daniela

i am a
human

an art directoress and visual designer

i like made-up words that sound like real things.
i like vulcanoes and mountains. I like green, blue and gray. i like the sun and a cup of tea. I like the moon too. i like to swim in cold water. i like animals and trees. and i like the rain.
i don't like traffic and construction sites. And I don't like khaki.

I don't follow a design recipe blindly. Instead, I invest time in understanding problems, blending creativity with strategy, and delivering effective and customized solutions, regardless if they will exist in the digital or in the physical sphere.
I love the physical, although all you will see here is digital. Well...

Hallo!

This is a short collection of projects and products i worked on. If you are curious and want to know more: Grrreat! **Write me**

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portfOlio

abOut

Over the past 8 years, I have had the privilege of collaborating with friends, as well as working with agencies and startups alike. This diverse experience has allowed me to explore different facets of design and experiment with its multidisciplinary nature.
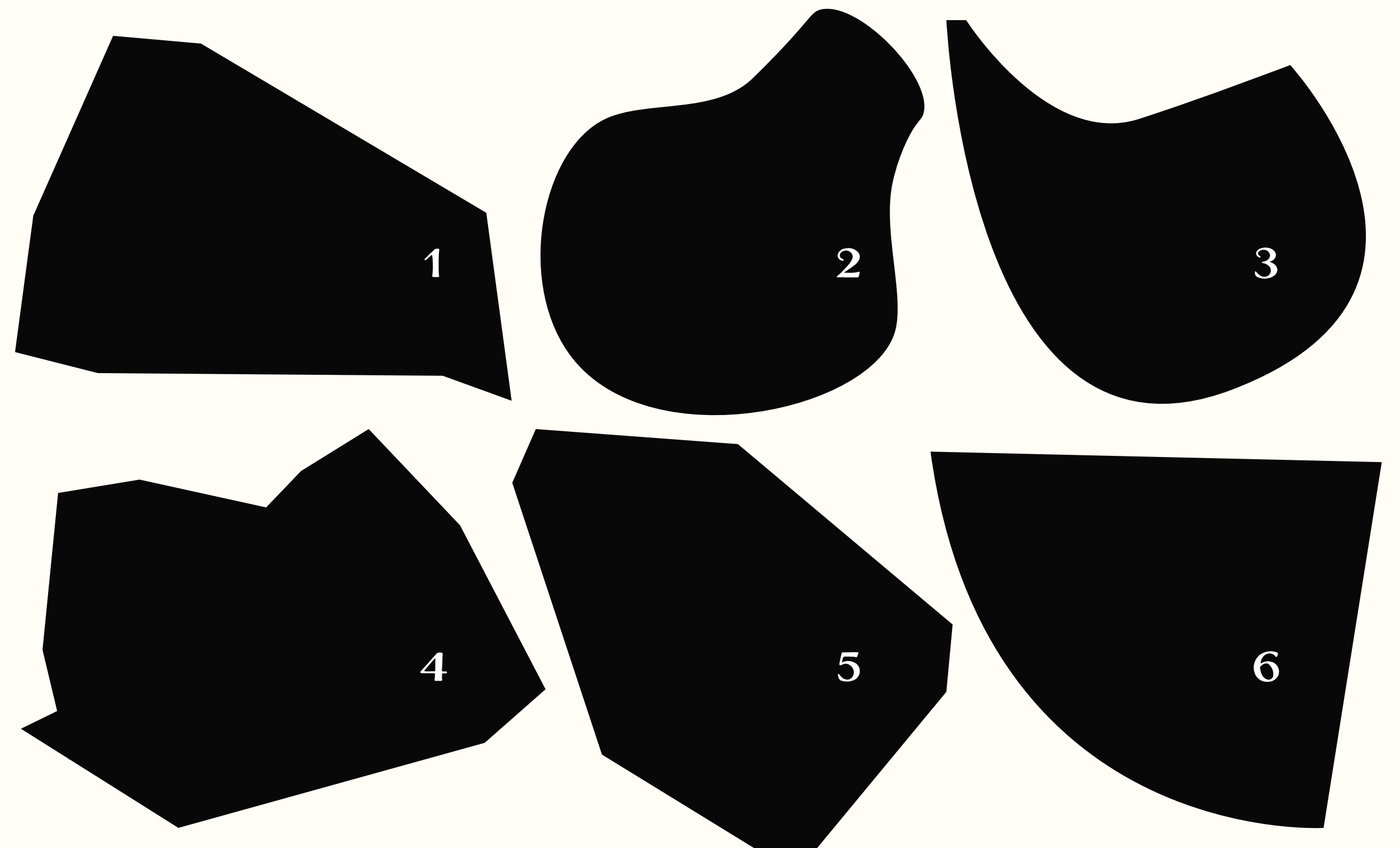While I have also engaged with big corporates, I must admit that my passion lies elsewhere.

While I do have my preferences, I remain adaptable and open to new challenges. Myv portfolio reflects this versatility, encompassing a wide range of creative endeavors such as websites and landing pages, brand identities, digital products, games, illustrations, posters, and other case studies.

Within my portfolio, there are projects that I am proud of, while others serve as stepping stones in my learning journey. Each experience has played a significant role in shaping my skills and expanding my knowledge.

That is why i eagerly embrace opportunities and challenges.

portfOlio

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Caspar Health
Online Rehabilitation for in and out patients

category
Product Design

deliverables
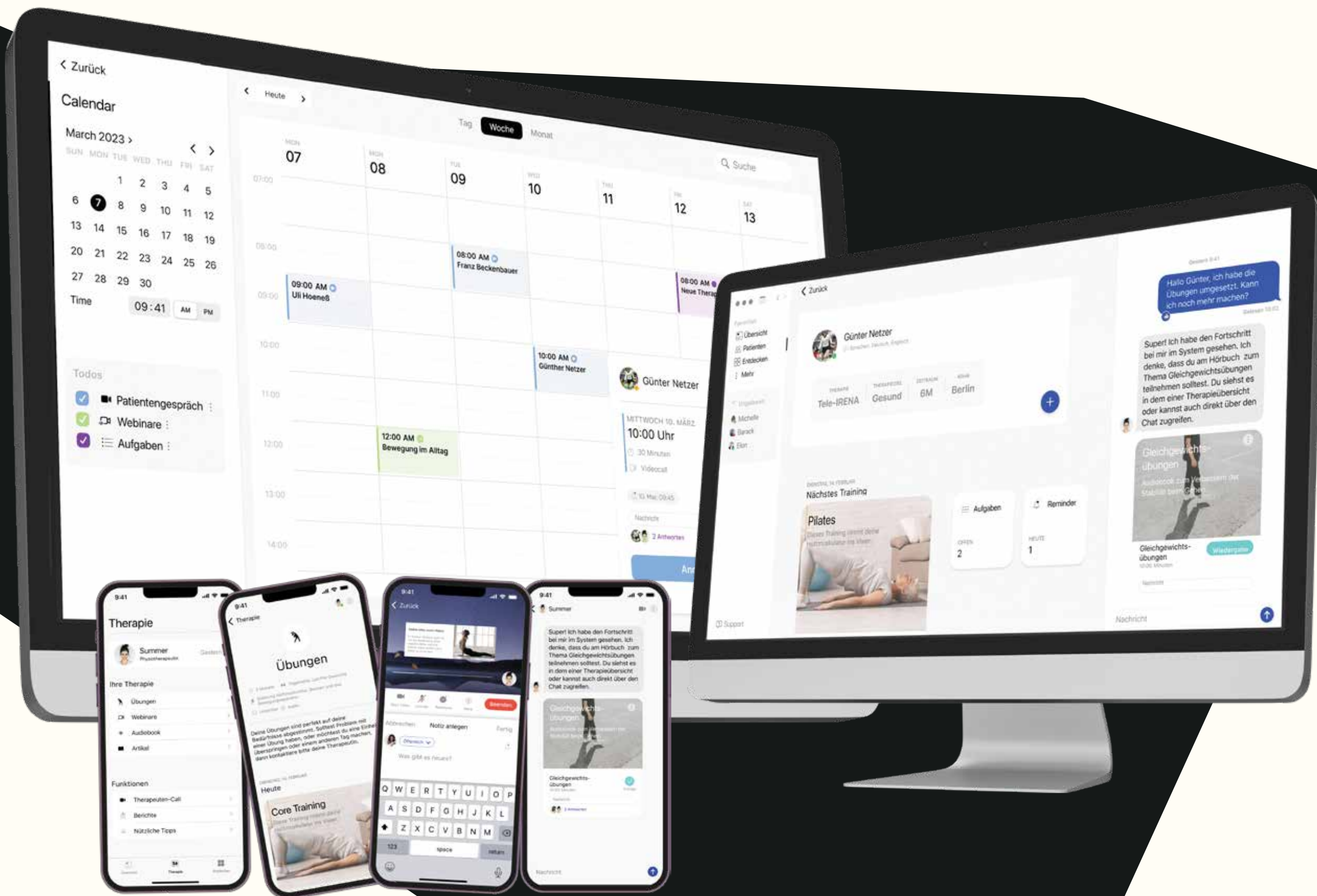Legacy Design Analysis, UX Design Consultancy, Accessibility, QA

description
An online approach to therapy combines individualised digital therapy for recovering patients, with personalised care from healthcare professionals and clinics.

A simple and comprehensive app serves as the foundation for a range of modern rehabilitation solutions and several therapeutic resources tools, always customised to the individual needs of each patient.

Developed for the Web, iOS and Android.

for Caspar Health, with devolute

problem

How to redesign a rehabilitation interface to address its current short-comings, enhance accessibility, and ensure it competes effectively in the market, and provides an easy, user-centered experience.

solution

Analyse results from extensive user research to gather feedback and insights that inform the redesign process.

Implement clear and concise menus, categorize information logically, and provide quick access to commonly used functionalities

Use contemporary UI elements, colors, typography, and icons that align with industry standards and create an engaging user experience. Ensure proper contrast, use descriptive alt text for images, provide keyboard navigation options, and make use of assistive technologies to accommodate users with disabilities.

Enable healthcare professionals and clinics to tailor the interface to their specific rehabilitation protocols and preferences, enhancing efficiency and user satisfaction.

Define tutorials, user guides, and responsive customer support to assist patients, healthcare professionals, and clinics in adopting and navigating the new interface effectively.

You don't nee to break a leg to know more. You can talk to me!

2022

...

Ashta
A dashboard for easy and collaborative management of biodeversity conservation sites

category
Game Design

deliverables

Creative Direction, UX Architecture, User Research, Story Mapping, Data Analysis, Accessibility, Design System

description
A captivating click-and-play game that blends the world of gaming with the practice of yoga. Immerse yourself in the enchanting journey of three friends — a girl, a boy, and a genie — as they embark on an unforgettable adventure.

Ashta offers a unique gaming experience where solving puzzles is just the beginning. As players progress through the unfolding storyline, they encounter a series of intriguing challenges. To overcome these obstacles and delve deeper into the narrative, a new dimension is introduced — real-life yoga exercises.

Developed for iOS only. Currently being produced.

for Ludinc and In Good Company

problem

How to create an immersive and engaging point-and-click game that seamlessly integrates real-world yoga practice for children, and ensures their ongoing engagement, progress, and enjoyment.

solution

Interactive yoga sequences, instructed by a 3D animated, were integrated within the game, and children can physically mimic the poses.

A smart reward and achievement system recognizes and celebrates children's progress in their yoga practice.

Personalized challenges are provided based on children's skill levels and progress, to ensure children are motivated to advance.

A fun dashboard showcases children's accomplishments, milestones, and improvements, which allows them to see their growth.

Positive and constructive dialogs are integrated in yoga sequences to encourage children, and provide gentle corrections to guide them.

Mini-games and interactive activities promote physical movement and reinforce yoga principles.

Parental features allow parents or guardians to track their child's progress, be envolved and offer support.

Until it is live, you will have to talk to me, to know more.

2022
...

Application Center
Fully informed and empowered, from application to admission

Product Design

deliverables

Creative Direction, UX Architecture, User Research, User Testing and Data Analysis, Accessibility, Design System

description

Designed to streamline the multi-step admission process, WHU's application center grants aplicants access to a personalised dashboard, featuring easy to complete forms which save time and reduce the likelihood of errors.

Uploaded materials can be conveniently saved to the documents library and reused across multiple applications. Customizable notifications ensure that applicants never miss important deadlines or updates.

Applicants have full control over their application journey, staying informed and empowered every step of the way.

Fully functional across devices.

for WHU – Otto Beisheim School of Management

How to optimize the application process and provide a user-friendly experience that improves conversion rates, while keeping essential information easy to access and comprehend.

Simplify the application form by minimizing the number of required fields to only essential information and removing unnecessary steps.

Provide clear and concise instructions throughout the application process, using visual cues, tooltips, and contextual help as guidance.

Break down the application into smaller, digestible sections.

Implement real-time validation for form fields to provide instant feedback to applicants. Highlight errors or missing information. .

Optimize the application process for mobile devices.

Include a visual progress indicator to show applicants where they are in the application process.

Implement a simple and intuitive with drag-and-drop functionality.

Continuously gather user feedback and conduct usability testing to identify pain points in the application process.

Oh well, talk to me, if you would like to know more.

Cultura em Expansão
Online agenda for cultural news and events

category
Web Design

deliverables
Creative Direction, Prototyping

description
A 9 months program promotes culture and art through different free admission initiatives carried out in residents' associations, communities and various spaces throughout the city.

News and event scheduling about music, theater, cinema, dance, literature and performance events can be consulted online, on read in the the printed newspaper

The online agenda idendtity changes every year.

Fully functional across devices.

for Porto., with Bondhabits

How to redesign an online agenda while refreshing its visual identity and maintaining a balance between the printed and digital version, utilizing as many of the existing components as possible.

Maintain the core approach to design to ensure consistency and recognition.

Introduce subtle updates to existing components, such as refining typography, color usage, and imagery to create a more engaging user interface.

Retain the familiar layout and structure of the agenda to maintain continuity and ease of use for existing users.

Ensure the visual identity is adaptable and responsive to maintain a consistent experience across various screen sizes and resolutions.

It only lasted for how long it lasted: 2021

In Residence
Platform for art residency spaces and ateliers

category
Web Design

deliverables
Creative Direction, Information Architecture, Prototyping

description
An online platform promoting art residency spaces and projects based in Porto.

In Residence aims to bridge national and international artists with the opportunities and resources which can be found in Porto to develop residency projects across different art forms.

This project was developed as a continuation of a previously designed visual identity, for the main platform.

Fully functional across devices.

for Porto., with And

How to keep loyal to the existing identity while clearly distin-
guishing the two newly structured branches of In Residence?

solution

Two accent colors have been chosen to represent each
branch. Our website provides users with two distinct paths to
explore - Municipal Ateliers and Residence Spaces - each rep-
resented by its unique color.

All information and content associated with a particvular
branch is marked by its corresponding accent color, creating a
cohesive and intuitive browsing experience.

Sometimes you can just have a look.

2020

FilmDB
Production scheduling interface, for students, docents and technicians

category

Product Design

deliverables

Creative Direction, UX Architecture, User Research, Story Mapping, Data Analysis, Accessibility, Design System

description

FilmDB is a collaborative and comprehensive dasbboard solution for students, professors, and technical assistants alike.

Everything is conveniently consolidated in a single, streamlined plat-form, specifically designed to meet the unique requirements of film production. Students can efficiently collaborate with their peers, ex-change ideas, and access necessary resources.
Docents and professors benefit from the intuitive interface, enabling effective supervision, feedback, and guidance throughout the film pro-duction journey.
vTechnical assistants find their tasks simplified, as requests are streamlined workflows.

Fully functional across devices.

for Filmuniversity of Babelsberg,, with devolute

How to provide students with an easy approach to film production, while keeping docents aware of progress, and giving technicians an easy way to manage requests?

Create a user-friendly, centralised platform that enables students to manage their film production projects effortlessly, with task tracking, milestone setting, and collaborative features to facilitate smooth project coordination and delivery.

Integrate version control and real-time collaboration features to ensure seamless teamwork and efficient feedback exchange.

Design a system that allows docents to access and monitor their students' progress easily: docents can view individual student achievements, project timelines, and milestones, share evaluation criteria and release grades.

Include an intuitive search and reservation system that simplifies the process of checking availability, placing requests, and managing rentals. Provide clear communication channels for students to track the status of their requests and receive updates.

Become a film student to know more. Or talk to me!

cOntact

ciao!

for your tiiiiiiiime thanks

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you found a typo? i am a human.
you found something interesting
instead? i am still a human and...
i am shy, so you please say hi