Karin De Oliveira - DIGITAL PRODUCT DESIGNER • UX-UI

me

100% O+ Latino Blood, graduated as an Art Designer, working as an Art Director for the last 15 years in AD agencies in the hispanic and general market for the world's most recognized brands. Working as a leader in concept development and Digital Designer. Assisting to Creative cohorts as a continued education and keeping with the ups of industry trends, inside the country and international borders, which allow me to develop a diverse and creative background. Moving my work experience from traditional advertising to digital solutions.
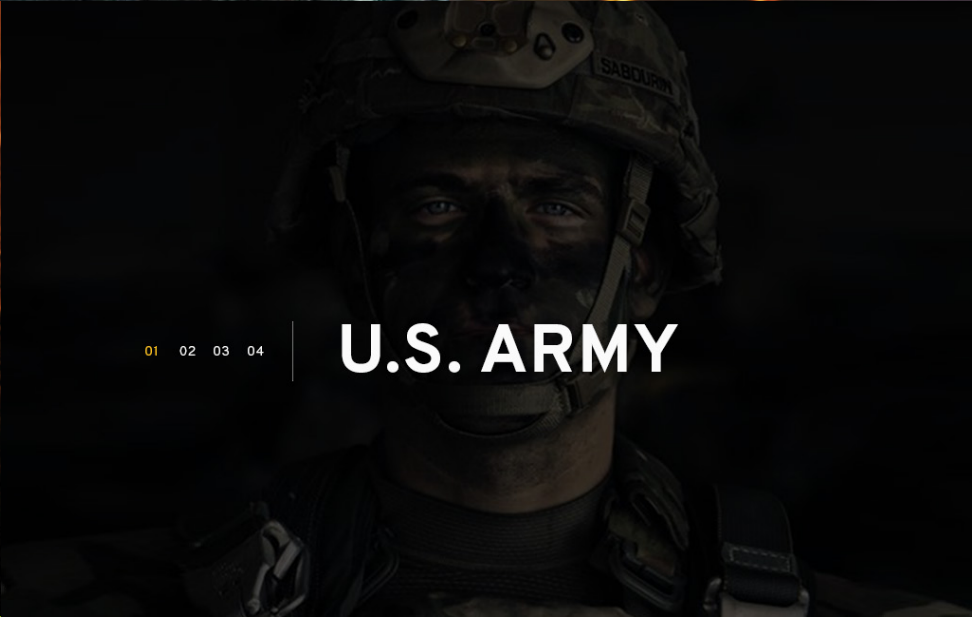
I had the opportunity to train many companies with Adobe DPS platform which allowed me to create in a small amount of time amazing and very useful app experiences for the user and successful metric response for the client. In the meantime, I created a blog called "Art Space" where I share my own photography matching with poems I created. I am passionate by people, culture and travel which give me the opportunity to create amazing street photography around the world. I've displayed my work in events like Art Basel in Florida.

At the moment I am part of a team in a Digital agency as a UX-UI creative, where the focus is education through digital transformation and XR, where I have the gratitude to gain the priceless reactions of the users interacting with these technologies.

Since I am always in action and I like to explore different areas, last year, I founded and managed a product for kids; where the combination of illustration and professional photography creates a digital story tale where the kids are the main character of the fairy tale. I also decided to explore the field of Product Management since I found my direction tends to be inclined more with product development, the user and the global experience.

Gracias!

Karin

Celebrity X Cruises
SAIL BEYOND BORDERS

PRE GRADO
POS GRADO

Celebrity FL...

01 02 03 04   **U.S. ARMY**

Celebrity X Cruises

Celebrity Cruises is a premium cruise line, founded in 1988 and later merged with Royal Caribbean International to become Royal Caribbean Cruises Ltd., Common features on board Celebrity brand ships feature aft-glass dining rooms, formal foyer areas, alternative dining venues, balcony and suite staterooms, pools and lounging areas, bars and lounges, libraries, spas and gyms, and relaxation areas.

01 CONCEPT
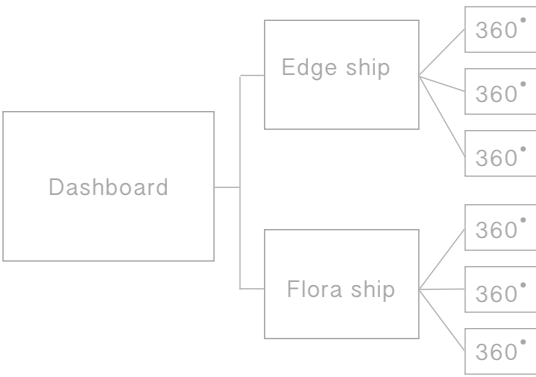360° PANORAMA - B2B-LEARNING PLATFORM

02 CHALLENGE
Promote luxury new ships to guest and travel agents. Show installations and new ship features, in an easy, enjoyable and accesible way to segment target.
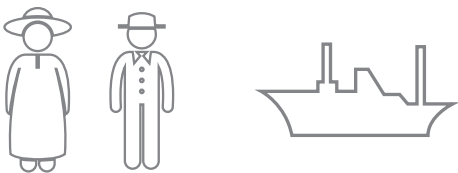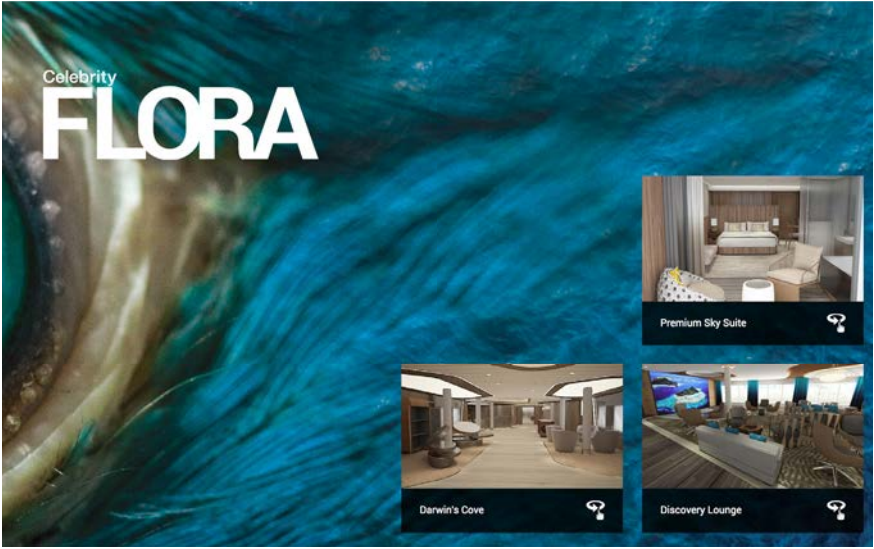

03 STRATEGY
Create a 360-degree Virtual Tours of guest environments on new ships. Guest can see and experience the instalations from anywhere without going to the port or get inside the ship.
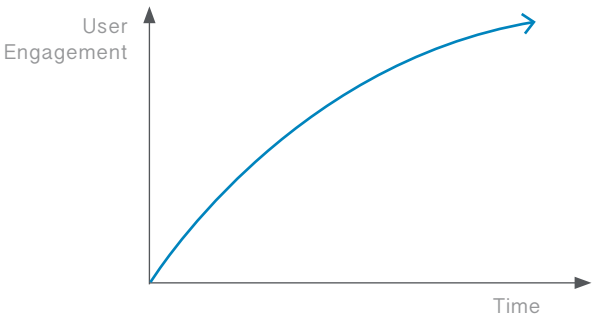

04 RESEARCH AND COOKING

White
Solarium Blue
Celebrity Blue
Grey
Black

Dashboard
— Edge ship — 360° / 360° / 360°
— Flora ship — 360° / 360° / 360°

CELEBRITY EDGE   CELEBRITY FLORA

05 OUTCOMES

Celebrity FLORA

Premium Sky Suite
Darwin's Cove
Discovery Lounge

Click to open 360°

User Engagement

Time

User engagment increments dramaticaly. Segment target of (retired people) feels more comfortable experiencing the new ships with not risk before booking. Sales increment.

Sotheby's
INTERNATIONAL REALTY

British founded, American multinational corporation headquartered in New York City. One of the world's largest brokers of fine and decorative art, jewelry, real estate, and collectibles, Sotheby's operation is divided into three segments: auction, finance, and dealer. The company's services range from corporate art services to private sales. It is named after one of its cofounders, John Sotheby.

01 CONCEPT
REAL ESTATE SALES APP

02 PAIN POINT
Agency partners with Sotheby's to design enterprise mobile sales solutions, to help real estate affiliate offices across the globe create highly personalized presentations for their clients and prospects.
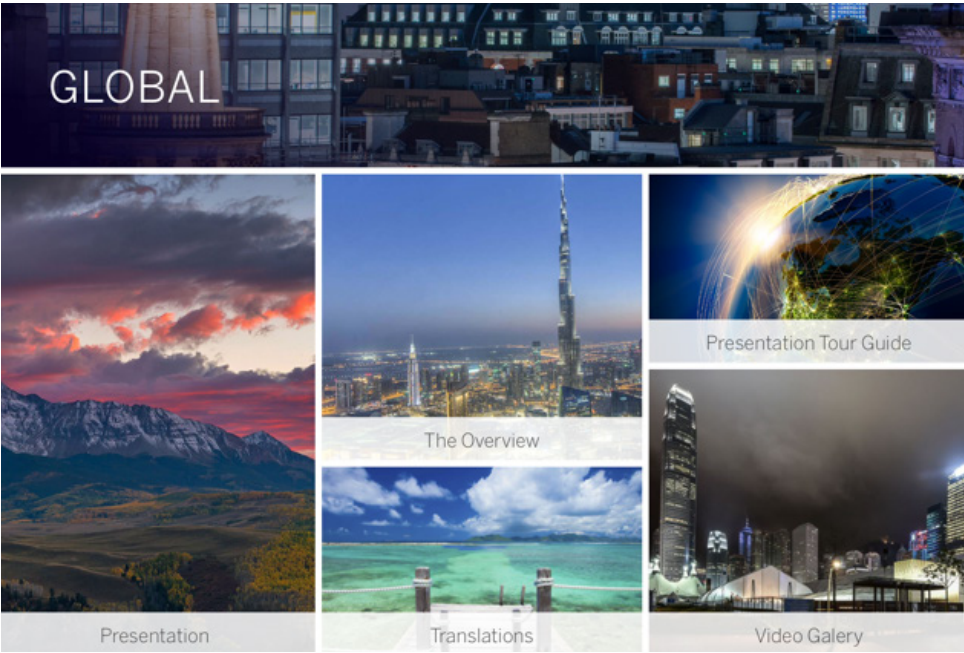

03 THE SOLUTION
• Offers access to global corporate content.
• Allows affiliates to create their own content and to create personalized presentations using global and local content.
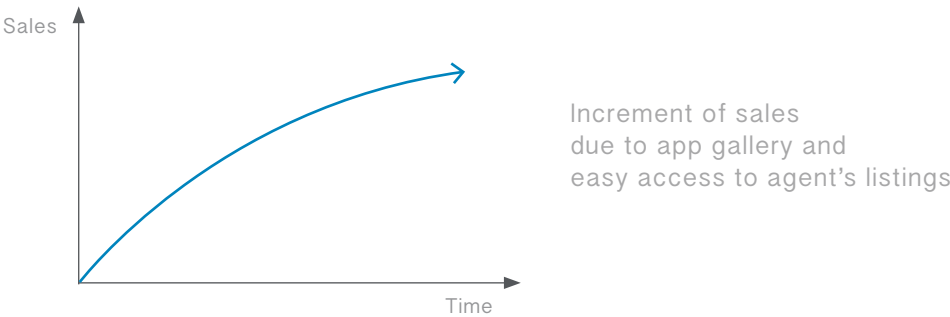• Integration between Adobe AEM Sites/Assets and AEM Mobile.
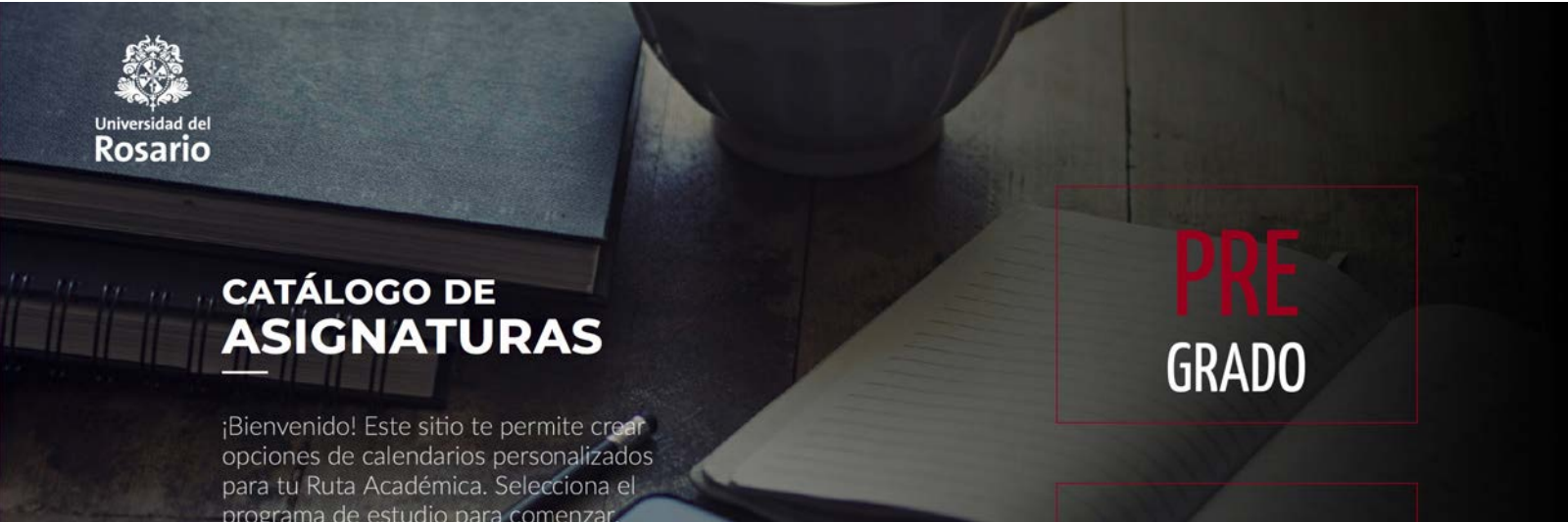

04 RESEARCH AND COOKING

05 OUTCOMES

GLOBAL

Presentation Tour Guide

The Overview

Presentation   Translations   Video Galery

22,000	960	72	108Billion
SALES ASSOCIATES	OFFICES WORLDWIDE	COUNTRIES & TERRITORIES	ANNUAL SALES

Sales

Increment of sales
due to app gallery and
easy access to agent's listings

Time

CATÁLOGO DE ASIGNATURAS

PRE GRADO

¡Bienvenido! Este sitio te permite crear opciones de calendarios personalizados para tu Ruta Académica. Selecciona el programa de estudio para comenzar.

Universidad del Rosario

PROJECT OVERVIEW
Colombian University. The objective for this educational project, is to create a new university tool, where the student can navigate and choose their next semester class calendar as their convenience to have a better experience at the enroll peroid.

01 CONCEPT
NEW STUDENT COURSE CATALOG

02 PAIN POINT
• Students are experiencing difficulties at the enroll period since they are wasting too much time at the shool tring to figured out their next course schedule.
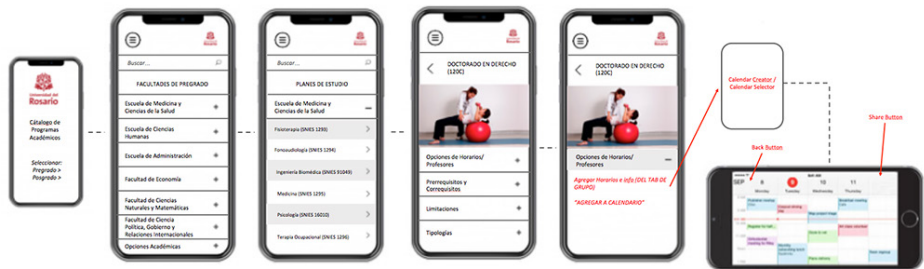• Current online enrolling is confusing
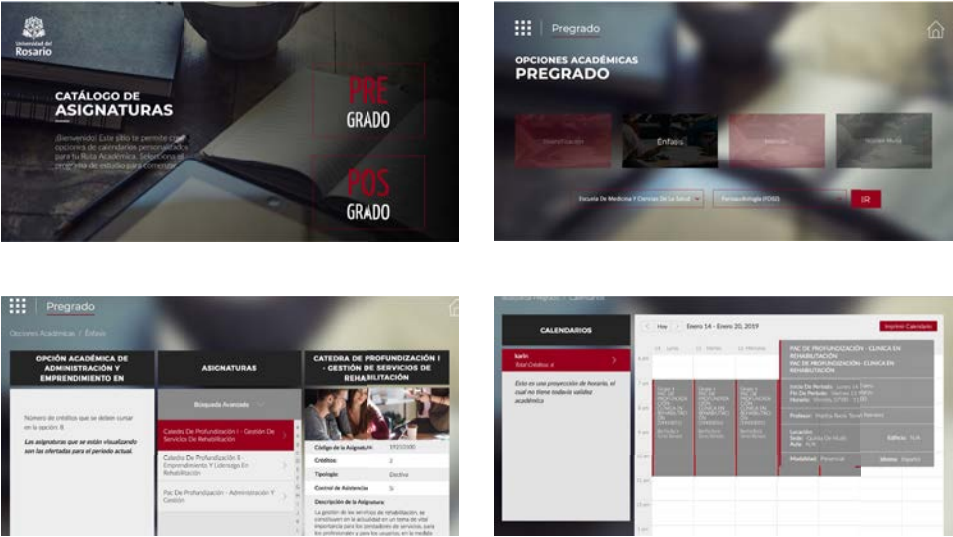
03 THE SOLUTION
• Create a Course catalog for students to choose their convenient schedule
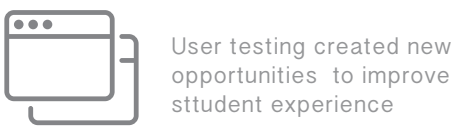• They can print or PDF the calendar and take it to enroll period
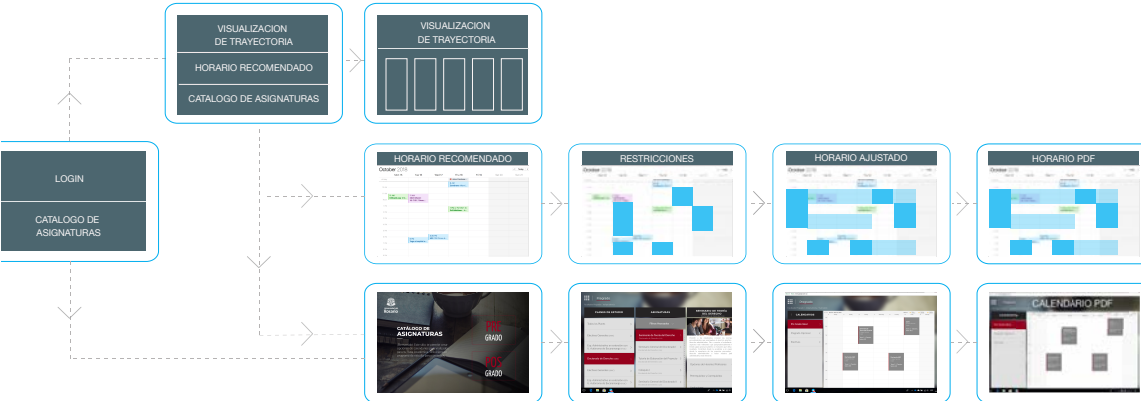
04 THE PLAN

05 PROTOTYPE

06 RESULTS

Increase enrollment

User testing created new opportunities to improve sttudent experience

07 PHASE II - CALENDAR + STUDENT ROAD MAP OVERVIEW

GENESIS®
Yachtline

PROJECT OVERVIEW
The goal of this project is to develop a mobile interactive App for Genesis Yatchline, which will serve as a high-tech, modernistic compliment to the company's marketing tools. The first version of the App will provide a simple, but engaging and immersive experience into Genesis Yachtline luxury interiors for yachts. The App will be developed for four platforms: Tablets (iPad and Android) and Smartphone (iPhone and Android).

01 OBJECTIVE
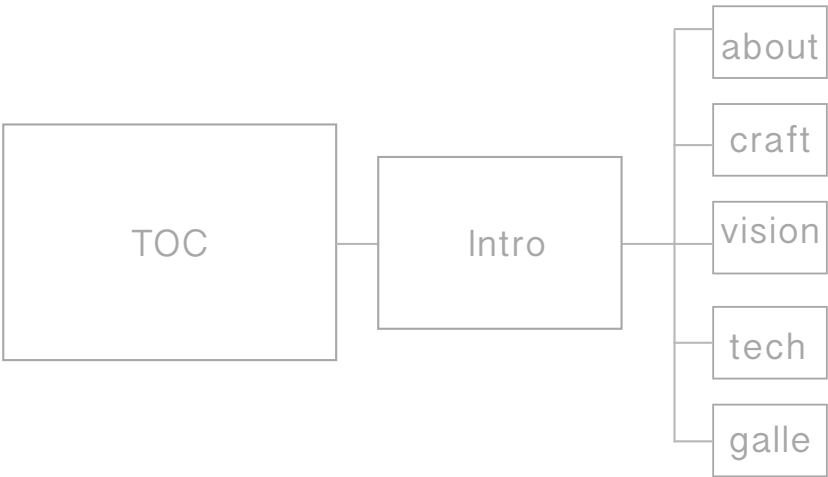### CREATE A MOBILE APP FOR TABLETS AND SMARTPHONES - B2B
1. Home Screen with access to five main sections.
2. App will be developed for Tablets (iPad and Android) and Smartphones .
3. For internal use, the App will be deployed through Adobe Content Viewer.
4. Provide an instruction guide to Download the Adobe Viewer.
5. Deploy the Apps through the Apple AppStore and Google Play for public download.
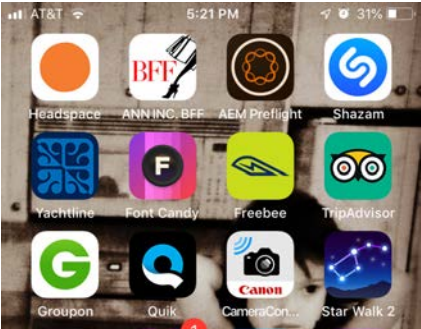
02 CONCEPT
Design the User Interface (creative design) based on Genesis other marketing properties, such as its brochures and Website, to maintain a consistent look and feel with all of its marketing tools.
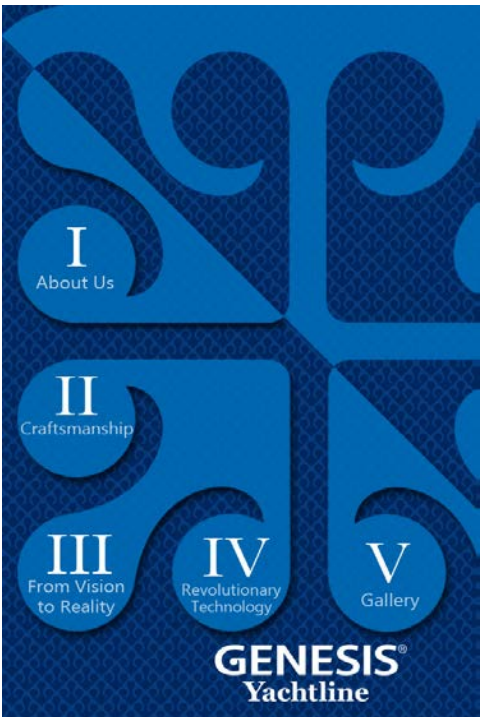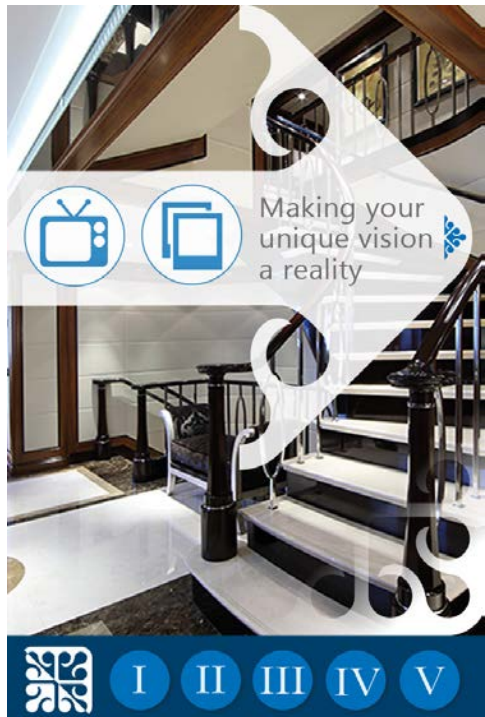
03 MAPPING THE MISSION

TOC — Intro — about / craft / vision / tech / galle

Exploring new textures and mood board

04 OUTCOMES

Making your unique vision a reality

I About Us
II Craftsmanship
III From Vision to Reality
IV Revolutionary Technology
V Gallery

GENESIS®
Yachtline

U.S. ARMY

AKO (Army Knowledge Operation) is a great resource! It must be streamlined and categorized to maximize use! Further, the look and feel must resemble modern sites or it won't get the younger tech-savvy troops excited about using it. — *From AKO Usage Survey 15 June 2017*

## 01 PROJECT
UPDATE A WEB MOBILE SITE

02 PROBLEMS FEATURES
• "Make it an authoritative, Army-focused site; a "one-stop shop" for all things Army".
• "Simplify the interface; make it less complicated to use".
• "The site should be more responsive: faster and compatible with mobile devices".
• "Allow customization on the homepage".
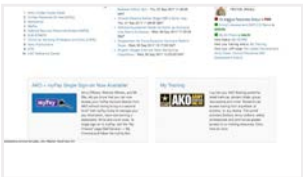
03 UX WORKSHOP & PAIN POINTS
Together we identifed three main pain points. Solving these pain points will guide our experience design.
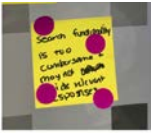
SEARCH is cumbersome and often Invalid

Site is outdated and lacks PERSONALIZATION

There is a lack of standard templates and GOVERNANCE

04 AT OUR CORE: HEART & FOCUS
A Value Diagram shows how the results of our Workshop are center around a Core Principle that we define.

Heart & Focus

22 November 17

05 MINDSETS
Mindsets give us an opportunity to think about how our users make up the tenants of our Core Principle. They provide focus and will act as our compass while designing.
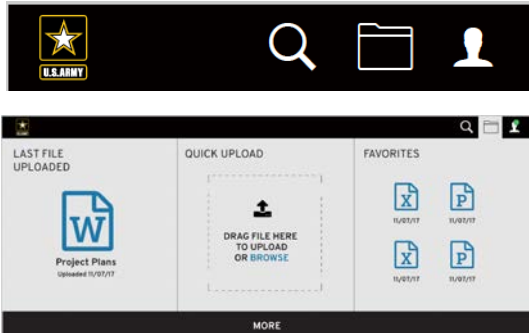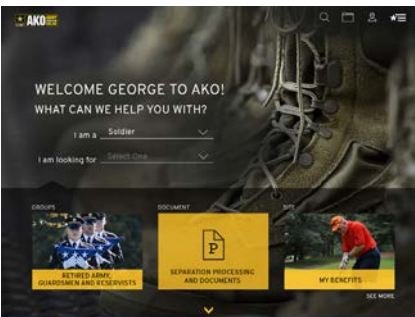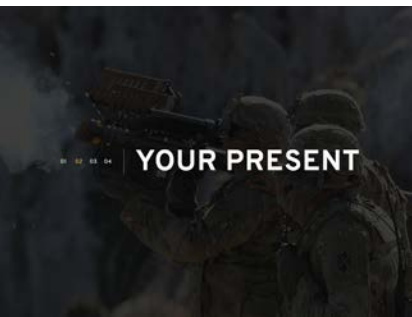
Personalization
OPERATIVE

Search
TRACKER

Governance
ANALYST

06 WIREFRAMES

07 FINAL MOCK-UPS & PROTOTYPE

YOUR PRESENT

WELCOME GEORGE TO AKO!
WHAT CAN WE HELP YOU WITH?

Click to
see images

TRENDING NEWS

New battery technology saves Soldiers time, money on the battlefield