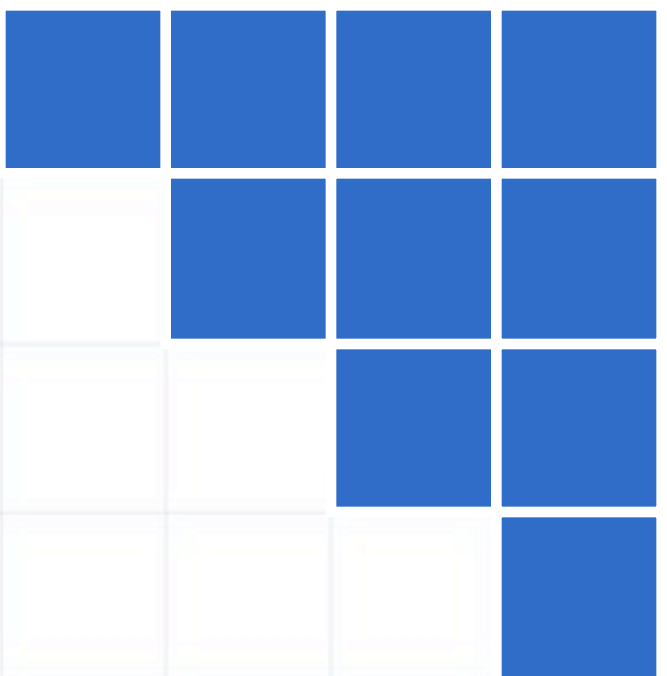
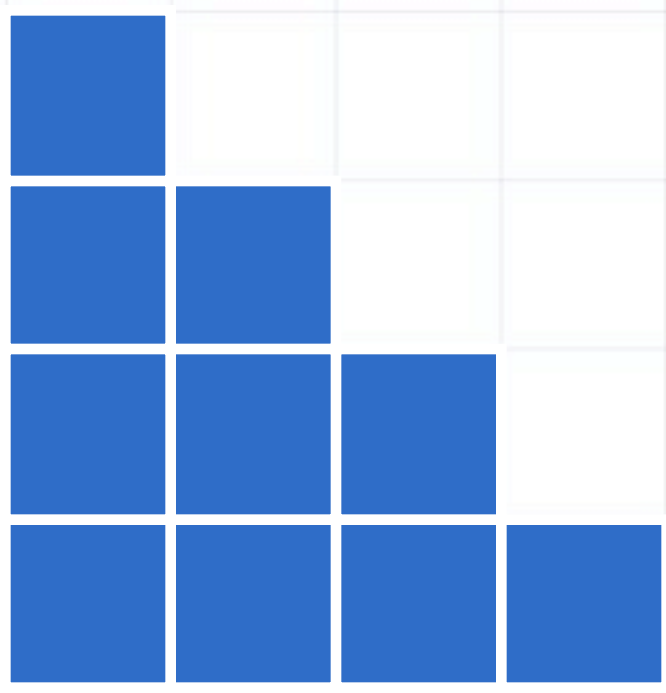




Felux Design

Portfolio



Sage

Job Hunting assisted by AI

Artificial Intelligence ◦ Smart Object ◦ Concept



Searching for a job is a job in itself...

Between updating profiles, working on your portfolio, sending job applications; your skills rust away as there's no real-world feedback about the quality of your work.

¿What if...?

You could automate the process, receive feedback and continue to hone your skills

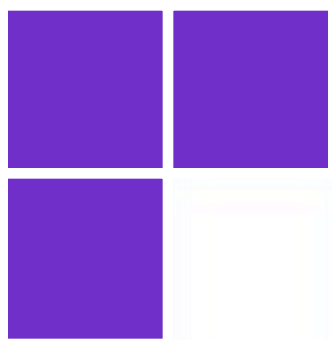


Sage is an AI assistant designed to help UX designers find jobs and prevent creative atrophy from being unable to work. Housed in a smartwatch, Sage is presented to the user as a projected hologram capable of interacting with voice commands.

Sage is programmed to search for job applications, based the parameters set by the user, apply to any matches found and keep the user updated on any relevant changes.

While searching for jobs, Sage is capable of presenting the user with a “Design Challenge” aimed at assisting in maintaining their design skills sharp and ready.

Thanks to being housed in a smart watch, Sage is capable of reading the user’s cardiac activity and provide assistance in high-stress environments, such as job interviews.



The main challenge for this project was to create a unique and enticing way to help users within the job market without creating something that would require constant attention or input.

During this project we were inspired by “Job Hunters”, hired professionals tasked with finding jobs for their clients. We found that the success of this work relies heavily on the client’s career being relevant in society’s mainstream, something that would present a struggle for UX designers at this time.

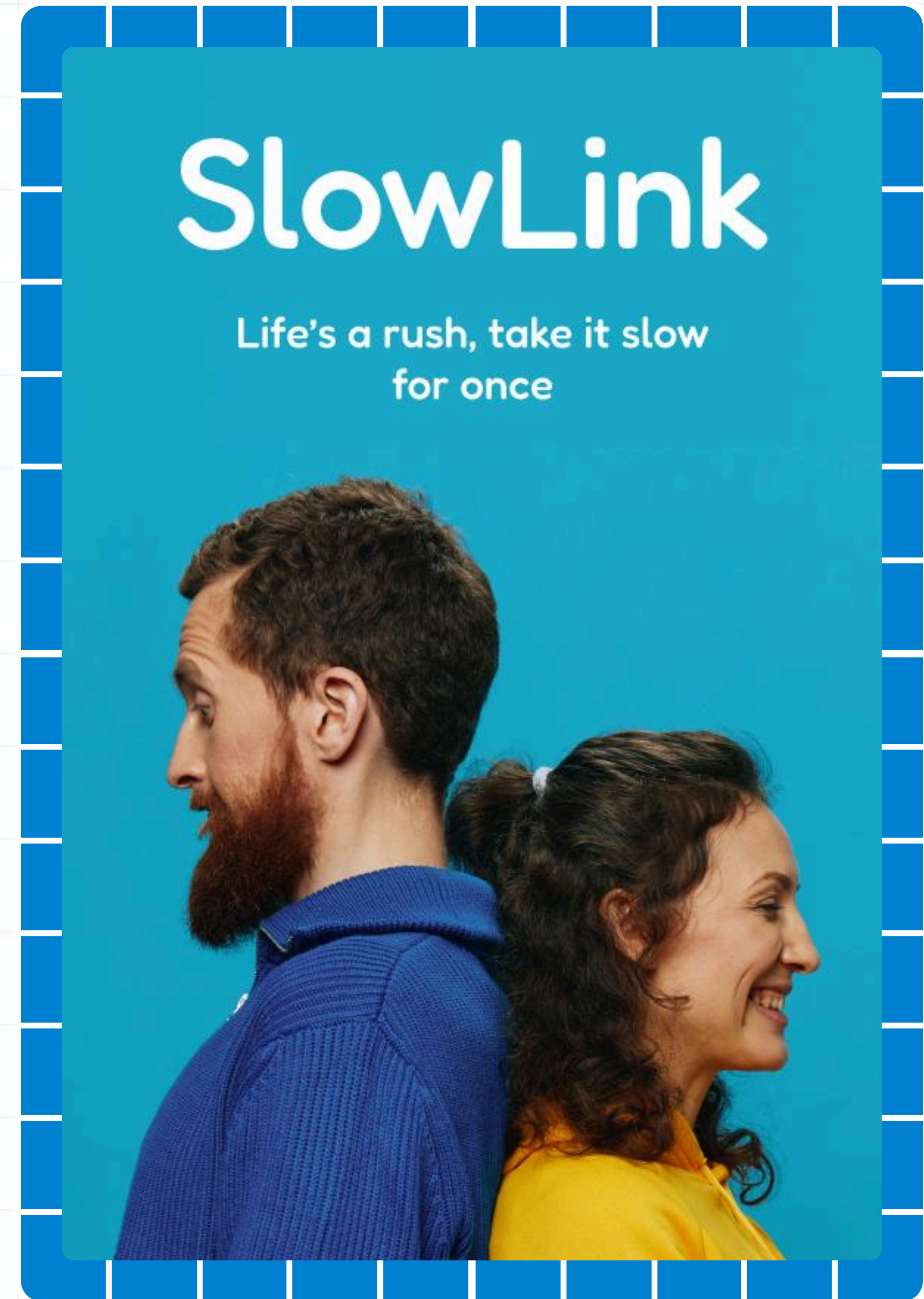
The concept of a smartwatch hologram, even though technologically impossible at this time, was created to provide a “wow” factor that would, in theory, play a heavy role in the user’s decision to purchase the product.



SlowLink

Dating without pausing your life

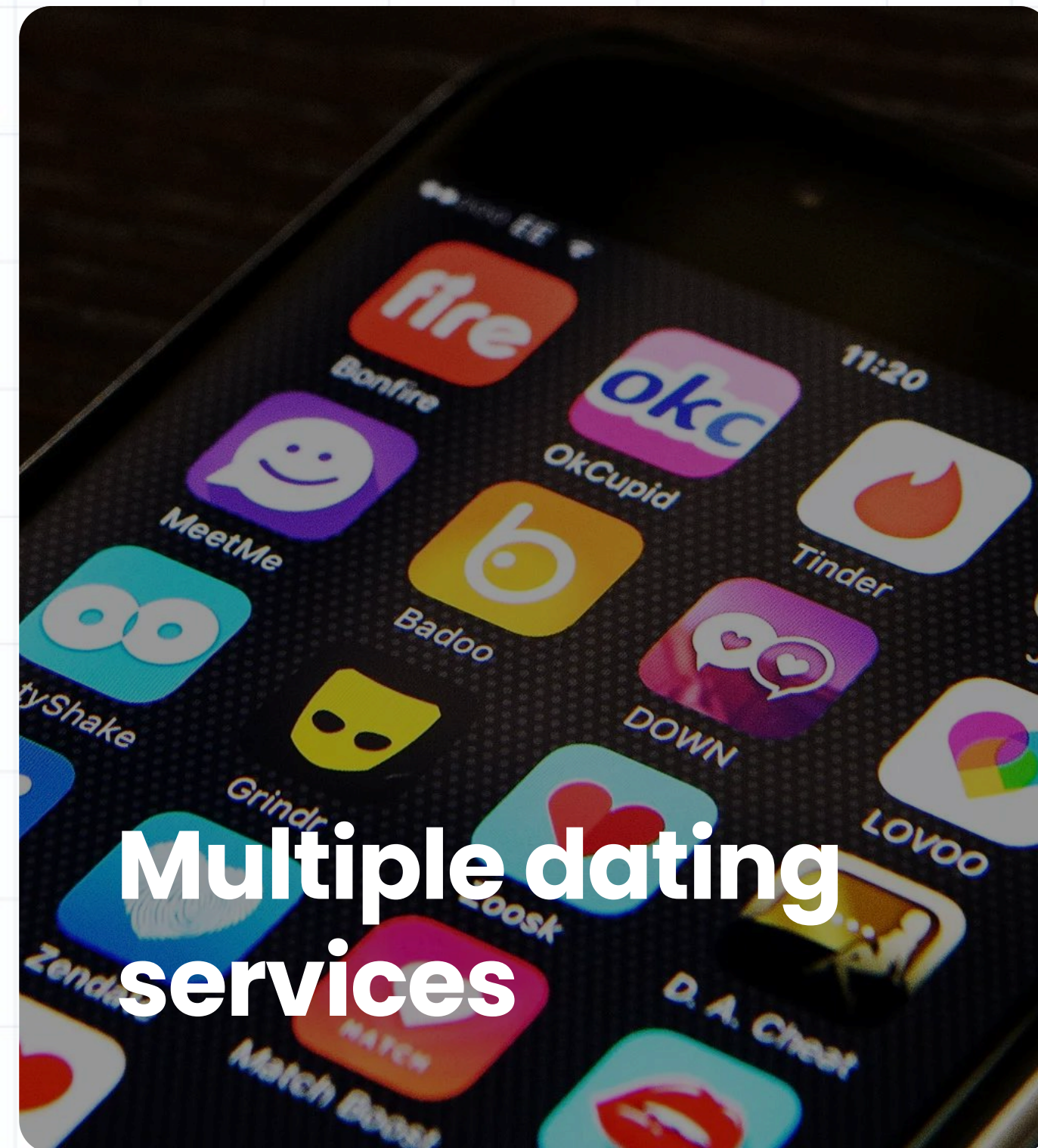
App ◦ UX Research ◦ Smart Object



**“Dating is hard
and time-consuming”**

is the common sentiment amongst those diving into the dating world

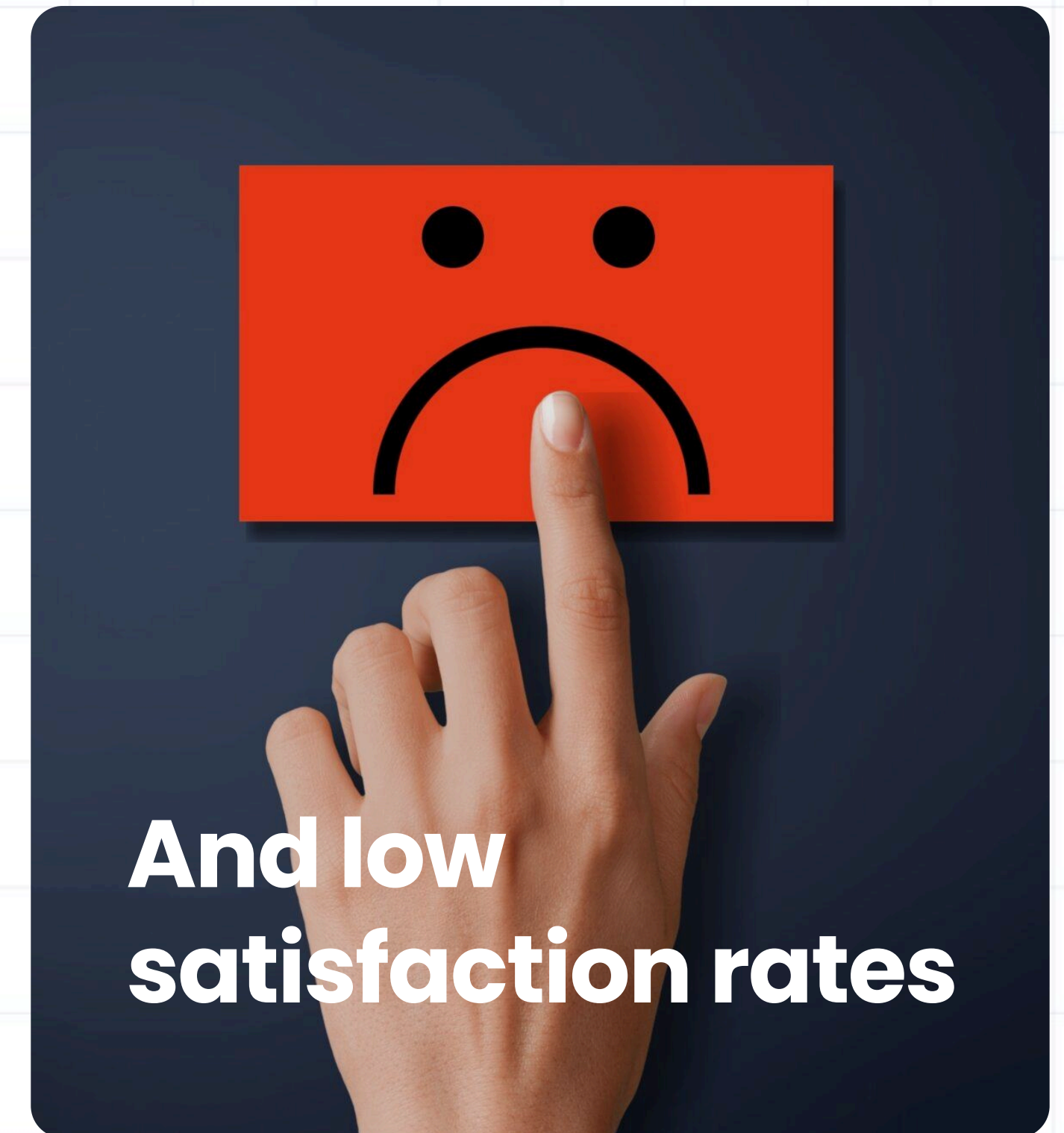
And between...



**Multiple dating
services**

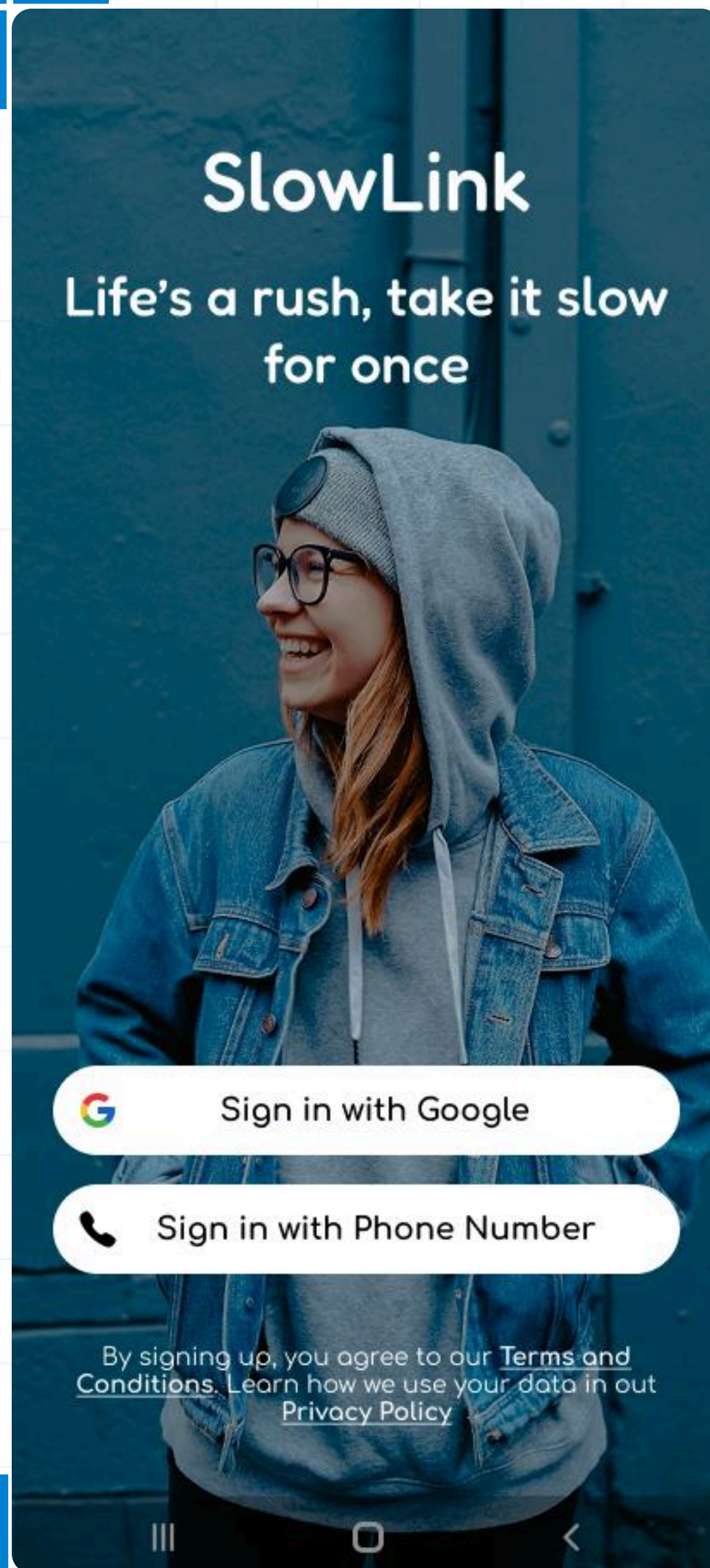


**Toll on your
mental health**



**And low
satisfaction rates**

Dating is not getting easier



SlowLink's Smart Ring

SlowLink is another dating app entering the saturated market, with its main focus being centered around slow dating and creating dynamic encounters without the countless hours of swiping.

With a sign-up method similar to its competitors, SlowLink aims to match its users with others who share the same interests and objectives in life, without wasting time in constantly presenting unlikely matches.

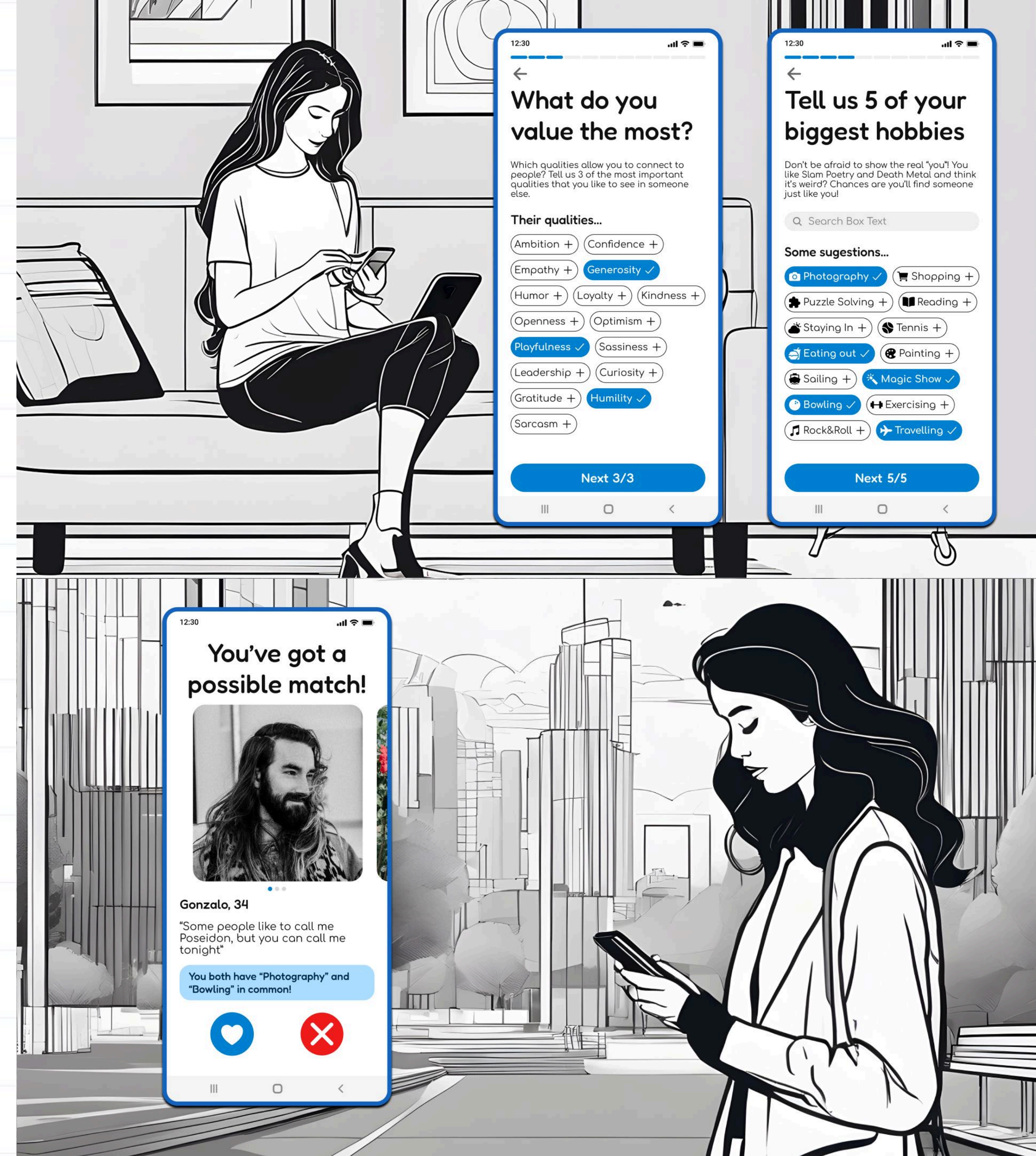
If a possible match is nearby, SlowLink's Smart Ring will vibrate and notify its user, presenting their profile in the app and requesting an approval or rejection. Should the user approve, a game of "hot or cold" will begin using the ring's vibration intensity, creating a playful and dynamic encounter.

If the user is no longer interested in dating or needs a pause, they only need to remove their smart ring.

The main challenge for this project was to create a new product unique enough to stand out as an app in the dating world and innovative enough to rebuild users trust in dating apps.

The idea of using a ring as a smart object was inspired by Pear Ring, a social experiment that used colored rings to publicly state if someone was open to dating or not. For SlowLink, this same concept would apply, however if the ring doesn't vibrate the user would save time knowing the other user was not a good match for them.

A survey made for this project showed that users preferred meeting people in traditional environments (partys, bars, etc). This piece of information inspired me to find a way to combine the data that can be acquired through dating apps with the feeling of finding a suitable partner in a traditional manner.



Ataraxia

Healing with voice-activated VR interaction

VR ◦ Mindfulness ◦ UX Research





Stress after the pandemic was at an all-time high

Ways to disconnect from the world were on the rise

and one of those ways was the world of Virtual Reality



Ataraxia is a VR experience aimed at giving it's users the necessary space they need to lower their stress levels and practice a state of mindfulness.

To achieve this, users are placed in an environment that would ease the mind into a state of relaxation, such as a forest surrounded by nature, a waterfall neutralizing the surrounding sounds, or a sunset by the ocean. This by itself has been proven in studies to help the activation of the parasympathetic nervous system, allowing people to relax.

To further propel the release of stress from the body, users can interact with elements from the environment, such as fireflies, by using their voices and practicing "Vocal Toning", a practice in sound healing theory that aims to stimulate the vagus nerve and, as a result, activate the parasympathetic nervous system.

There were many challenges during this project, mainly understanding sound healing theory and designing a method of interaction that would allow users to engage in vocal toning with low effort.

To measure whether or not users felt their stress levels go down, they answered a survey at the end of the experience measuring their perceived stress and comparing it to their heart rate measured throughout the experience.

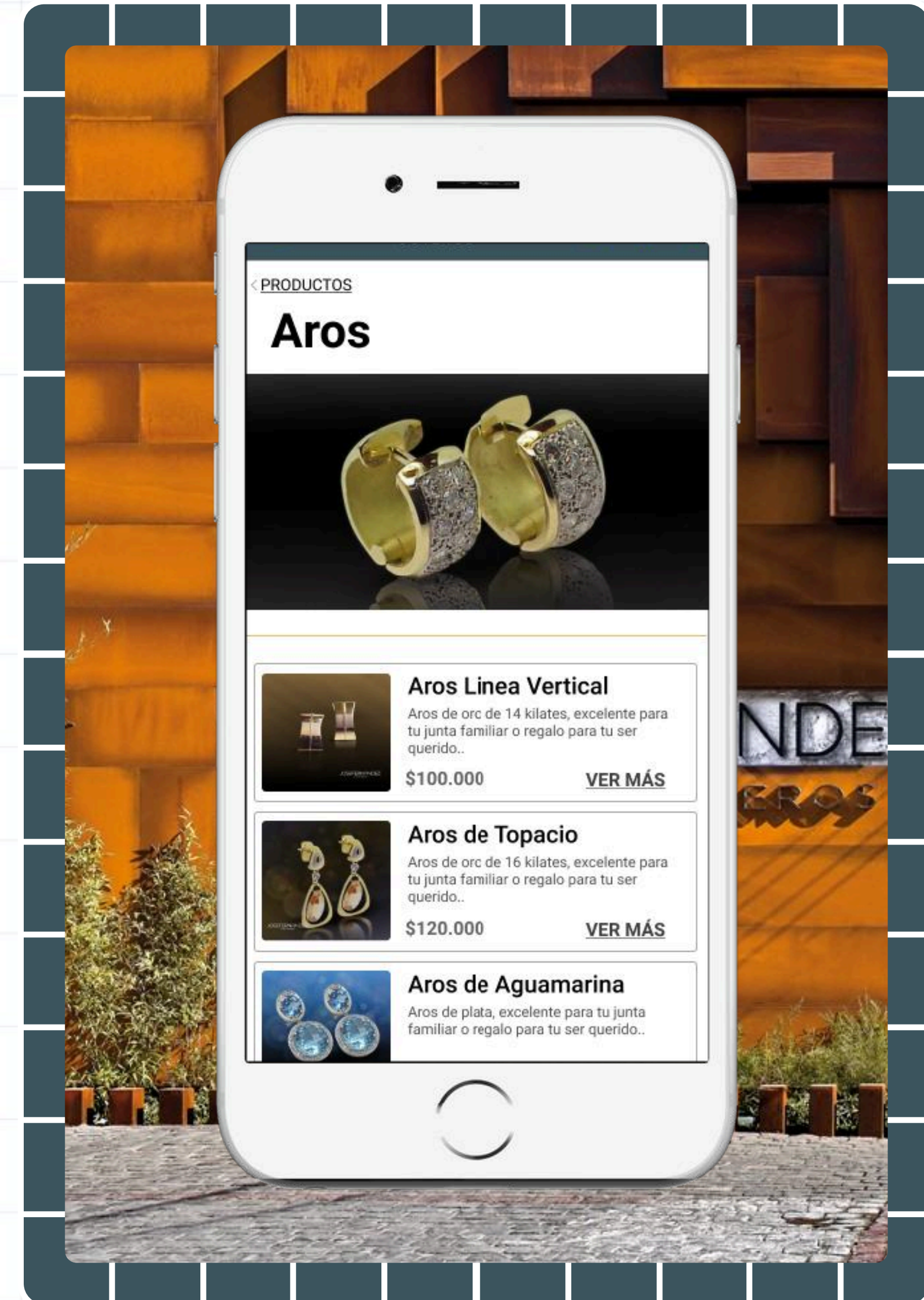
This yielded mixed results, as the answers from the survey showed users felt less stressed after an interactive experience, providing a positive result for the project. However, most users showed a rise in BPM during and after the experience, leading me to believe that the body was stressed but the mind was not. Considering how the mind often dictates the future state of the body, a possible theory would be that user's bodies would gradually feel less stressed as time went on after the experience.



José Fernandez Jewelry

Photo gallery to e-commerce platform

Web Design ◦ E-commerce ◦ WordPress



The pandemic shocked the world of in-store commerce

During a world in lockdown, many services that relied on people coming to the store to make their purchases were left with products gathering dust in their shelves.

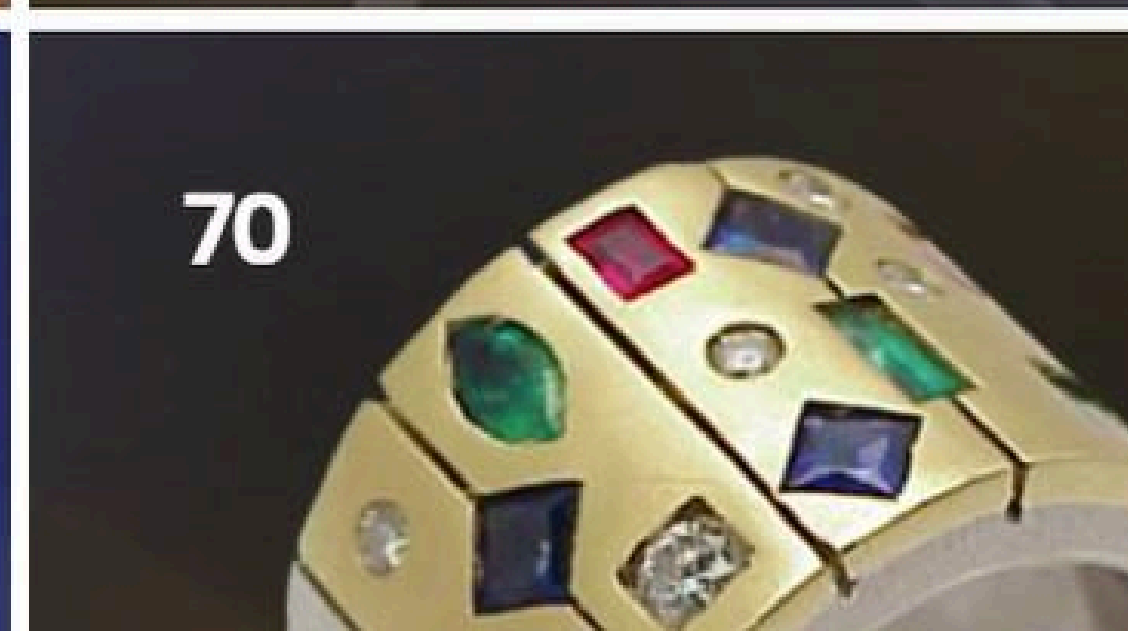




José Fernandez is a well established jewelry store with a long history in Santiago de Chile. Dealing with all kinds of stones and accessories, this business operated solely interacting directly with potential clients inside it's building. This was a common practice for jewelry stores throughout the country and the world.



This practice would result in the store not having a detailed webpage presenting their products, opting instead for a website showing only their products in an image gallery format without information regarding prices, availability or metal composition.



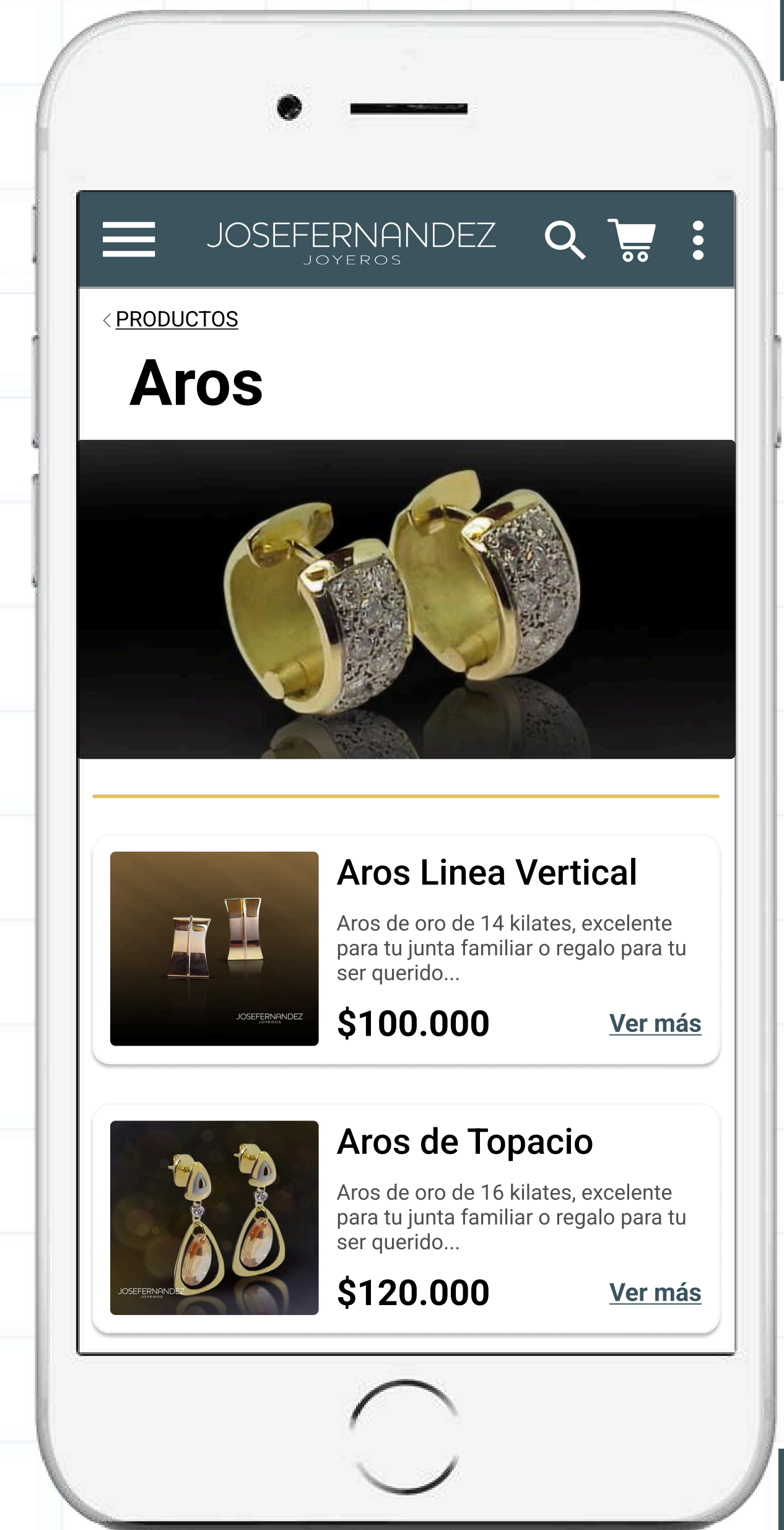
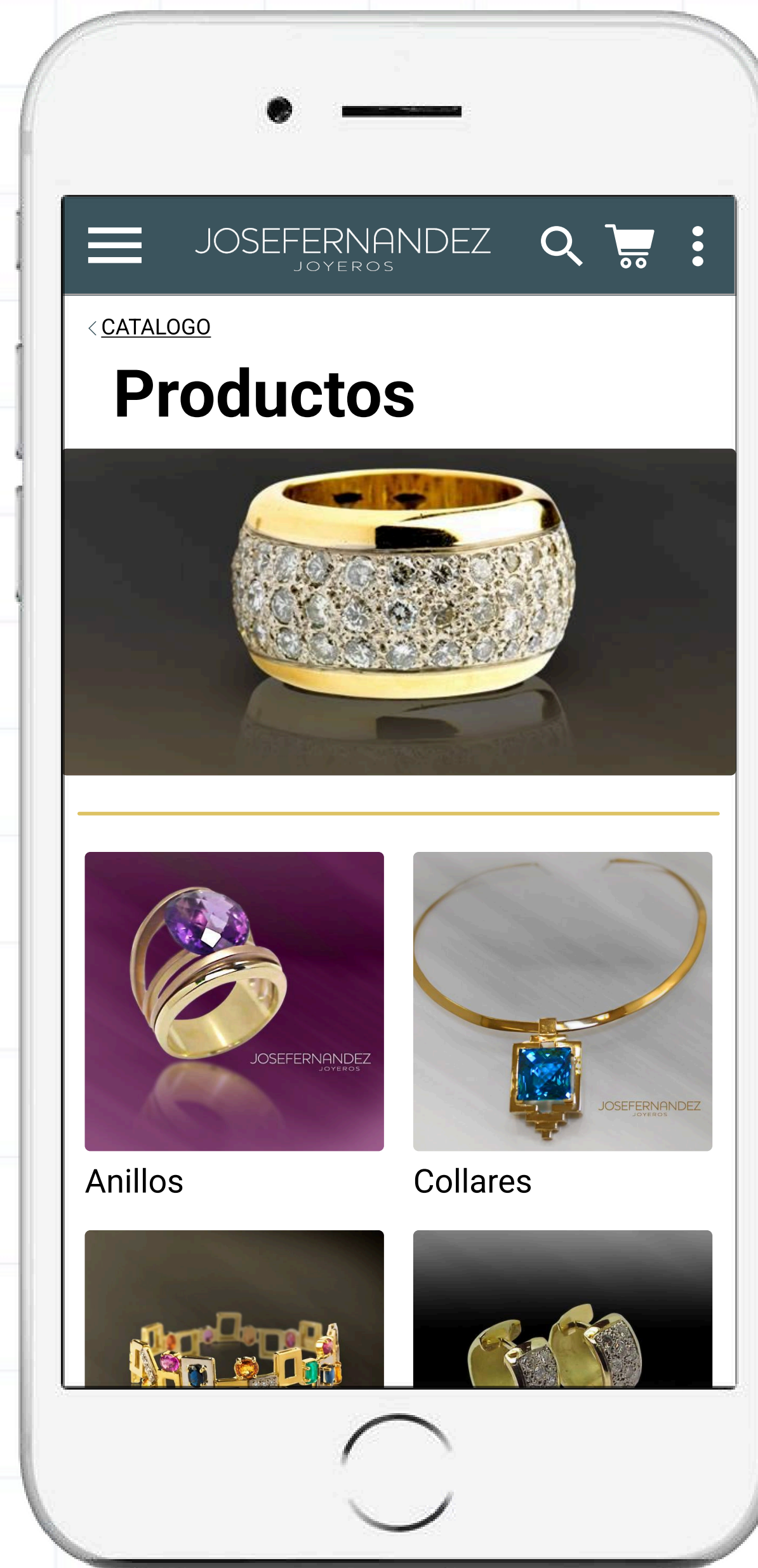
When COVID-19 forced the world into lockdown, José Fernandez faced loses for months since they were unable to meet their clients in store to define their necessities and getting any measurements, if they were requiered.

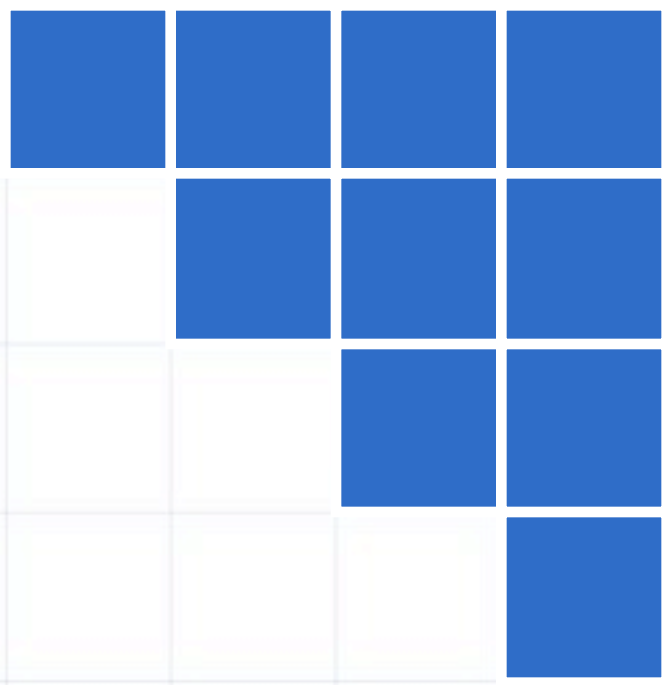
There were two main challenges with this project. The first was creating a webapp from scratch presenting not only the store's products, but also present the store itself as well as it's history. The second challenge was making design choices centered around the store's main clientele, the elderly.

This type of user made us reflect on what pieces of information were truly necessary in this type of commerce, as too much information would deter the technologically unaccustomed clients.

The options for changing the text size and enabling a high-contrast color mode were added to further help the users navigate the service without inconveniences.

Even though this designed was remade in the future, this project helped José Fernandez Joyeros acquire sufficient income to overcome the impact of the pandemic.





Felux Design

End of Portfolio

