



DANIEL VELÁSQUEZ ARAQUE

interactive design & marketing portfolio

contact: daniel@danvelasquez.com

Clients

In this portfolio you'll find projects created for 4 of my clients at **Demand Frontier**, where I work as Creative Director, plus a research project with **IBM**.

These are samples of projects and campaigns I have planned, which involve a careful consideration of their marketing goals, strategy creation, campaign flow and tactics for every step of the projects.

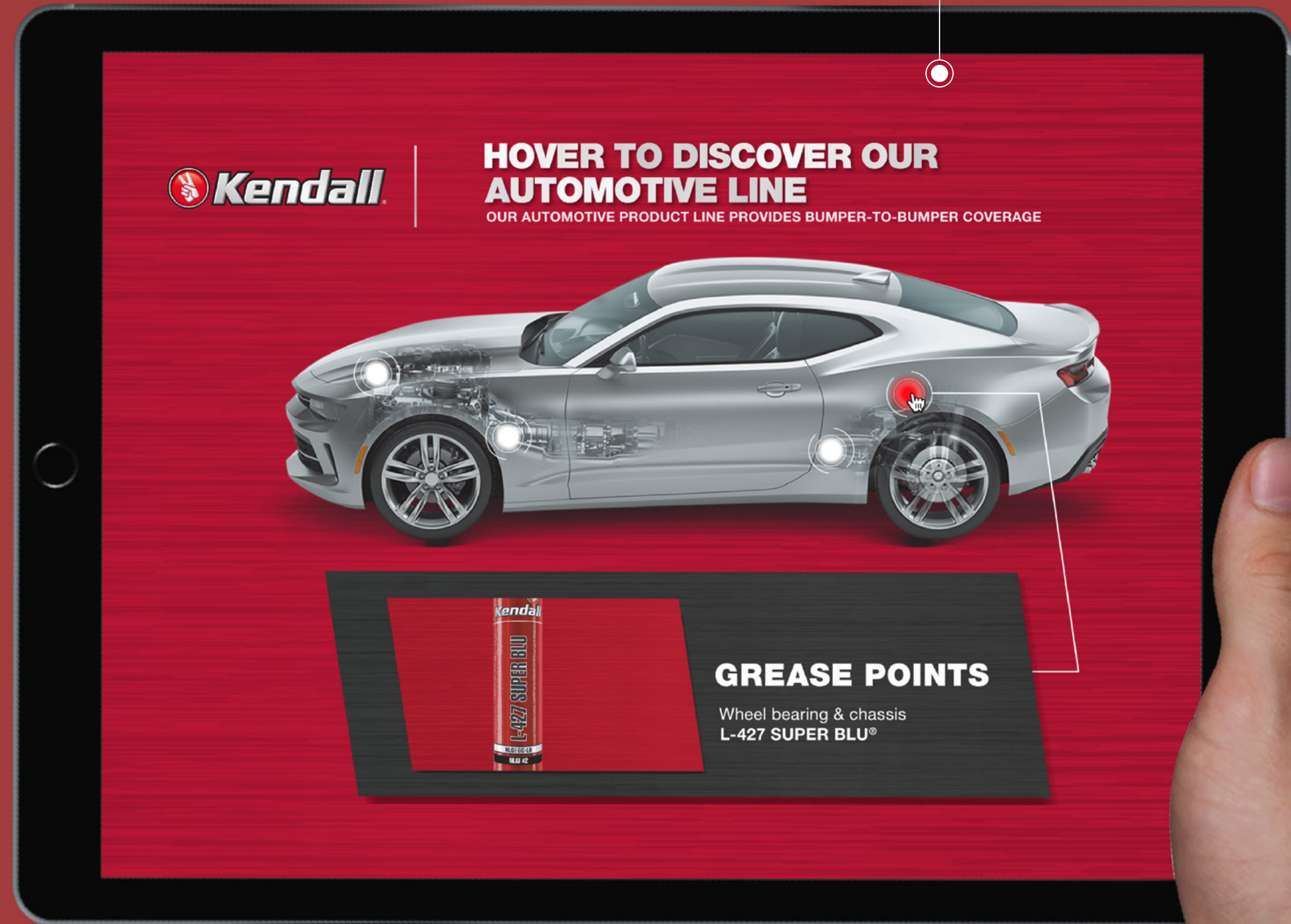




INTERACTIVE, AUDIOVISUAL & GAME DESIGN.

After a long relationship with the client, there were different types of projects that we created together, both external to internal projects that included video production, game design and interactive interfaces and toys.

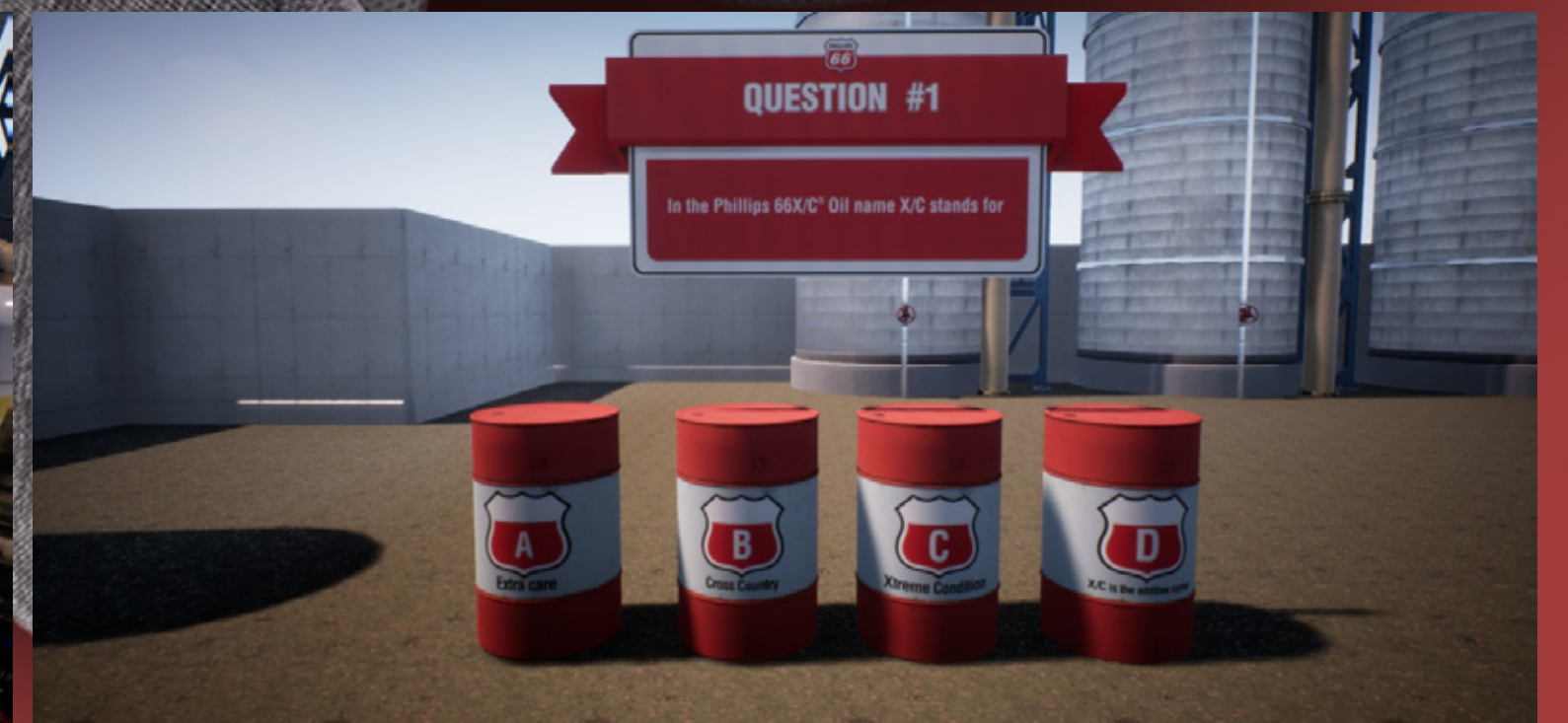
INTERACTIVE INFOGRAPHIC
Smart metrics and dynamic results



GAME DESIGN: PHILLIPS 66 VR TRAINING

This project was a serious game design, intended as a VR training course with different challenges for new plant employees to learn how to operate the quipment without injuring themselves or damaging the equipment.

The project was born from the need to train plant employees in a safe space, where they can get familiar with the facility and the machines they would be operating.



GAME DESIGN: EMPLOYEE EDUCATION

Both AR games and interactive postcards were designed for internal staff and B2B campaigns. When users looked at the toy cars and postcards using the dedicated company app, the experience would start. Either the image on the postcard would animate and deliver a message or the mini games would start using the physical toy car to go from challenge to challenge.

Click to watch a video overview:

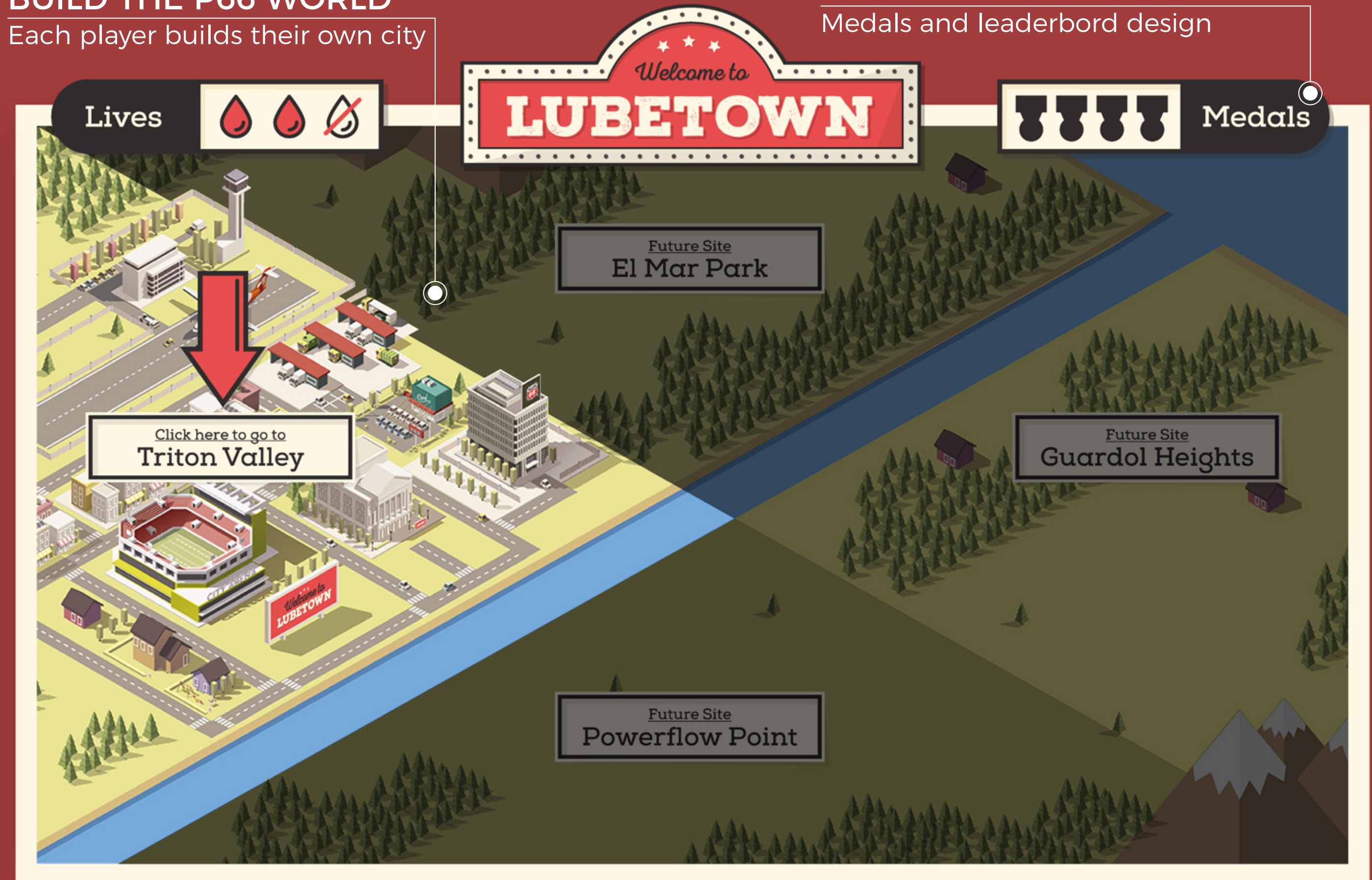


BUILD THE P66 WORLD

Each player builds their own city

ACHIEVEMENT TRACKING

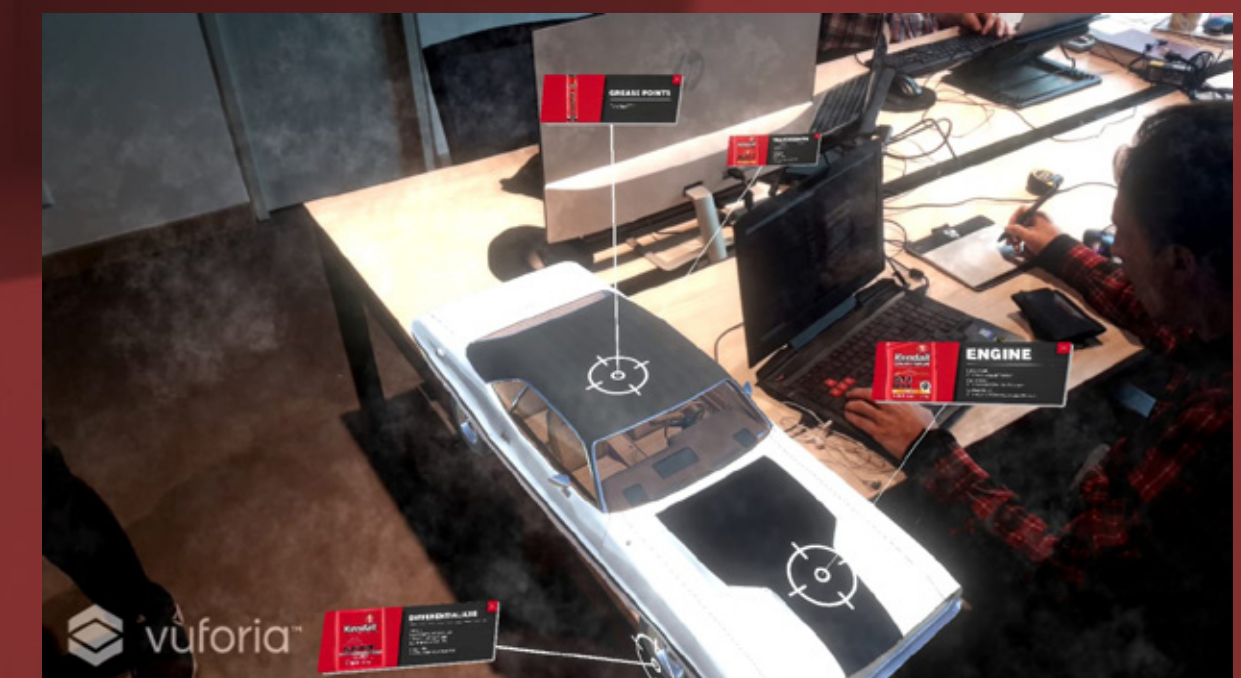
Medals and leaderbord design



AR GAMES & CONTENT FOR PHILLIPS 66

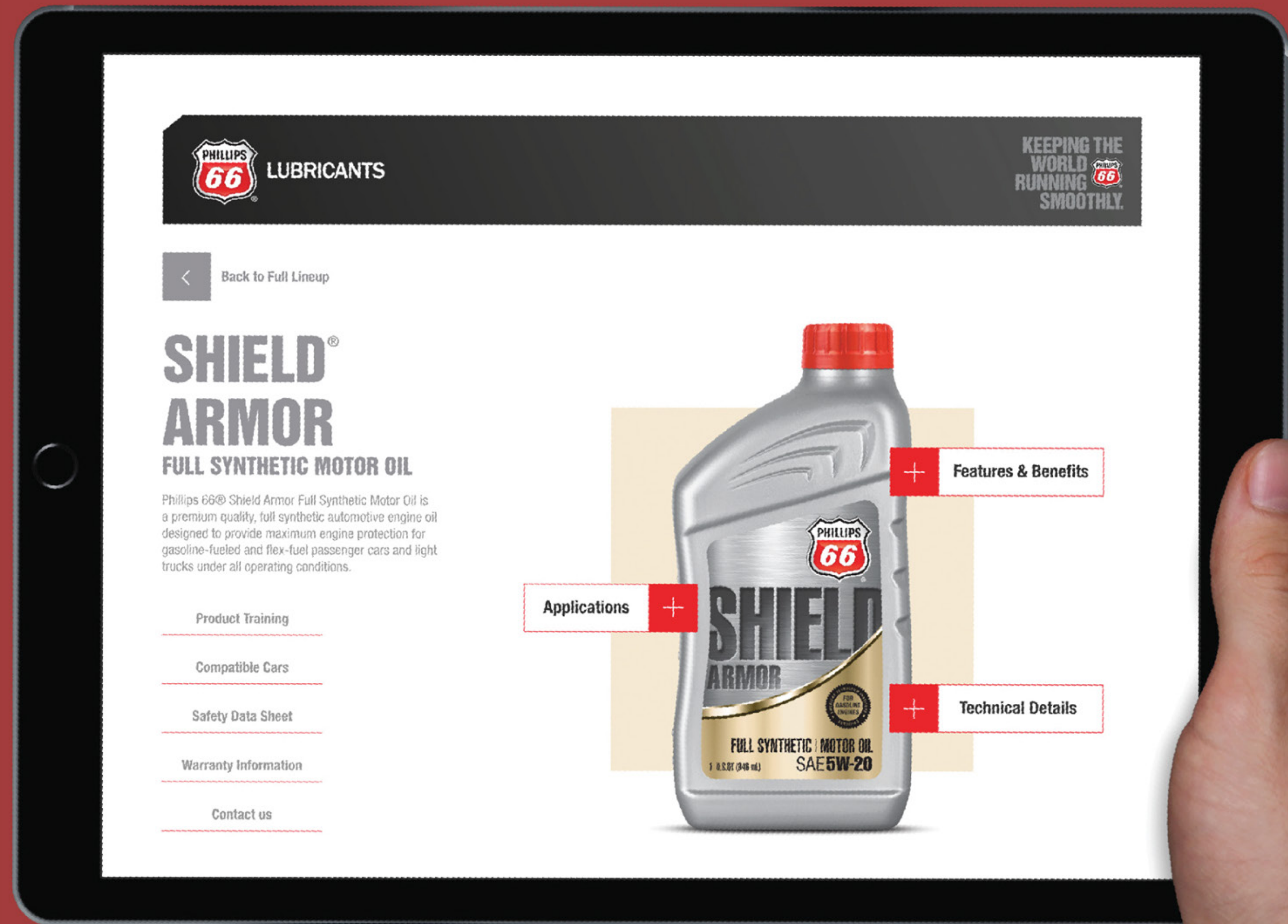
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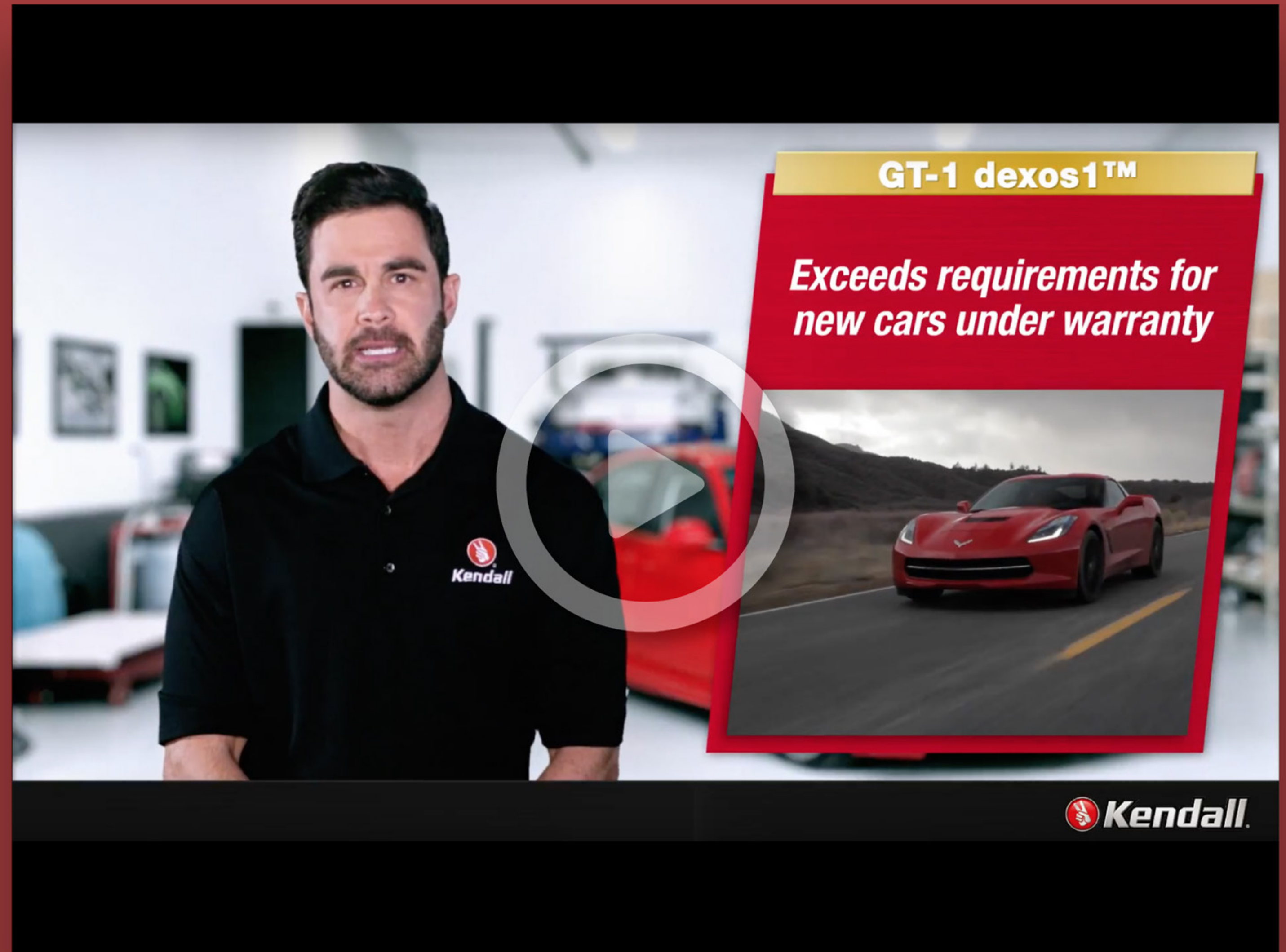
INTERACTIVE PRODUCT CATALOG

We created a prototype of a product catalog that comprised all the product sheets the client has. Creating a unique solution to the inefficient amount of documents they previously had. As an interactive digital document the idea was to enhance the user experience.



PRODUCT KNOWLEDGE TRAINING CAMPAIGN

This is a series of videos aimed to train retailers and end users on the advantages of each one of the products offered by the Kendall Motor Oil premium line.

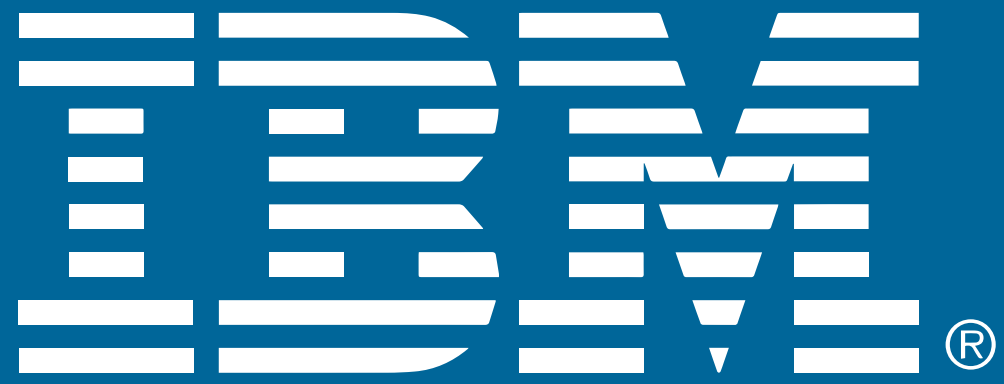


BRANDING ASSETS: WEB, EMAIL, DOCUMENTS

WEB BANNER ADS

Multipurpose image stills and animated gifs





RESEARCH & GAME DESIGN

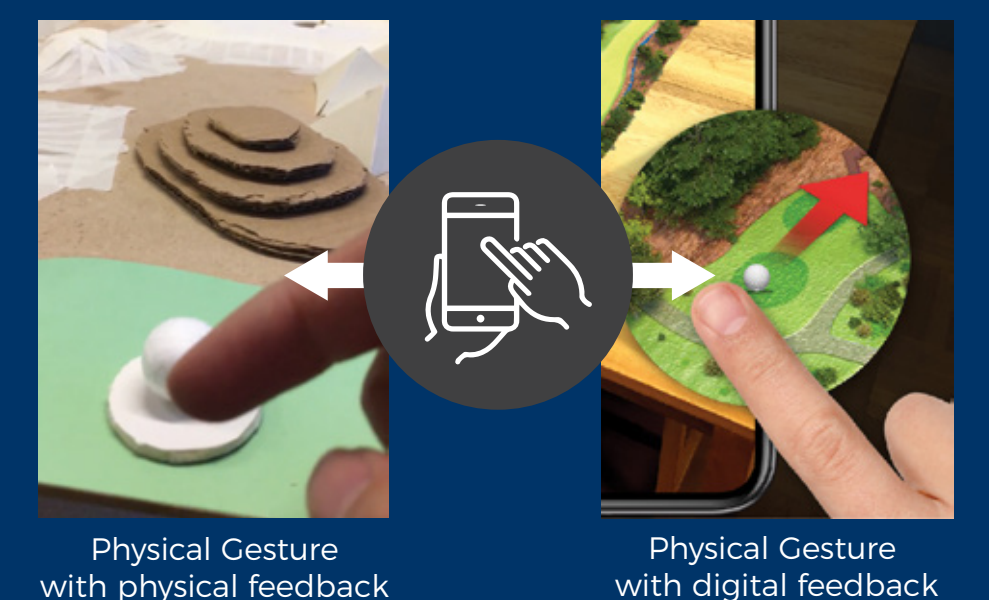
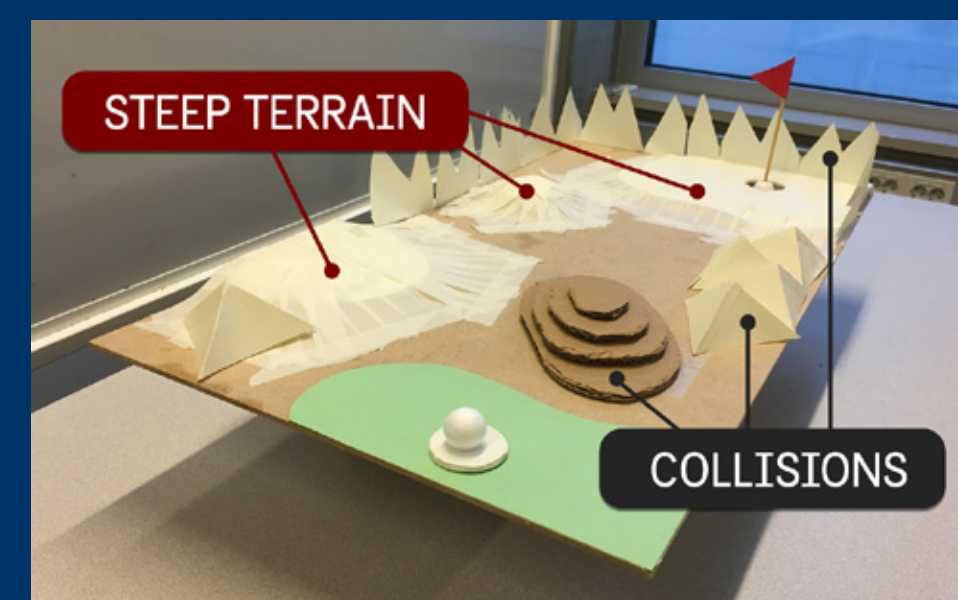
During my time with IBM, I helped with branding efforts for their events. I also helped create a new AR mobile game for different golf tournaments across the world. The process included redefining the game design process to create authentic AR embodiment.



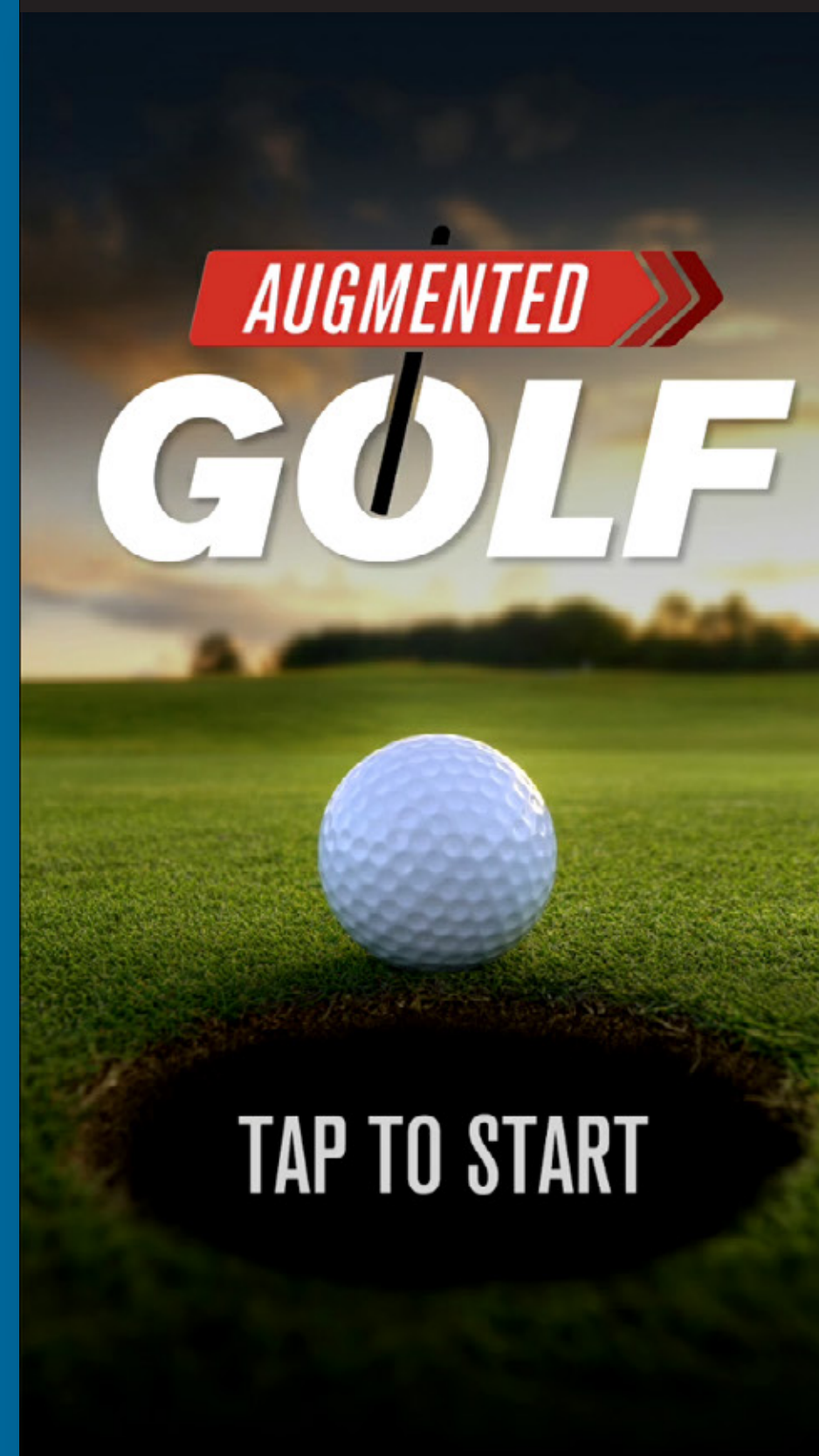
GAME DESIGN AR GOLF - MOBILE APP

After a human-centered design research process, it was found that a large portion of the Masters championship fans could not attend the event and had experienced it at a distance. To engage this audience, an AR game was pitched and I developed the proof of concept.

The playcentric design cycle included game design, level design, UI/UX with input of the fans, and iterative playtesting stages.



FINAL VERSION





AUDIOVISUAL & BRANDING

Working with Blackberry I created a vast amount of video content showcasing their products and events around the world.

Here are some samples of branded assets and the video demo they presented at CES.

EVENT EMAIL DESIGN

Responsive design + Automation

EVENT LANDING PAGE

Custom design for events, usage metrics

web name goes here

Start with an in-depth analysis of open source vs. commercial OS.

OPERATING SYSTEMS FOR OPERATING ROOMS: YOU GET WHAT YOU PAY FOR

A "free" open source OS may seem like a bargain but the total cost of ownership may leave your budget flat lined.

Join us on June 2, 2016

REGISTER NOW

web name goes here

QNX BLACKBERRY SUBSIDIARY

CALIFORNIA MEDICAL INFO DAY

Addressing the challenges of medical device innovation, from concept to market

Join us on June 21, 2016

June 21

8:30 - Registration
9:30 - Opening Remarks
17:30 - End of Info Day

Venue:
Hilton La Jolla Torrey Pines
10950 N Torrey Pines Rd.
La Jolla, CA 92037,
United States

Registration:
Complimentary Pass

Included:
Catered Lunch
Networking Coffee Breaks

California is a hotbed of medical device activity with world renowned engineering teams, start-ups and innovative technologies.

Join QNX, a leading technology provider to medical device manufacturers, for the California Medical Info Day on June 21, 2016 in La Jolla, CA. During this full-day session we will address the challenges medical device manufacturers face in taking their innovations from the concept stage, through regulatory approval and to market.

Specific topics to be addressed include:

- Medical device cybersecurity
- Medical device connectivity
- Streamlining software integration and certification
- FDA regulations

Name*

Last Name*

Company*

Email Address*

Country*

Yes, I would like to receive emails from QNX

SUBMIT

For more information, please contact:
Patryk Fournier
QNX Software Systems
pfournier@qnx.com

Hosted by:
QNX BLACKBERRY SUBSIDIARY

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1001 Farrar Rd. | Ottawa, ON K2K 0B3
Phone: +1.613.591.0931
Toll Free: 1-800-676-0566 (North America only)

web name goes here

Between an open source what costs are

Open source OS may seem attractive but reveals hidden costs including development, maintenance, team size and dynamic.

to examine how your product market faster, cheaper, with total, and lower total costs of commercial OS the best choice.

the webinar:

medical device manufacturers and reliability guarantees

certifying a medical device that source OS

Does simplify medical device

ining an open source staggering, and greatly cost of ownership and far commercial OSes

June 2

2:00 p.m. EST
Duration: 1 hour, including Q&A

REGISTER NOW

All registrants will receive our whitepaper series on Total Cost of Ownership: Linux vs. QNX RTOS

Presented by:
Steven Dean
Global Healthcare Segment Manager,
QNX Software Systems.

QNX Software Systems Limited | www.qnx.com
1001 Farrar Rd. | Ottawa, ON K2K 0B3
Phone: +1.613.591.0931
Toll Free: 1-800-676-0566 (North America only)

Unsubscribe

CES PRODUCT DEMO VIDEO

I worked on a campaign involving different brands for CES 2017, where BlackBerry QNX presented their new autonomous driving technology. In alliance with hardware partners and car manufacturers QNX presented a production ready test drive of 2 autonomous cars. This video was part of their tradeshow booth and then presented in other events and channels.

I worked as producer, director and head of postproduction editing for this project.



BRANDING ASSETS: WEB, EMAIL, DOCUMENTS



WHITE PAPER DESIGN

Editorial design of digital documents

EMAIL DESIGN

Responsive design + Automation

DOWNLOADABLE CONTENT

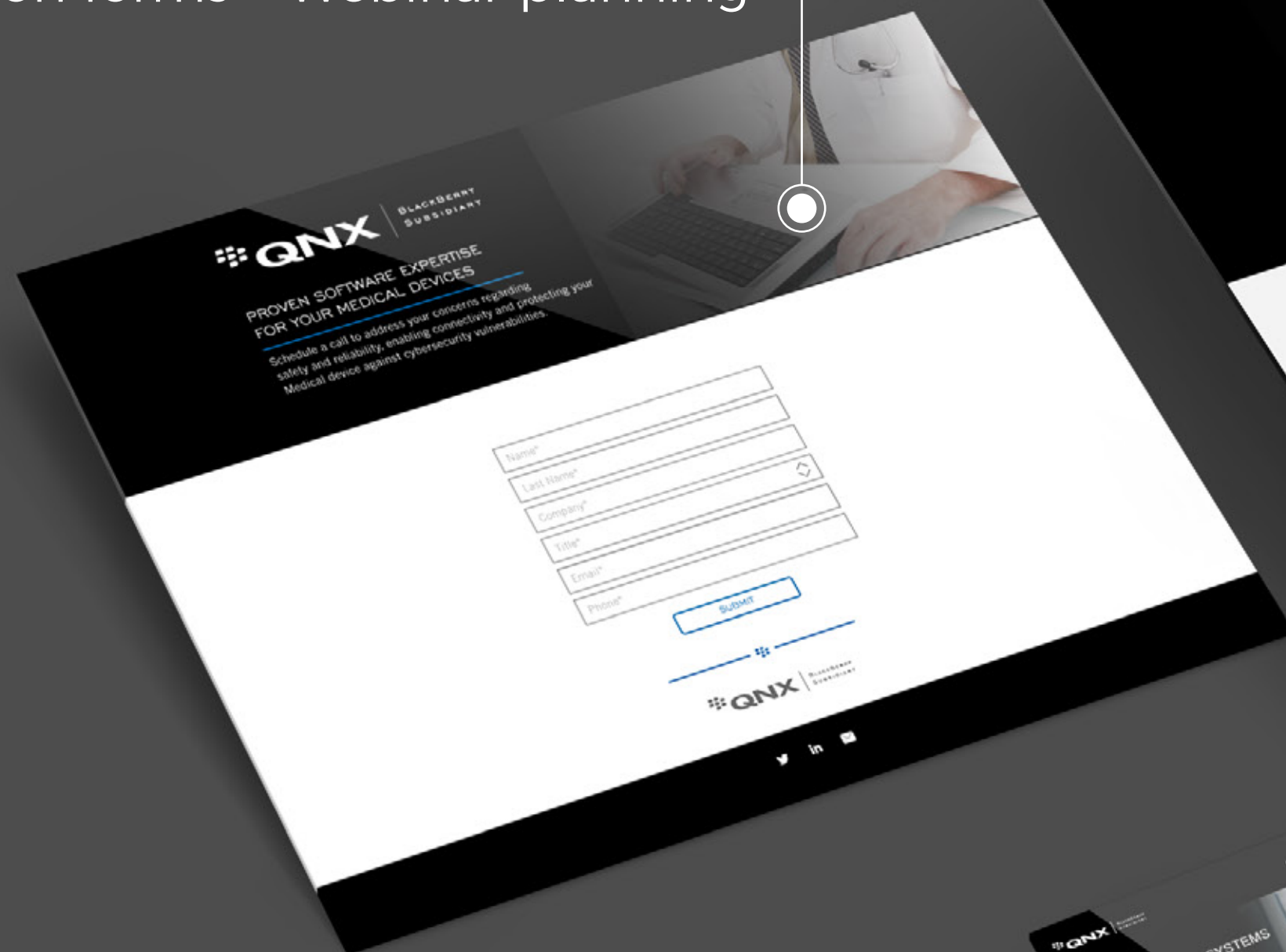
Email and CTA design

LANDING PAGE DESIGN

Event information

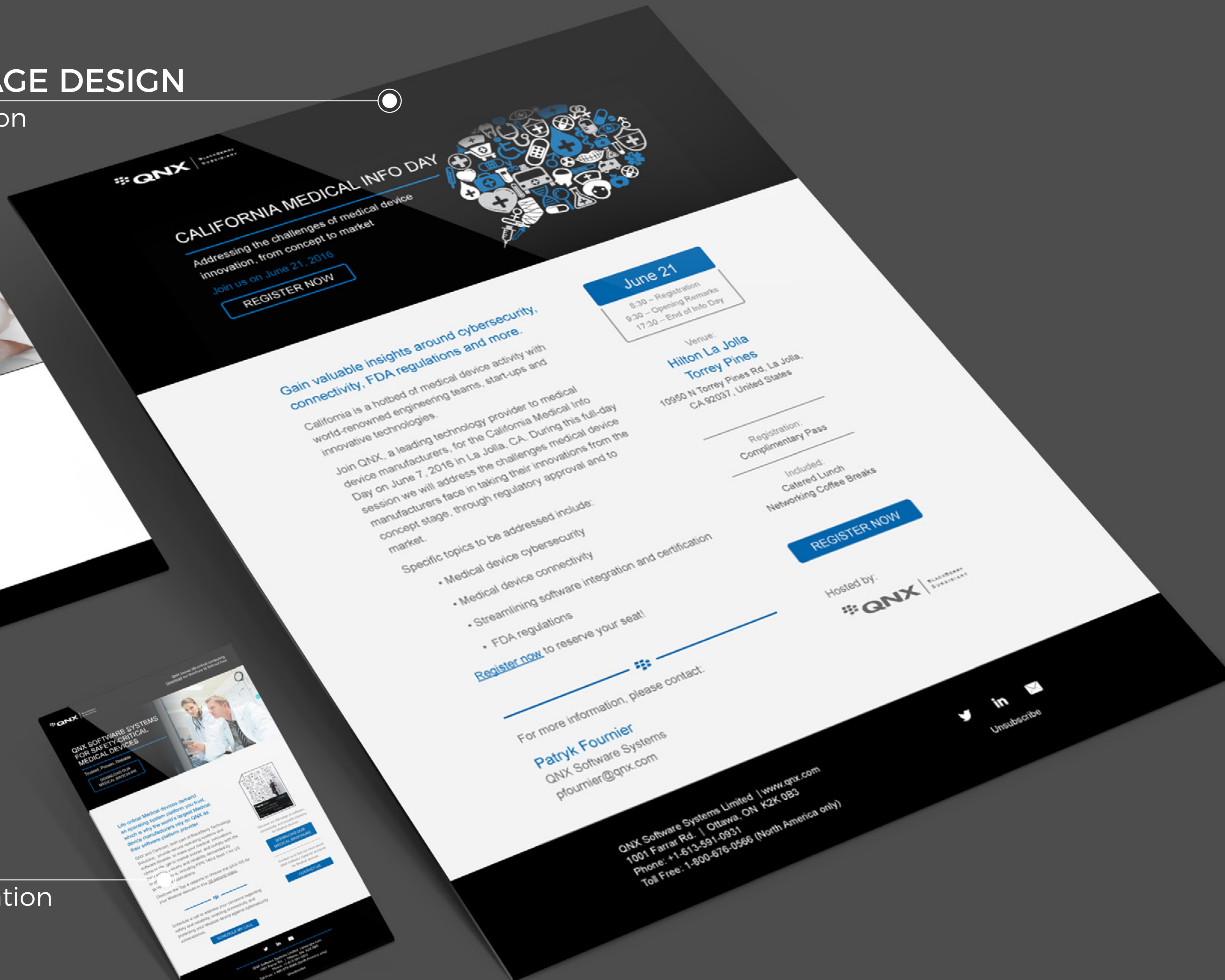
EVENT REGISTRATION

Registration forms + Webinar planning



EMAIL INVITATION

Responsive design + Automation





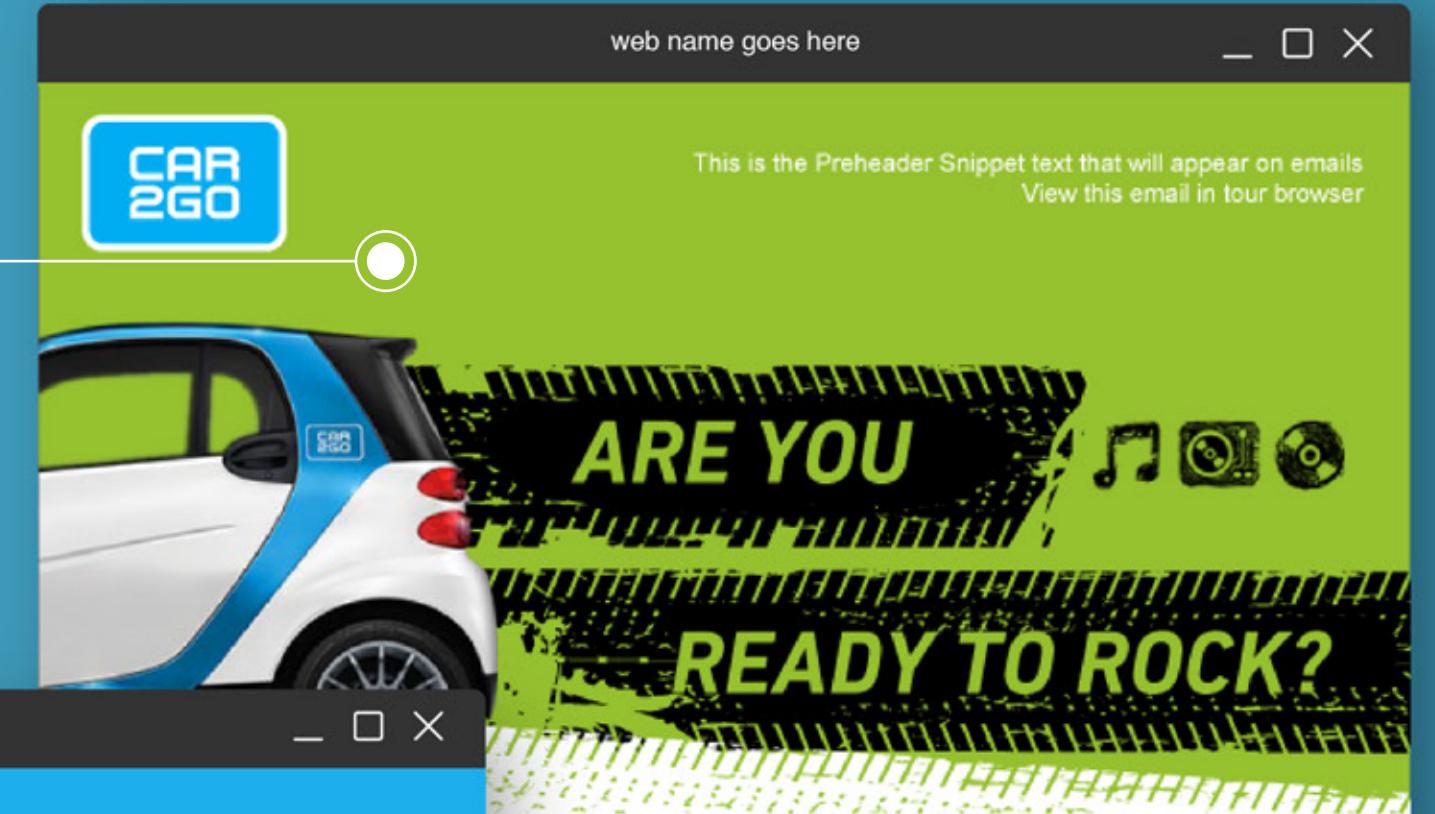
MARKETING & BRANDING

Working with Daimler and their transportation service “Car2go” allowed me to create diverse B2C campaigns. One of the best challenges was to reinvent the branding according to each one of the events they participated in.

Here are some samples of different campaigns and assets I created with my team.

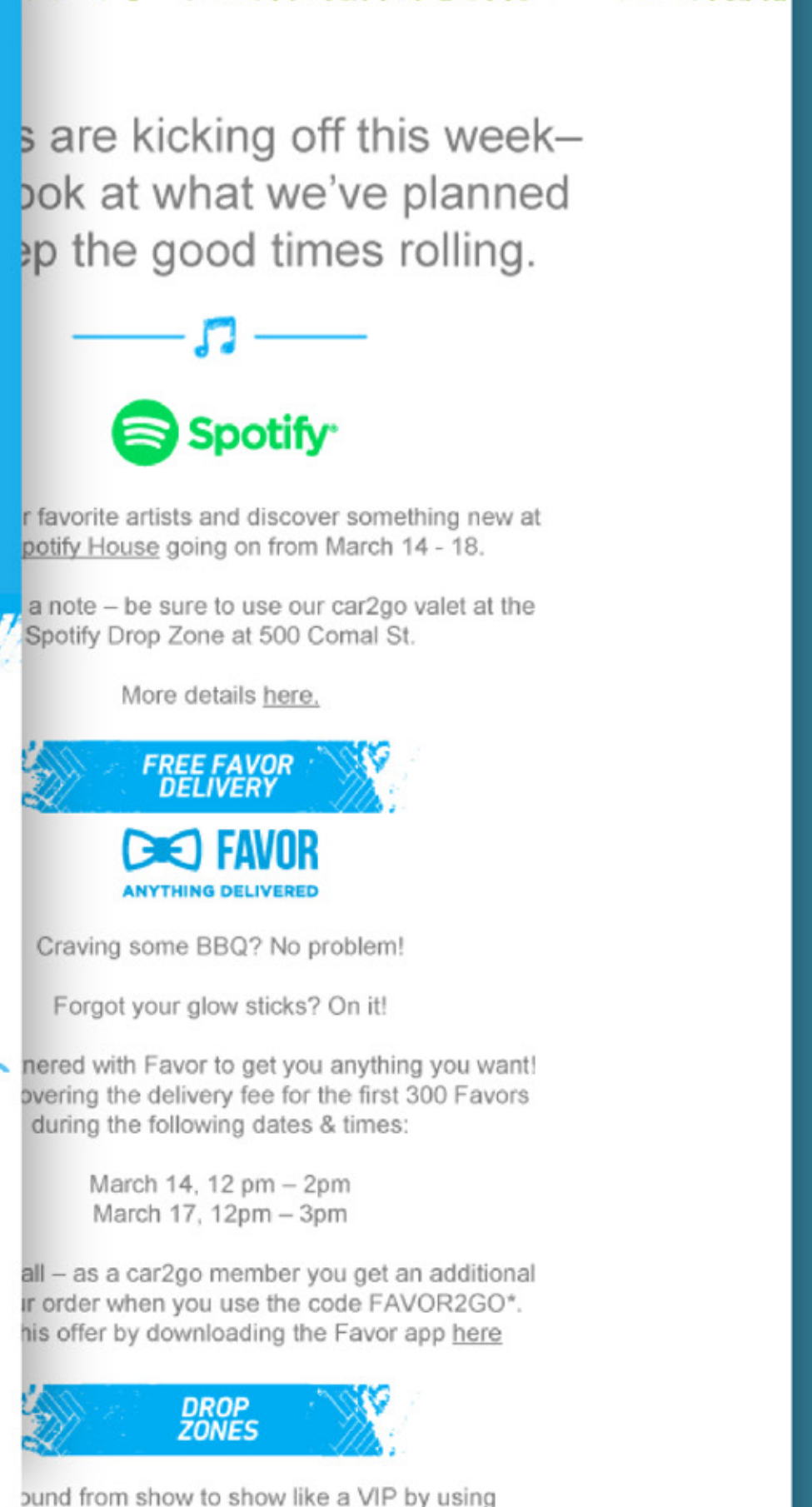
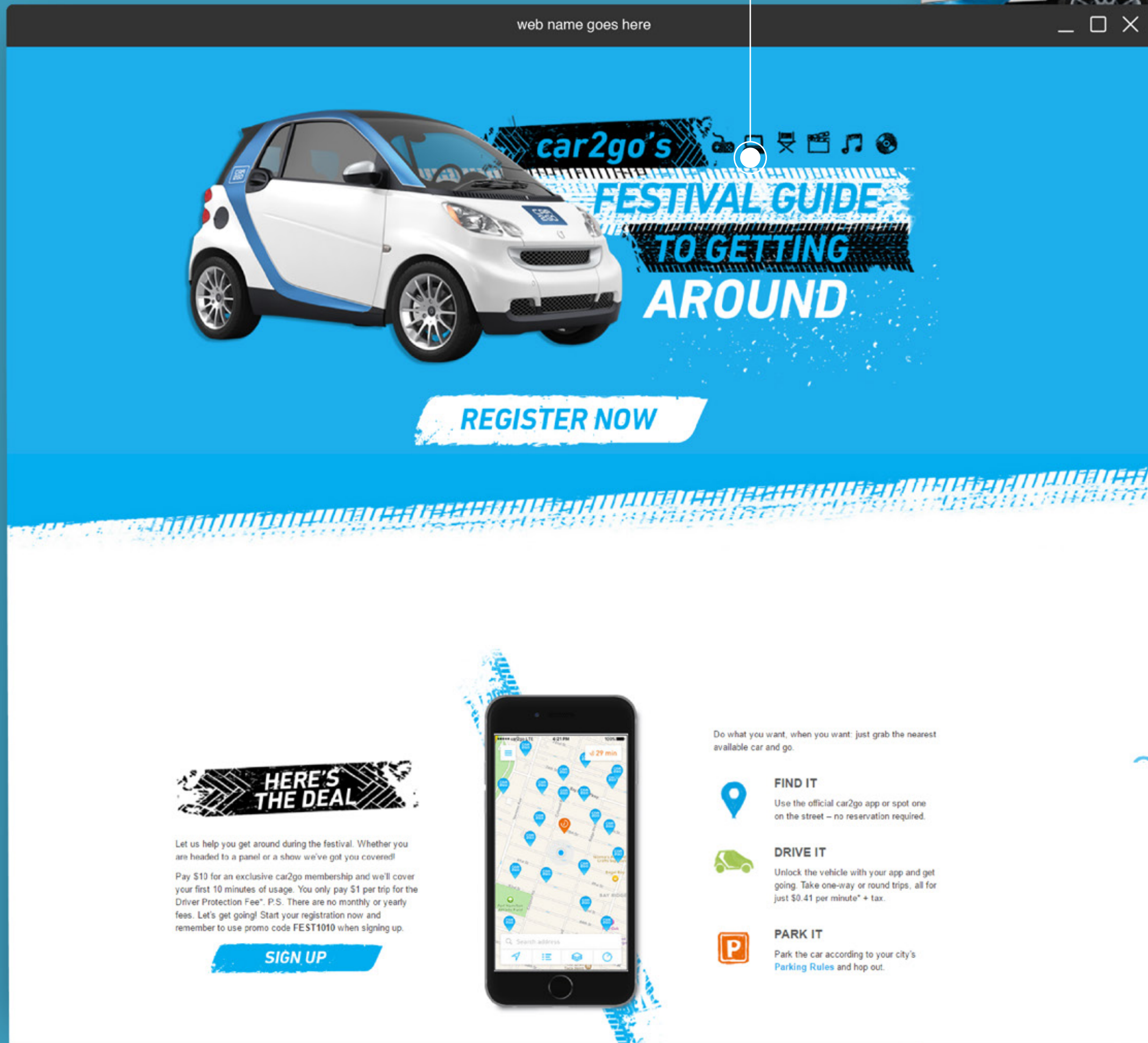
EVENT EMAIL DESIGN

Responsive design + Automation



EVENT LANDING PAGE

Custom design for events, usage metrics



WEB DESIGN EXAMPLES

Information architecture and navigation design.

Main content highlights, sliders, call to actions.

Individual section design.

Forms for lead capture

One-page or Multi-page web design.

car2go
REGISTER FREE DRIVE DROP ZONES TRAVELING TO AUSTIN MEMBERS

car2go's FESTIVAL GUIDE TO GETTING AROUND

[REGISTER NOW!](#)

HERE'S THE DEAL

Pay \$10 for an exclusive car2go membership and we'll cover your first 30 minutes of usage. *You only pay \$1 per trip for the "Drive" (minimum 10 min). *There are no monthly or yearly fees. Let us get going! Show your registration and membership to our promo code FES11010 when signing up.

[SIGN UP](#)

GET FREE DRIVE TIME

Who doesn't love free car2go minutes? We want to give you 30 free minutes of drive time for using car2go during the upcoming festival!

All you have to do to qualify is opt in here and use car2go in Austin any time between March 11 and March 21, 2016. Easy enough, right?

Your free drive time will be loaded on to your car2go account March 21, 2016 and will be available for 30 days. See all details for this offer here.

Opt in now!

First Name
Last Name
Email (associated with your car2go account)

[SUBMIT](#)

HOW IT WORKS

Begin and end your trip in any on-street City of Austin metered or pay station parking space inside the Home Area or at any car2go specific parking location.

For a more thorough look at parking locations and policies, check out our [parking rules](#).

[DOWNLOAD THE APP](#)

TRAVEL TO AUSTIN

car2go parking is available at The Parking Spot airport shuttle parking, adjacent to Austin Bergstrom International Airport. Check out how the service works by watching this short VIDEO or read on to learn more.

How to pick up a car2go at The Parking Spot:

- Reserve a car2go as soon as your plans land via the car2go app.
- Go to The Parking Spot shuttle and tell them you have reserved a car2go. We'll tell you on the shuttle when to get on if there is an available car2go, check your app!
- After boarding the Parking Spot shuttle, confirm that your car is reserved. Please be aware that reservations last 30 minutes from the time that you board the car.
- Don't have a smart phone? Call our call center at 512-488-4224.
- The shuttle will drop you off at the car2go designated space.
- Return to the Home Area and end your trip at your final destination.

How to park a car2go at The Parking Spot:

- Enter the lot at 1000 Texas Hwy, 71 East, Austin, TX 78702.
- At the entrance, stay to the right and pull through the "Self Parking" area.
- Turn right and follow the signs to the car2go designated spaces. You will only be able to end your trip in these spaces in marked spaces.
- Pull all the way forward to make space for another car2go to park behind you.
- The spaces will fit two vehicles apiece.
- You must end your trip. No skippers will be allowed.
- Stay on your vehicle and the shuttle will come pick you up.

MEMBER PERKS

Members are invited to join us for complimentary coffee, tacos and KIND snacks hosted downtown on E. 6th street in the middle of all the action of Interactive. Bring a friend, come take a break, relax and relax with us. For entrance just show us that you're logged in to your car2go app at the door.

For people interested in becoming a car2go member, we will also have a registration kiosk available at this event.

Address: 200 E 6th St #200, Austin, TX 78701
Dates: March 11-15, 2016 daily, 9 am-12 pm

PARTNERS

Spotify KIND FAVOR YETI

car2go
CONTACT 1.877.488.4224
Members@car2go.com

OTHER: FIND TERMS PRIVACY

SOCIAL MEDIA: [Twitter](#) [Facebook](#) [Instagram](#)

RESPONSIVE DESIGN

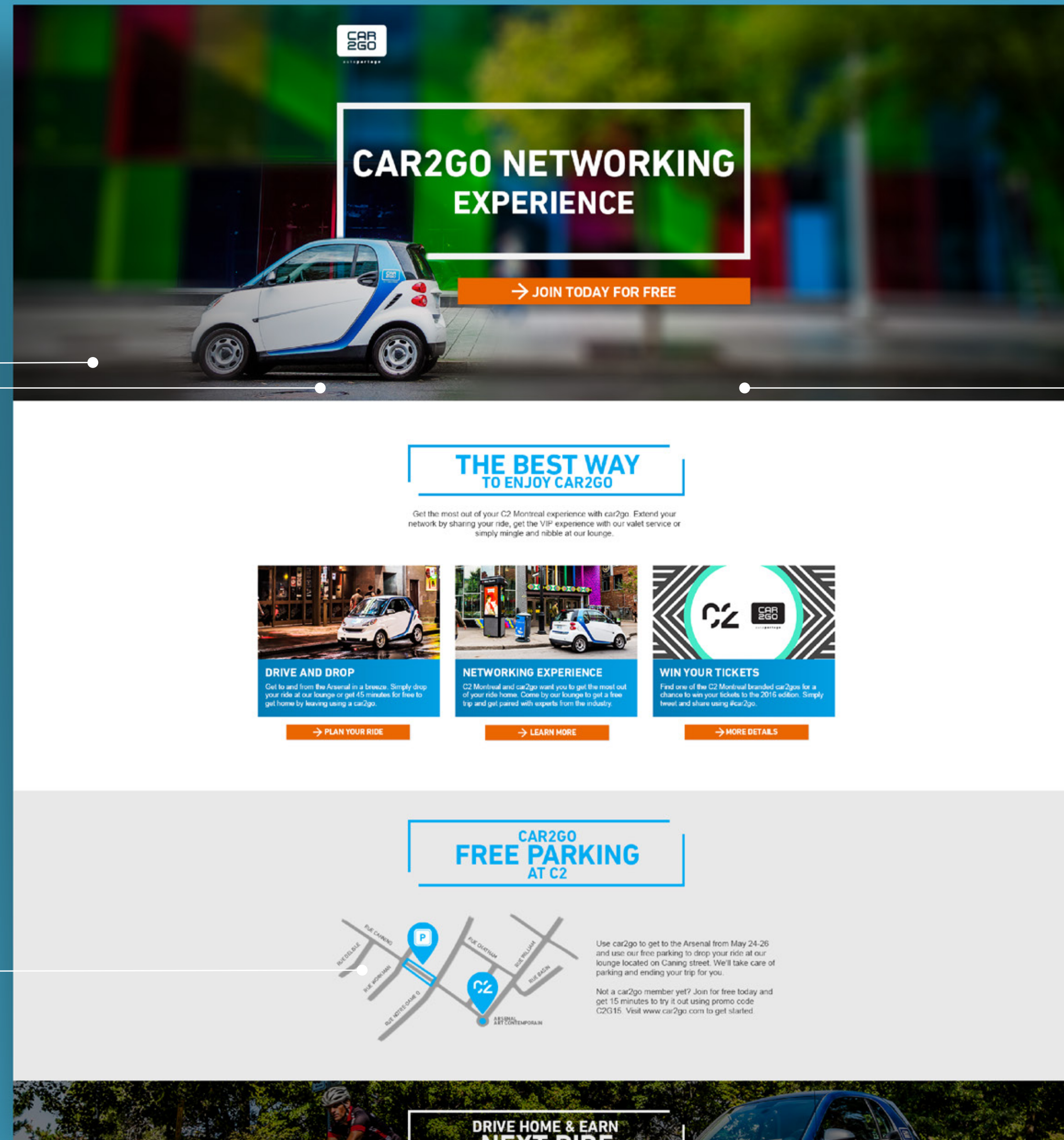
Every asset was easily displayed in any screen size for the best experience from any device

Custom graphics, banners, background video.

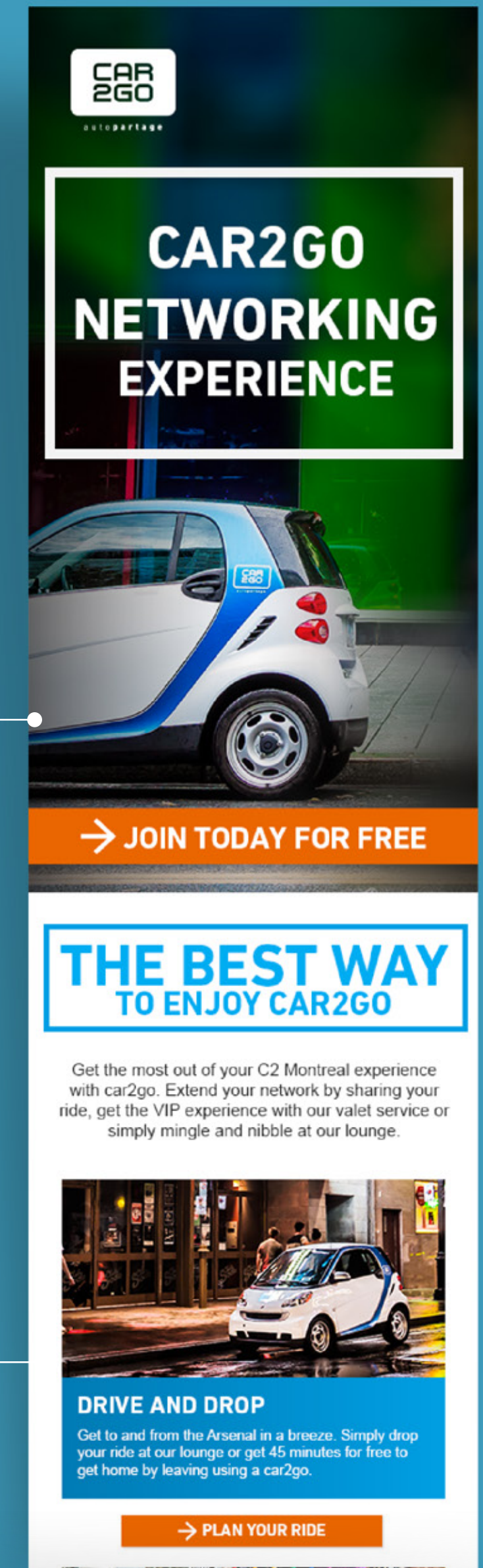
Dynamyc layouts that work for desktop and mobile

Geolocation and Google Maps API integration

Desktop



Mobile



UX / UI DESIGN AND CONTENT CREATION

We helped Daimler create a user-centric web experience, analyzing and optimizing your content to make it more accessible and engaging for your audience.

We helped our clients expand their online reach with our content creation and SEO services.

Copy optimization for more efficient user response and SEO

The desktop view features a large hero section with a car2go car on a city street. The headline reads "THIS CHANGES EVERYTHING" and "ON-STREET PARKING". Below this is a "JOIN NOW" button. The middle section has a blue background with the heading "ON-STREET PARKING" and a car image. It includes a "LOVE THIS?" section with a link to support urban transportation and two membership options: "NOT A car2go MEMBER? JOIN TODAY AND GET 30 FREE MINUTES" and "ALREADY A car2go MEMBER? GET 20 FREE MINUTES". The bottom section is titled "HOW DOES car2go WORK?" and features a smartphone displaying the app interface. It lists three steps: "Locate" (find a car on the app), "Drive" (use the car when you want), and "Park" (park anywhere within the Home Zone). A "JOIN TODAY" button is present. The footer section has a "GET 20 FREE MINUTES" offer for existing members who refer friends.

The mobile view is a condensed version of the desktop page. It features a hamburger menu in the top right. The hero section is smaller, with the headline "THIS CHANGES EVERYTHING" and "ON-STREET PARKING". The "JOIN NOW" button is prominent. The middle section has a blue background with the heading "ON-STREET PARKING" and a car image. It includes a "LOVE THIS?" section with a link to support urban transportation and two membership options: "NOT A car2go MEMBER? JOIN TODAY AND GET X FREE MINUTES" and "ALREADY A car2go MEMBER? GET 20 FREE MINUTES". The bottom section is titled "HOW DOES car2go WORK?" and features a smartphone displaying the app interface. It lists three steps: "Locate", "Drive", and "Park". A "JOIN TODAY" button is present. The footer section has a "GET 20 FREE MINUTES" offer for existing members who refer friends.

EVENT EMAIL DESIGN

Responsive design + Automation

The image displays four examples of responsive email designs for Car2Go, arranged from left to right to show how the layout adapts to different screen sizes. Each design features a prominent header with the Car2Go logo and a preheader snippet. The designs include various promotional offers and event information.

- Design 1 (Left):** Promotes the launch of Car2Go in Toronto, highlighting on-street parking. It includes a "LEARN MORE" button and a "CONTEST" section.
- Design 2 (Second from Left):** Promotes the C2 Montreal conference, offering a complimentary member breakfast and a contest to win tickets. It includes a "CONTEST" button and a "DROP ZONE" section with a map.
- Design 3 (Third from Left):** Promotes a Spotify event, offering a complimentary member breakfast and a contest to win tickets. It includes a "CONTEST" button and a "DROP ZONE" section with a map.
- Design 4 (Right):** Promotes a Favor event, offering a complimentary member breakfast and a contest to win tickets. It includes a "CONTEST" button and a "DROP ZONE" section with a map.



CAR WRAP DESIGN

Custom design matching digital ads



EVENT MICROSITE DESIGN

Responsive design + usage metrics



INTERACTIVE MAP OF MIDSTREAM

This is an interactive overview of the midstream process, where ChemTreat wanted to explain in a friendly way what happens on each stage and how can they help with their professional services.



- THANK YOU -

For more information contact me at
daniel@danelasquez.com

