



Hi!

My name is **PAULO MARQUES**
I am a **Digital & Graphic Designer**
based in Barcelona, Spain.

PORTFOLIO

presentation

November 2023

PAULO MARQUES

DIGITAL & GRAPHIC DESIGNER

Master Degree in Communication Design

Fine Arts, Universidade Técnica de Lisboa, (1991-1997)

With over two decades of industry expertise, I am a strategic designer who embraces creative challenges, adept at translating complex business needs into functional, captivating, and, above all, tailored design concepts and unique user experiences.



(+34) 722 386 244

Curriculum Vitae

paulomarques.pt/PauloMarques_CV.pdf



LinkedIn profile

<https://www.linkedin.com/in/paulo-marques-4356067>

Skill set

Strategic Thinking

A deep understanding of business goals and the ability to align design strategies with overall organizational objectives.

User-Centered Design Advocacy

Strong user-centered design principles, ensuring that user needs and experiences are at the forefront of decision-making processes.

Cross-Platform Expertise

Extensive experience in designing for various digital platforms, including web, mobile, and emerging technologies, with a focus on seamless cross-platform user experiences.

Well-versed in Design

Effective communication and presentation skills, including the ability to articulate design concepts, rationale, and value to clients and stakeholders.

Prototyping and Animation

Advanced skills in prototyping and incorporating animations to create dynamic and engaging user interfaces.

Agile Methodologies

Professional Scrum Master (PSM1)
(ScrumManager® Certified)

Critical Thinking

The capacity to analyze and solve complex design challenges, foresee potential issues, and provide innovative solutions.

Design System Development

Expertise in creating and maintaining design systems to ensure consistency and efficiency across digital products and platforms.

Data-Driven Design

Proficiency in using data and analytics to inform design decisions, optimize user experiences, and achieve key performance indicators.

Product Management

Strong project management skills, including the ability to prioritize tasks, manage timelines, and coordinate with cross-functional teams to deliver high-quality designs on schedule.

Design Leadership

The ability to lead and inspire a design team, providing guidance, mentorship, and fostering a collaborative and creative work environment.

Languages

Portuguese (mother tongue), fluent English and Spanish.

I've selected the following projects in this portfolio showcase to offer a comprehensive glimpse into my versatility as a designer.

These projects exemplify my approach to a wide array of design challenges, spanning various channels and mediums, both in the online and offline realms.

They highlight my ability to guide the entire design process, from ideation to delivery.

All of these projects were conducted remotely, emphasizing my adaptability and effective collaboration in a virtual work environment.

Projects

Audi Digital Twin

App & Web UI/UX Design
Landing Page Design

Kickstox - Football Fantasy trading game

Online Game UI/UX Design
Landing Page Design

Made4U CONCEPT - 3D Print tailored glasses

UI/UX Design for Touch Screen Kiosk App

Suiff - Intelligent training system

Website Design - eCommerce

Vanir Health - Food Supplements

Product Design / Branding
Packaging
Website Design - eCommerce



Audi Digital Twin

AUTOMOTIVE DIGITAL TWIN PROJECT

APP & WEB UI/UX DESIGN



Client

AUDI (Germany)

About

The Audi Digital Twin is an Audi initiative encompassing both a mobile application (iOS) and a web platform. It offers users the opportunity to access a comprehensive and trustworthy digital profile of their Audi vehicle, which can be easily shared with prospective private buyers as well as Audi dealers.

Problem statement

- Redesign and improve the App and web user flows to enhance the overall user experience
- Lead the UX/UI design team and provide crucial support to the product owner, product managers, engineers, and end customer
- Crafting the interface and interactions for the innovative features within the app
- Conceptualize original ideas to bring simplicity and user-friendliness to complex design roadblocks and flows

My role

- Design Lead
- Interaction Design
- Visual Design

Audi Digital Twin



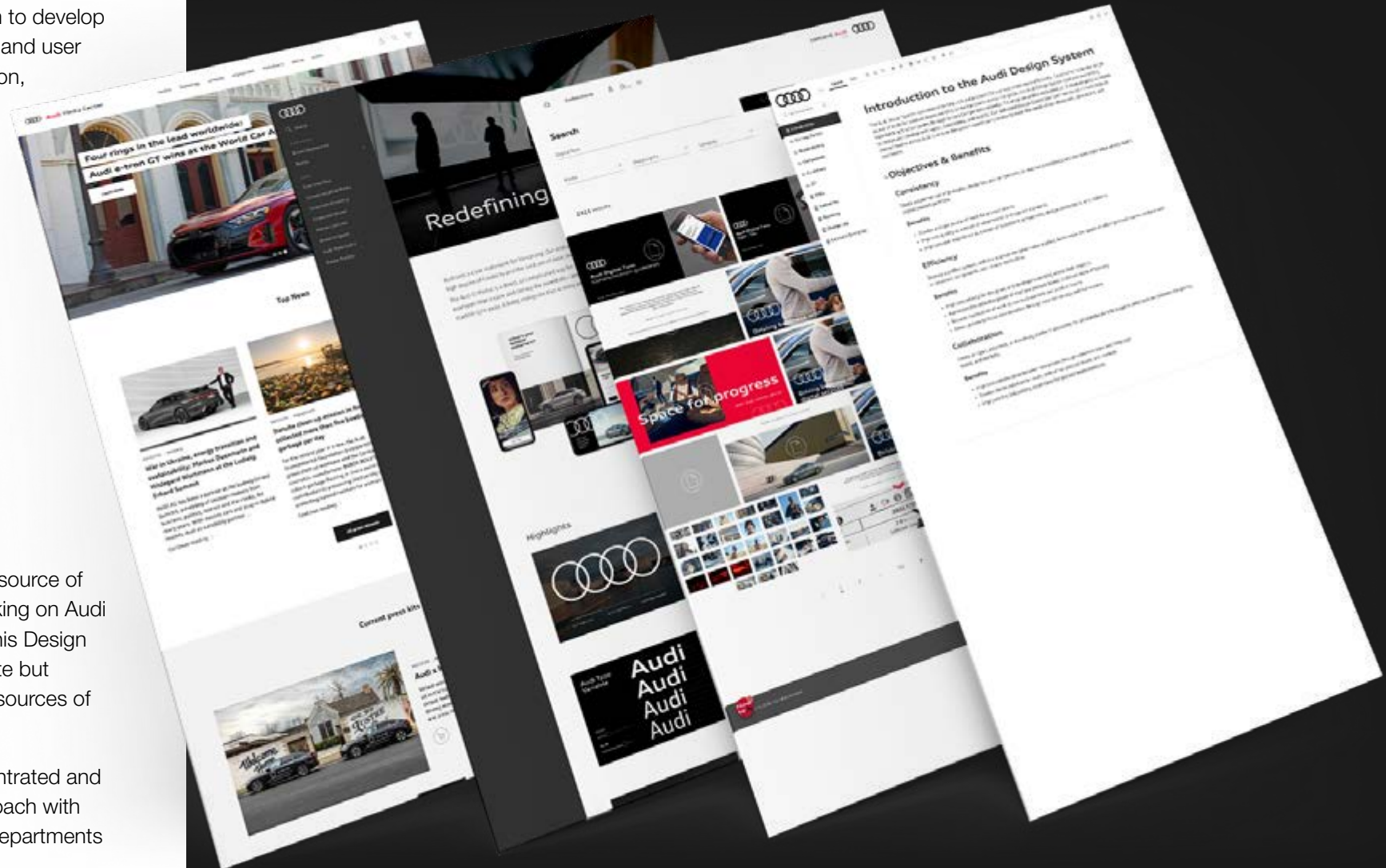
The Design System

Audi UIs range from websites to applications for a particular service.

In the context of this project, I worked with the Audi Design System to develop and design all the interfaces and user experiences for the application, website, and landing page.

Established to be the single source of truth for product teams working on Audi products across the globe this Design System is extremely complete but also complex, with different sources of information and guidance.

This required a highly concentrated and effectively coordinated approach with all the different parties and departments involved in the project.



Audi Media

CI Website

Media Center

React Library

The Design System

The Audi Design System contains everything from Getting Started guides through to Core Components, modules, imagery, etc. to help create a well-balanced, system-wide user experience.

Brand colors

- styleName: Audi Black; background: #000000;
- styleName: Audi Red; background: #F50437;
- styleName: Error; background: #E9003F;
- styleName: Warning; background: #D99500;
- styleName: Success; background: #FFAA00;

Signal colors

Gray tones

- styleName: Gray 90; background: #1A1414;
- styleName: Gray 80; background: #333333;
- styleName: Gray 70; background: #4C4C4C;
- styleName: Gray 60; background: #666666;
- styleName: Gray 50; background: #808080;
- styleName: Gray 40; background: #999999;
- styleName: Gray 30; background: #B3B3B3;
- styleName: Gray 20; background: #CCCCCC;
- styleName: Gray 15; background: #D9D9D9;
- styleName: Gray 10; background: #E3E3E3;
- styleName: Gray 5; background: #F2F2F2;
- styleName: White; background: #F2F2F2;

Charging colors

- styleName: Charging Neon Blue; background: #2526FE;
- styleName: Charging Neon Green; background: #15DA15;

Color
Typography
Design Patterns
Gestalt principles

Input controls
Navigational components
Informational components
Containers

Mobile

Performance, intelligence and lightness.

Tablet

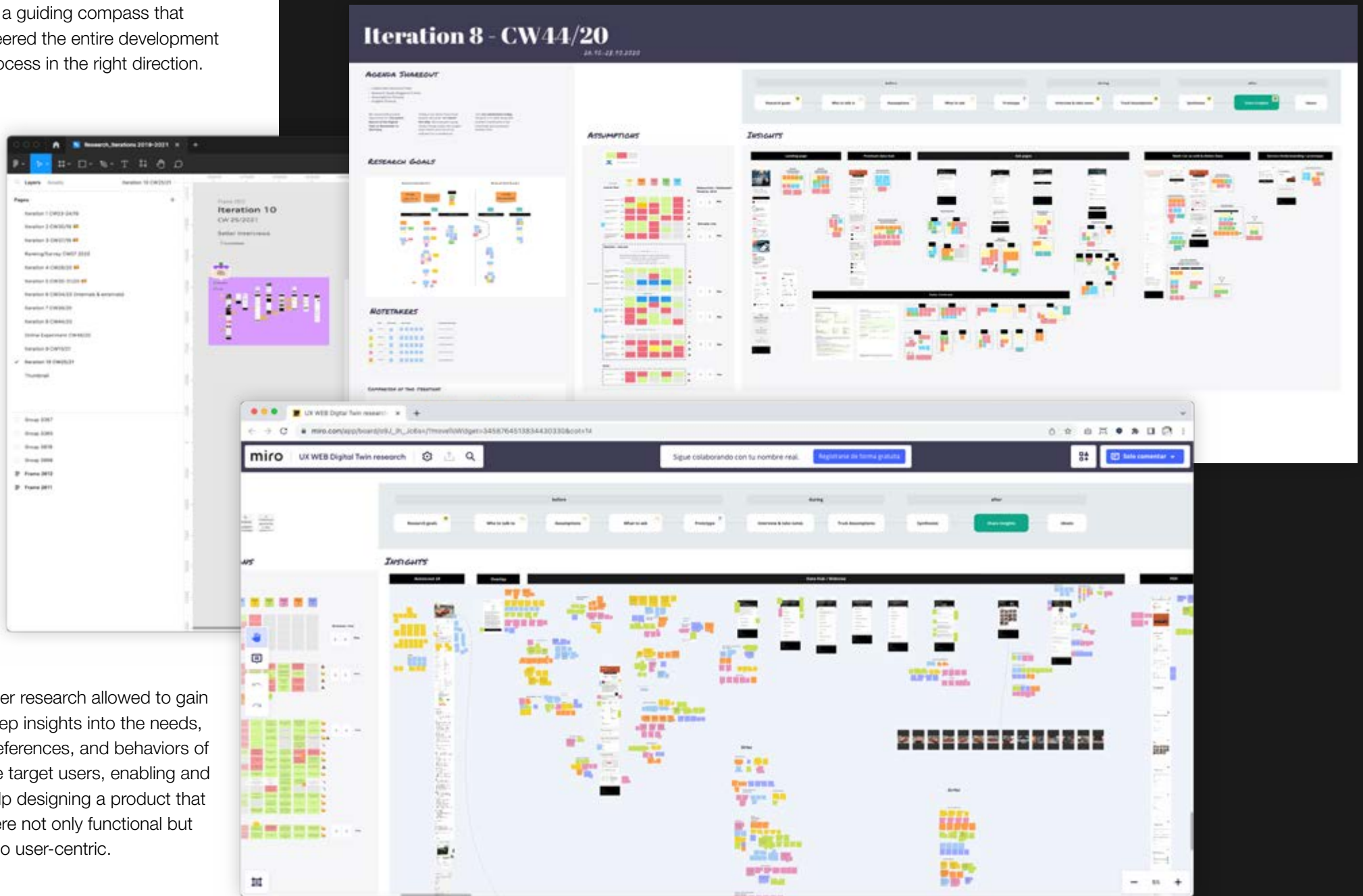
Performance, intelligence and lightness.

1024

Performance, intelligence and lightness.

Icons

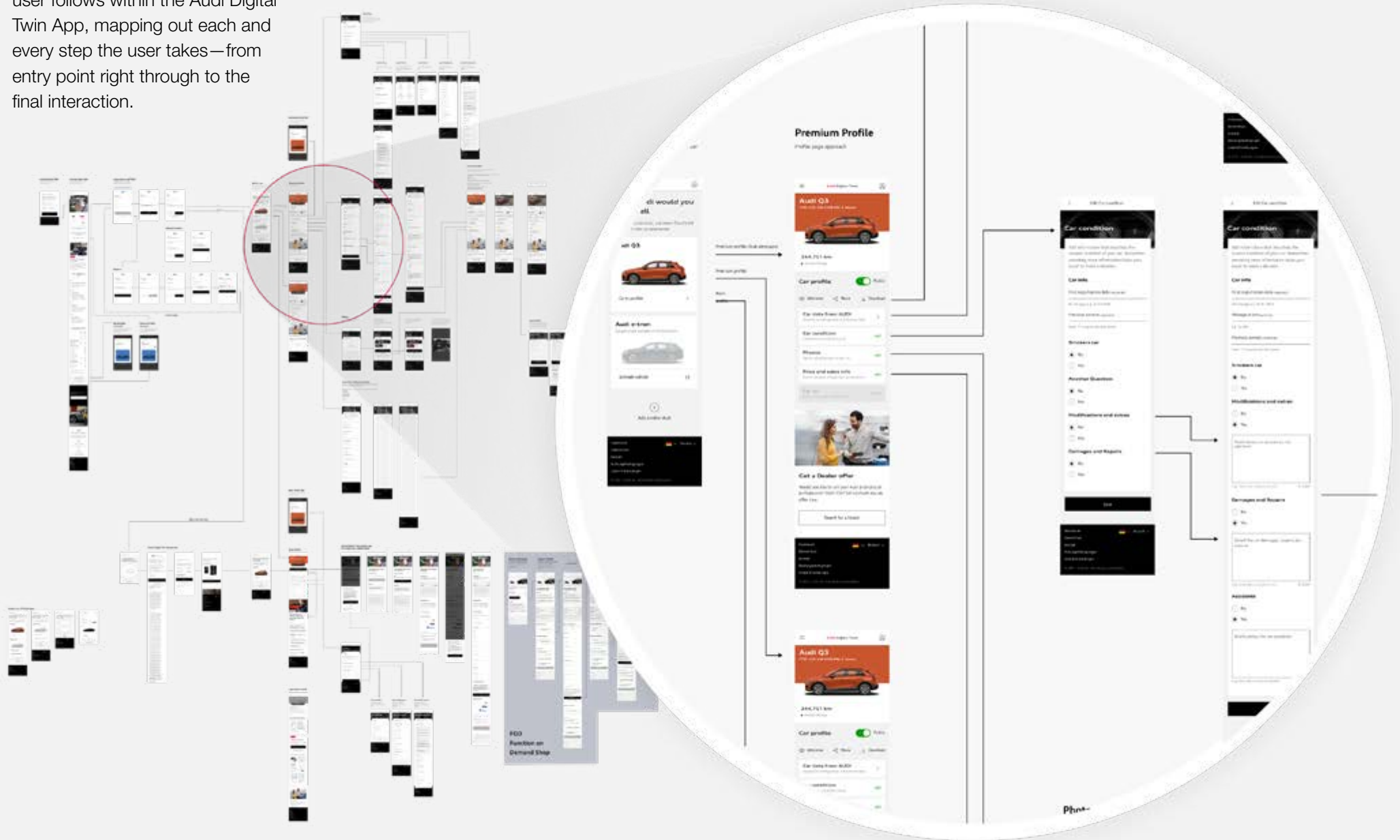
Ongoing user research played a pivotal role in this project, serving as a guiding compass that steered the entire development process in the right direction.



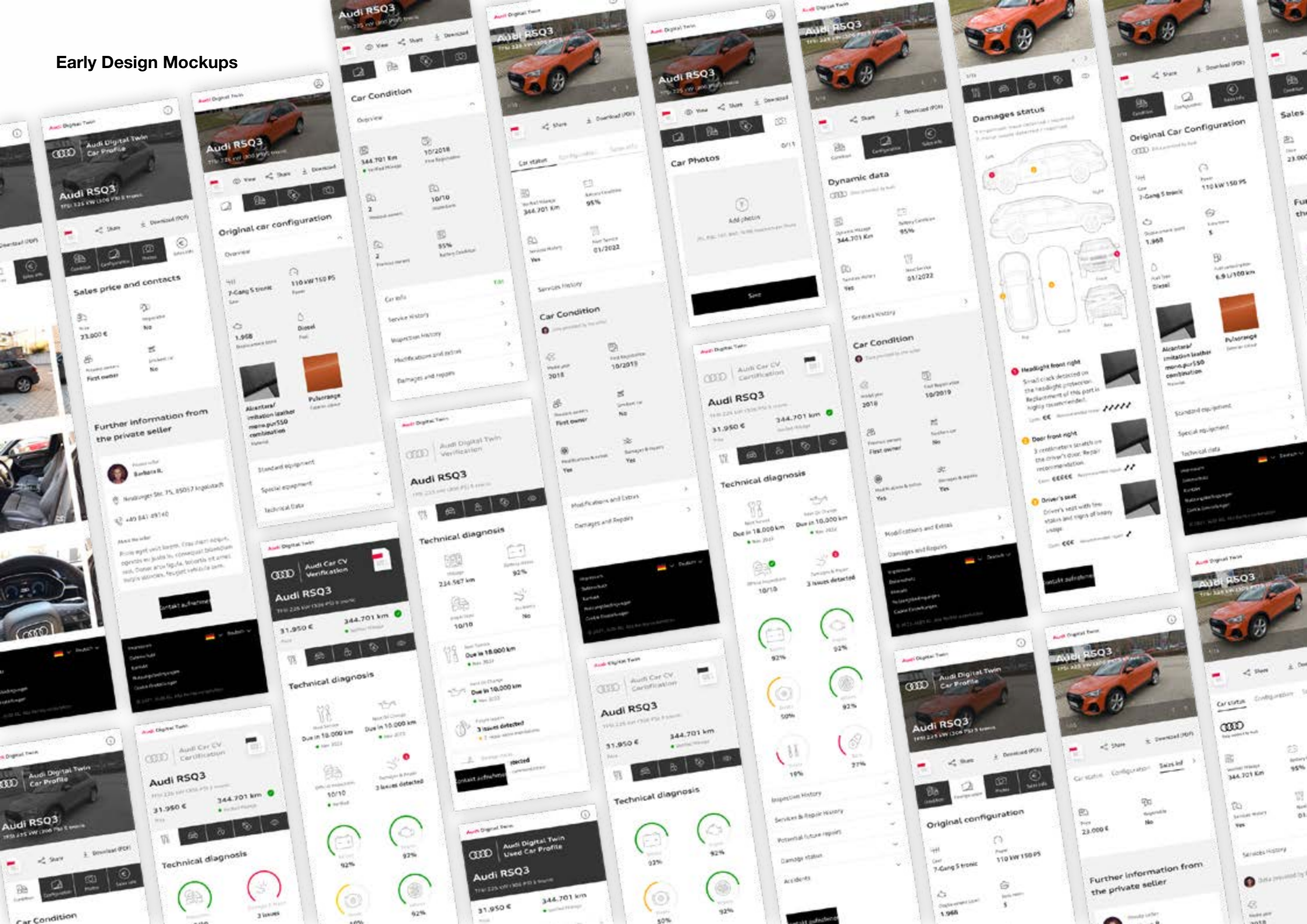
User research allowed to gain deep insights into the needs, preferences, and behaviors of the target users, enabling and help designing a product that were not only functional but also user-centric.

Designing the user flow

The user flow lays out the path a user follows within the Audi Digital Twin App, mapping out each and every step the user takes—from entry point right through to the final interaction.



Early Design Mockups



APP Design

Some examples of the screens designed for the APP



Audi Digital Twin


The convenient way to sell your Audi

Sell your Audi car hassle-free and transparent for the best possible price to private buyers and Audi dealers.

██████████

I accept the [terms and conditions](#)

Login / Register



Audi ID Login

paulo.marques@gmail.com

Password
●●●●●●●●

Weak
Add another word or two. Uncommon words are better.


Back Next

Forgot password


Audi Digital Twin

Which car would you like to sell?


Audi e-tron
VIN WAUZZZF33K1000796




Audi A6
VIN WAUZZZF33K1000796




Audi R8
VIN WAUZZZF33K1000796



 Add a car

Car profile



Audi A3 e-tron
VIN WAUZZZF33K1000796


Public profile visibility

Car data from Audi

Car condition

Sales information


Car profile





Audi A3 e-tron
VIN WAUZZZF33K1000796

Public profile visibility

Car data from Audi >

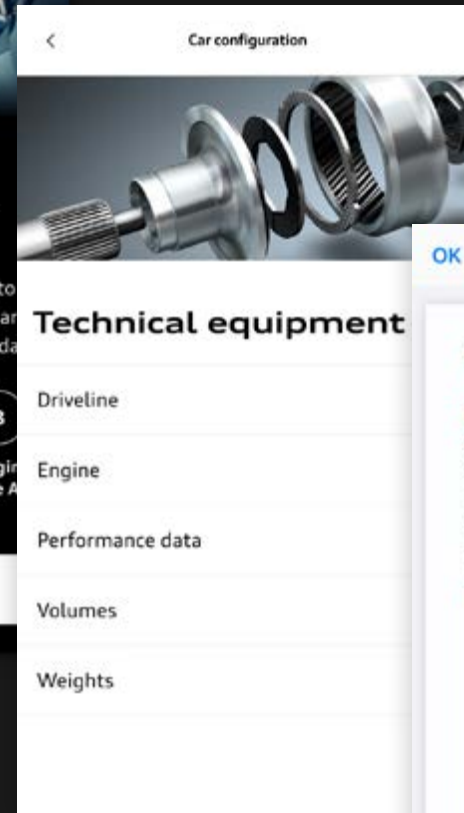
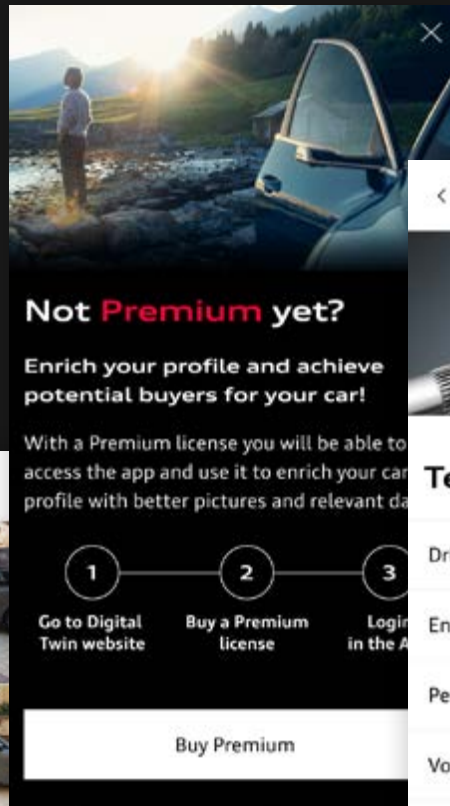
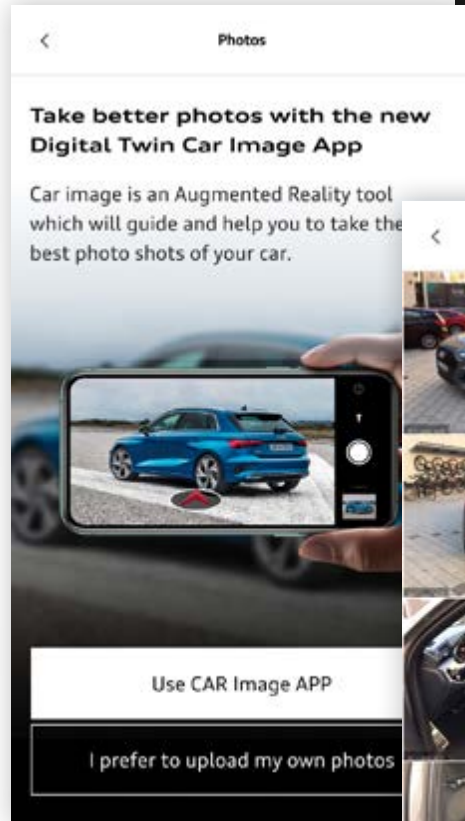
Car Condition 

Sales information 

Photos 

APP Design

Some examples of the screens designed for the APP



Web Design

Examples of the screens designed for the Web page.

Audi A3 e-tron
VIN WAUZZZF33K1000796

344.701 km
Verified and Mileage by Audi

View PDF Share

Overview Configuration Condition

Premium profile overview

Public profile visibility

Technical data

Gear	7-Gang S tronic
Power	110 kW 150 PS
Displacement (ccm)	1.968
Engine management	Fully electrical petrol
Consumption	Super sulphor RON 95
Fuel consumption	6.9 L/100 km
Euro norm	5

Equipment

Material: Alcantara/ imitation leather mono.pur550 combination

Exterior colour: Pulsorange

Equipment title here	Equipment label
Another Equipment title	110 kW 150 PS
Equipment title here	Equipment label

Equipment

Material: Alcantara/ imitation leather mono.pur550 combination

Exterior colour: Pulsorange

Equipment title here	Equipment label
Another Equipment title	110 kW 150 PS
Equipment title here	Equipment label

Car status

Model year	2018
First registration	22/07/2002
Previous owners	3
Changes and Extras	Yes
Damages and repairs	No

The convenient way to sell your Audi

- ✓ Reliable data from Audi
- ✓ Complete and always updated
- ✓ Easy to share

Register now

The convenient way to sell your Audi

- ✓ Reliable data from Audi
- ✓ Complete and always updated
- ✓ Easy to share

Register now

Get your Audi profile for free

Get your Audi profile for free

Audi Digital Twin collects all relevant information from Audi to help you or you to sell your car. All your car's configuration, equipment and technical data in your hand.

Web Design

Examples of the screens designed for the Landing Page.

The convenient way to sell your Audi

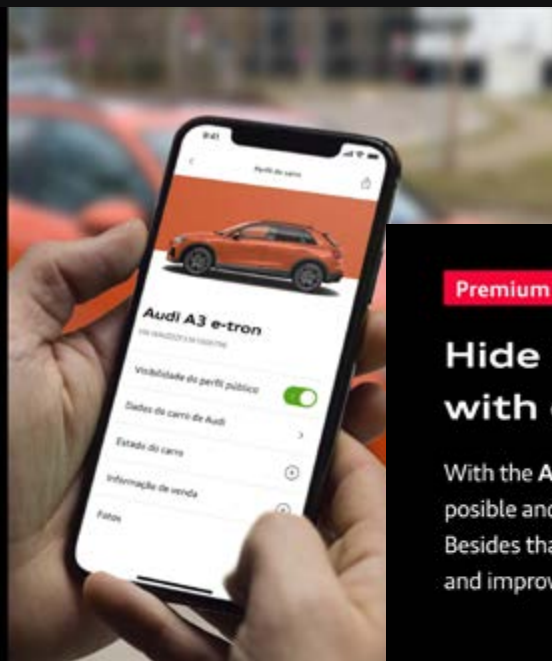
- ✓ Reliable data from Audi
- ✓ Complete and always updated
- ✓ Easy to share

Register now

Premium

Download the APP

With a PREMIUM profile you will be able to use **Audi Digital Twin App** for iOS (Android version to be launch soon), where you can take appropriate and guided photos, customize and enrich your car profile and share it with potential buyers and Audi dealers.



Premium

Hide number plates with one click.

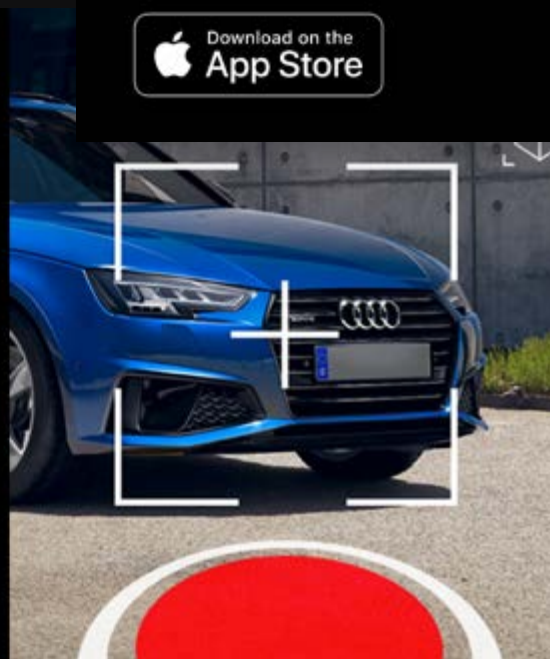
With the Audi Digital Twin App it is possible and easy, with just one click! Besides that you can use filters to highlight and improve your car photos.



Premium

Show your Audi with the right angle.

Thanks to the augmented reality photo function, you don't need to spend a long time searching for the correct angle for the right photo. With PREMIUM, the app will do this for you.





Kickstox

FOOTBALL FANTASY TRADING GAME

UI & UX DESIGN OF ONLINE GAME PLATFORM

Kickstox

LOGIN SIGN UP

The ultimate football trading game!

Trade your favorite football players, see them perform on a real time basis and challenge your friends to prove your football know how!

START PLAYING

R. KNOCHE 2.16% L. DE JONG 7.56% J. VARDY 12.48% M. DE LIGT 4.84% R. KNOCHE 2.16% L. DE JONG 7.56% J. VARDY 12.48% M. DE LIGT 4.84%

Play **FREE**, win **BIG!**



MacBook

Kickstox

LOGIN

SIGN UP

The ultimate football trading game!

Trade your favorite football players, see them perform on a real time basis and challenge your friends to prove your football know how!

START PLAYING

BACK

€ 10,000.00



Cristiano Ronaldo
dos Santos Aveiro

Portugal

% CHANGE STOCK PRICE
↑ 23.3% € 268.00

STATS BIO CALENDAR

PRICE EVOLUTION VOLUME 24h



BUY

SELL

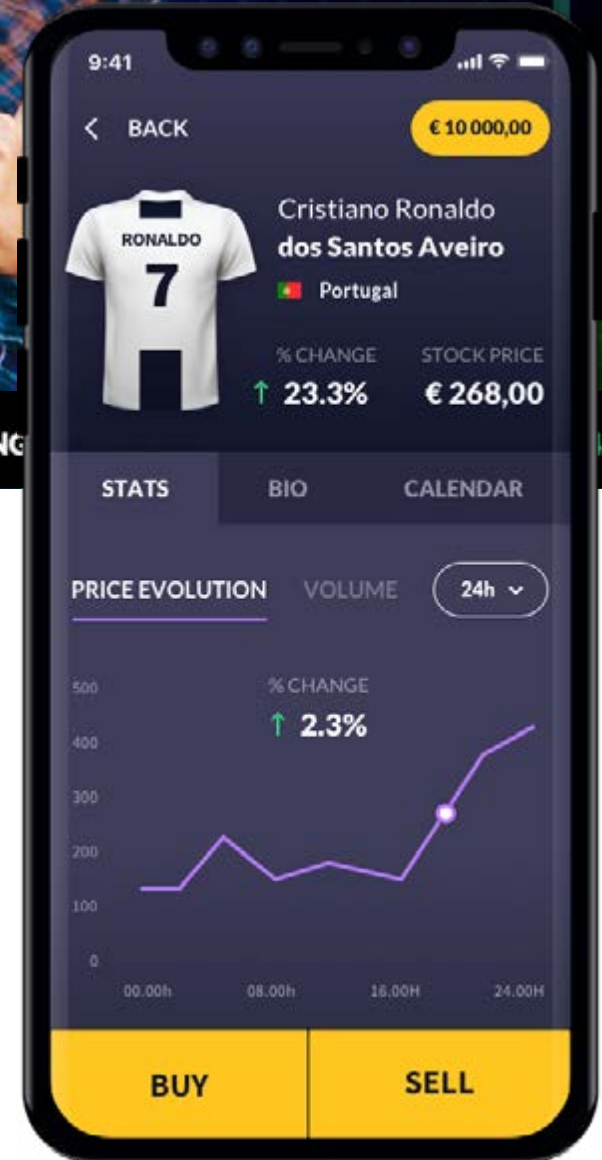
KNOCHE 2.16% L. DE JONG 7.56% J. VARDY 12.48% M. DE LIGT 4.84%



The ultimate football trading game



R. KNOCHE 2.16%	L. DE JONG 7.56%	J. VARDY 12.48%	M. DE LIGT 4.84%	R. KNOCHE 2.16%	L. DE JONG 7.56%
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About Kickstox

Kickstox is a free to play game combining fantasy football (soccer) and stock trading.

Using real time player data in a social environment, Kickstox users can trade their favorite football players from their favorite football teams and leagues, watch how those stocks perform in real time, and challenge others to battles and prove their football know how.

When I joined the project, Kickstox had already a first beta version of the game released.

Problem statement

- Kickstox was not happy with the work and output result being developed so far;
- Lack of game engagement and poor UI/UX
- Poor scalable solution and difficulty to accommodate new features, functionalities and dynamic content

My role

- Envision the game design concept
- Game UI/UX design
- Visual Design
- Landing Page design

Research

Aside with all information, expectations and requests received from the client, I ran an actionable analytics over the existing beta version deployed.

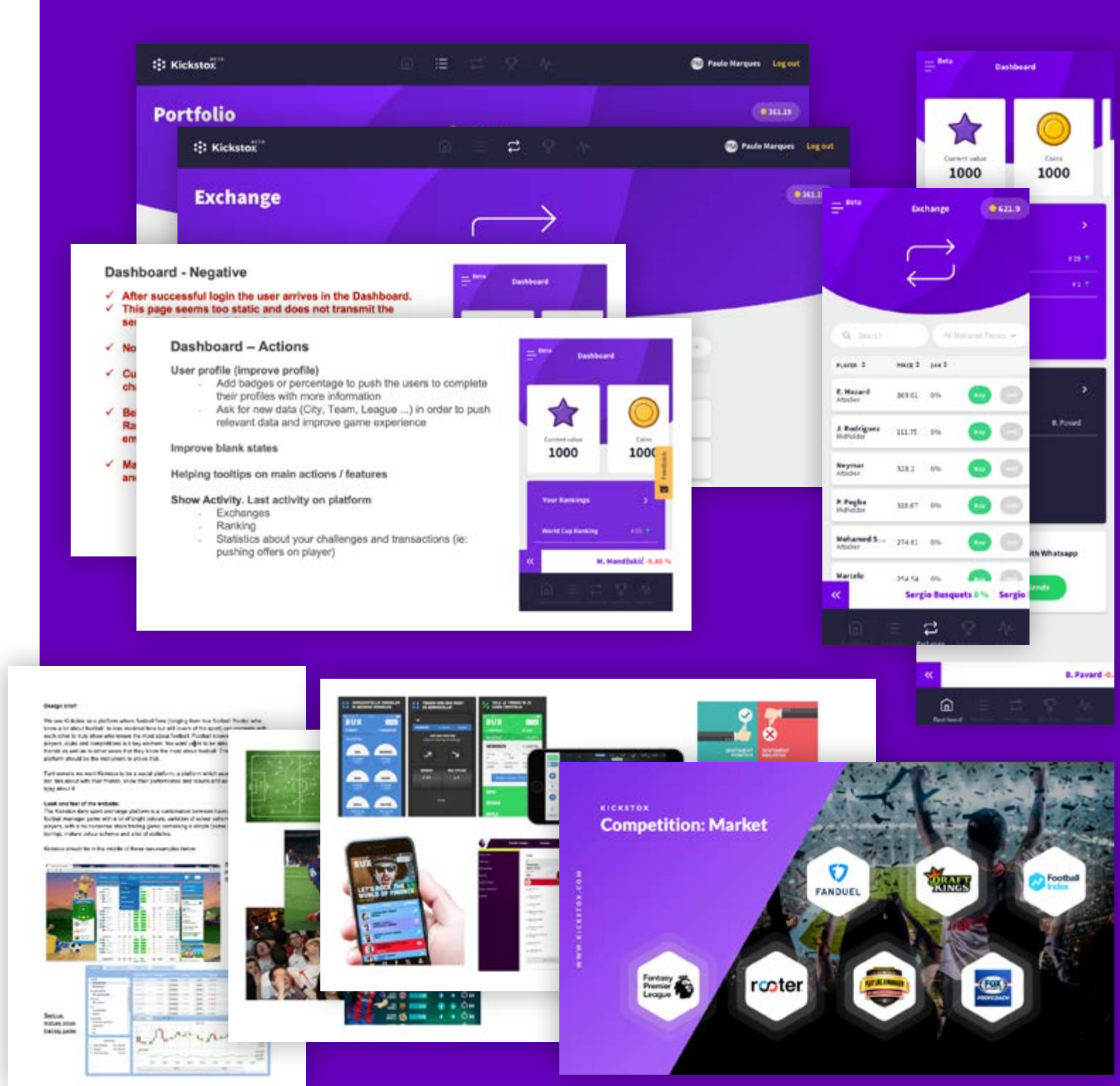
This helped me to identify several UI/UX issues and pain points to be considered for the design and UX improvements.

In parallel, I received some valuable feedback - from Kickstox team - about beta users and their experience with the game.

I did a benchmarking to get inspired and see what competitors were doing and how they solved similar issues for their users.

Mood boards were created to provide design with more cues and help defining the style, voice, direction and language of the new Kickstox interface.

Coupled with a few sessions with the client we gathered all required information to start crafting the user experience and the user interface for the new Kickstox game.



Build User Persona

With the first data from beta users, their needs and expectations, the following step was to summarize those users into user personas to create a reliable and realistic representation of Kickstox key audience segments for reference. This helped to create different scenarios and approaches and also to check whether the game would correspond to its stated goals.

User Stories and Site map

A simplified but comprehensive description of all requirements was done through the creation of user stories describing the type of user, what they want and what they see.

Those user stories were a lightweight method for quickly capturing the “who”, “what” and “why” of the game requirements and interface.

Sitemaps were created to better understand how pages were prioritized, linked and labeled.

Generate Ideas

We organized a few sessions with the Kickstox team to share our findings from research, listen and debate new ideas and constrains.

Once we had an approximated vision of the future game, logic, user portraits, and the environment and devices involved it was time to start sketching (low fidelity) wireframes to help visualizing things.

Marketing Persona

Gender: Male
Age: Irrelevant
Hobby: FOOTBALL

- ✓ Watches at least 1 match a week. Preferably his favorite home country team and competition but sometimes also watches matches from other leagues.
- ✓ Plays football on a recreational level with friends. He doesn't train during the week but rather trains drinking after the match. On Friday night when he meets his friends is when Kickstox pops up every single time. That same week Kickstox pops up Sunday before and after their game.
- ✓ He owns at least one football shirt with the favorite player of his favorite club.
- ✓ Education: Bachelor and higher
- ✓ Income above average
- ✓ Monthly football related expenses: € 75.- +
- ✓ Tech savvy

Exchange

User knows

- He can buy and sell stocks of football players
- These football players change in value based on their OPP, SMS and POP
- Kickstox has 3000+ players on the exchange from the Premier League, LaLiga, Eredivisie, Bundesliga, Serie A, Champions League, Europa League
- He has received budget to trade these players

User wants

- To make his first trade
- To know what the price of the individuals are
- To choose his favorite players or the ones he thinks will gain in value
- Search the players he is looking for
- Filter on competition
- Filter on club
- Filter on position
- Sort on %change
- Sort on absolute change
- Sort on stock price
- Sort on volume

User sees

- An exchange page pre-filled with 25 popular players and players of his favorite team (filled in during sign-up)
- Filter options to filter
 - Competition or tournament
 - Club
 - Position: GK-DEF-MID-ATT
- A search bar
- Current stock values of players

Wireframing

The wireframes included the most basic content and visuals and together with the user stories, helped to map out the shell of the new interface, its screens and basic information architecture.

With those wireframes, we were also able to identify additional improvements and user interactions.

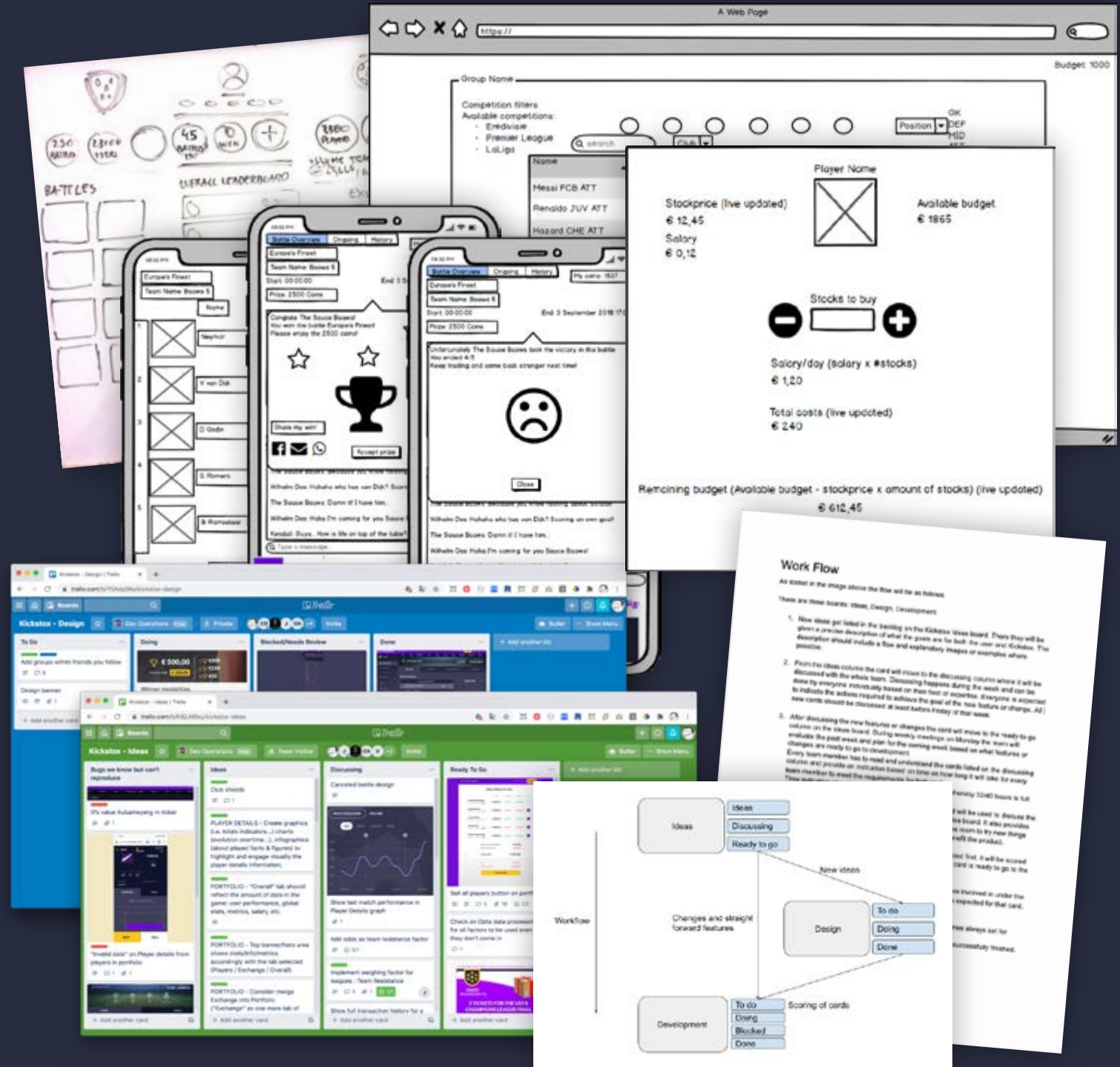
Processes and team work flow was defined, organized in sprints, and we used collaborative tools like Slack and Trello to create, assign and manage tasks and resources.

I worked very closely with the PO and Dev team to get their feedback from business and technical perspective, streamline processes and speed up the design deliver.

Incremental Design

Instead of work on the design and development of a fully-featured solution before its launch, a minimum viable product (MVP) was defined for the pilot game launch and we used an incremental design approach strategy.

This incremental vision allowed us to deliver the output, in our case designs, in small increments for fast implementation, while making improvements in the global solution.



Visual and Interaction design

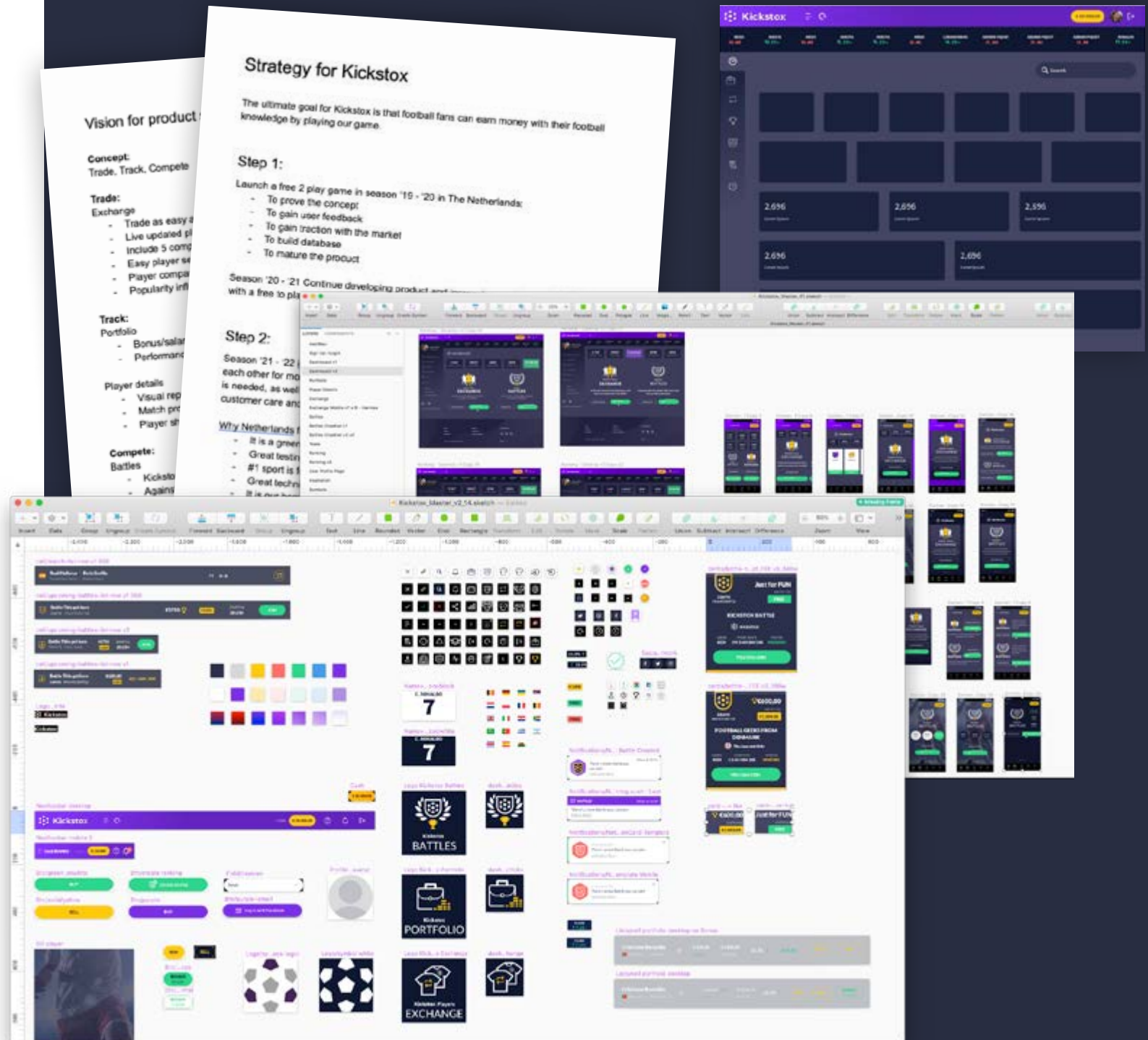
With the MVP structure, layout and flow defined the next step was to work on the final design and turn all ideas and wireframes in to great-looking visuals with the new Kickstox theme and styles applied.

I worked closely with frontend and backend team to identify and define interaction components, controls, mechanisms and processes.

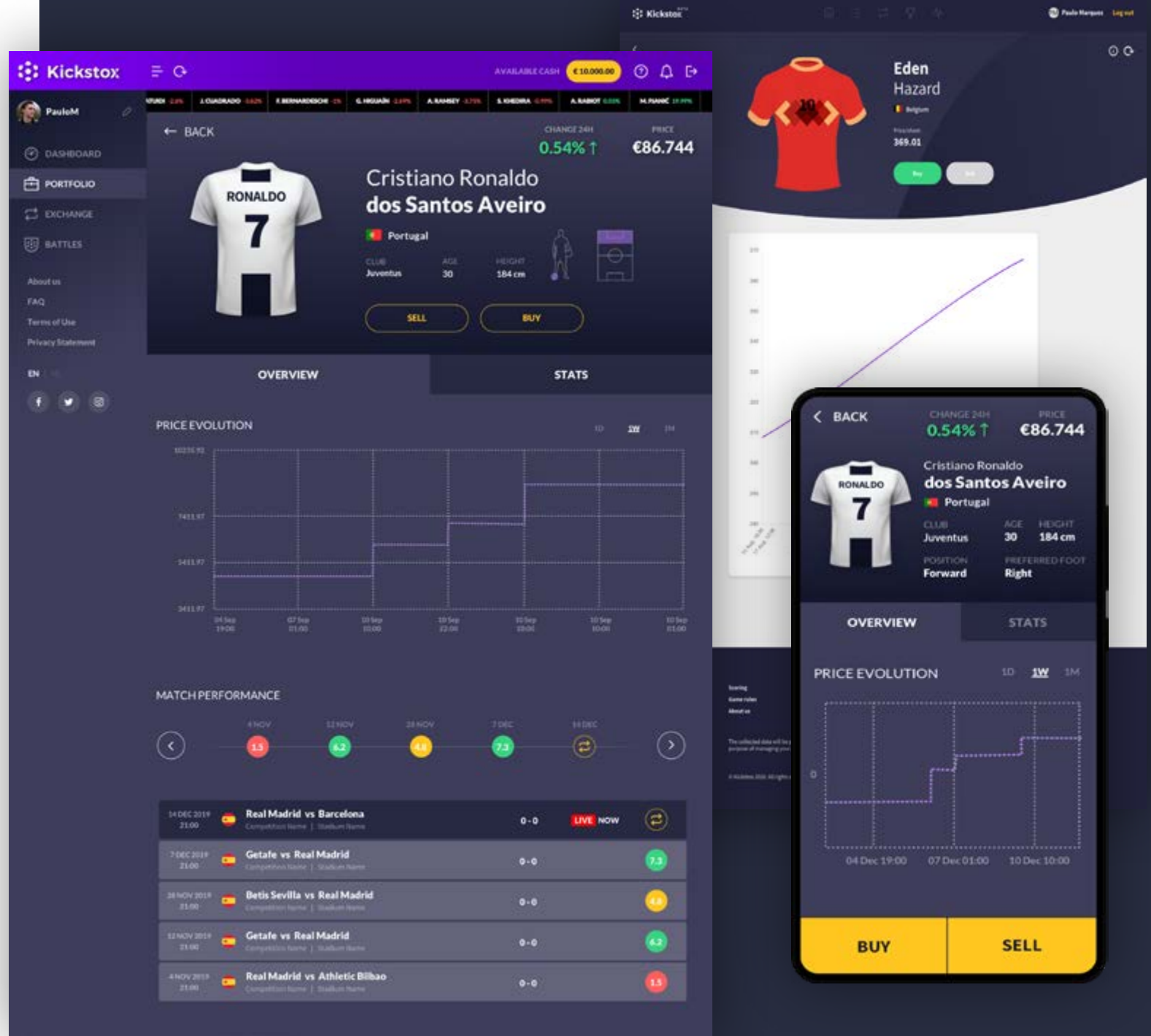
Concurrently with crafting the initial high-fidelity mockups in Sketch, I initiated the creation and development of a rule-based Design System.

This system was designed to underpin various elements such as branding, typography, web components, icons, and colors, with the overarching aim of establishing visual uniformity in alignment with the Kickstox style.

Moreover, this Design System played a pivotal role in offering comprehensive design guidance and direction to both the design and engineering teams. This versatile Design System subsequently formed the foundation for the entire game's user interface, extending its influence to all ensuing marketing collateral, including landing page, emails, presentations, displays, and social media materials.



I crafted high-fidelity mockups for every screen, outlining the definitive theme, specifications, design patterns, and supplying all the requisite guidelines and assets essential for the seamless implementation of the frontend, executed in React JS and SaaS



Implementation

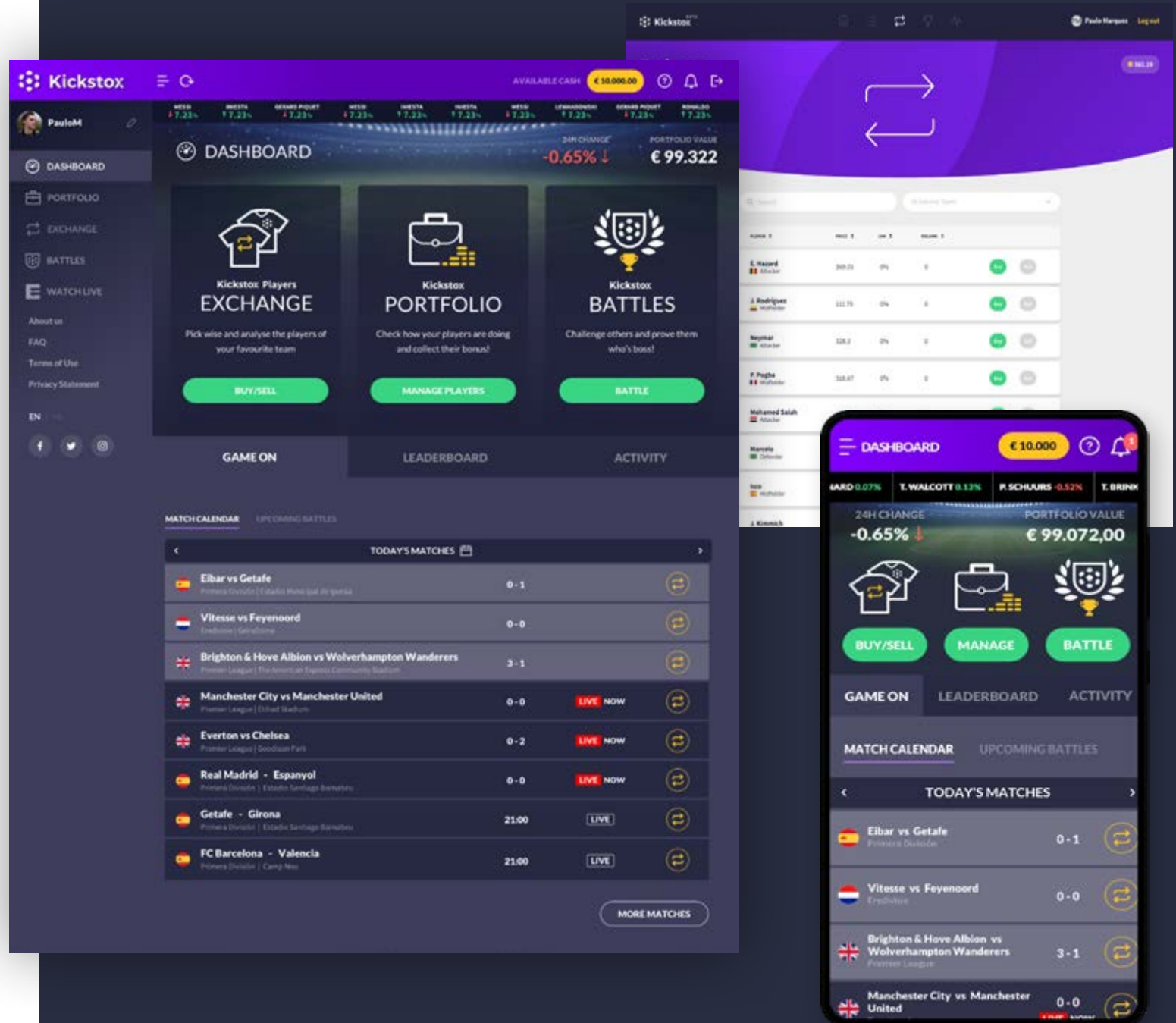
With the active involvement of both backend and frontend dev teams from the project's early stages, they were able to commence implementation even as the Visual Design phase was ongoing.

The backend team took the lead in constructing all the essential backend functionalities, subsequently integrating them seamlessly with the UI once they had access to the design artifacts and assets, all in adherence to the roadmap and workflow defined for the Minimum Viable Product (MVP).

This approach enabled us to swiftly introduce a pilot version of the game, facilitating its launch, testing, and the collection of invaluable user feedback.

Beyond merely seeking input, users played a pivotal role in influencing our design decisions, with their feedback on the MVP version proving instrumental in providing insights and enhancements.

Furthermore, their feedback guided the strategic direction for new features and future developments.



Player Name

Stockprice (live updated)
€ 12,45

Available budget
€ 1865

Salary
€ 0,12

Sticks to buy

Salary/day (salary x #stocks)
€ 1,20

Total costs (live updated)
€ 240

Remaining budget (Available budget - stockprice x amount of stocks) (live updated)
€ 612,45

Confirm Trade

EXCHANGE AVAILABLE CASH € 10 000,00

Cristiano Ronaldo

Portugal STOCK PRICE € 234,50

AGE 32 1,70M FORWARD JUVENTUS

# HOLDINGS	% CHANGE 24H	SALARY 24H
2500	↑ 23.3%	€ 0,12

STOCKS TO BUY

100 Stocks x € 234,50 € 23 450,00

2% Transaction fees € 20,00

€ 23 470,00

€ 612,45

BUY

BACK CASH € 74.106

Cristiano Ronaldo

Portugal STOCK PRICE € 234,50

AGE 32 1,70M FORWARD JUVENTUS

# HOLDINGS	% CHANGE 24H	SALARY 24H
2500	↑ 23.3%	€ 0,12

STOCKS TO BUY

100 Stocks x € 234,50 € 23 450,00

2% Transaction fees € 20,00

TOTAL COSTS € 23 470,00

REMAINING CASH € 612,45

BUY

BACK CASH € 74.106

Great Trade

You have successfully bought 1 stock of A. DOBOS € 234 with this transaction

Item	Value
1 Stocks x € 2.345	€ 2.345
2% Transaction fees	€ 20
TOTAL COSTS	€ 2.365
PROFIT/LOSS	€ 234
REMAINING CASH	€ 71.741

KEEP TRADING

BACK CASH € 74.106

Congratulations!

You have successfully bought 1 stock of A. DOBOS

Item	Value
1 Stocks x € 2.345	€ 2.345
2% Transaction fees	€ 20
TOTAL COSTS	€ 2.365
PROFIT	€ 234
REMAINING CASH	€ 71.741

KEEP TRADING **CHECK PORTFOLIO**

BACK CASH € 74.106

Can you do better than that, no?

Item	Value
1 Stocks x € 2.345	€ 2.345
2% Transaction fees	€ 20
TOTAL COSTS	€ 2.365
PROFIT	€ 234
REMAINING CASH	€ 71.741

CHECK PORTFOLIO

BACK CASH € 74.106

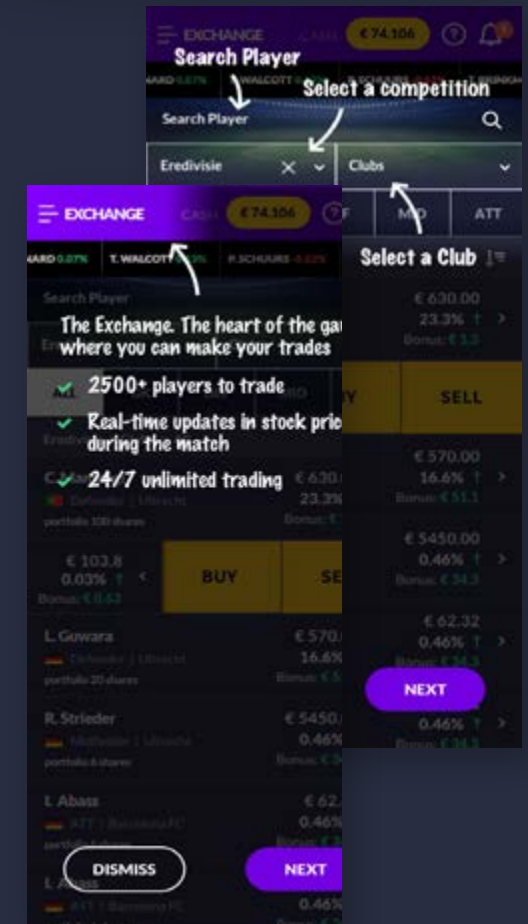
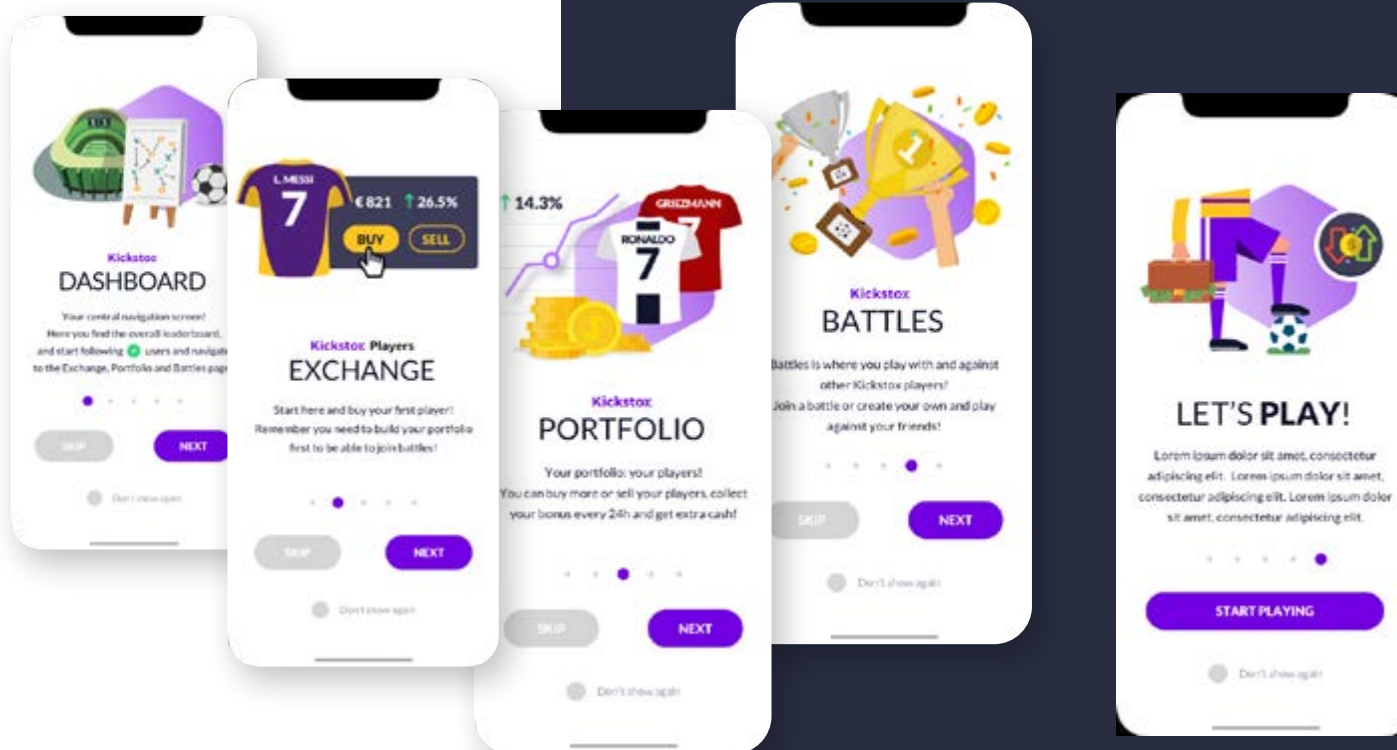
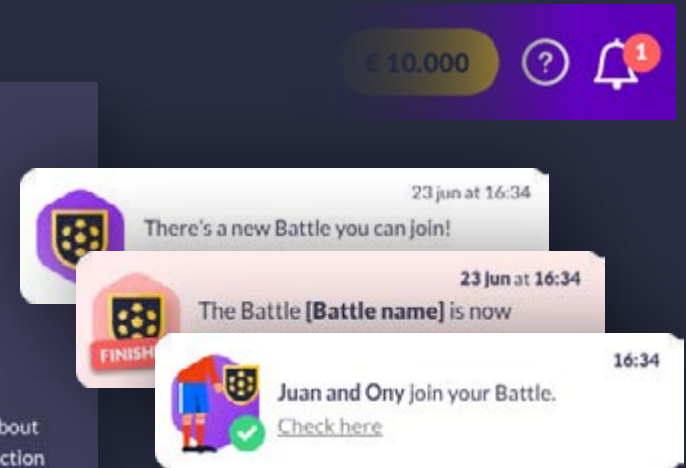
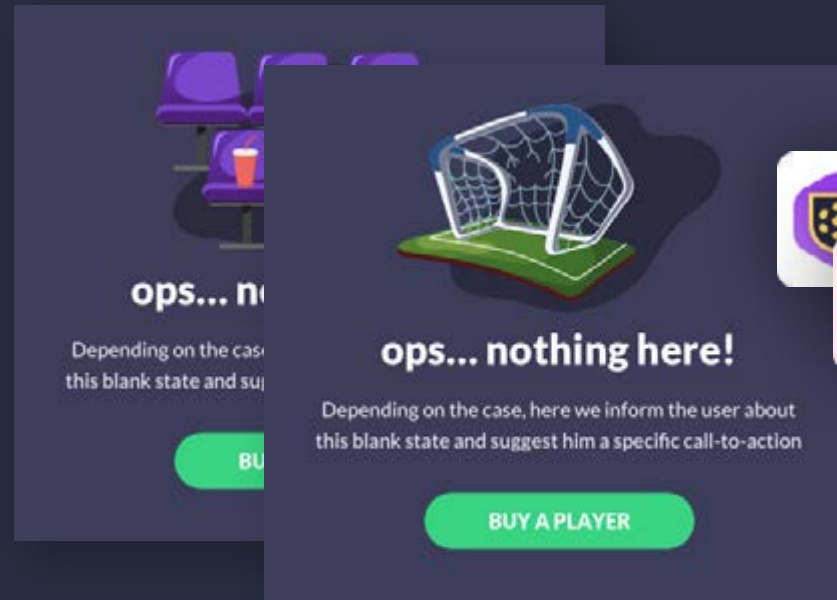
mm...you can do better than that, no?

Item	Value
1 Stocks x € 2.345	€ 2.345
2% Transaction fees	€ 20
TOTAL COSTS	€ 2.365
PROFIT	€ 234
REMAINING CASH	€ 71.741

KEEP TRADING **CHECK PORTFOLIO**

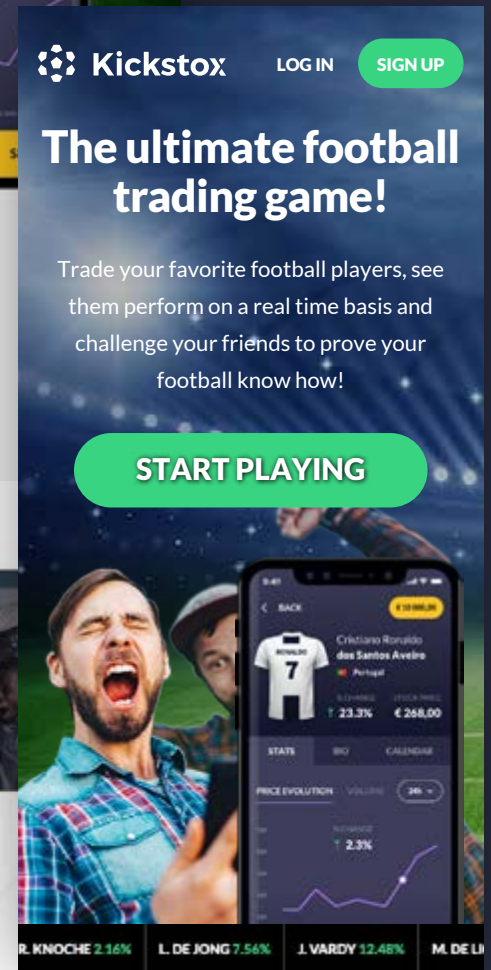
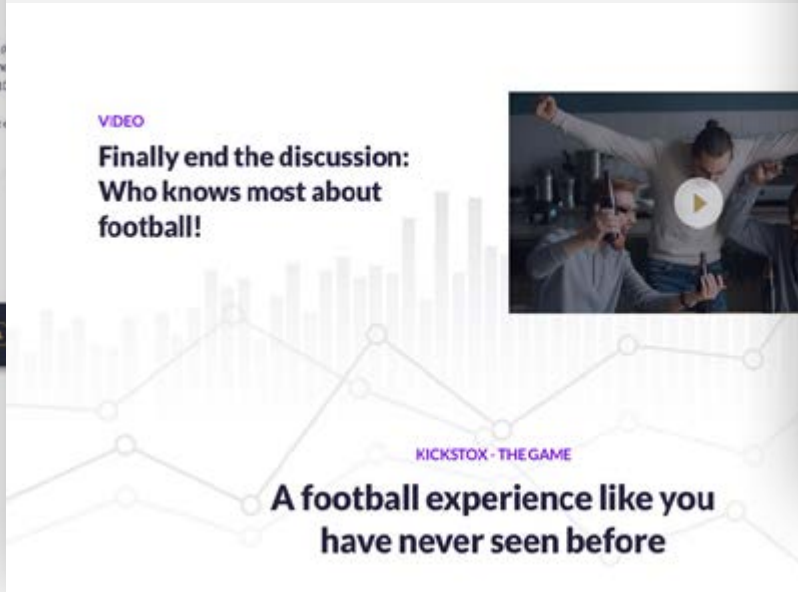
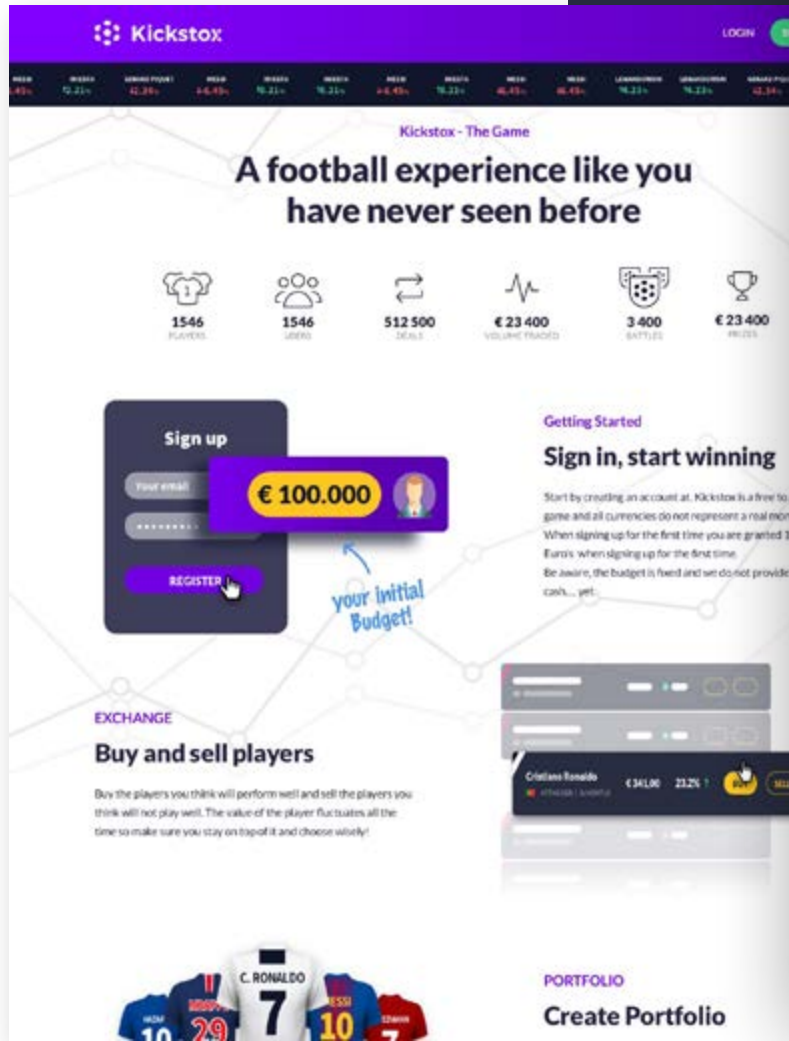
We placed significant emphasis on enhancing the onboarding process, with a keen focus on offering users clear guidance to foster engagement and elevate the overall gaming experience.

My primary role involved addressing critical elements of the onboarding process, leading to the creation and implementation of various supportive features such as the First-look tour, walkthrough tour, in-context tooltips, notifications, and blank states, all meticulously designed to ensure a seamless and engaging user journey.

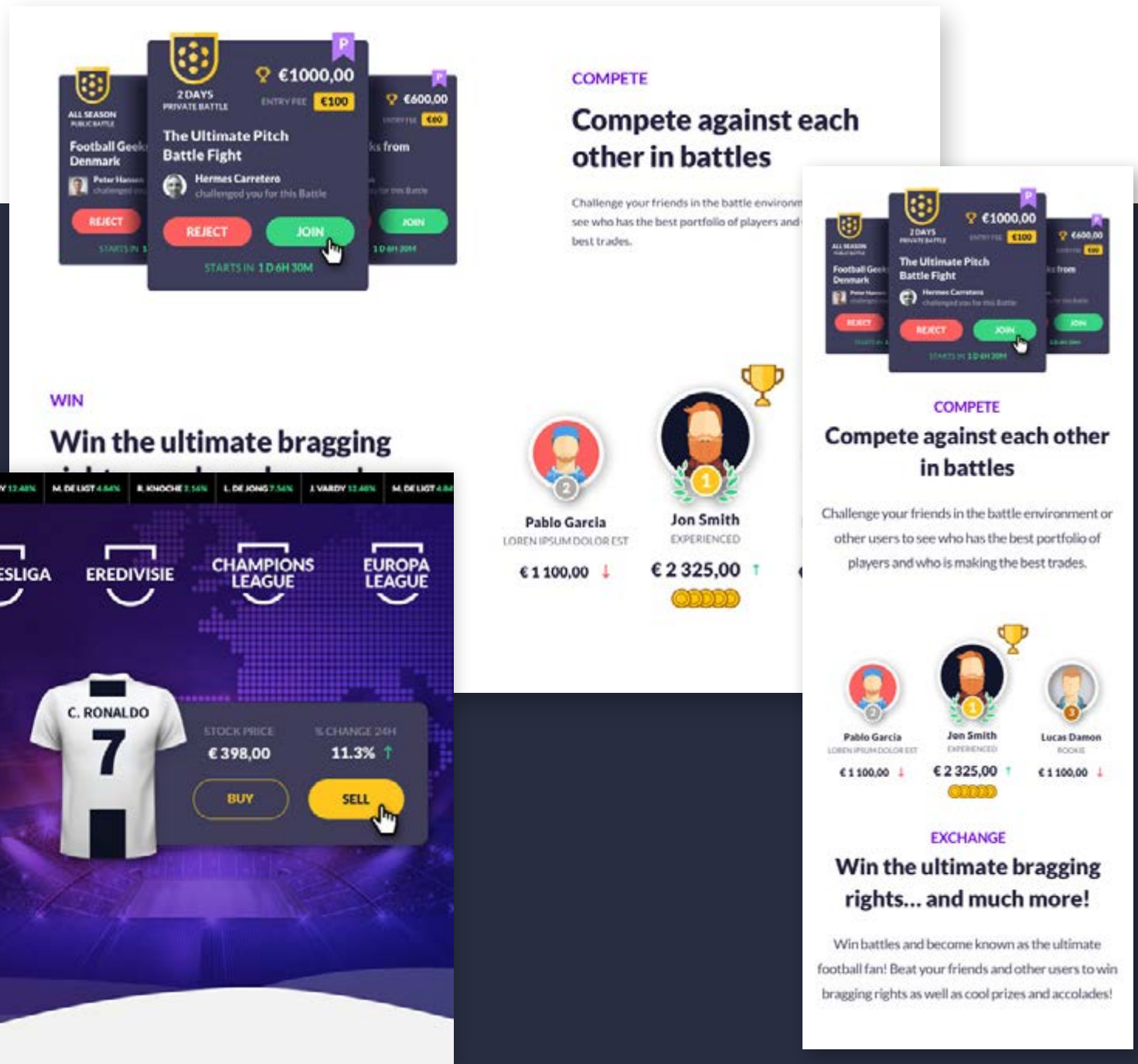


Landing Page

We paid meticulous attention to the design of the landing page, recognizing its pivotal role as the initial touchpoint for potential users, where the journey of user onboarding commences.



We redefined the appearance and user experience of the landing page (LP), enhancing its overall structure with the aim of boosting new user registrations.



Sign up

Your email: [input]
 Password: [input]
 Confirm Password: [input]

€ 100 000 

REGISTER

your initial Budget!

GETTING STARTED
Sign in, start winning

Start by creating all connected accounts for the first time. We'll provide extra tips and guidance.



EXCHANGE
Buy and sell players

Buy the players you think will perform well and sell the players you think will not perform well. The value of the player fluctuates all the time so make sure you stay on top of it and choose wisely!

LEARN THE GAME
The football environment for fans

Dashboard

The core of the app for all your KICKSTOX activities. Highlights to the portfolio, exchange or battle performance from here in addition to publishing submissions regarding your performance.

Exchange

Buy or sell players on the exchange. All the football players that Kickstox offers will be featured on this exchange.

Portfolio

Check how your portfolio is operating and check the individual players you have on your list. Manage your own players from this page.



Player Details

This specific details per player are shown when clicked on the player's name. Depending on when your performance and growth are some of the things you will find here to get more information on the player.

Battles

Challenge your friends in the battles environment. Join an existing battle or create your own to prove your players and trader are the right ones.

Friends

Connect with friends to stay up to date on their performance and trades.

READY TO PLAY?
Join the competition!

Fluctuate, not fluctuate! Surprise, surprise! Have a unique chance to win big prizes and become a legend in the world of football trading.

START PLAYING



About Kickstox
 FAQ
 Contact us
 Kickstox Blog
 Contact us

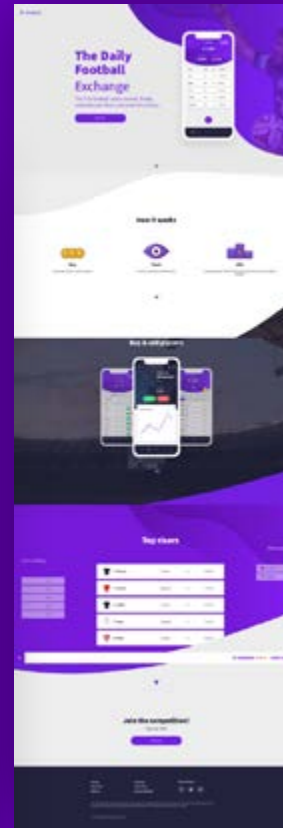
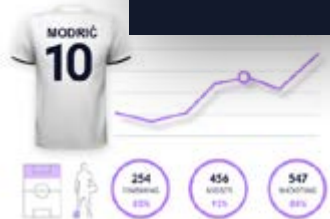
SUBSCRIBE TO OUR NEWS

Your Email: [input]

FOLLOW US

PERFORMANCE
Check Performance

Player values are updated on a 24/7 basis so you can see your players perform at any given moment. On the field over 200 data points per player are measured in real time to help determine the price.



Evaluate

Following the deployment of the pilot version, Kickstox conducted comprehensive evaluations of the new design and user experience with genuine users.

Over a span of four weeks, 140 users engaged with the redesigned platform and were interviewed regarding their overall experience, specific tasks, pain points, and suggestions.

Simultaneously, we gathered data on aspects like error occurrences, click frequency, retention rates, and the time required to complete specific tasks.

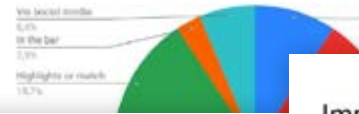
What type of football fan are you?



What do you think of the sign-up process? N=94



How do you consume football?



How was the experience of buying stocks? N=78



Improvements / comments

- I need more explanation
- Lack of stats of players
- Loss of filters after transaction
- Couldn't find all players I was looking

I like to play Kickstox bec

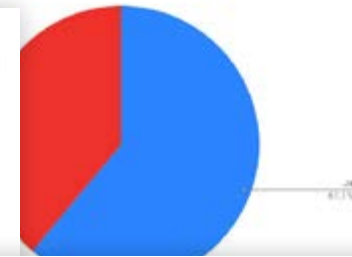
What did you like most about Kickstox? N=21



Did Kickstox change the way you consume football? N=25



play Kickstox next to a match on TV?



Aerr

Email 1
Julie hebben een leuk format bedacht. En het is dagelijks makkelijk bij te houden ik vond het in het begin wel lastig om in te schatten welke spelers ik moest kopen wedstrijden die eraan zitten te komen. Daarnaast vond ik het ook lastig om te zien en wat hij nu waard is. Verder zou het fijn zijn als er een manier is om ook de game vallicht een speelprogramma. Goms snap ik ook niet zo goed waar een waarde is Mané en andere spelers van Liverpool. MATCH CALENDAR/STATS/PRICES Ik snap dat er nog veel ontwikkeld wordt en hoop ook dat de playerbase groeit. D

Email 2
Je zou moeten kunnen filteren op zaken die relevant zijn voor prijzadalingen en stijgen zijn dan 'gokken' en zou je daarom ook zichtbaar moeten hebben hoe gevoelig er dan in een grafisch model kunnen worden weergegeven. COMMUNICATION STA Ik kan me voorstellen dat het vergelijkbaar met de beurs dat je ook werkt met kot bijvoorbeeld opties zijn. STRATEGIES

Conclusions

Comment:

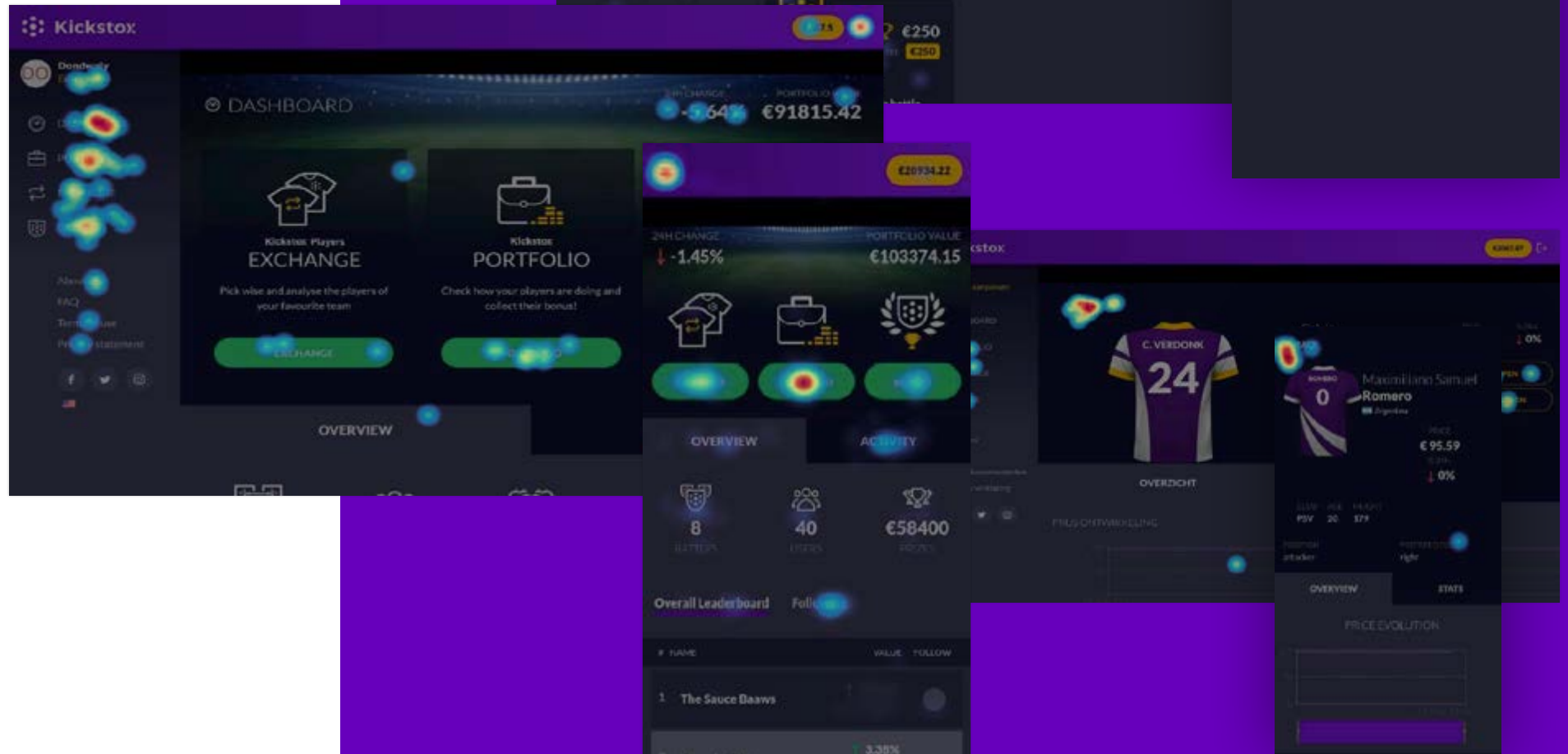
- 1) We lack explanation of what is expected from the user
- 2) I would like to know when my players will be playing
- 3) Battles excitement improvement
- 4) Search bar needs more functionality
- 5) My filters on exchange should be remembered
- 6) Prices of players

Solution:

- 1) Onboarding + tutorial + communication of statistics
- 2) Match calendar on Dashboard + Player details + Battles
- 3) ?
- 4) Increase search ability
- 5) Improve usability of filters on exchange
- 6) Improve accuracy of algorithm

In addition, heatmaps provided crucial insights into user interactions within the game, shedding light on where they clicked, the extent of their scrolling, their areas of focus, and elements they might have overlooked.

Armed with these valuable insights and user feedback, we successfully executed a series of refinements and enhancements to the existing design, structure, and the overall gaming experience.





MADE
CONCEPT

4U

3D PRINT TAILORED GLASSES

**UI & UX DESIGN FOR
TOUCH SCREEN KIOSK APP**

Client

HORIZONS OPTICAL (Barcelona, Spain)

About

MADE4U CONCEPT is an innovative system that allows clients to customize tailored 3D printed glasses, fully personalised.

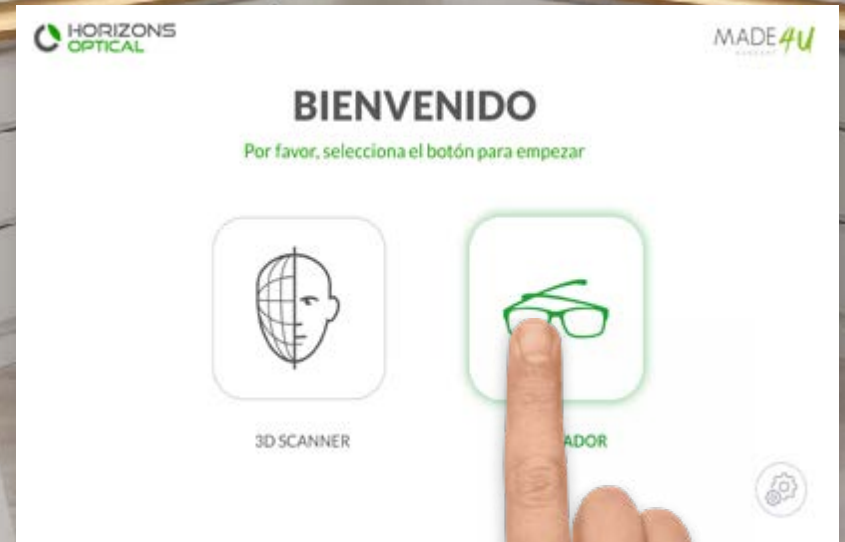
The system combines various technologies, a high-precision 3D scanner and a virtual try-on.

Problem statement

- UI/UX redesign and implementation of fresh app features for the existing kiosk touch screen solution, already established in the market
- Redesign and enhance the app's user flow to elevate the overall user experience
- Craft the interface and interactions for the newly features, including the Scanner, Center, Settings, and Configuration components

My role

- Interaction Design
- Visual Design



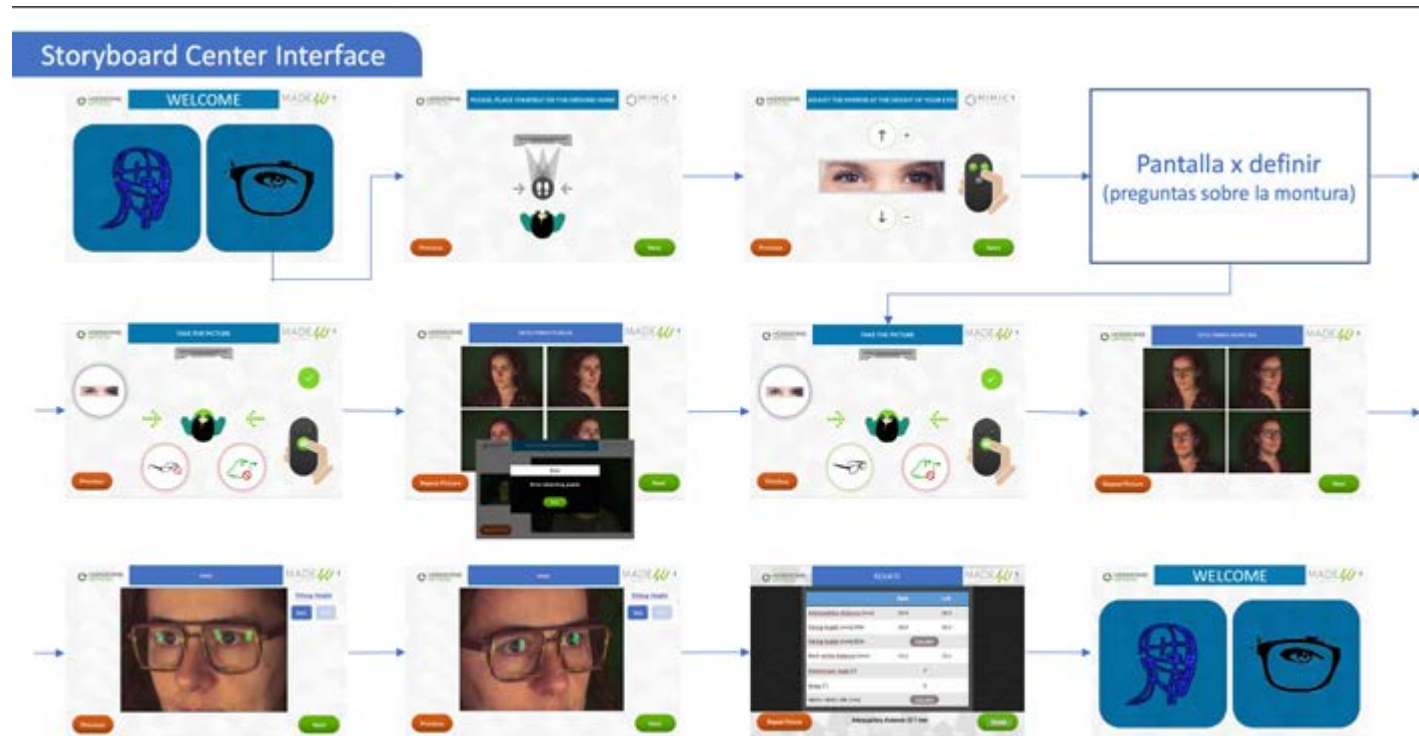
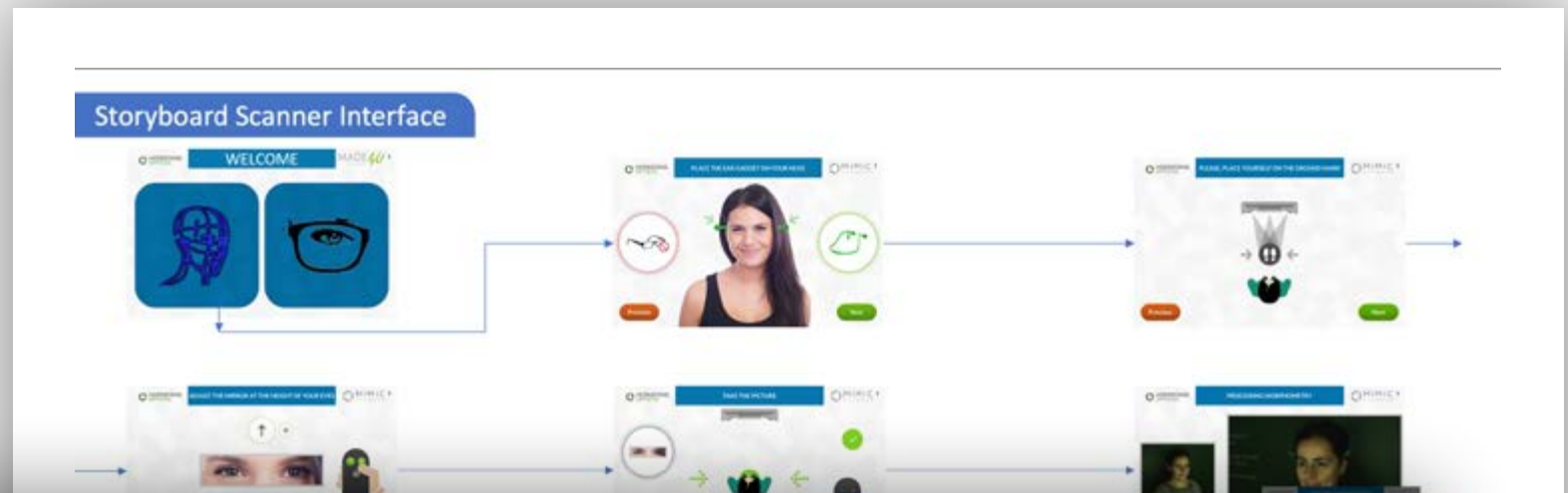
Research

The project aimed the design of the new App features to be implemented and adapted into the existing deployed version.

The design process began with the receiving of the App flow and user journeys along with a detailed briefing explaining the project scope and specifications.

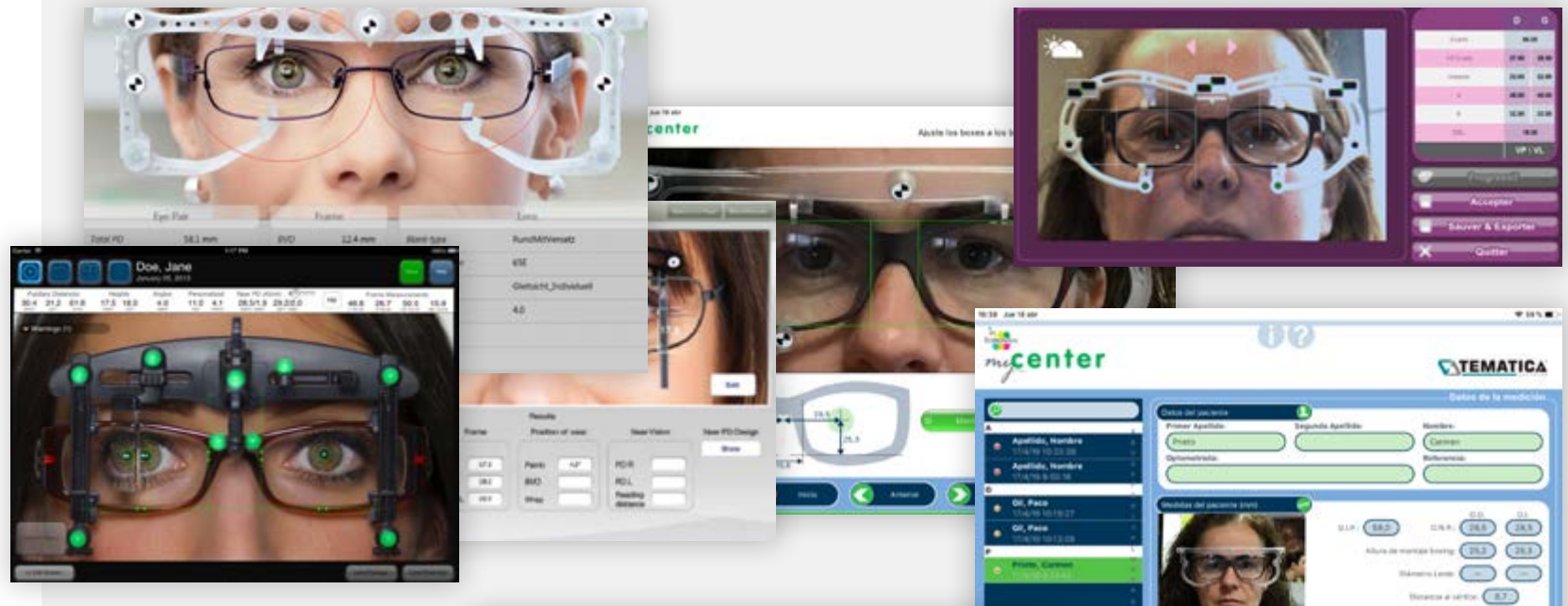
Those flows indicated schematically the user journey and the new functionalities to be created and incorporated.

By improving a pre-existing solution, the feedback and information received from user testing was a valuable research resource to uncover where users were struggling with the app, find possible pain points and identify interface improvements and user interactions.



We did some benchmarking research and analysed over competitors to understand how they handled and solved similar features and issues, their approaches and solutions.

We gathered ideas, discussed and shared feedback and learnings from research with the client and dev team.

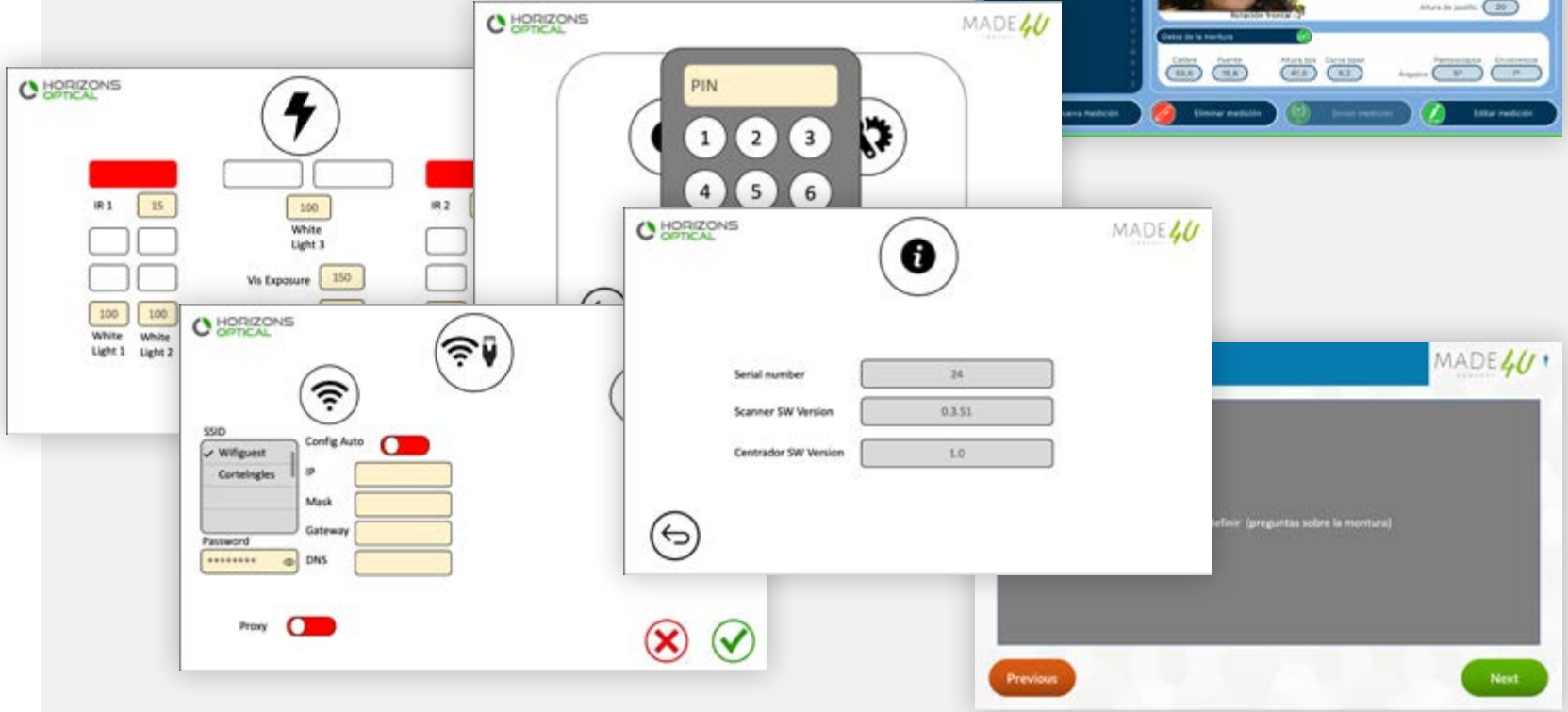


Wireframes and prototype

With the flows defined, it was time to start designing low fidelity wireframes to provide a visual understanding of the app and new features and to get client and project team approval before the creative phase got under way.

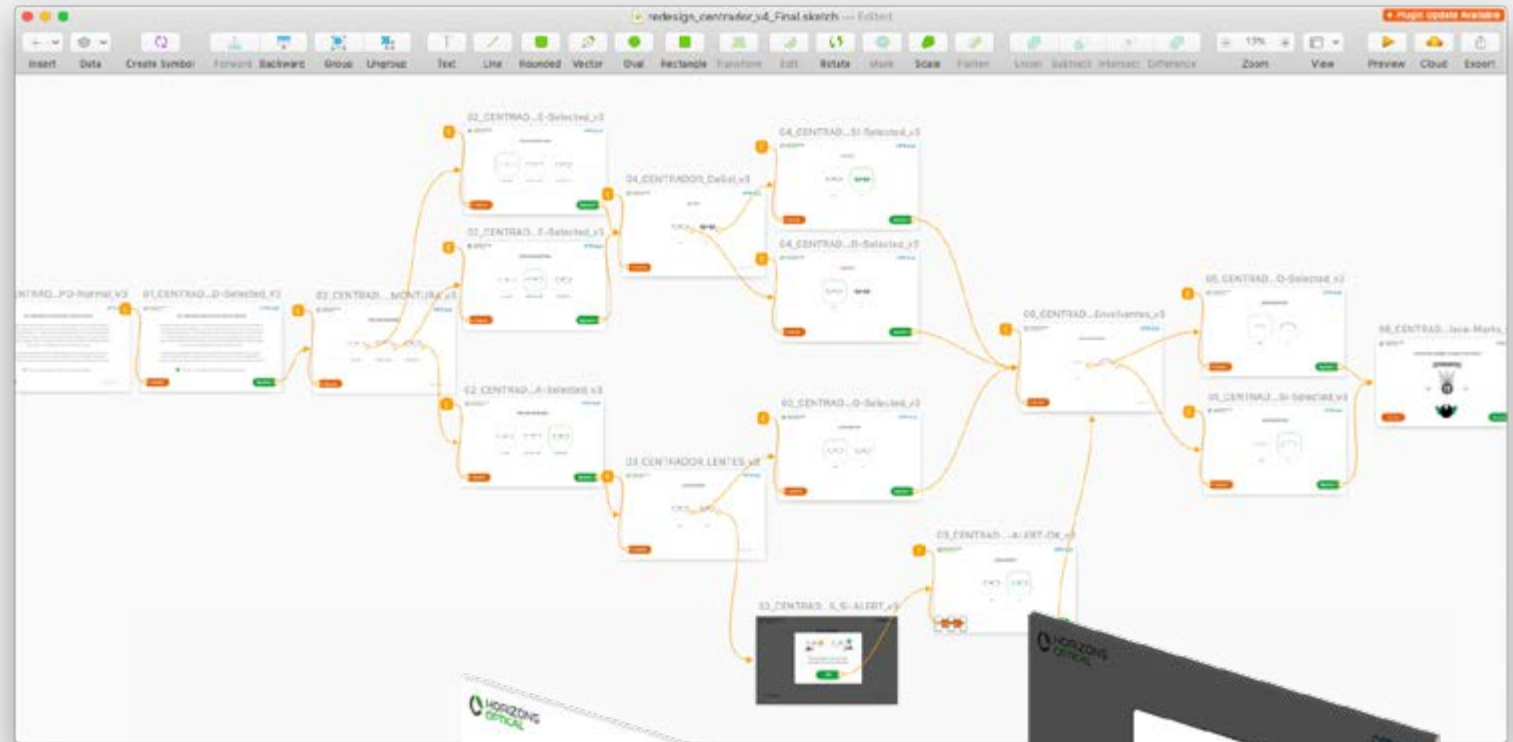
We designed static low fidelity wireframes for each screen identifying all elements, components and user interactions.

When we got everything validated we proceed with the design of high fidelity mockups.



We started crafting the new App interface and user experience translating all the inputs, ideas and learnings from user research and wireframes stage.

We replicated the App flow and designed high fidelity mockups for each screen in Sketch.



Tipo de Montura

- a. Full frame
- b. Semi rimless or half frame
- c. Rimless

¿Con lente?

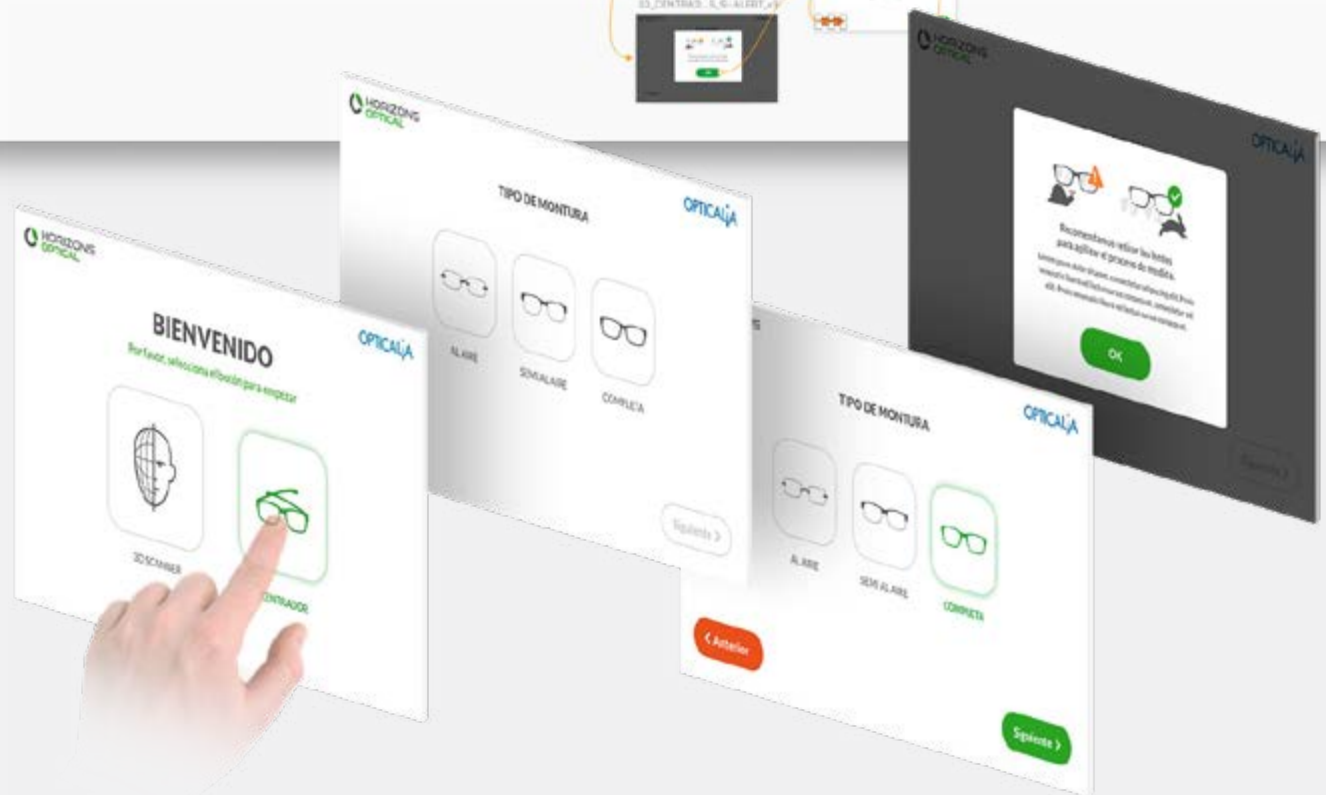
- a. Si
- b. No

¿De Sol?

- a. Si
- b. No

¿Wrap?

- a. Si
- b. No



initially the client didn't want to change much the design of the existing App.

I was asked to adapt the new features and the new elements to be designed into the existing interface, following the styles and reusing as much as possible assets and visuals.

The existing App interface was graphically poor, unbalanced and had several design inconsistencies.

After a couple of sessions with the client, I managed to convince him and justify the need of introducing improvements to the overall design.

We redesigned elements, create new icons, images and cleaned up the layout and interface.



BIENVENIDO

Por favor, selecciona el botón para empezar



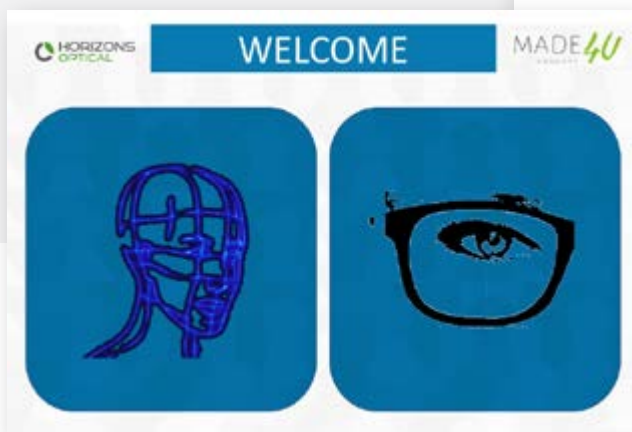
3D SCANNER



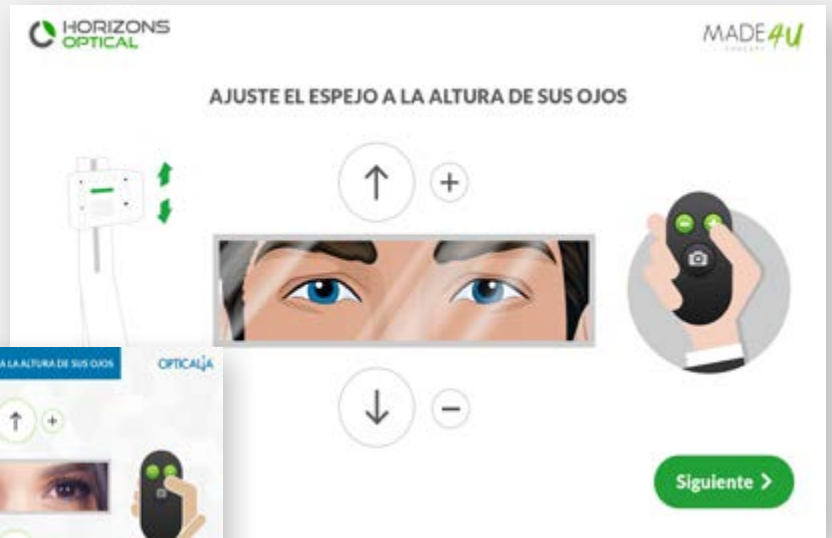
CENTRADOR



Redesigned start screen

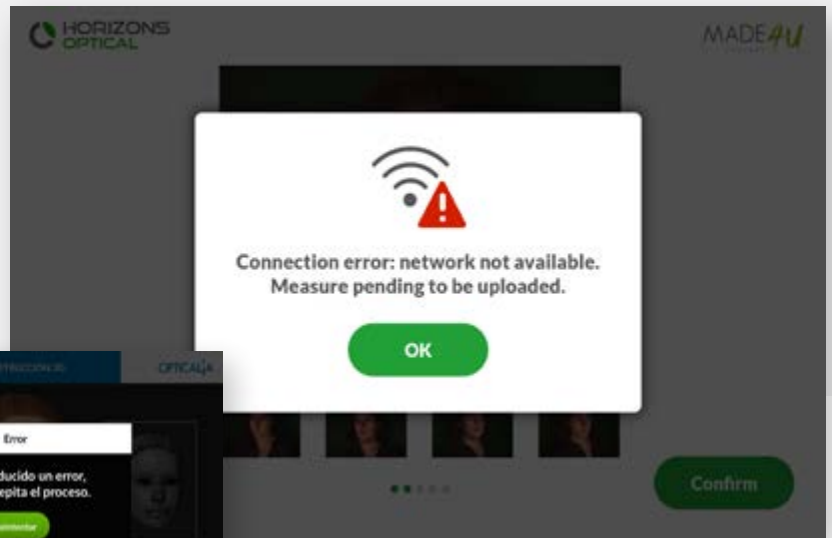
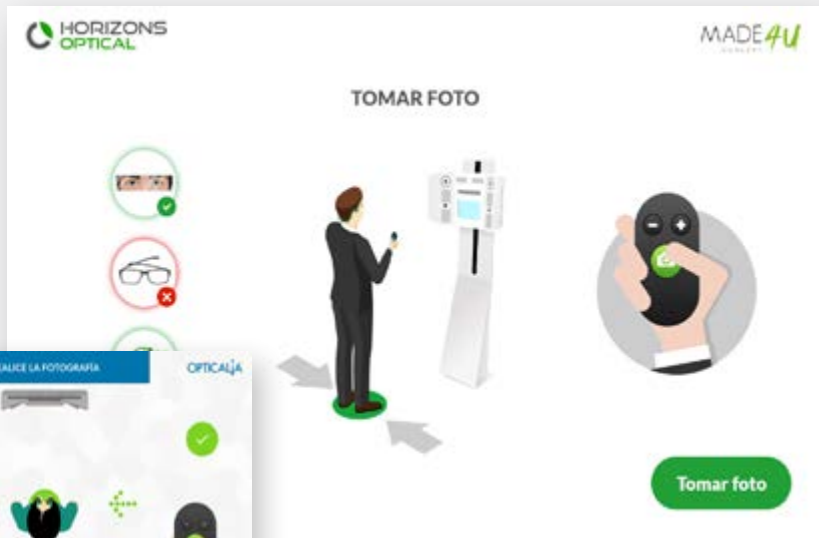


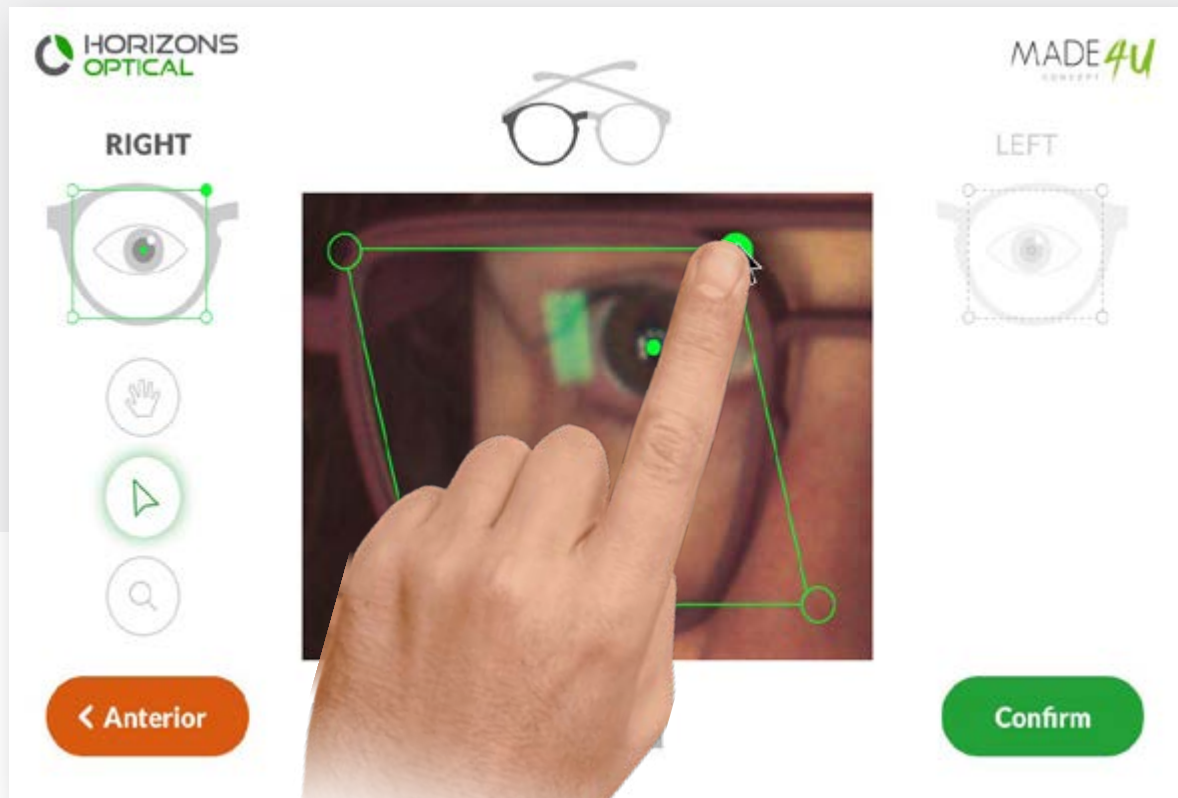
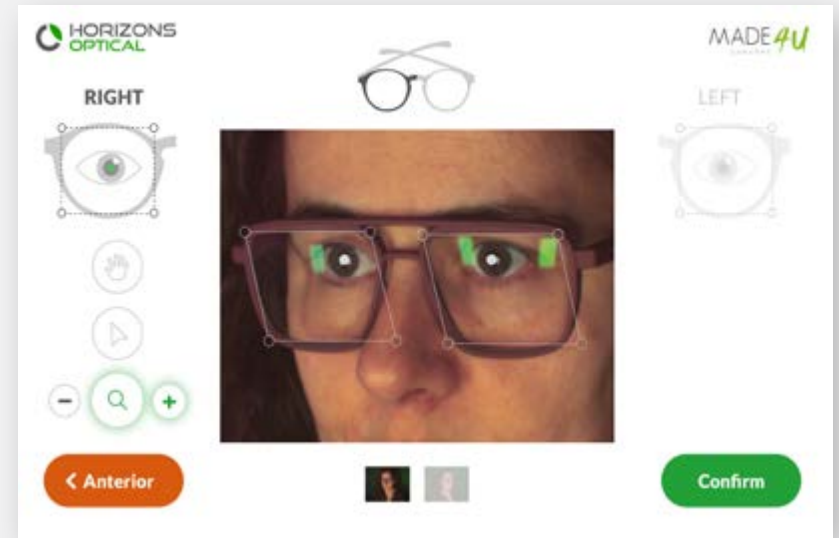
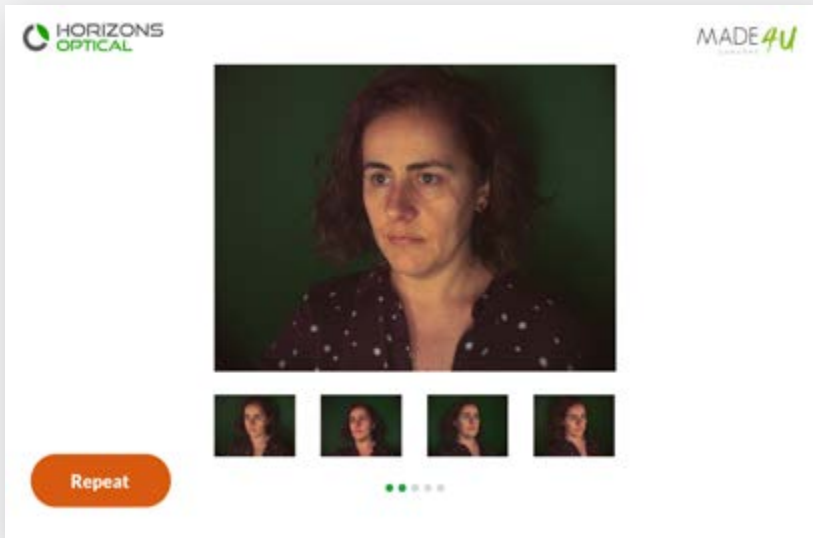
Original start screen design



New Design

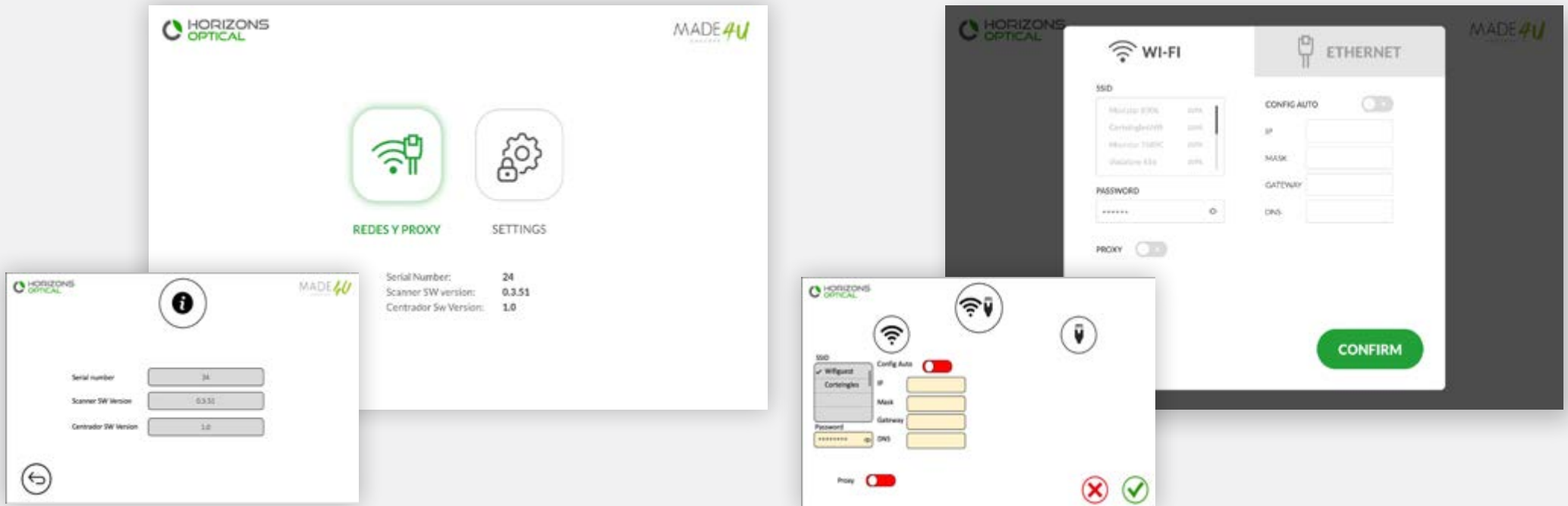
Original Design





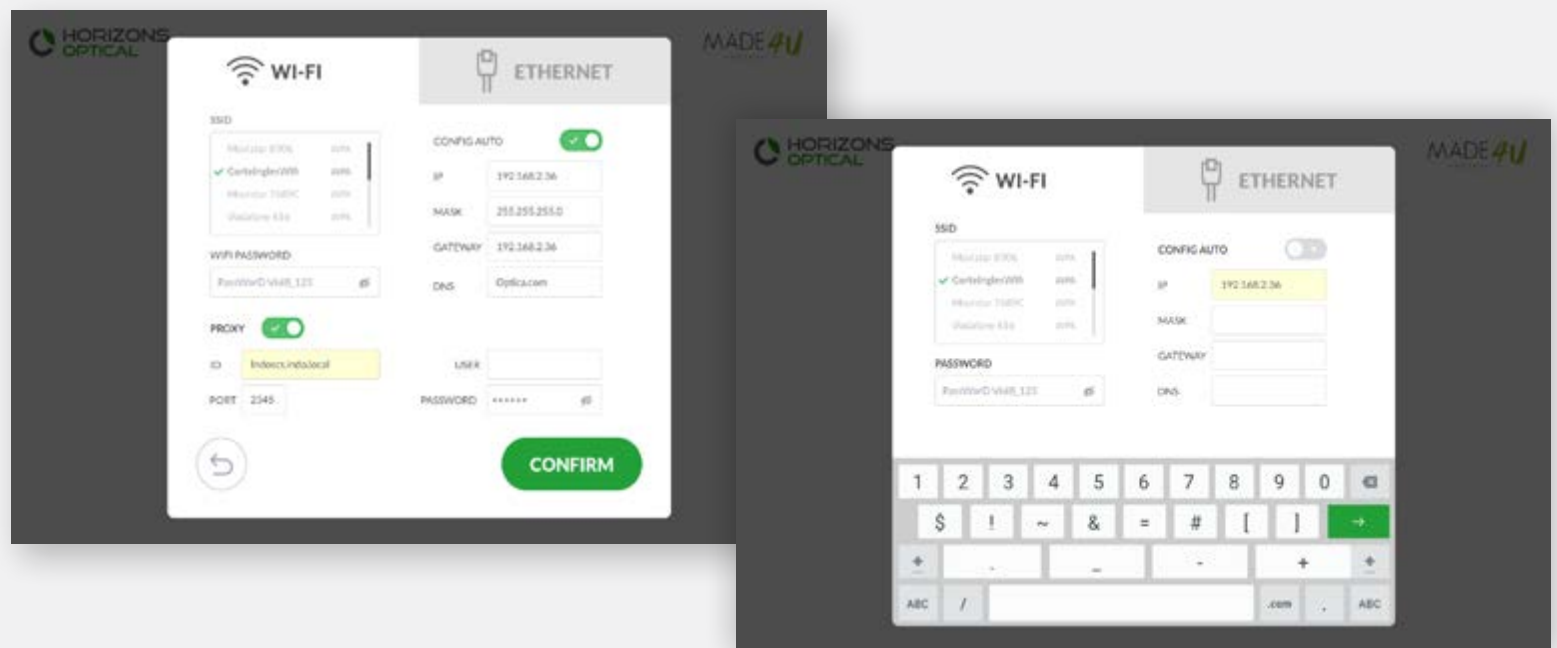
RESULTS	RIGHT	LEFT
INTERPUPILLARY DISTANCE	29.4	28.3
FITTING HEIGHT (mm) BOX	28.0	28.2
BACK VERTEX DISTANCE (mm)	13.2	13.1
PANTOSCOPIC ANGLE (°)	7	
WRAP (°)	5	
HBOX / VBOX / DBL (mm)	52 / 47 / 17	

Diagram labels: INTERPUPILLARY DISTANCE (29.4, 28.3), VBOX (47), HBOX (52), DBL (17), PANTOSCOPIC ANGLE (7°), WRAP (5°).



Before prepare and deliver the final visuals and assets to implementation, and in order to provide a complete and clear idea of how the App would behave and look like, an Invision prototype was set.

The prototype helped to streamline the design development process, focusing on important interface elements and provided usefull insights for UI/UX improvements.



SUIFF

DESCUBRE TU FUERZA



Client

SUIFF - Estel Group (Barcelona, Spain)

About

SUIFF is an intelligent, portable and customizable training system with training bands. The SUIFF System comprises a sensor, a dedicated app, and a set of training bands, collectively designed to monitor and facilitate the management of training sessions.

My Role

- Planning and Research
- UI/UX Design
- Visual Design

Problem statement

- Develop the new SUIFF website
- The task of establishing comprehensive brand guidelines and defining the overarching visual identity
- Ensuring a coherent and balanced presentation of the distinct SUIFF product components: 1) the sensor device, 2) the monitoring and management app for training sessions, and 3) the training bands kits.



The brief received from the client listed generically the new website structure and features, identifying the main pages, blocks and elements to create.

CARACTERÍSTICAS DE LA APP

Medición del rendimiento

Reconocimiento automático

Videos de cada ejercicio

Más de 70 ejercicios tutori

Crea tus propias plantillas como quieras.

Planes de entrenamiento p

Histórico de sesiones que t

DESCUBRE MÁS (Call to Ac

BANNER 4

- Imagen:

Iconos o fotos que muestr

- Texto:

¿Cómo usar el sistema SUI

1. Elige o crea tu sesi
2. Sincroniza el senso
3. ¡Disfruta del entre
4. Sigue tu evolución

BANNER 5

- Imagen:

Imágenes de cada uno de l

entrenamiento.

- Texto:

Descubre nuestros planes

EMPIEZA TU PLAN (Call to

1) Home

2) Pagina de producto

2) Sobre nosotros (Po

2) Explora (Blog).

- Home blog / Pági

- Página detalle de

1) Profesional (modal

1) Contacto

2) Planes de Entrenam

- Listado Planes

- Página detalle pla

2) Carrito de compras

- Pagina del carrito

- Modal /Lightbox c

3) Checkout (después

- Checkout página i

- Checkout página i

- Checkout página i

1) Página genérica (di

- Términos y condit

- Términos de Servi

- Devoluciones y g

- Cómo llevarlo y c

- Información de s

- Cookies

1) Buscador (??)

- Modal

- Resultados busqu

1) FAQ (??)

HOME

BANNER 1

- Imagen

Imagen que comunique el producto (sensor + app) y uso de Suiff. Que la gente entienda como funciona y que es con una sola imagen.

- Texto:

SUIFF

Entrenamiento profesional a tu alcance

Más de 70 ejercicios adaptados a tu entrenamiento

DESCUBRE MÁS (Call to Action que te lleva a la e-commerce)

BANNER 2

- Imagen:

Iconos para cada punto. Deben ser muy en línea con el branding de SUIFF puesto que son la esencia de SUIFF, los pilares básicos.

- Texto:

¿PORQUE SUIFF?

Interactivo: Su sensor exclusivo mide cada una de tus sesiones. Podrás ver tu evolución y adaptarlo a tu nivel.

Acompaña: Su diseño ligero y cómodo permite que lo lleves contigo allí donde vayas. Para que entres cuando y donde quieras.

Personalizado: Programa tus propias sesiones o escoge entre los diferentes planes de entrenamiento y asegura una correcta ejecución de los ejercicios con sus videos tutoriales.

Motiva: Saca lo mejor de ti mismo en cada ejercicio y optimiza tu rendimiento en cada sesión compitiendo contra tus propias marcas.

BANNER 3

- Imagen:

Foto de dispositivo móvil: cada vez que clickas encima de una característica la pantalla del móvil muestra un pantallazo de la misma

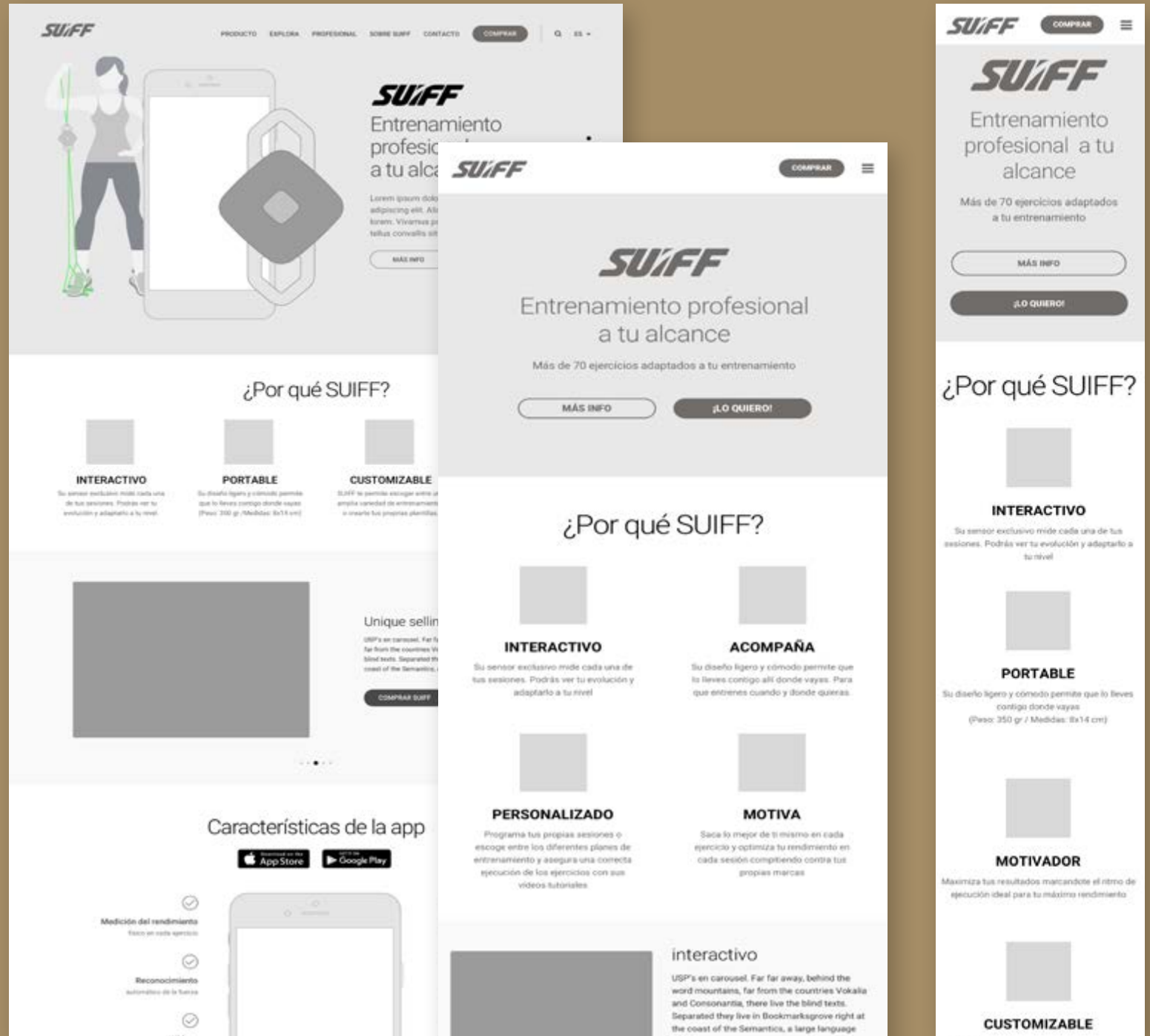
Puntuación de la app

Comentarios de los usuarios (3)

- Texto:

The client brief was translated into middle/low wireframes defining the generic layout and content placement, and solving navigation and functionality issues.

When we got all wireframes approved we moved to the visual design stage.



From the agency that designed the SUIFF sensor I received some visual references and guides in terms of look and feel and graphic chart which I used to create the new visual style and guidelines for the website

LOREM IPSUM

SUIFF
LOREM IPSUM SIT AMET

LOREM IPSUM SIT AMET

SCBCN

CONCEPTO GRÁFICO: se ha desarrollado una imagen que recuerda a la flexibilidad de las gomas que se utilizan con SUIFF. Esta puede aportar una ligera vibración a los diferentes planes que se desarrollan. Siempre debes complementar la visual más un plano sobre cargarla. La imagen de Suiff debe ser siempre legible y atractiva.

SUIFF

SCBCN

ESTILO DE FOTOGRAFÍA: recomendamos hacer un shooting, de fondo blanco.

MISIÓN: Suiff es un producto para un target que construye una amplia franja de edad que a su vez puede dar flexibilidad como al producto, así se debería ser reflejo en el shooting.

SCBCN

UNIDAD PRODUCTO: Para la imagen de Suiff proponemos hacer una modelación 3D de alta calidad, donde se puede ver el producto en sus diferentes ángulos y detalles. A nivel de imagen quedará en formato superior a un shooting fotográfico.

SCBCN

CONCEPTO GRÁFICO: Se hará uso de bloques geométricos sencillos para comunicar información. Las formas geométricas se asociarán al espacio que oculta. Las puntas siempre serán redondeadas recordando la forma curva tanto del producto como del logo. No se utilizarán ángulos rectos.

SUIFF

SCBCN

VISUALS CONCEPTO: La tipografía a utilizar como titular sobre el bloque de color debe ser la **ALBERTUS BOLD SC**. Es una tipografía muy sencilla que contrasta con la redondez del resto de la gráfica, tiene fuerza, es legible y sencilla. Se debe escribir todo en mayúsculas. Se debe definir un color. El color a utilizar lo dejaste al producto.

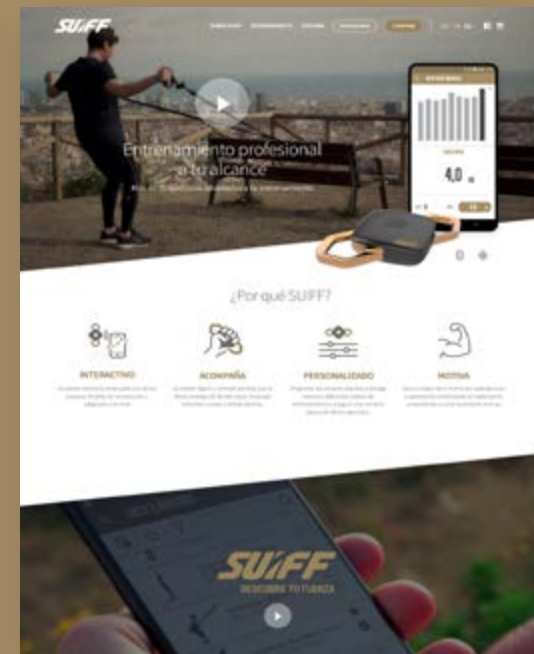
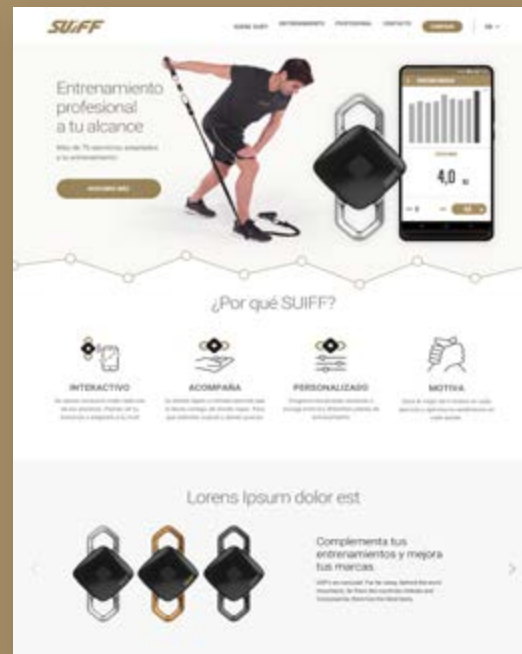
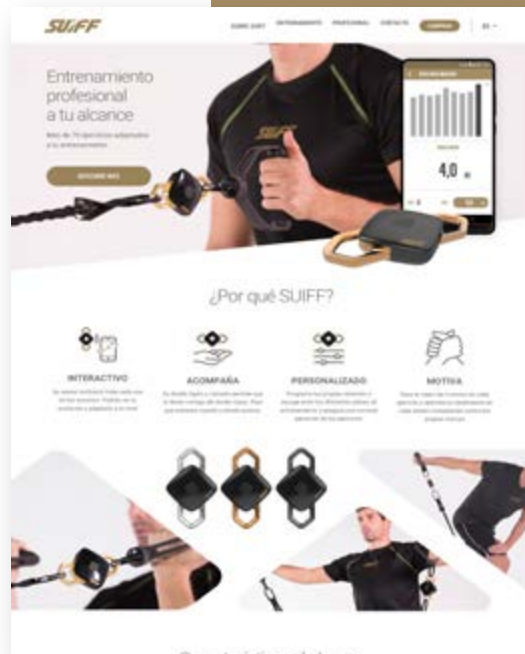
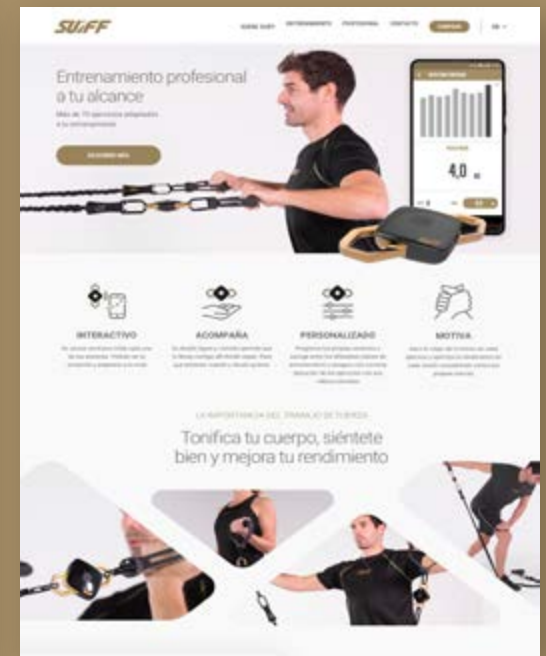
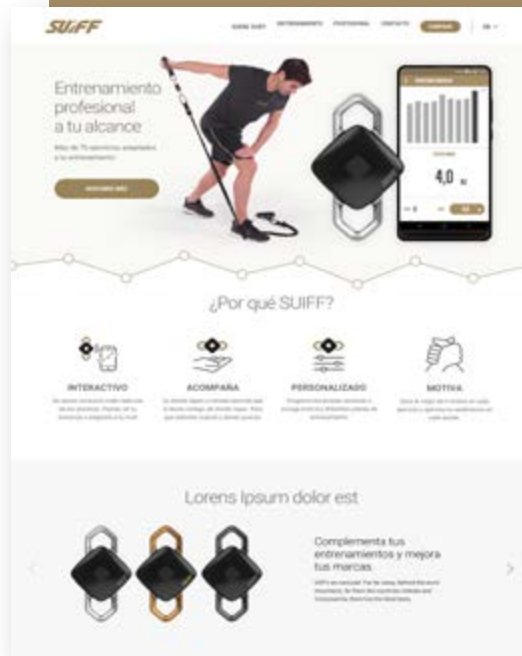
LOREM IPSUM

GAMA CROMÁTICA: El fondo de las fotos debería ser gris claro, igual que los UI. La gama primaria de SUIFF es negro, gris claro y blanco. La gama secundaria es la gama secundaria de los productos, azul, naranja, rojo, gris, plateado y bronce.

SCBCN

Based on the approved final structure and following the new style guidelines, different approaches to the final visuals were worked and tested, translating and incorporating the ideas and inputs from previous phases..

At this stage worked on middle/high fidelity mockups.



Homepage hero banners.



Homepage final version.



El sistema inteligente de **entrenamiento funcional** con bandas de resistencia



App

La app capta los datos recogidos por el sensor y muestra la actividad en tiempo real y todos los históricos de tus entrenamientos. Conoce aquí todas las características de la app.

CARACTERÍSTICAS DE LA APP



El sistema inteligente de **entrenamiento funcional** con bandas de resistencia



App

La app capta los datos recogidos por el sensor y muestra la actividad en tiempo real y todos los históricos de tus entrenamientos.

Conoce aquí todas las características de la app.

CARACTERÍSTICAS DE LA APP



Sensor

El sensor SUIFF se ancha a las resistencias y accesorios y recoge en tiempo real toda tu actividad. Empieza a entrenar en 4 sencillos pasos.

[CÓMO USAR SUIFF](#)

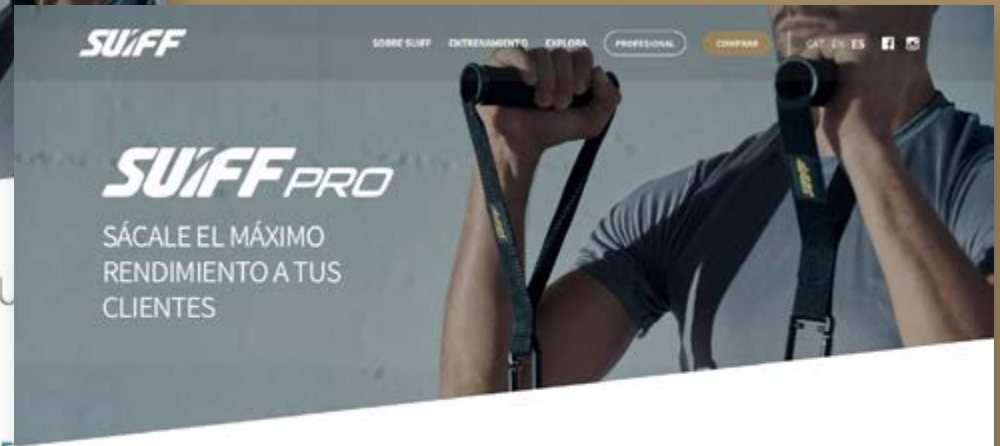


Kit

El kit SUIFF está diseñado para que puedas realizar tu entrenamiento cuando quieras y donde quieras. Sin límites.

Empieza a entrenar con SUIFF en 4 sencillos pasos.

[CÓMO USAR SUIFF](#)



MIDE TUS SESIONES EN TU DISPOSITIVO MÓVIL

SUIFF PRO
SÁCALE EL MÁXIMO RENDIMIENTO A TUS CLIENTES



MIDE TUS SESIONES EN TU DISPOSITIVO MÓVIL



REGISTRO DE LA FUERZA EN TIEMPO REAL

Mide y analiza la evolución de los niveles de fuerza de tus clientes a lo largo de sus entrenamientos.

SENSOR LIGERO E INALÁMBRICO



MIDE TUS SESIONES EN TU DISPOSITIVO MÓVIL

REGISTRO DE LA FUERZA EN TIEMPO REAL

Mide y analiza la evolución de los niveles de fuerza de tus clientes a lo largo de sus entrenamientos.

SENSOR LIGERO E INALÁMBRICO

Con tan solo 117g de peso, el sensor Sui Pro es capaz de medir fuerzas de tracción de hasta 180 kg con gran exactitud.



A person is rappelling down a dark, craggy rock face. The scene is set at sunset or sunrise, with a warm, orange and yellow glow on the horizon. The sky is filled with soft, grey clouds. The overall mood is adventurous and serene.

VANIR

VANIR HEALTH - FOOD SUPPLEMENTS

PRODUCT DESIGN / BRANDING
PRODUCT PACKAGING
WEBSITE / ECOMMERCE

Client

[VANIR Health - OPKO Health Europe](#)

About

Start-up in the pharmaceutical sector, specialized in nutritional supplements for a healthy, active life.

Vanir Health is a company born in 2016 that is part of Opko Health Inc., a biopharmaceutical and diagnostic multinational based in the USA that in 2012 enters Europe with the purchase of Pharmadiet.

The project

This project was extremely broad.

The client wanted to launch to the market a new set of nutritional supplements under the Vanir umbrella brand.

As a new player in the market, the Vanir masterbrand had to be created from scratch (logo design, style guidelines, etc) with the aim of providing structure, credibility and support to the new products.

The 3 products to be created under the Vanir brand were:

- Vanir FIT (Nutritional supplement for muscle health)
- Vanir GO (Nutritional supplement for body and mind boost)
- Vanir FLEX (Nutritional supplement for joint health)

My Role

- Logo Design
- Web Design
- Branding
- Packaging Design



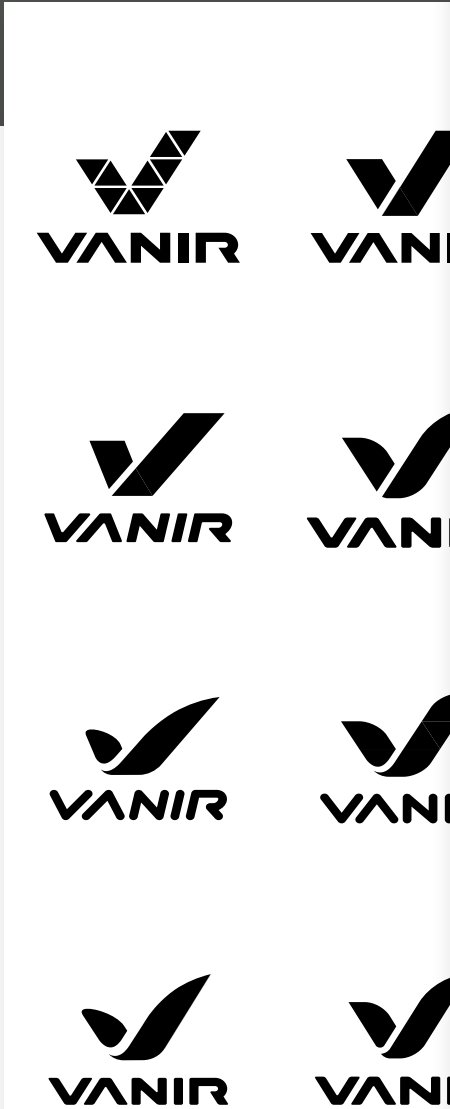
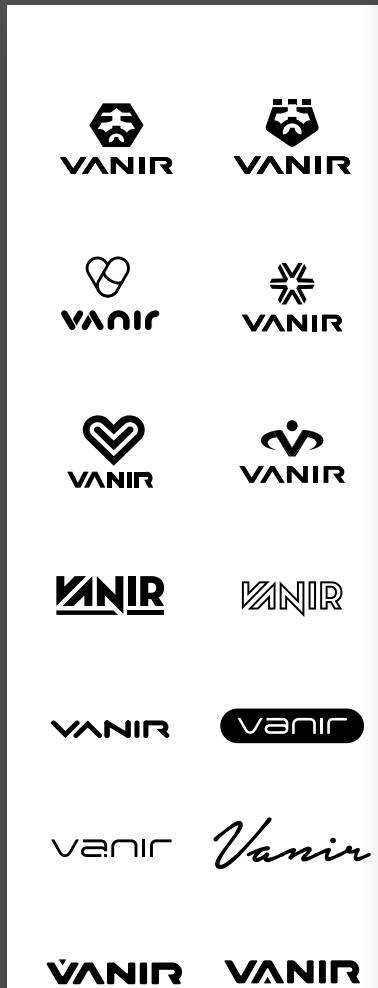
Research competitors brands

Exploring logos of competitors was an important initial step in the Vanir logo creation process.

It helped to avoid unnecessary similarity with other logos in the sector and make an original brand identity.



With the benchmarking/research done and core information gathered, we moved to a more artistic and exciting stage — the logo creative process itself.

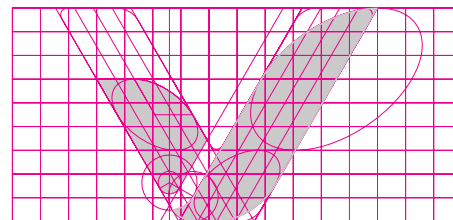


VANIR

Blair ITC Std Bold



VANIR



Once we had a solid logo, we explored the color palette for the masterbrand.



Once the main Vanir logo was finalized, the color palette for the family branding was defined.

Yellow/lime for Vanir FIT (muscle health)

Red for Vanir GO (body/mind boost.)

Blue for Vanir FLEX (joint health)



To ensure brand consistency, the visual style guide for the Vanir brand identity was created.



...the VANIR logo. Please
do not use the logo in a way
that is not in accordance with the
VANIR logo guidelines.



Logo clear space

When used in the clear space of clear
space that should be left around the logo.

The clear space is calculated by taking
the height of the "V" letter as a base
measurement of any given size.

Clear space is very limited should the
clear space be used.



Care color palette

For 4-color process printing, refer to the CMYK values shown here. For on-screen and web application (browser, video, broadcast, web sites, signage, etc.), refer to the RGB and HEX values specified.

Logo

	100% C CMYK: 100-0-0-0 RGB: 0-0-0 HEX: #000000
	100% C CMYK: 100-100-70-40 RGB: 0-0-154 HEX: #000096
	100% C CMYK: 0-100-100-0 RGB: 255-0-0 HEX: #FF0000
	100% C CMYK: 0-0-0-100 RGB: 255-255-0 HEX: #FFFF00
	50% C CMYK: 50-50-50-50 RGB: 128-128-128 HEX: #808080
	50% C CMYK: 50-100-70-40 RGB: 0-0-154 HEX: #000096
	50% C CMYK: 0-100-100-0 RGB: 255-0-0 HEX: #FF0000
	50% C CMYK: 0-0-0-100 RGB: 255-255-0 HEX: #FFFF00

Secondary color palette

For 2-color process printing, refer to the CMYK values shown here. For on-screen and web application (browser, video, broadcast, web sites, signage, etc.), refer to the RGB and HEX values specified.

Typography

To help provide a consistent, unified look to the visual brand's use of typography, the following typographic guidelines should be used in all communications for visual identity and services. The style and the quality of brand's text and characters is critical for structure and support the multidimensional nature of the brand itself. The recommended weights of these typographic are Regular, Bold, Light and Light Bold. Always use Bold and Light Bold to draw attention to headlines or captions.

Font: Helvetica
ABCDEF GHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#%&*

Font: Helvetica
ABCDEF GHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#%&*

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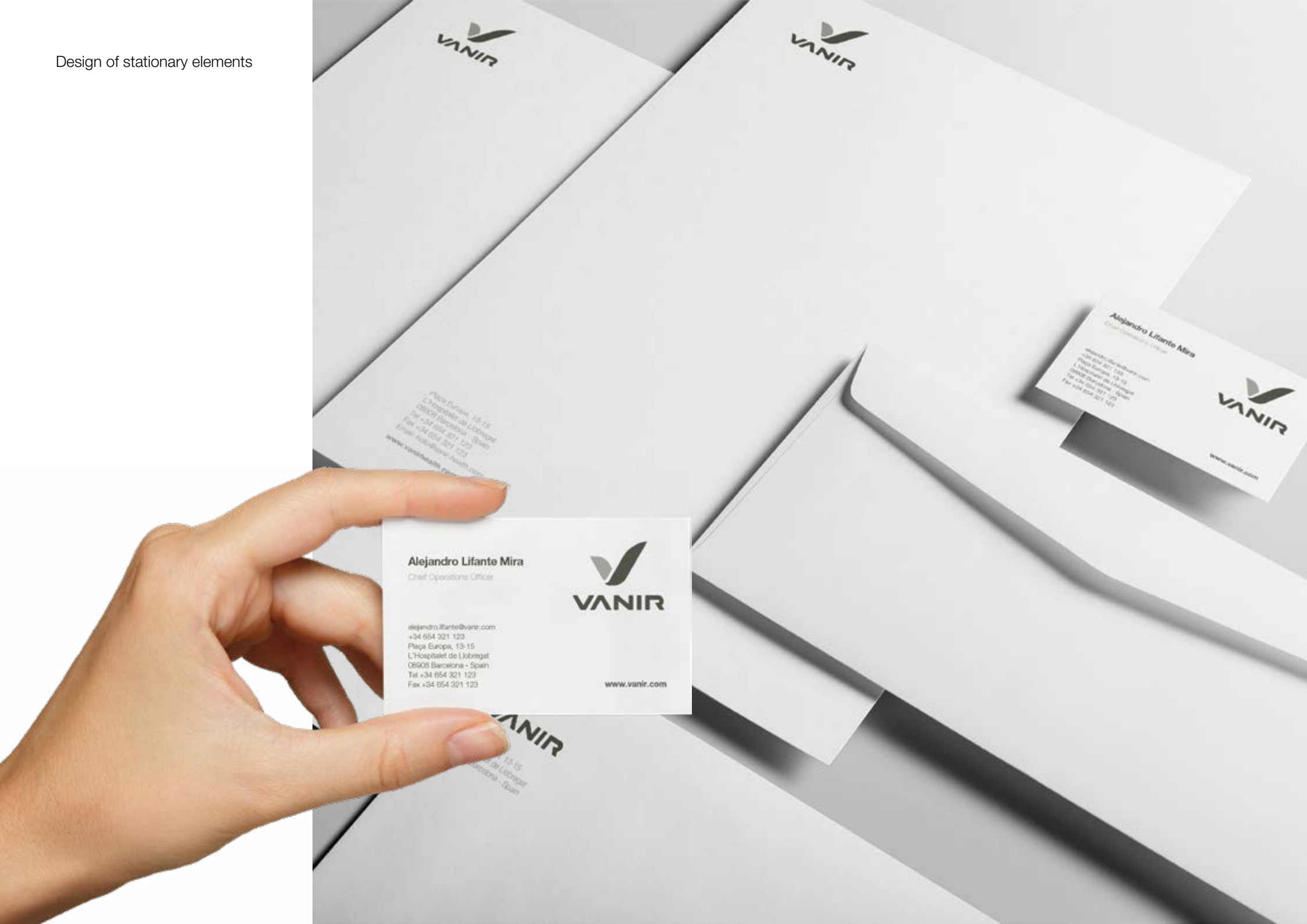
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Design of stationary elements



Alejandro Lifante Mira
Chief Operations Officer


VANIR

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Vanir Packaging

With the main brand created and family products defined, the next step was to create the packaging for the new Vanir nutritional supplements. This new line of products was divided into 3 categories:

- Vanir FLEX - Nutritional supplement for joint health
- Vanir FIT - Nutritional supplement for muscle health
- Vanir GO! - Nutritional Supplement for Energy and Concentration Boost

The Vanir packaging should provide a good first impression and lead to a lasting brand loyalty.

The Vanir Packaging aims to:

- Protect the product
- Display and promote the product and the brand values
- Attract buyers
- Differentiate the product from competitors

My Role

- Branding
- Visual Design
- Packaging Design





VANIR FLEX

PROTECCIÓN ARTICULAR



SIN GRASAS



SIN GLUTEN



SIN SAL



SIN AZÚCAR



20 SOBRES



PIÑA/KIWI





VANIR **FIT**

RENDIMIENTO Y TONO MUSCULAR



SIN GRASAS



SIN GLUTEN



SIN SAL



SIN AZÚCAR

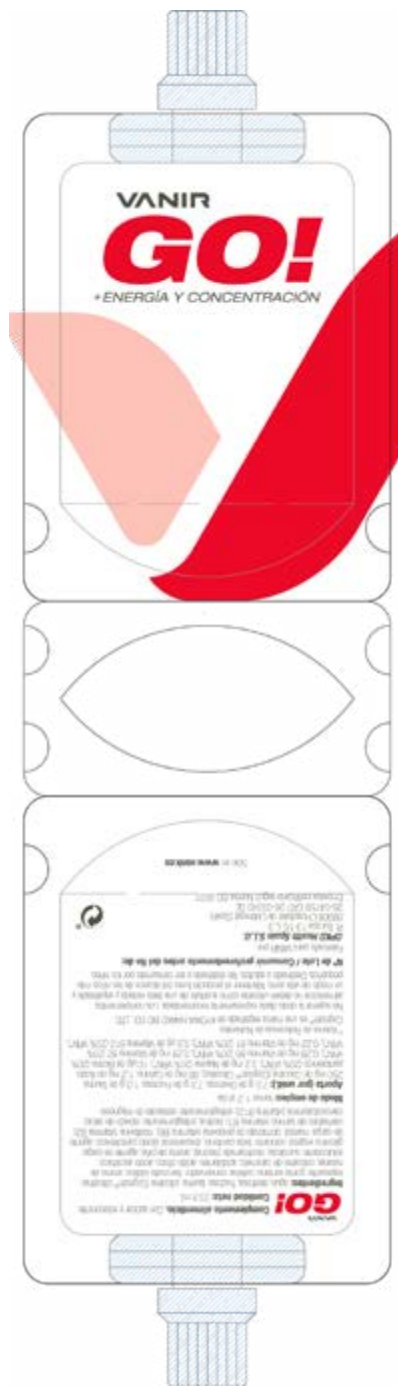


20 SOBRES



MULTIFRUTAS







VANIR **GO!** + ENERGÍA Y CONCENTRACIÓN



FUENTE DE
ENERGÍA



FUENTE DE
VITAMINAS



SIN GLUTEN



7 ENVASES

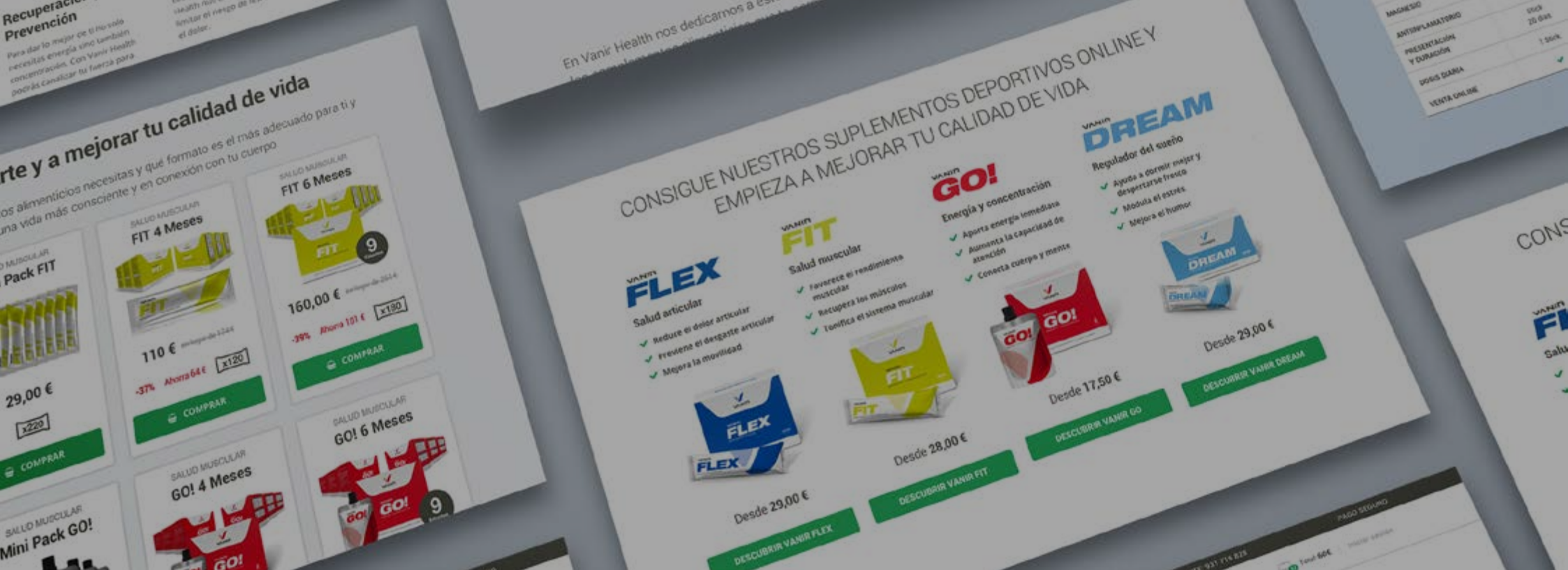


SABOR
AFRUTADO



APTO PARA
VEGANOS





Vanir website

In a first stage, the new Vanir supplements were sold online exclusively. Being the only distribution channel for the products, the website Design was of high importance.

The overall result should impact positively the way audience perceived the brand and products.

The final solution should capture the user's attention, generate trust, create expectations, desire and provoke the purchase.

It also should be able to drive traffic, engage prospects, generate sales, build customer loyalty and attract new potential clients.

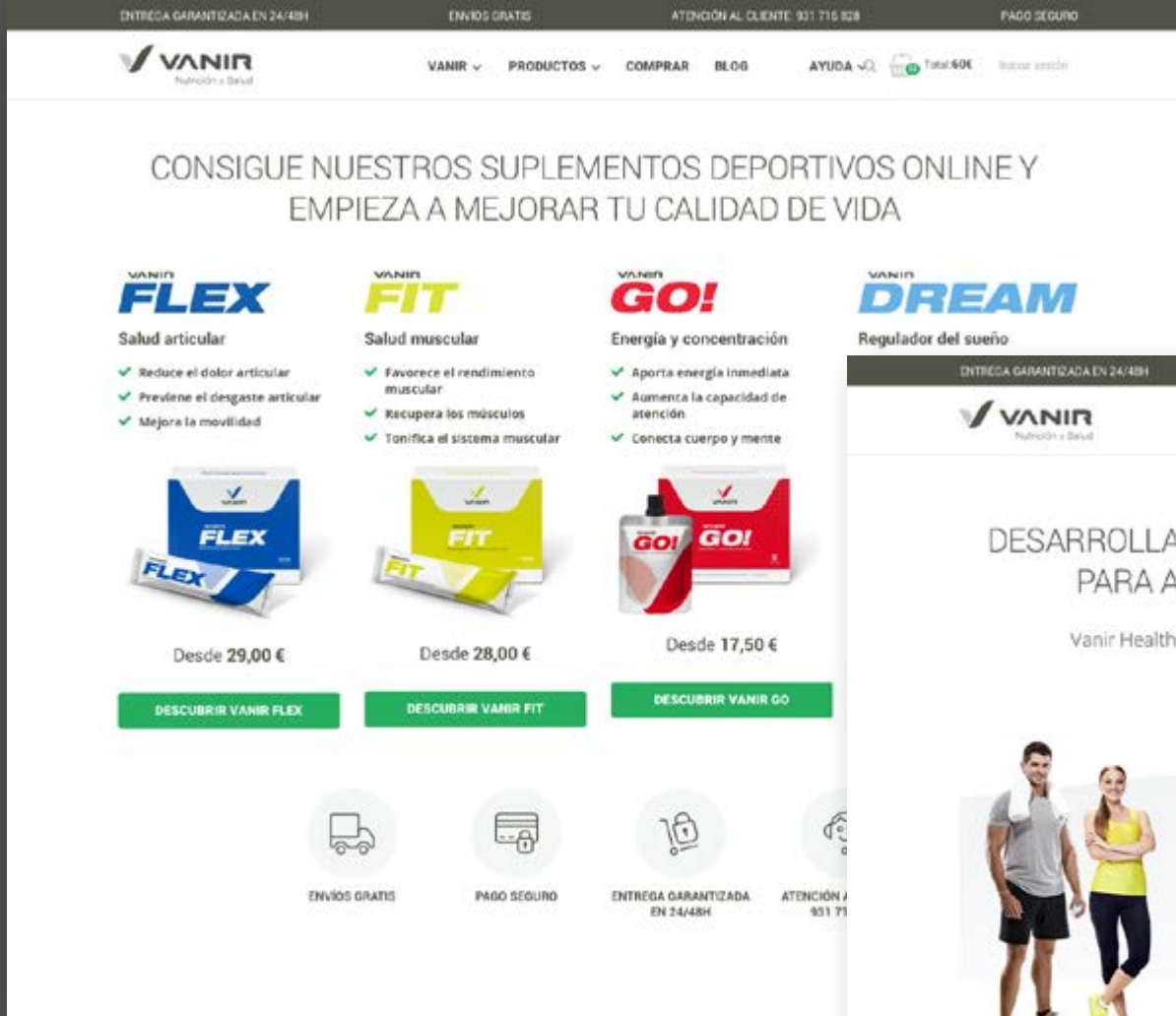
My Role

- UI and UX Design
- Visual Design



Responsive homepage mockups





Desktop visual of the Homepage section for Products.



Each Vanir product aimed to target a specific user type or Persona and that aspect should be clearly communicated.

Beneficios

- ✓ Única fórmula con eficacia preclínica demostrada en prevención y tratamiento de las articulaciones
- ✓ Mucho más que colágeno para articulaciones. Contiene los 4 pilares de la nutrición del cartilago: colágeno hidrolizado rico en péptidos bioactivos; condroitín sulfato; glucosamina y ácido hialurónico
- ✓ Bajo en calorías, sin grasas, sin azúcares añadidos, sin sal. Alto contenido en fibra y proteínas

Es recomendable si

- ✓ Necesitas calmar el dolor en las articulaciones, especialmente en las rodillas.
- ✓ Practicas deporte con impacto para las articulaciones
- ✓ Quieres proteger tus articulaciones y prevenir lesiones
- ✓ Empezas a sentir molestias articulares o crees que se ha reducido tu capacidad de movilidad
- ✓ Te han diagnosticado artrosis, osteoartritis o condropatía



Composición

Aporta	Por sobre
Colágeno hidrolizado enzimáticamente rico en péptidos bioactivos	2,5 g
Glucosamina	500 mg
Ácido hialurónico	25 mg
Chondroitin sulfato	500 mg
Magnesio	56,3 mg (15% VBN*)
Ganma- orizanol	125 g

VBN* = Valores de Referencia de Nutrientes



Valor Nutricional

Valor Nutricional
Valor energético
Grasas
Hidratos de Carbono Azúcares
Fibra alimentaria
Proteínas
Sal

Special attention was given to communicate clearly the brand values and the products benefits, their composition, ingredients, nutritional information.

ENTREGA GARANTIZADA EN 24/48H
ENVÍOS GRATIS
ATENCIÓN AL CLIENTE: 931 716 828
PAGO SEGURO

[VANIR](#) [PRODUCTOS](#) [COMPRAR](#) [BLOG](#) [AYUDA](#) Total 60€ [Iniciar sesión](#)

Descubre quiénes estamos empeñados en conseguir que tu vida sea más saludable y cómo y por qué lo hacemos

En Vanir Health sabemos cómo influye la nutrición en la calidad de vida por eso nos dedicamos a desarrollar innovadores suplementos nutricionales que te ayudarán a mantenerte en forma y a seguir con un estilo de vida activo.

Vanir Health es una compañía nacida en 2016 que forma parte de Opko Health Inc. Una multinacional biofarmacéutica y de diagnóstico con sede en EEUU que en 2012 entra en Europa con la compra de Pharmadiet.

Vanir Health es uno de los máximos exponentes de la innovación farmacéutica de Opko Health Inc. porque la empresa se crea con la particularidad de comercializar sus complementos alimenticios solamente a través de su propio e-commerce.

Vanir surge de la necesidad de adaptación a los cambios observados en la actualidad en el ámbito del mercado y tecnológico. En el primer caso, porque el autocuidado en la alimentación y la práctica del deporte cobran cada vez más importancia y se han convertido en algo fundamental para todos. En el segundo caso, porque se está produciendo una transformación en los patrones de compra, donde la compra online es cada vez más protagonista en nuestros hábitos diarios.



CONOCE A FONDO LOS INGREDIENTES ACTIVOS CON LOS QUE VANIR FLEX NUTRE EL CARTÍLAGO Y LAS ARTICULACIONES



Colágeno

El colágeno hidrolizado promueve el metabolismo del cartilago articular, estimulando la síntesis de matriz extracelular y manteniendo un equilibrio entre la formación de cartilago nuevo y su degeneración. Estudios clínicos demuestran que el colágeno hidrolizado ayuda a las articulaciones, mejora los síntomas de la artrosis, ayudando a reducir el dolor, la rigidez y a mejorar la calidad de vida.



Glucosamina y condroitin sulfato

La glucosamina y el condroitin sulfato son sustancias endógenas, es decir, componentes generados por el propio organismo que forman parte del cartilago de las articulaciones. Combinados, estos compuestos antiinflamatorios actúan conjuntamente estimulando la síntesis de los proteoglicanos, esenciales en la formación del tejido cartilaginoso, a inhibirlos.



Ácido hialurónico

El ácido hialurónico es un componente fisiológico esencial del líquido sinovial, el fluido que lubrica las articulaciones, al que confiere viscosidad. Aumentar la densidad del líquido sinovial reduce la fricción entre las articulaciones provocada por el movimiento y mejora su capacidad de amortiguación. Además promueve el metabolismo del cartilago, al igual que otros componentes como el colágeno, la glucosamina y el condroitin sulfato.



Magnesio y y-o

El magnesio es un mineral fundamental para el funcionamiento del sistema muscular, es esencial en las reacciones que regulan la actividad muscular, así como en la relajación de los músculos. También es un antiinflamatorio con propiedades antioxidantes.

Consejos para la toma de Vanir Flex

La dosis recomendada es de un sobre al día, preferiblemente a la misma hora para establecer una costumbre e incluirlo más fácilmente en los hábitos alimenticios. La toma debe ser continuada; idealmente debe durar un mínimo de 2-3 meses y retomarse después una parada opcional de un mes.



Modo de empleo: verter el contenido de un sobre en un vaso y añadir agua o zumo de naranja (150 ml) y remover. Luego verter un poco más de líquido y volver a remover hasta la completa disolución del producto.

Besides informing about the products and their composition, the site should also provide other useful information such as “how to use/take” the products.

ELIGE EL PACK VANIR FLEX CON COLÁGENO PARA TUS ARTICULACIONES QUE MÁS ENCAJA CON TU RITMO DE VIDA

SALUD ARTICULAR
FLEX

29,00 €
x220

COMPRAR

SALUD ARTICULAR
FLEX Mini

29,00 €
x220

COMPRAR

SALUD ARTICULAR
FLEX 4 Meses

110 € en lugar de 174 €
-37% Ahorra 64 € x120

COMPRAR

SALUD ARTICULAR
FLEX 6 Meses

160,00 € en lugar de 261 €
-39% Ahorra 101 € x180

COMPRAR



ENVÍO GRATIS



PAGO SEGURO



ENTREGA SEGURA
EN 24/48H



ATENCIÓN AL CLIENTE
931 716 828

A subscription/membership model was implemented to generate recurring revenue over the long run.



Subscripciones VANIR: planifica la compra mensual de tus complementos

SUSCRÍBETE AHORA

ENTREGA GARANTIZADA EN 24 HORAS ENVIOS GRATIS ATENCIÓN AL CLIENTE 931 719 828 PAGO SEGURO

VANIR
Nutrición y Salud

VANIR PRODUCTOS COMPRAR BLOG AYUDA Total 50€



VANIR FLEX

Mucho más que colágeno para articulaciones

Vanir Flex es el producto que hará disfrutar de la vida con unas articulaciones en plena forma, porque la vida es movimiento.



DISFRUTA LA VIDA CON UNAS ARTICULACIONES EN PLENA FORMA

Vanir FLEX cuenta con componentes que nutren el cartilago en profundidad y que ayudan a mantener las articulaciones en buenas condiciones. Contiene los 4 pilares esenciales para una correcta nutrición del cartilago: colágeno, condroitin sulfato, glucosamina y ácido hialurónico, además de magnesio y gamma-oxanoil. Todos ellos perfectos para reparar la zona, reducir el dolor y volver a darle la elasticidad que necesitas para estar en perfectas condiciones.

Producto recomendado por la OAFI (Osteoarthritis Foundation International)

- SIN GRASAS
- SIN GLUTEN
- SIN SAL
- SIN AZÚCAR
- 20 SOBRES
- SABOR MULTIFRUTAS

Each Vanir product (FLEX, FIT and GO) had a dedicated landing page where specific and detailed product-related information was provided.

Those landing pages follow a common structure and layout which gives a sense of unity and consistency as a family of products.

ENTREGA GARANTIZADA EN 24 HORAS ENVIOS GRATIS ATENCIÓN AL CLIENTE 931 719 828 PAGO SEGURO

VANIR
Nutrición y Salud

VANIR PRODUCTOS COMPRAR BLOG AYUDA Total 50€



VANIR FIT

Fortalece tus músculos y gana bienestar

Vanir Fit es un complemento alimenticio rico en aminoácidos GPH esenciales para mantener la estructura de los músculos, tonificándolos para hacerte sentir fuerte y vital.



MEJORA EL RENDIMIENTO DE TUS MÚSCULOS

Vanir Fit cuenta con su composición única, proteína y hidrocálcio, los componentes principales del colágeno, proteína principal en la formación de los fibras musculares. Contiene además aminoácidos libres como arginina, glutamina, glutaril, y otros componentes como ácido L-ornitina y magnesio, que ayudan al crecimiento, resistencia y fuerza de los músculos. Una actuación sinérgica que favorece la recuperación en casos de pérdida de masa muscular.

Producto recomendado por la OAFI (Osteoarthritis Foundation International)

ENTREGA GARANTIZADA EN 24 HORAS ENVIOS GRATIS ATENCIÓN AL CLIENTE 931 719 828 PAGO SEGURO

VANIR
Nutrición y Salud

VANIR PRODUCTOS COMPRAR BLOG AYUDA Total 50€



VANIR GO!

Saca todo tu potencial combinando energía y concentración

Vanir Go! es un complemento alimenticio que te proporcionará energía y al mismo tiempo te ayudará en el mantenimiento de la atención conectando tu cuerpo y tu mente para que des el máximo en los momentos en que más lo necesitas.



UN APORTE EXTRA DE ENERGÍA Y CONCENTRACIÓN

Vanir Go! actúa sobre el cuerpo y la mente para potenciar tu rendimiento. La combinación de carbohidratos de rápida y lenta absorción (glucosa y fructosa respectivamente) de nuestro suplemento para la concentración hace que se liberen altos niveles de energía sostenida en el tiempo, beneficiando el rendimiento físico y reduciendo la fatiga muscular. Por otro, el aporte de L-teanina Cognitiva influye en el metabolismo celular cerebral aumentando el estado de concentración y los niveles de atención.

Producto recomendado por la OAFI (Osteoarthritis Foundation International)

- FUENTE DE ENERGÍA
- FUENTE DE VITAMINAS
- SIN GLUTEN
- TENIASES
- SABOR AFRUTADO
- APTO PARA VEGANOS

20 SOBRES

SABOR MULTIFRUTAS

APTO PARA VEGANOS

Product cards were used to organize the different product packs offered as well as for subscriptions.



Empieza a cuidarte y a mejorar tu calidad de vida

Escoge cuál de nuestros complementos alimenticios necesitas y qué formato es el más adecuado para ti y dale la bienvenida a una vida más consciente y en conexión con tu cuerpo

<p>SALUD MUSCULAR Pack FIT</p> <p>29,00 €</p> <p>x220</p> <p>COMPRAR</p>	<p>SALUD MUSCULAR Mini Pack FIT</p> <p>29,00 €</p> <p>x220</p> <p>COMPRAR</p>	<p>SALUD MUSCULAR FIT 4 Meses</p> <p>110 € <small>en lugar de 138 €</small></p> <p>-37% Ahora 54 € x120</p> <p>COMPRAR</p>	<p>SALUD MUSCULAR FIT 6 Meses</p> <p>160,00 € <small>en lugar de 200 €</small></p> <p>-39% Ahora 101 € x180</p> <p>COMPRAR</p>
<p>SALUD MUSCULAR Pack GO!</p> <p>29,00 €</p> <p>x7</p> <p>COMPRAR</p>	<p>SALUD MUSCULAR Mini Pack GO!</p> <p>29,00 €</p> <p>x7</p> <p>COMPRAR</p>	<p>SALUD MUSCULAR GO! 4 Meses</p> <p>110 € <small>en lugar de 138 €</small></p> <p>-37% Ahora 54 € x7</p> <p>COMPRAR</p>	<p>SALUD MUSCULAR GO! 6 Meses</p> <p>160,00 € <small>en lugar de 200 €</small></p> <p>-39% Ahora 101 € x7</p> <p>COMPRAR</p>

Empieza a cuidarte y a mejorar tu calidad de vida

Escoge cuál de nuestros complementos alimenticios necesitas y qué formato es el más adecuado para ti y dale la bienvenida a una vida más consciente y en conexión con tu cuerpo

<p>SALUD ARTICULAR Pack FLEX</p> <p>29,00 €</p> <p>x20</p> <p>COMPRAR</p>	<p>SALUD ARTICULAR Mini Pack FLEX</p> <p>29,00 €</p> <p>x10</p> <p>COMPRAR</p>	<p>SALUD ARTICULAR FLEX 4 Meses</p> <p>110 € <small>en lugar de 138 €</small></p> <p>-37% Ahora 54 € x120</p> <p>COMPRAR</p>	<p>SALUD ARTICULAR FLEX 6 Meses</p> <p>160,00 € <small>en lugar de 200 €</small></p> <p>-39% Ahora 101 € x180</p> <p>COMPRAR</p>
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Olvidate de tener que renovar tu...

<p>SALUD ARTICULAR Pack FLEX</p> <p>29,00 €</p> <p>ELIGE UNA SUSCRIPCIÓN</p> <p>SUSCRIBIRME</p>	<p>SALUD MUSCULAR Pack FIT</p> <p>229,00 € <small>en lugar de 258 €</small></p> <p>ELIGE UNA SUSCRIPCIÓN</p> <p>SUSCRIBIRME</p>	<p>ENERGÍA Y CONCENTRACIÓN Pack GO!</p> <p>229,00 € <small>en lugar de 258 €</small></p> <p>ELIGE UNA SUSCRIPCIÓN</p> <p>SUSCRIBIRME</p>
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<p>VANIR</p> <ul style="list-style-type: none"> Güevos calientes Evapor Innovación Tecnología Blog 	<p>PRODUCTOS</p> <ul style="list-style-type: none"> FLEX - Salud articular FIT - Salud muscular GO - Energía y concentración Dream 	<p>AYUDA</p> <ul style="list-style-type: none"> Atención al cliente Canales y medios de comunicación Preparación Personalizada 	<p>MANTENTE EN CONTACTO</p> <p>Apuntarse a nuestra newsletter y recibir todas las novedades, descuentos exclusivos, consejos de salud, artículos y mucho más.</p> <p>Nombre <input type="text"/></p>	<p>SÍGUENOS EN</p> <p>Facebook, Instagram, Twitter, YouTube icons</p>
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<p>FORMAS DE PAGO</p> <p>VISA, Mastercard, PayPal, American Express icons</p>	<p>ENVÍOS REALIZADOS CON</p> <p>SEUR logo</p>	<p>SEGURIDAD EN TU COMPRA</p> <p>ISO 9001, ISO 22000, ISO 14001, ISO 45001 icons</p>	<p>ATENCIÓN AL CLIENTE</p> <p>info@vanirhealth.com</p> <p>931 716 828 (de lunes a viernes)</p> <p>Plaza Europa 13-15, 6a planta</p> <p>08002 El Prat de Llobregat, Barcelona - Spain</p>
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Product detail page visuals for the desktop version.

Composición	
Aporta	Por sobre
Colágeno hidrolizado animalmente rico en péptidos bioactivos	2,3 g
Glucosamina	300 mg
Ácido hialurónico	25 mg
Condrotín sulfato	300 mg
Magnesio	56,3 mg (11% VMD*)
Gelatina animal	125 g

Valor Nutricional	
Valor nutricional	Por sobre
Valor energético	30 kcal (127 kJ)
Grasas	Ausente
Hidratos de Carbono Azúcares	3,7 g (Ausente)
Fibra alimentaria	2,2 g
Proteínas	4,1 g
Sal	Ausente

Un sobre de Vanir Flex sin azúcares ni grasas contiene 24 Kcal, que equivalen a:



en las articulaciones, las articulaciones y prevenir lesiones las articulaciones o crees que se ha movilidad result, osteoartritis a condroglic

¿Sabías que...?




COMPONENTES DE EFICACIA TESTADA

ELABORADO 100% EN ESPAÑA




Saca todo tu potencial combinando energía y concentración

Vanir Go! es un complemento alimenticio que te proporcionará energía y al mismo tiempo te ayudará en el mantenimiento de la atención conectando tu cuerpo y tu mente



UN APOORTE EXTRA DE ENERGÍA Y CONCENTRACIÓN



Desde 17,50 €

[DESCUBRIR VANIR GO](#)

EMPIEZA A MEJORAR TU CALIDAD DE VIDA

VANIR FIT

Salud muscular

- ✓ Favorece el rendimiento muscular
- ✓ Recupera los músculos
- ✓ Tonifica el sistema muscular



Desde 28,00 €

[DESCUBRIR VANIR FIT](#)



VANIR FLEX

Disfruta la vida con unas articulaciones en plena forma

[Más información](#)

● ○ ○ ○ ○

Descubre los suplementos deportivos que te ayudan a mejorar tu estilo de vida

VANIR FLEX

Mucho más que colágeno para articulaciones

Vanir FLEX es el único complemento alimenticio con eficacia preclínica demostrada que aportará a tus articulaciones la flexibilidad necesaria. Muévete y vive.



DISFRUTA LA VIDA CON UNAS ARTICULACIONES EN PLENA FORMA



VANIR FLEX

EMPIEZA A MEJORAR TU CALIDAD DE VIDA

Salud articular

- ✓ Reduce el dolor articular
- ✓ Previene el desgaste articular
- ✓ Mejora la movilidad




Desde 29,00 €

[DESCUBRIR VANIR FLEX](#)

VANIR GO!

Saca todo tu potencial combinando energía y concentración

Vanir Go! es un complemento alimenticio que te proporcionará



VANIR FLEX

Martín Fiz
Atleta Olímpico

"Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics"

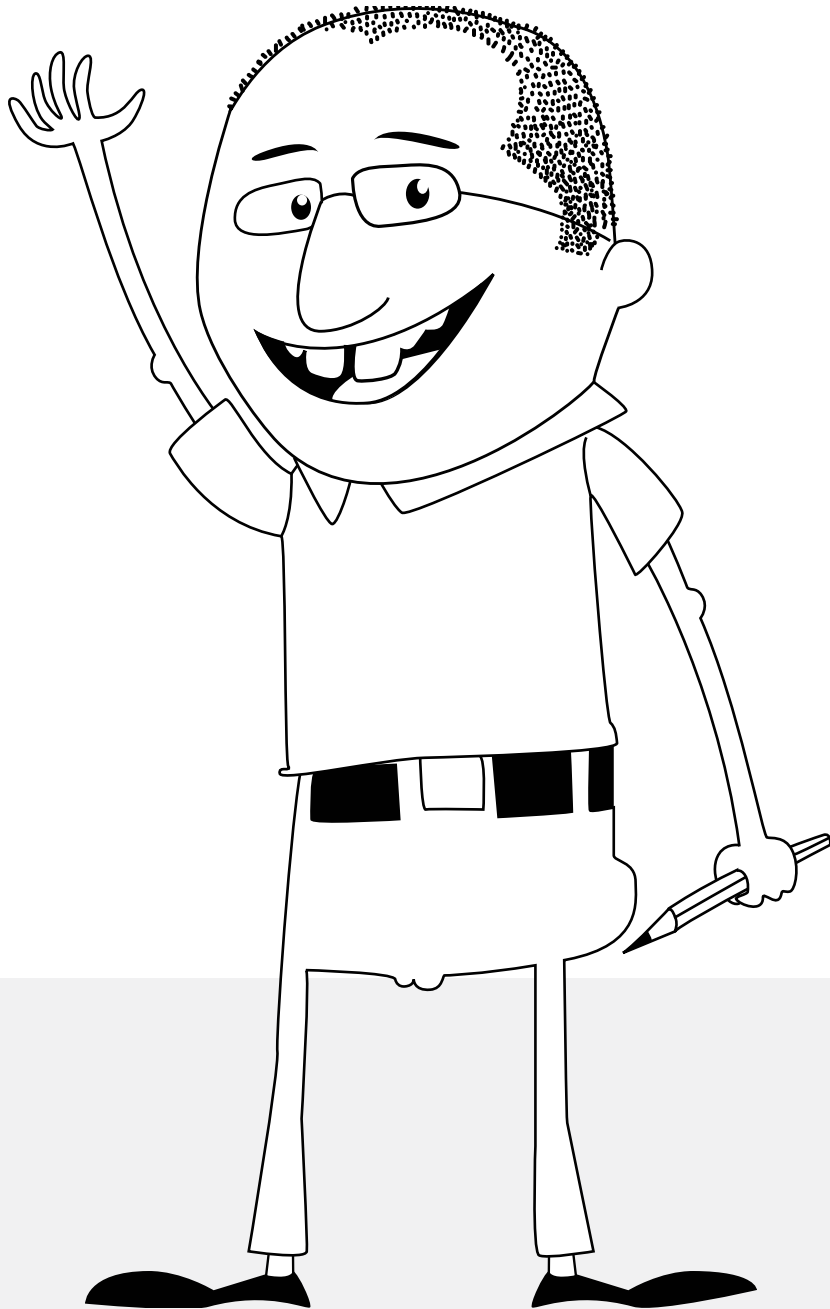
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EL BLOG DE LOS QUE QUEREMOS MÁS

VANIR FIT

Fortalece tus músculos y gana bienestar

Vanir Fit es un complemento alimenticio rico en aminoácidos GPH esenciales para mantener la



Thank you!

To know a bit more about me and
see other samples of my work
I invite you to visit my website under

or check my **linkedin profile**