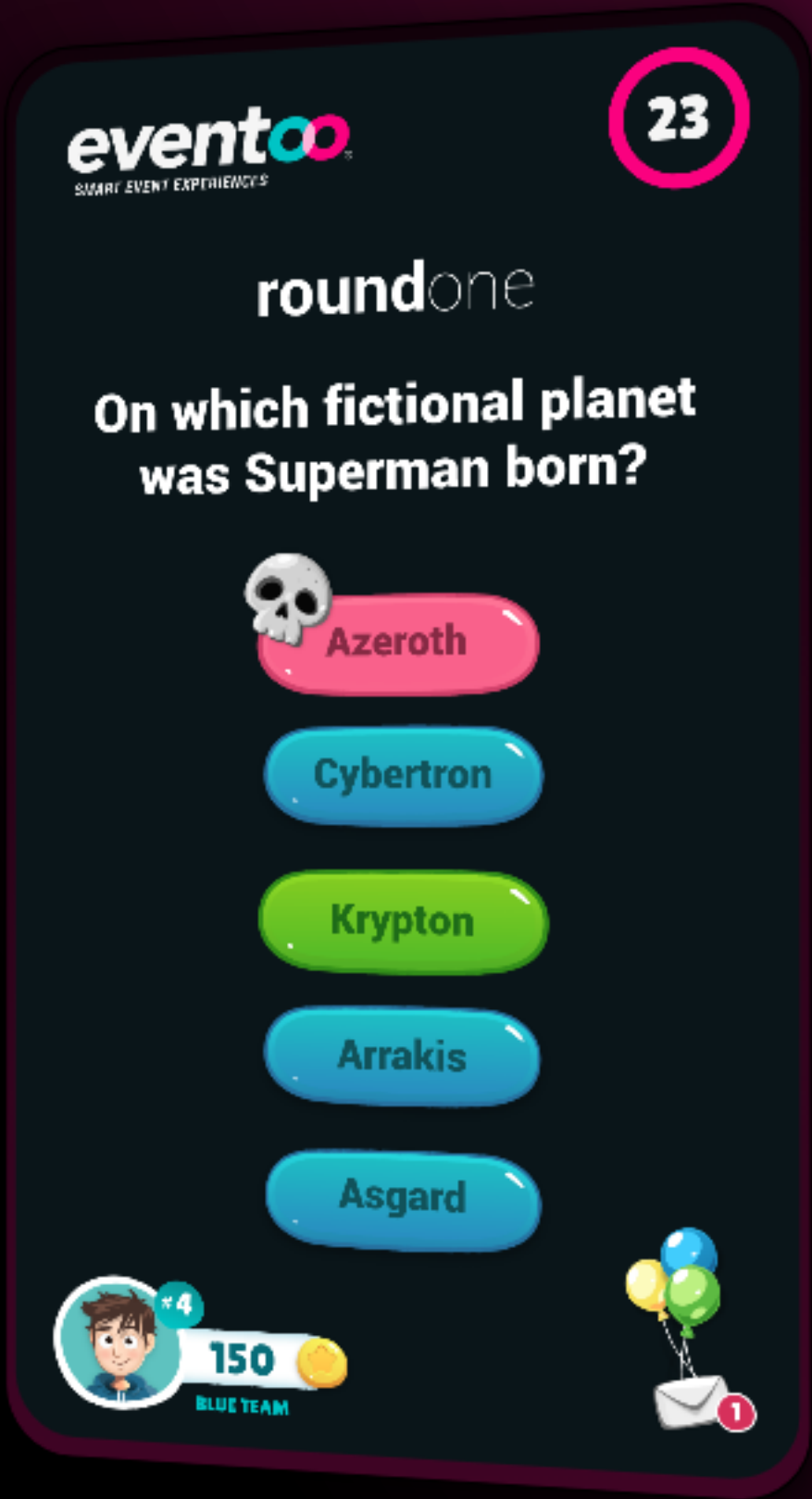
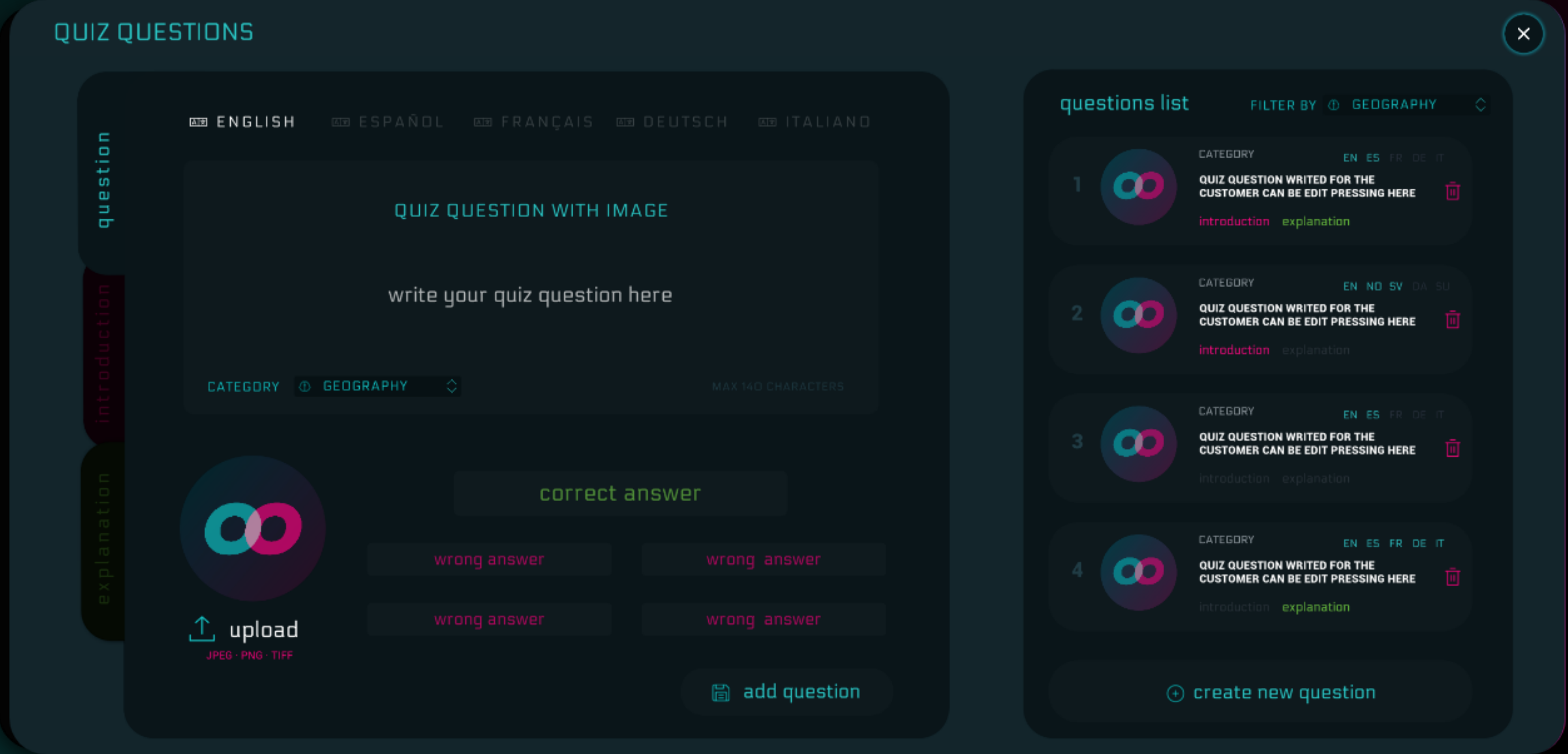
EVENTS · GAMESHOWS · TEAM BUILDINGS · CONCERTS · FESTIVALS · ART & MUSEUMS · SCHOOLS · LEARNING · CONFERENCES · TOURISM · TREASURE HUNTERS

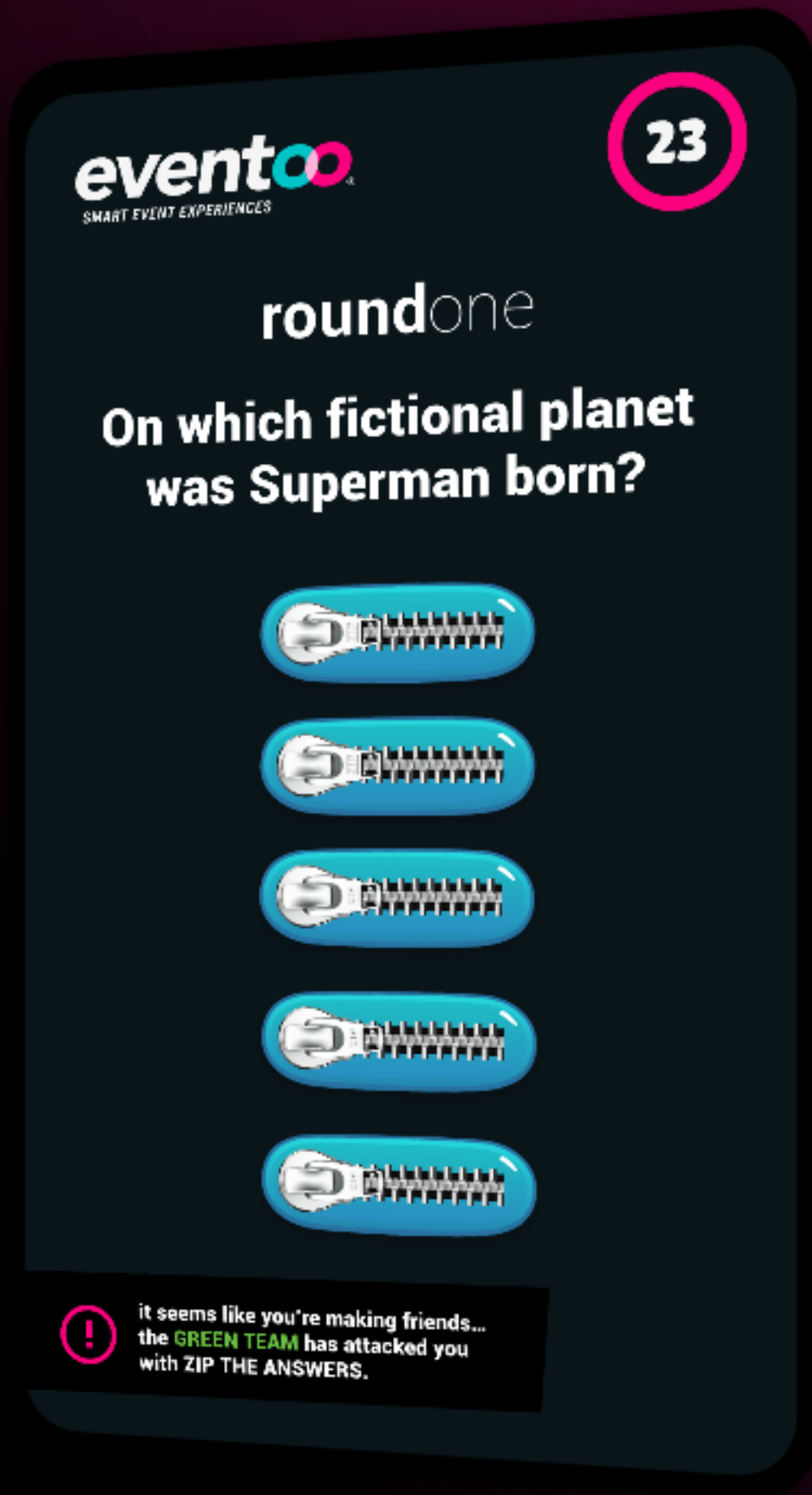
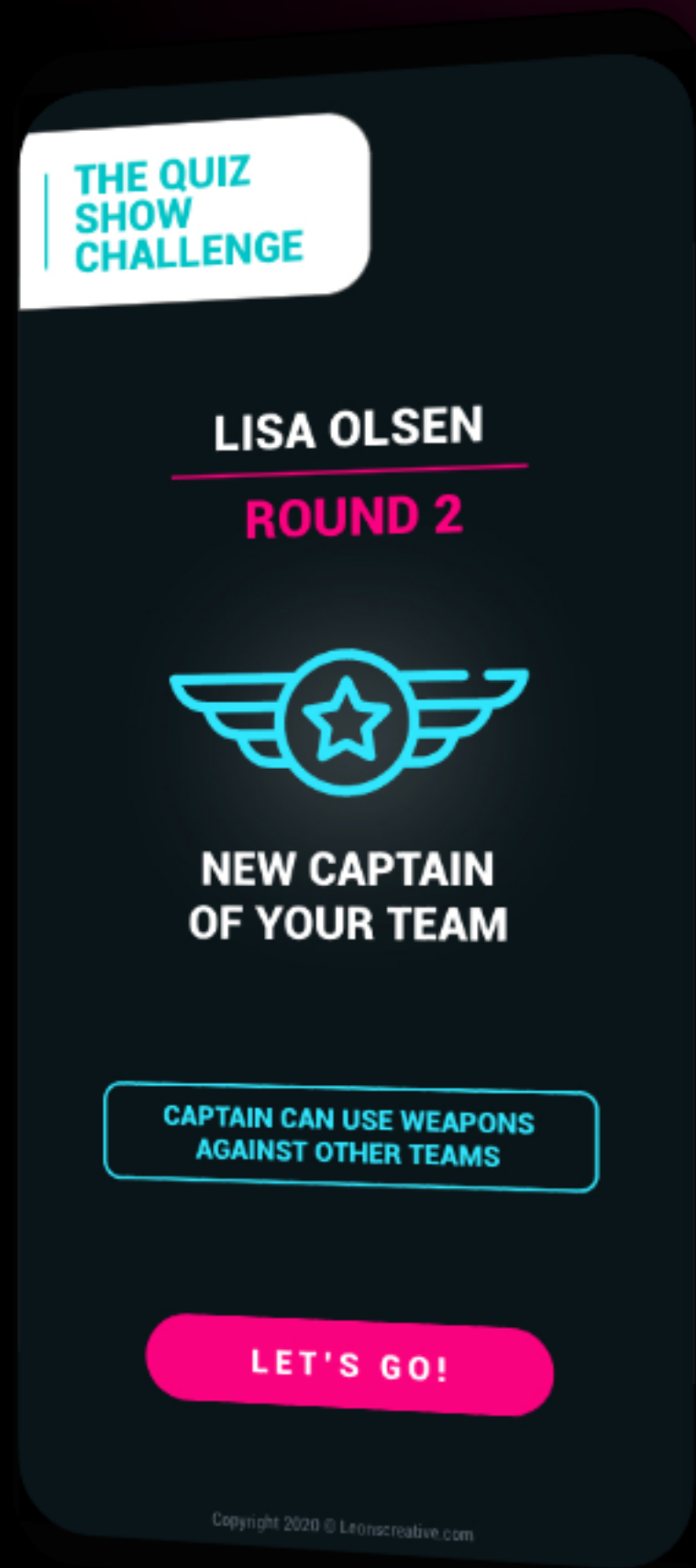
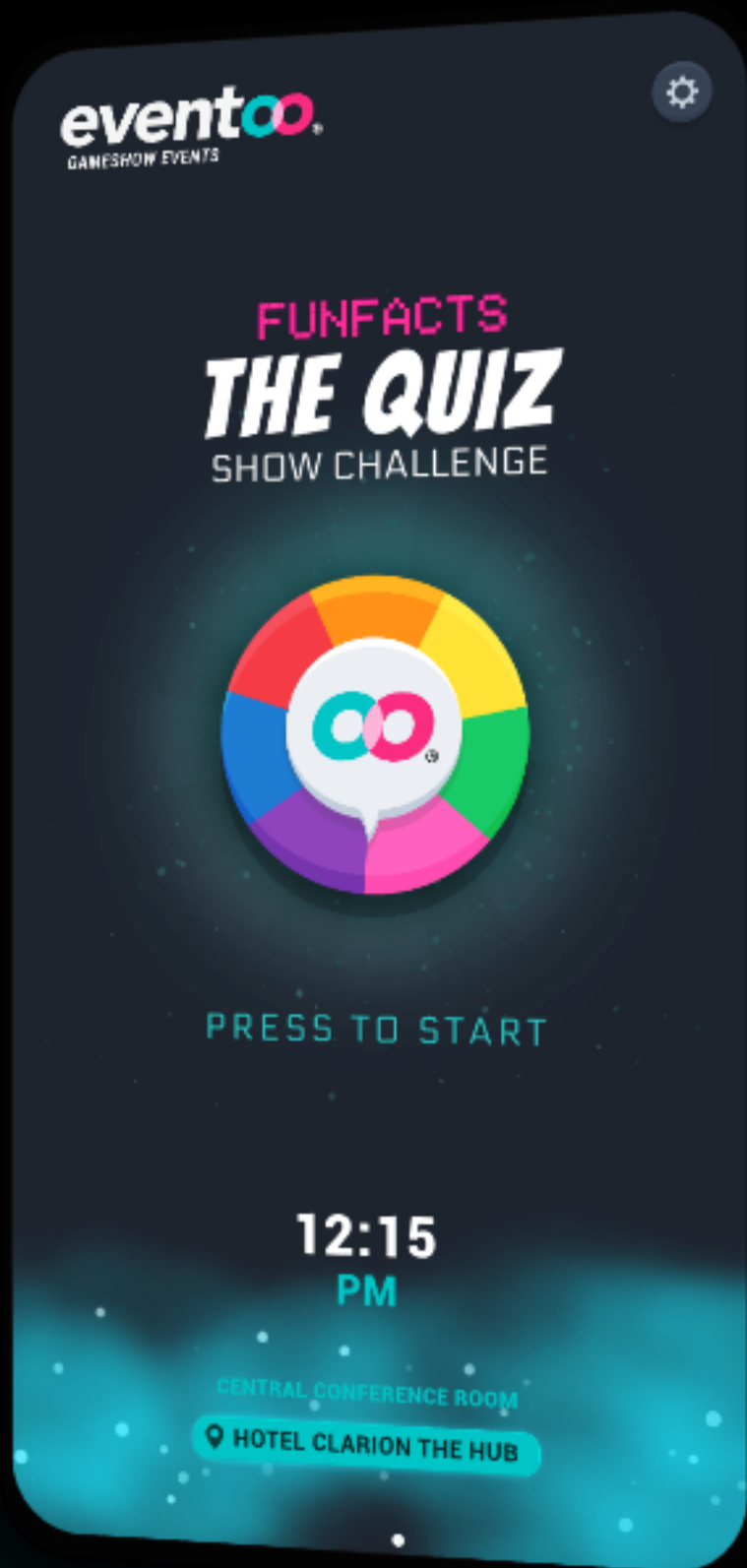
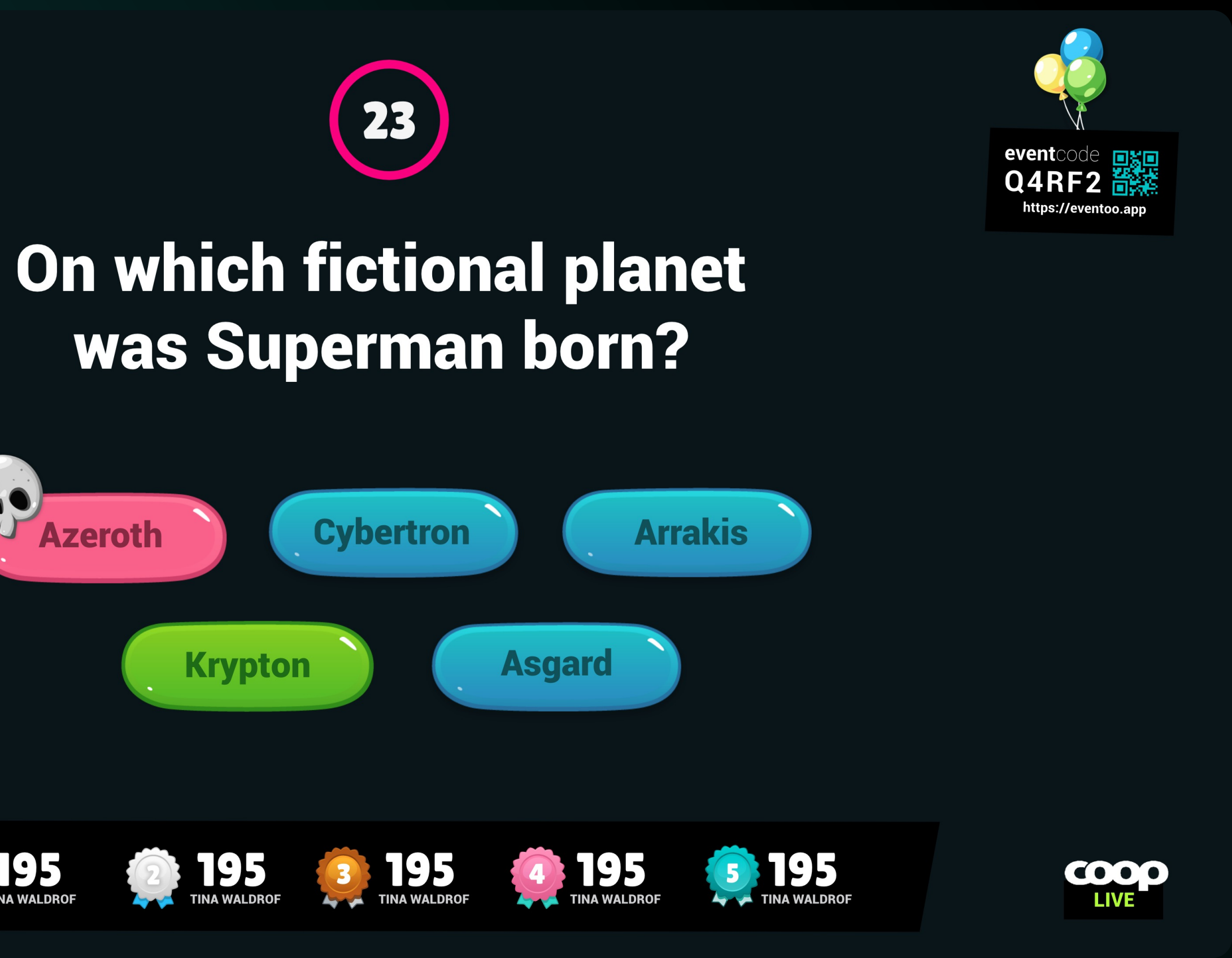
EVENTOO is the new gamification experience for realtime & streaming (indoor & outdoor)
App & Platform service to create, sell & manage entertainment experiences around the world.











12:00 PM

AUTO CHECKING

install and register to participate in the event

coop

step 1

download

Play/App store or from <http://eventoo.app>


android

step 2

scancode

and register to live the event experience


Q4RF2
eventcode

MONDAY 18 MAY, 2020

Conference Room / Atrium

THE NEW GAMIFICATION EXPERIENCE

FOR REALTIME & STREAMING

eventoo

12:30 PM

WELCOME SPEECH

the host of the event welcome you

The president of the company
Smart Investment AS will welcome
the attendees and give a brief
explanation about the future
plans for the company.

send your questions using eventoo app

duration 15min

Conference Room / Atrium

eventcode Q4RF2

eventoo

JAMES WALDORF

CEO - SMART INVESTMENTS AS

@WALDORF_INVEST



eventoo

roundone


roundone
SPINWHEEL
Let's see what chance
holds for us in this round

eventoo

roundone


deactivating
BOMBS
the countdown has been activated
the BOMB must be stopped!
a WRONG choice will explode the bomb.

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roundone

what percent of American adults believe
chocolate milk comes from brown cows?

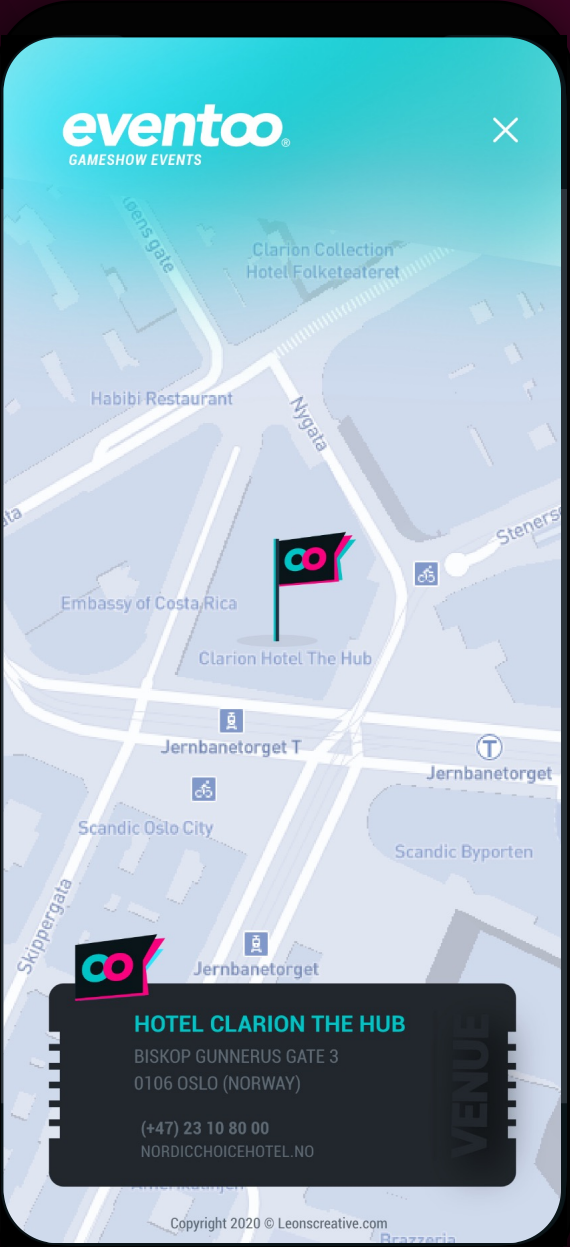
7%

13,5%

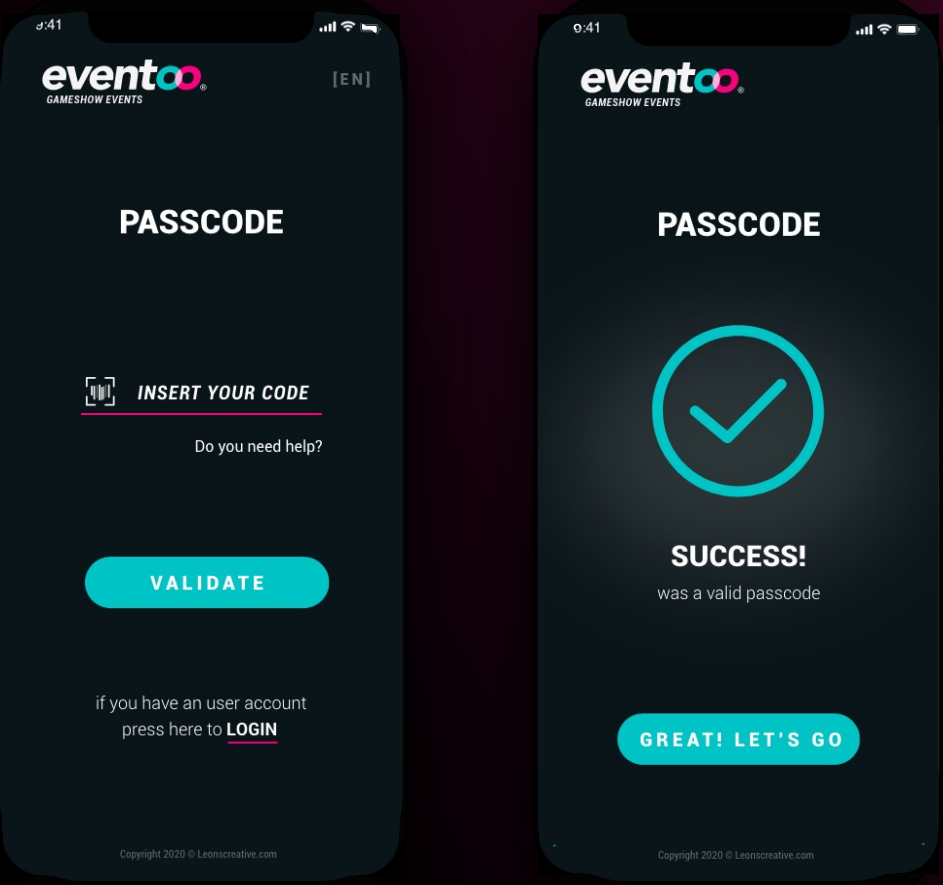
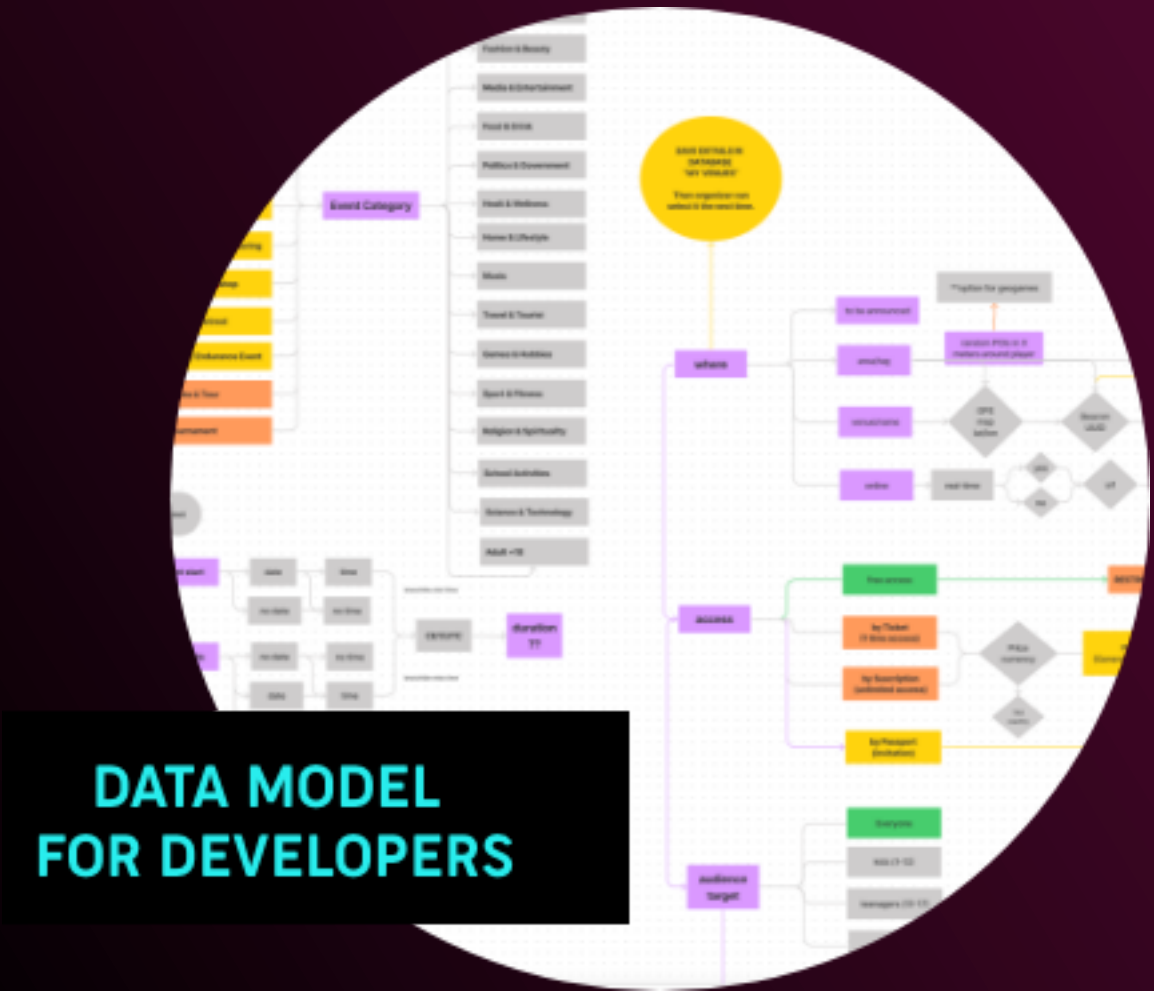
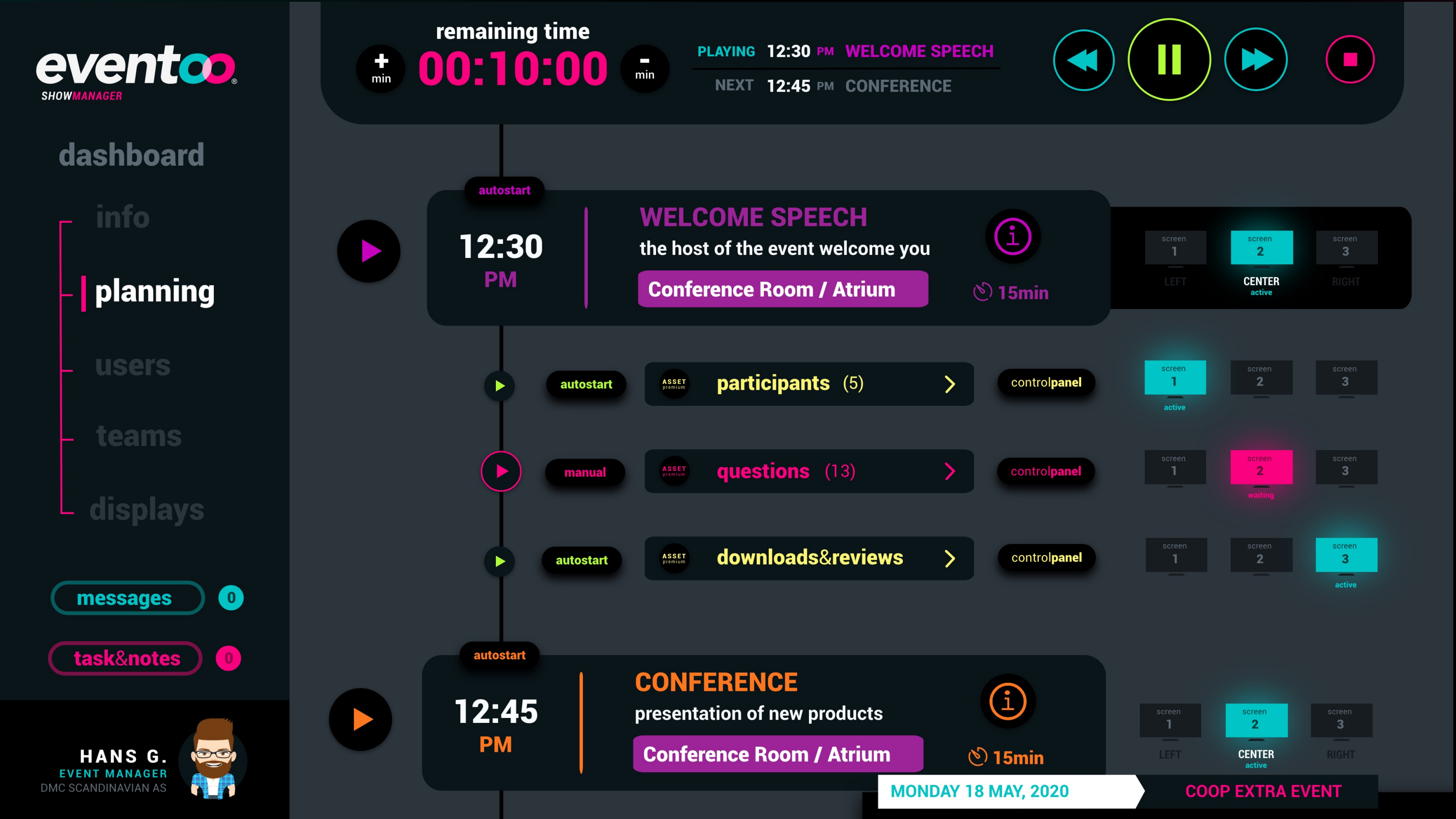
18%

3%


deactivating
BOMBS







UX

UI

THANKS

leonscreative.com

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UI
UX

hello@leonscreative.com