



Hi!

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

PORTFOLIO

presentation


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/CV_PauloMarques.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



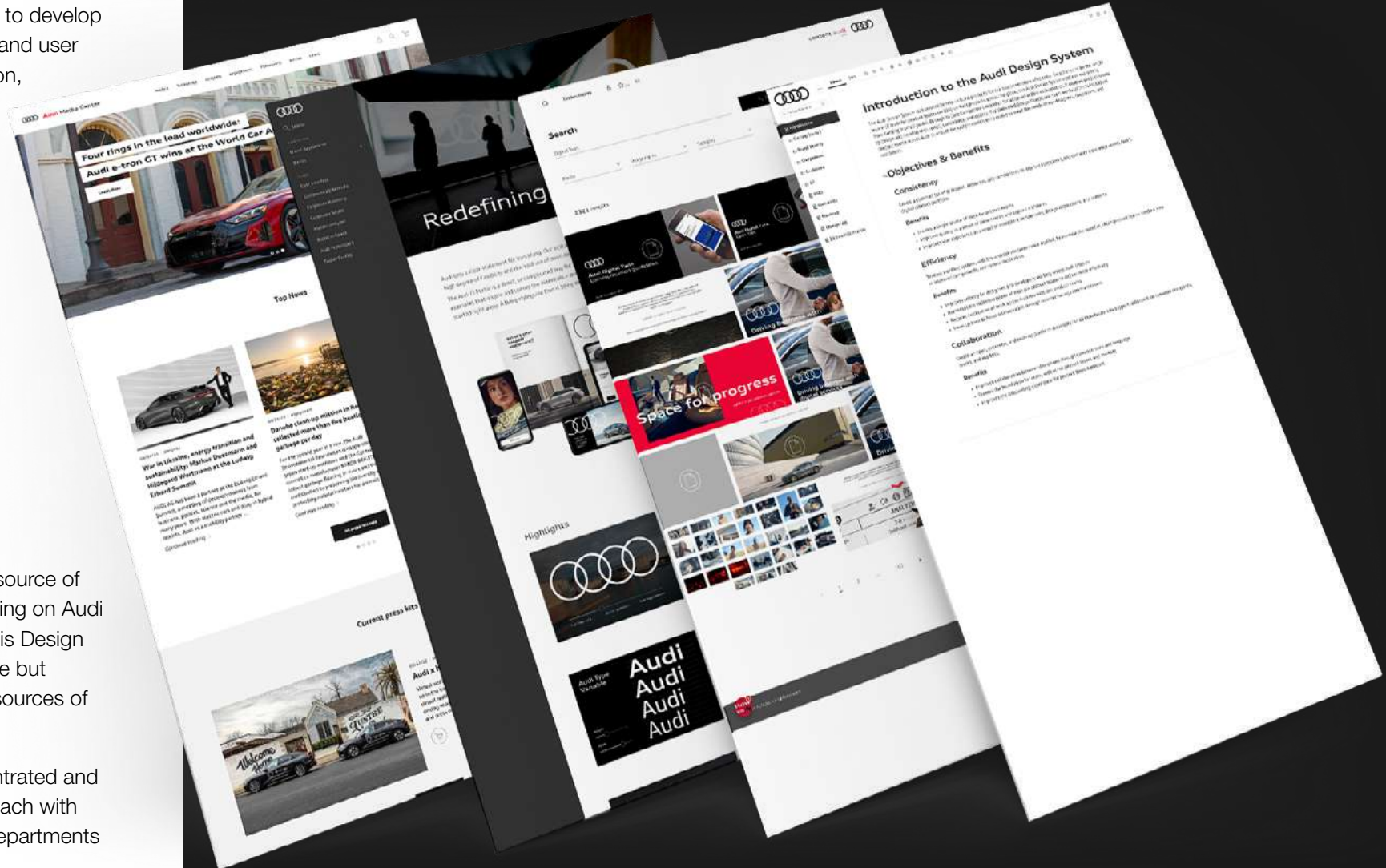
The Design System

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.



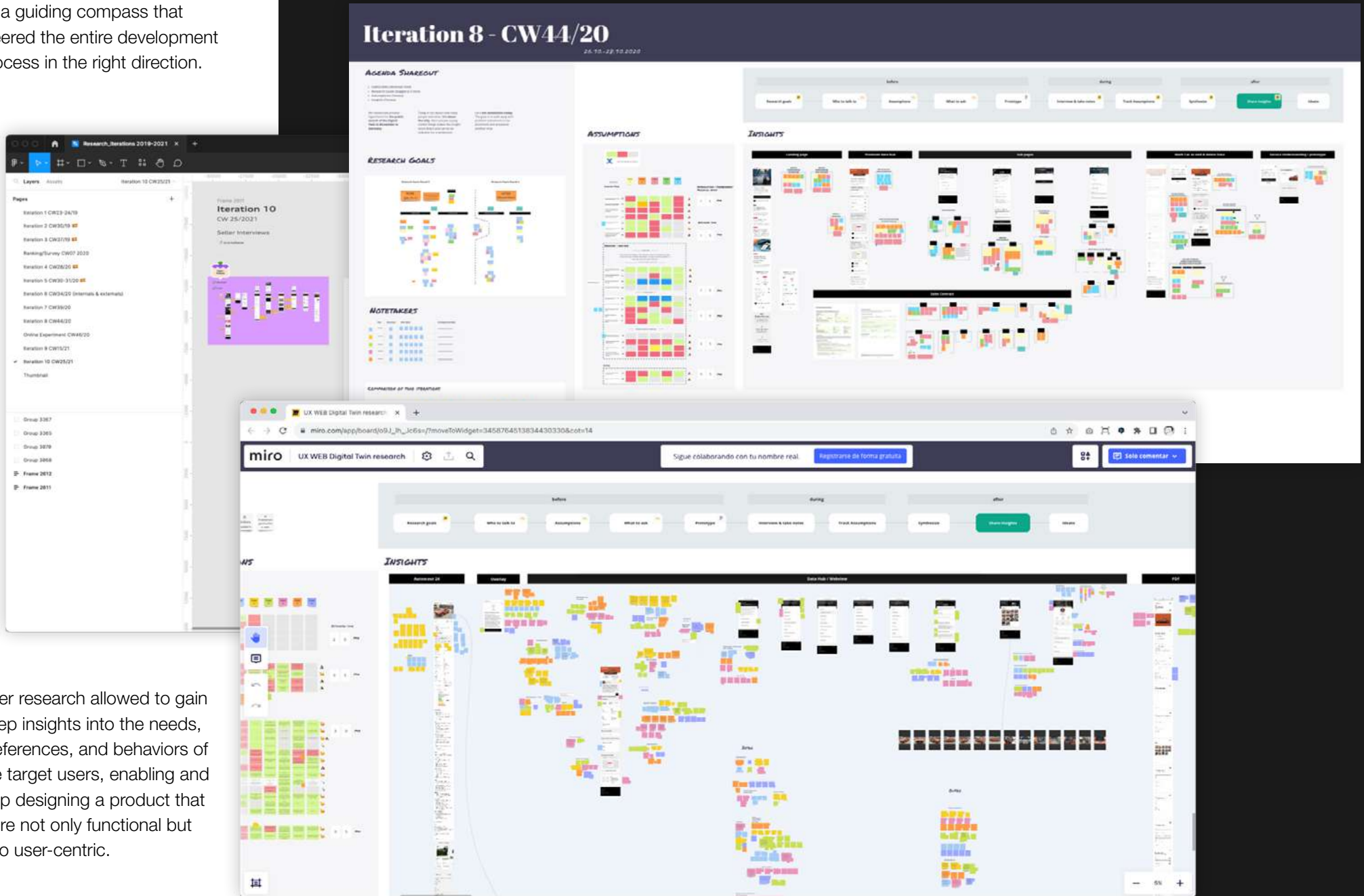
Audi Media

CI Website

Media Center

React Library

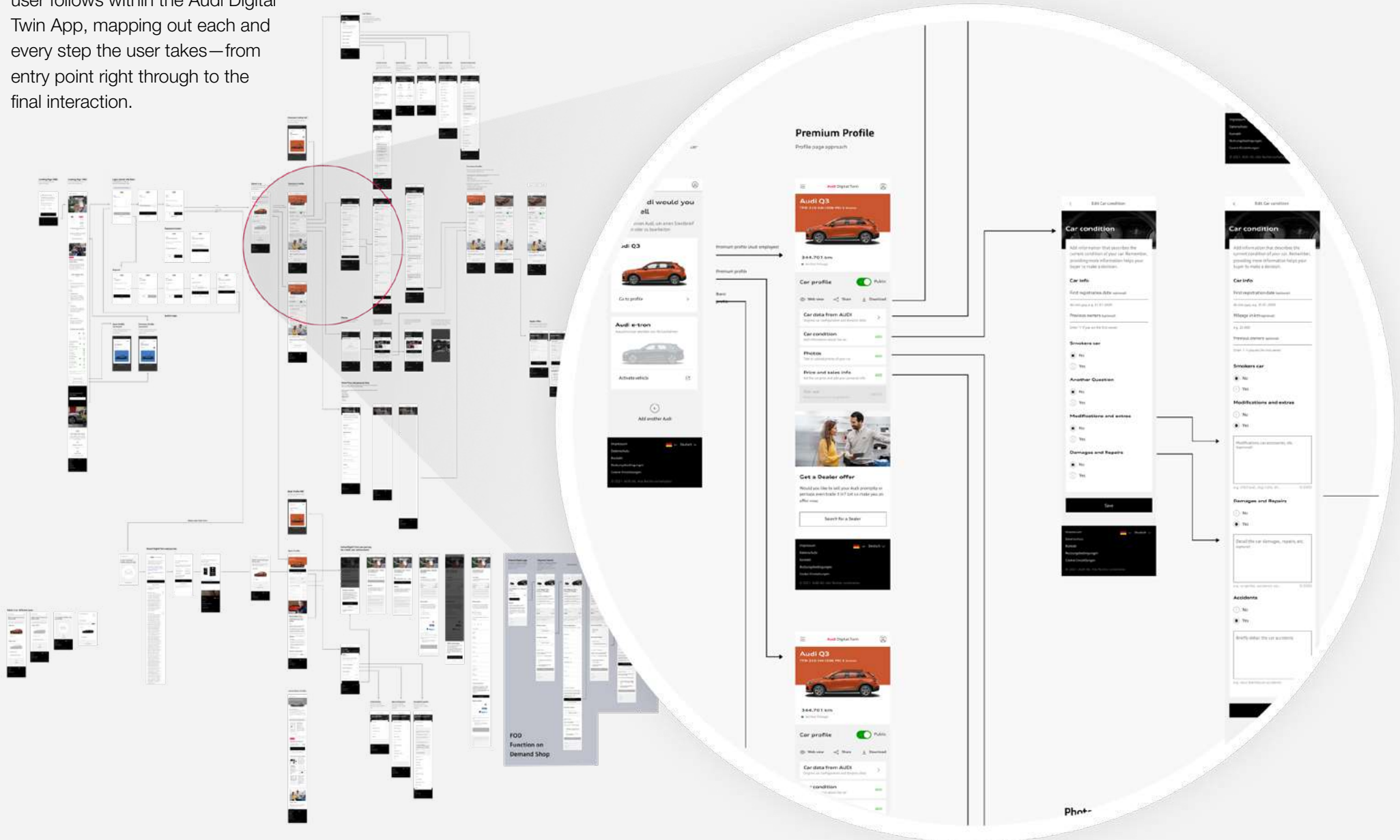
Ongoing user research played a pivotal role in this project, serving as a guiding compass that steered the entire development process in the right direction.



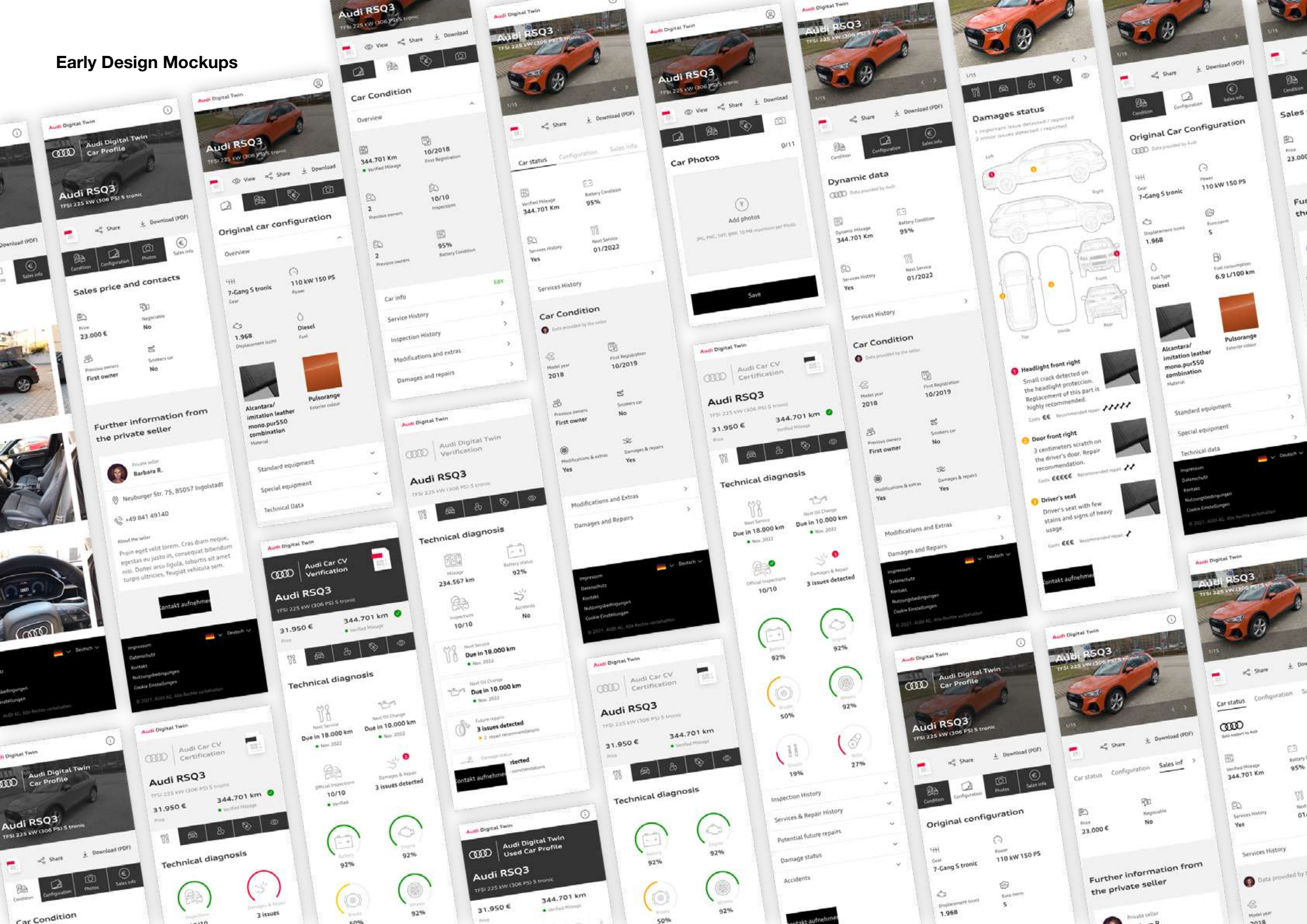
User research allowed to gain deep insights into the needs, preferences, and behaviors of the target users, enabling and help designing a product that were not only functional but also user-centric.

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 

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

4/20 photos

Audi A3 e-tron
VIN WAUZZZF33K1000796

344.701 km 33.000 €

Overview Configuration Condition

Public profile visibility

Equipment

Material Alcantara/ imitation leather mono.pur550 combination	Exterior colour Pulsorange
Equipment tilte here	Equipment label
Another Equipment tilte	110 kW 150 PS
Equipment tilte here	Equipment label

See more >

Car status

Check for updates

Model year	2018
First registration	22/07/2022
Previous owners	3
Changes and Extras	Yes
Damages and repairs	No

See more >

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

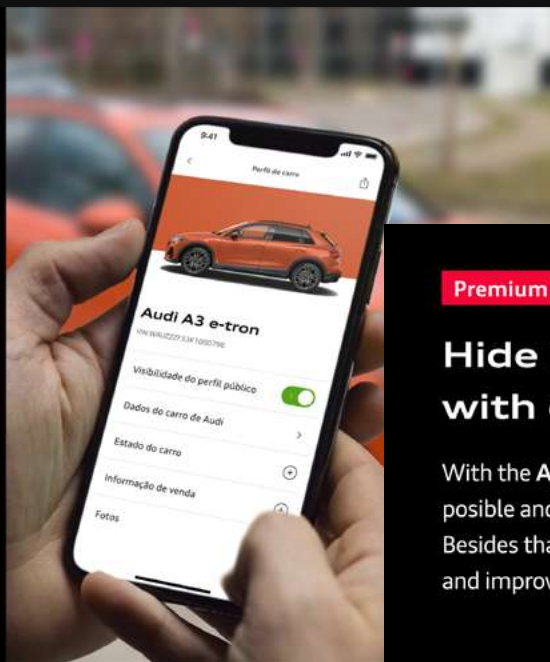
- ✓ Reliable data from Audi
- ✓ Complete and always updated
- ✓ Easy to share

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.

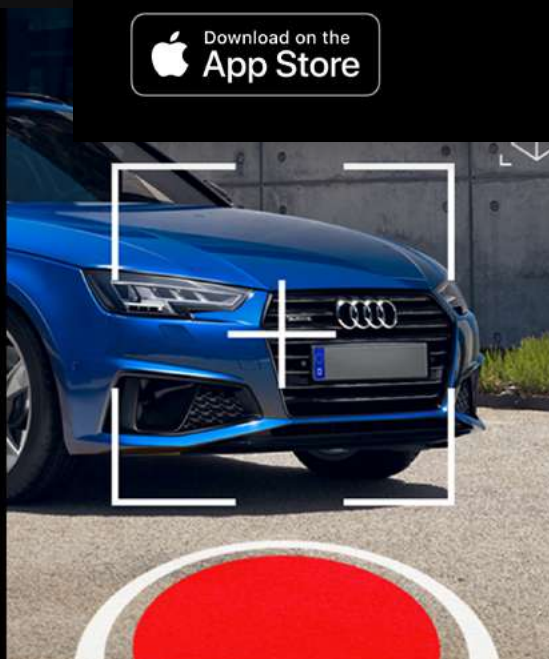
With the Audi Digital Twin App it is possible and easy, with just one click! Besides that you can use filters to highlight and improve your car photos.



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% R. KNOCH

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

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

BACK €10,000.00

Cristiano Ronaldo
dos Santos Aveiro
Portugal

% CHANGE: ↑ 23.3% STOCK PRICE: € 268.00

STATS BIO CALENDAR

PRICE EVOLUTION VOLUME 24h

% CHANGE: ↑ 2.3%

BUY SELL

0:41

BACK €10,000.00

Cristiano Ronaldo
dos Santos Aveiro
Portugal

% CHANGE: ↑ 23.3% STOCK PRICE: € 268.00

STATS BIO CALENDAR

PRICE EVOLUTION VOLUME 24h

% CHANGE: ↑ 2.3%



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.

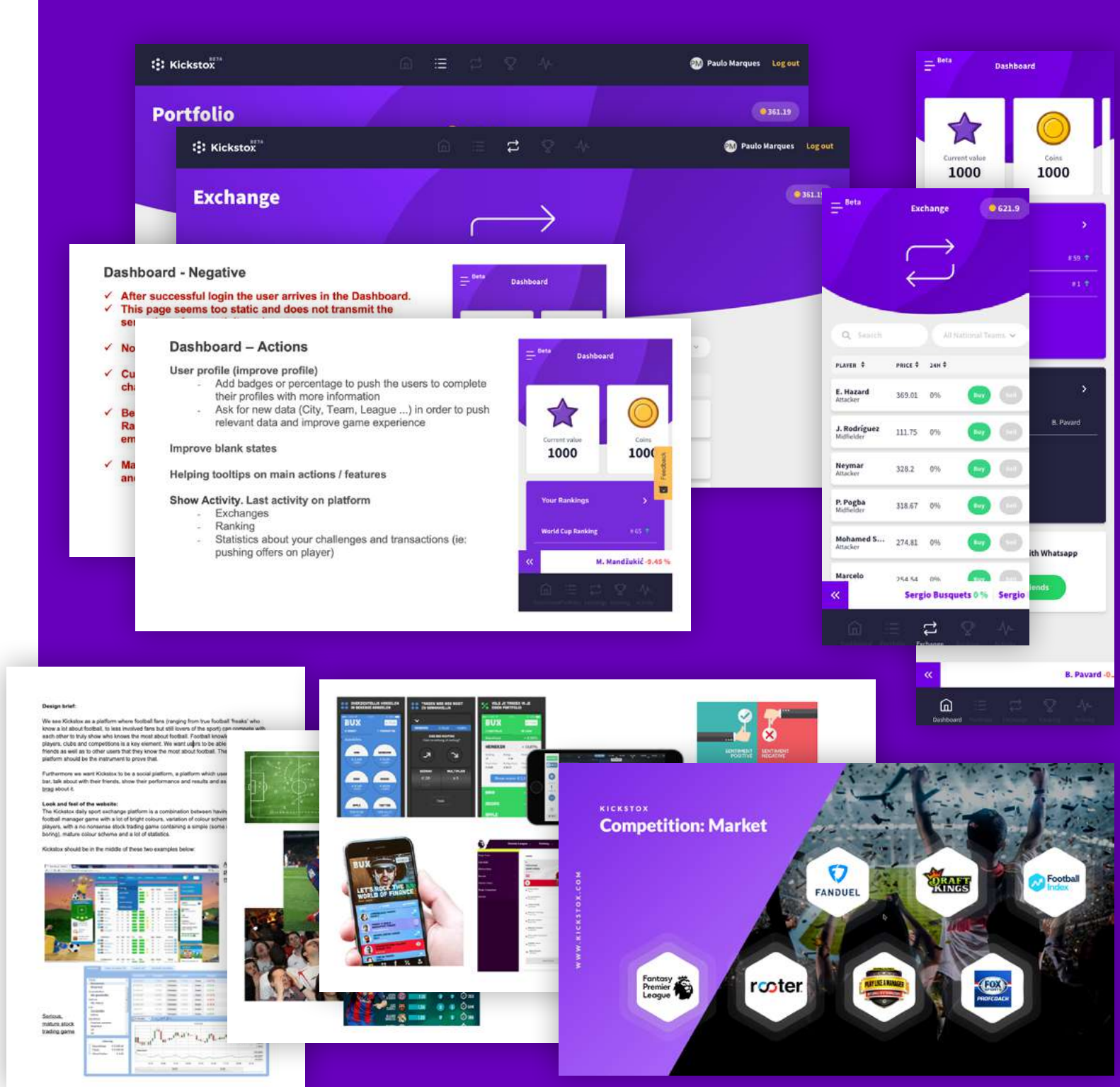
This helped me to identify several UI/UX issues and pain points to be considered for the design and UX improvements.

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.

The collage features several key documents:

- User Persona Cards:** A vertical stack of cards for a user named Patrick, 25-34 years old, with a Bachelor's degree. It lists his hobby as Football, his monthly expenses as €75+, and his preferred communication methods as Social Media, Face-To-face, and Text Messaging. It also shows social network icons for Facebook, Instagram, Twitter, LinkedIn, Pinterest, and Google+.
- Marketing Persona:** A document titled "Marketing Persona" for a male user with an irrelevant age and a hobby of Football. It lists characteristics such as watching at least 1 match a week, playing recreationally with friends, owning a football shirt, and being tech-savvy.
- User Stories:** A document titled "Exchange" detailing what users know (e.g., can buy/sell stocks, value changes) and what they want (e.g., make first trade, know prices, search filters).
- Site Maps:** Two hierarchical diagrams. The "KICKSTOX PRE-LOGIN HIERARCHY" shows a Homepage with links to About us, FAQ, Contact, T&C, and PP. The "KICKSTOX POST-LOGIN HIERARCHY" shows a Dashboard with links to Exchange, Rankings, Battles, Settings, Activity, Rules, and Contact.
- Visuals:** A photograph of three men cheering and a hand holding a smartphone displaying the app's interface.

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.

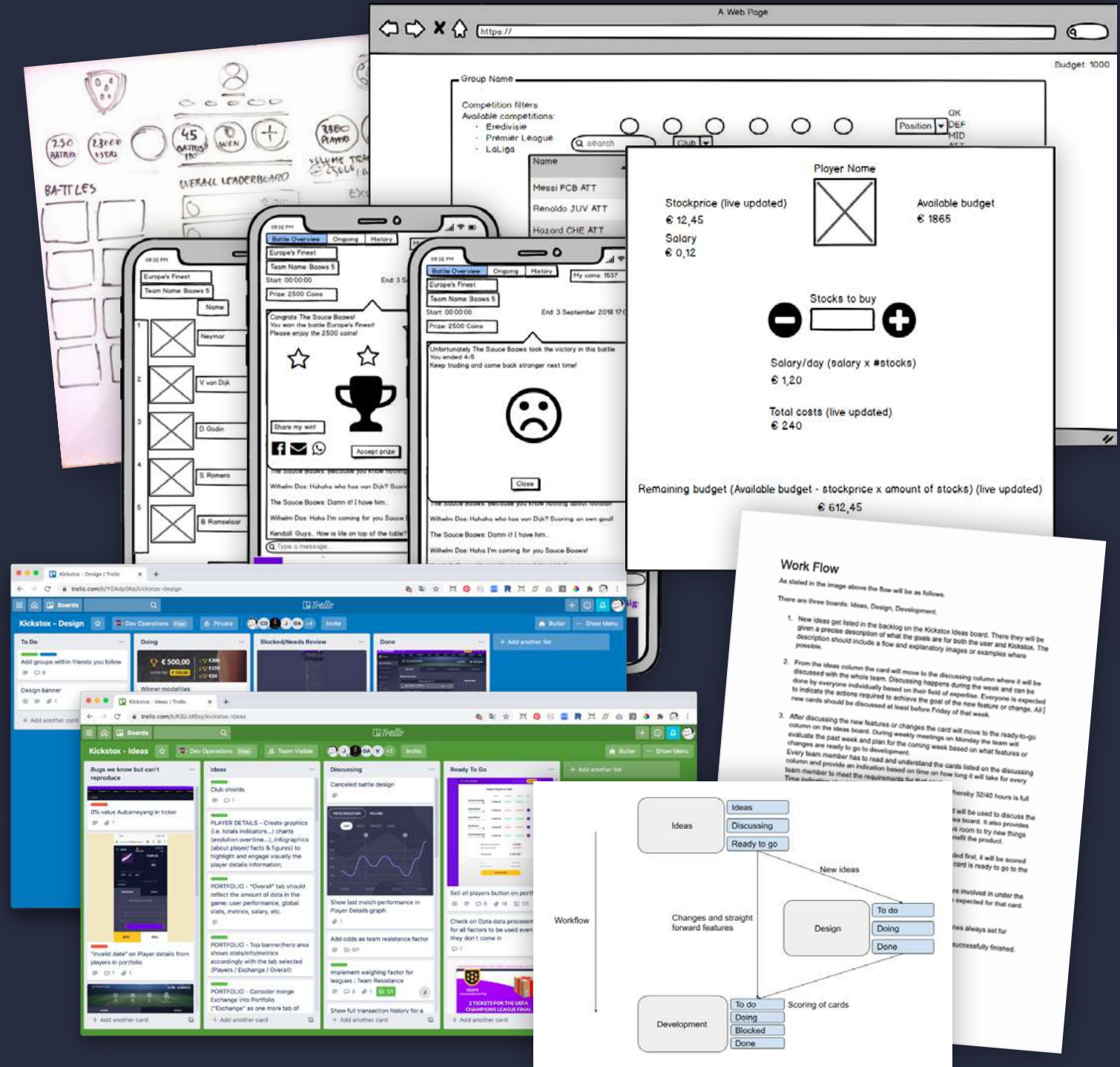
Processes and team work flow was defined, organized in sprints, and we used collaborative tools like Slack and Trello to create, assign and manage tasks and resources.

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

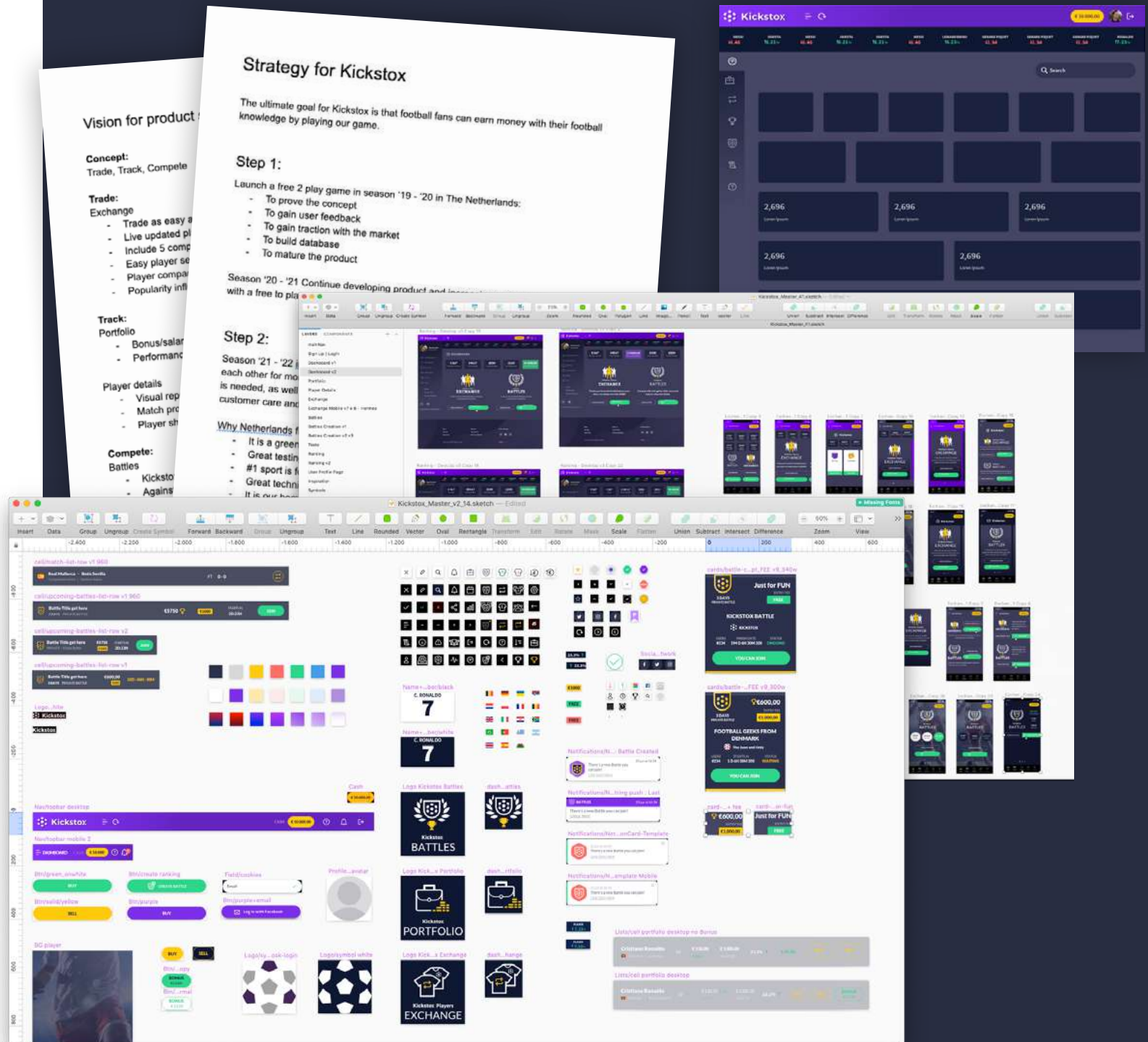
With the MVP structure, layout and flow defined the next step was to work on the final design and turn all ideas and wireframes in to great-looking visuals with the new Kickstox theme and styles applied.

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

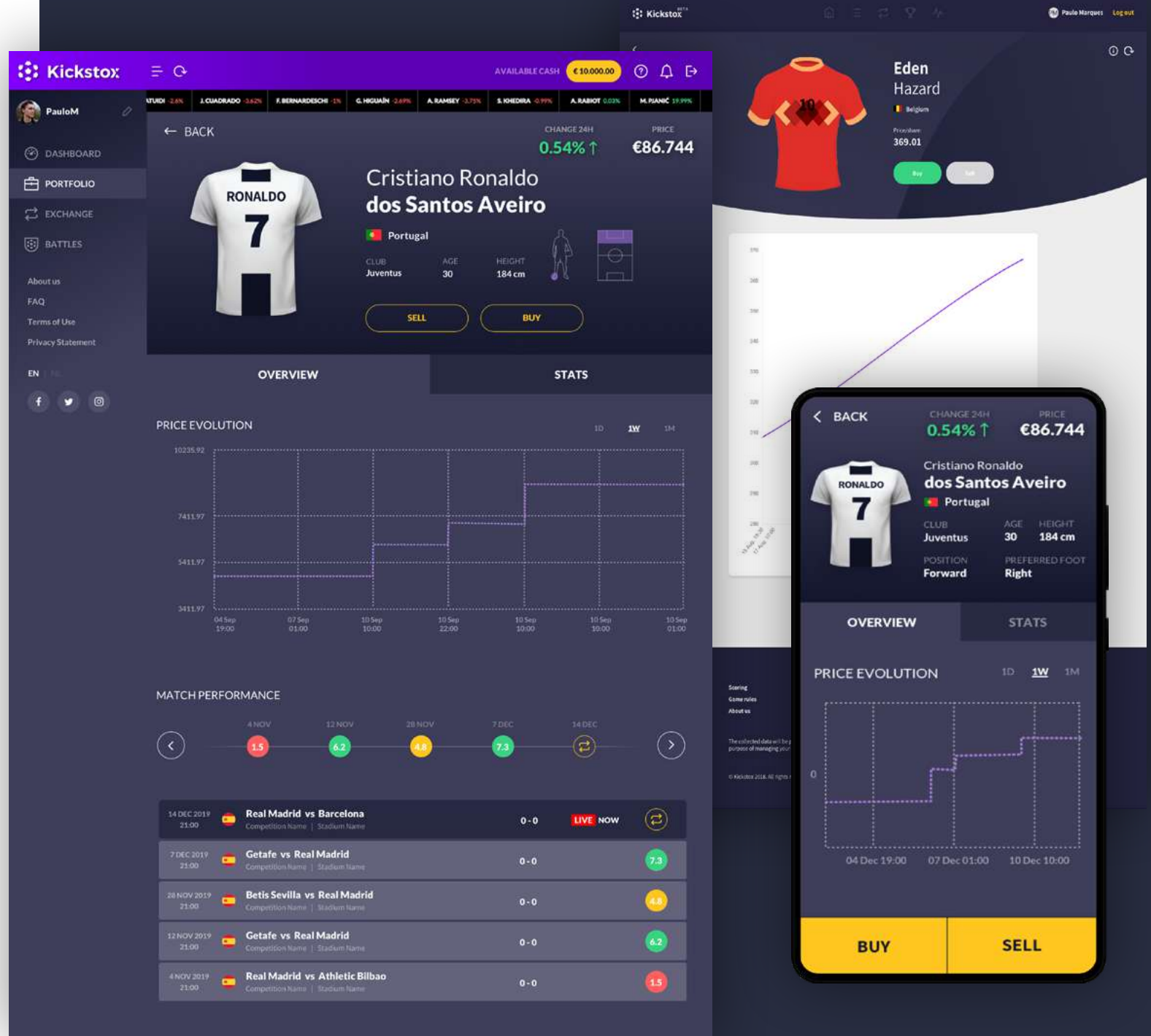
Concurrently with crafting the initial high-fidelity mockups in Sketch, I initiated the creation and development of a rule-based Design System.

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

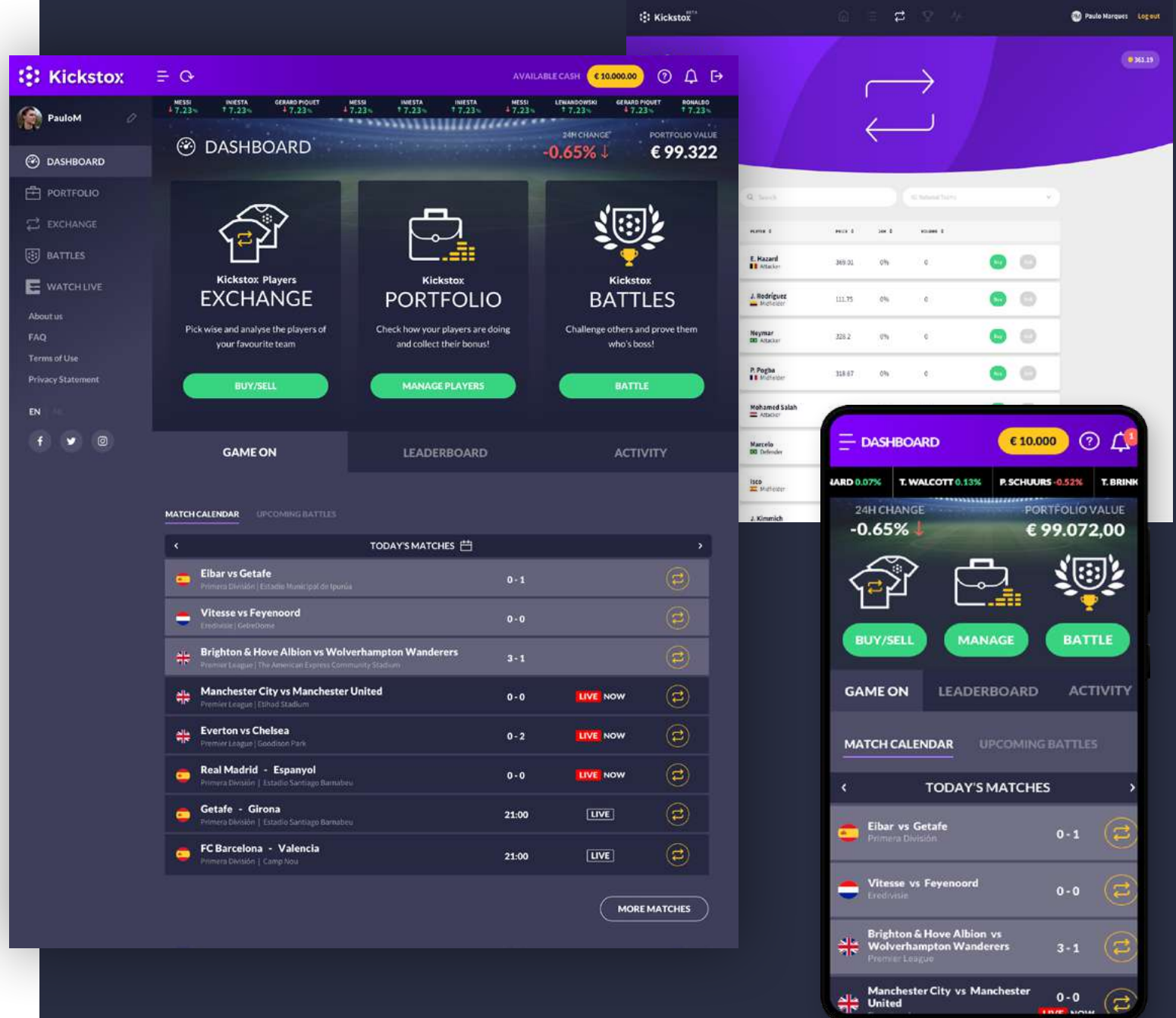
With the active involvement of both backend and frontend dev teams from the project's early stages, they were able to commence implementation even as the Visual Design phase was ongoing.

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

Stocks 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 STOCK PRICE € 234,50

Portugal

AGE 32 1,70M FORWARD JUVENTUS

HOLDINGS 2 500 % CHANGE 24H ↑ 23.3% SALARY 24H € 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 STOCK PRICE € 234,50

Portugal

AGE 32 1,70M FORWARD JUVENTUS

HOLDINGS 2 500 % CHANGE 24H ↑ 23.3% SALARY 24H € 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 with this transaction.

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

TRADE SUMMARY

1 Stocks x € 2.345 € 2.345

2% Transaction fees € 20

TOTAL COSTS € 2.365

PROFIT € 234

REMAINING CASH € 71.741

CHECK PORTFOLIO

KEEP TRADING **CHECK PORTFOLIO**

BACK CASH € 74.106

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

TRADE SUMMARY

1 Stocks x € 2.345 € 2.345

2% Transaction fees € 20

TOTAL COSTS € 2.365

PROFIT € 234

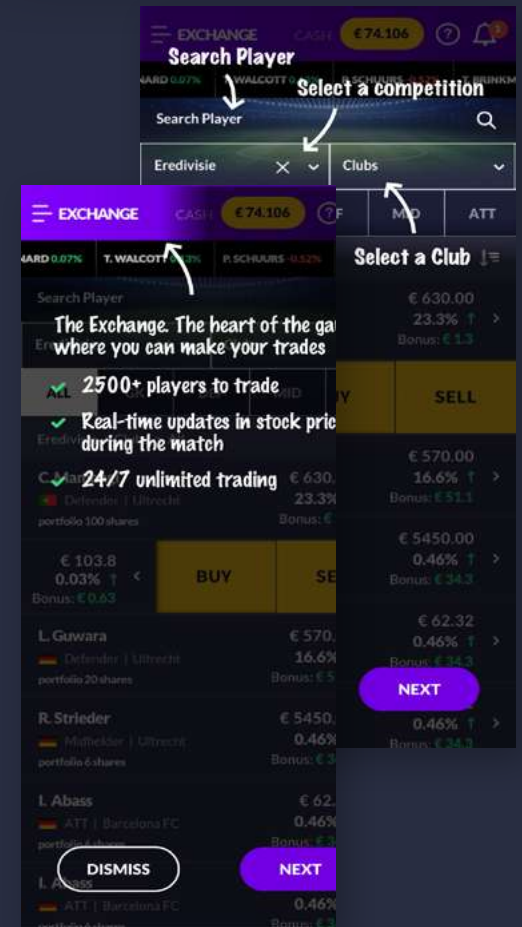
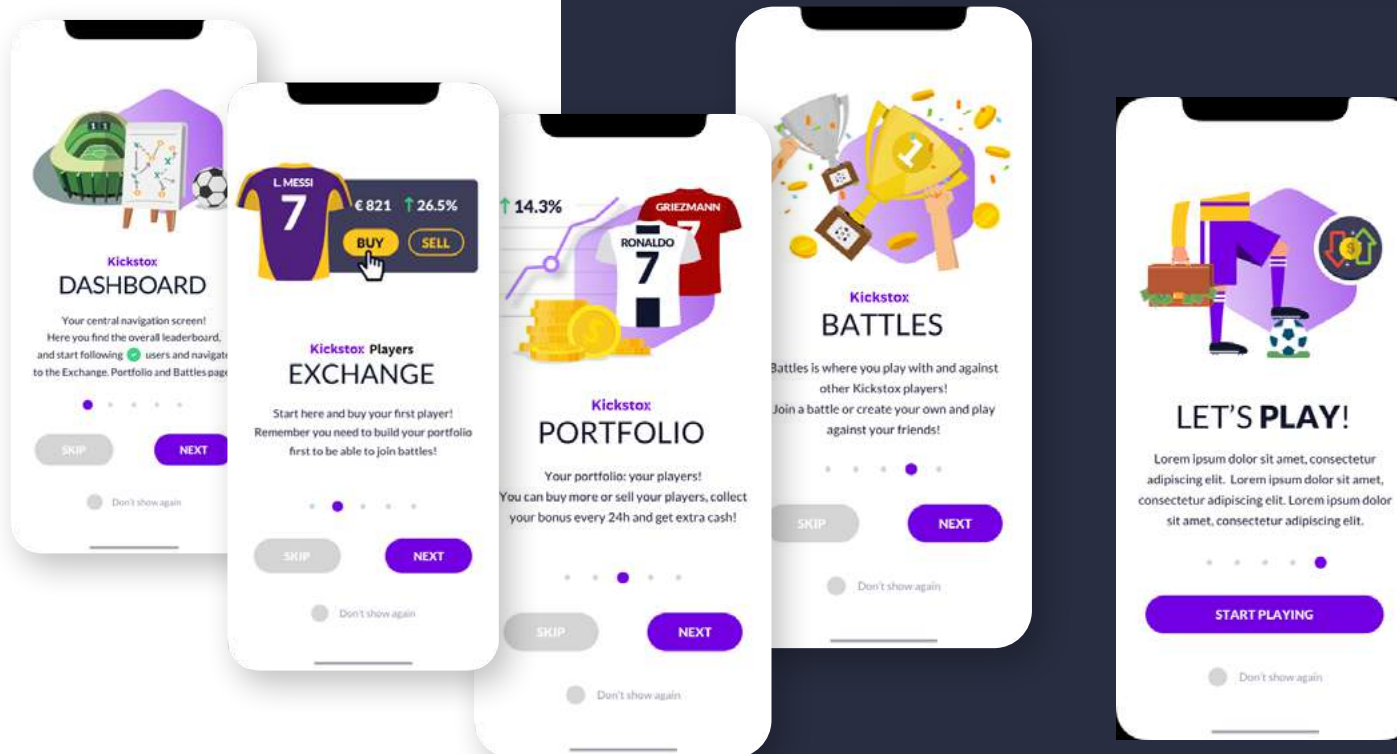
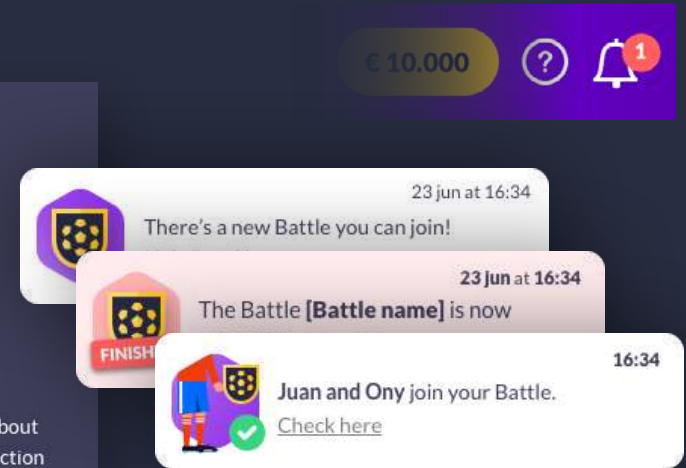
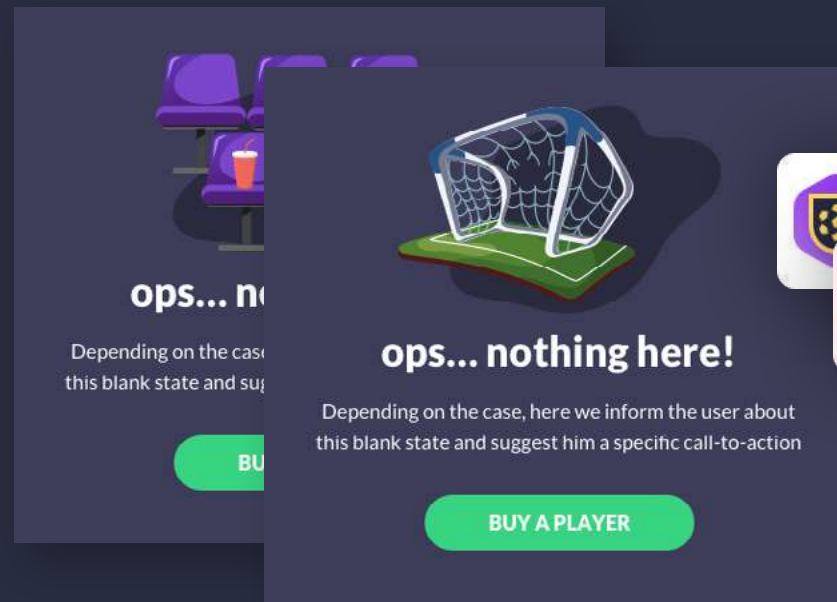
REMAINING CASH € 71.741

CHECK PORTFOLIO

KEEP TRADING **CHECK PORTFOLIO**

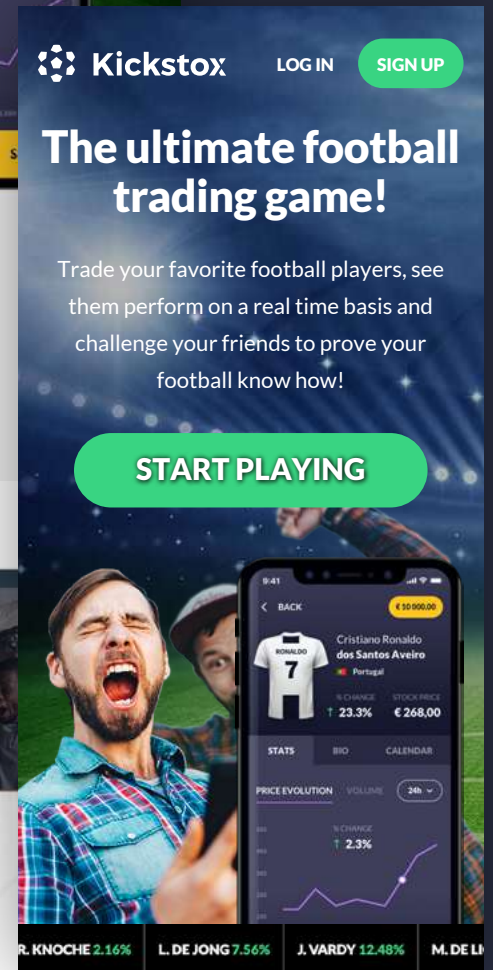
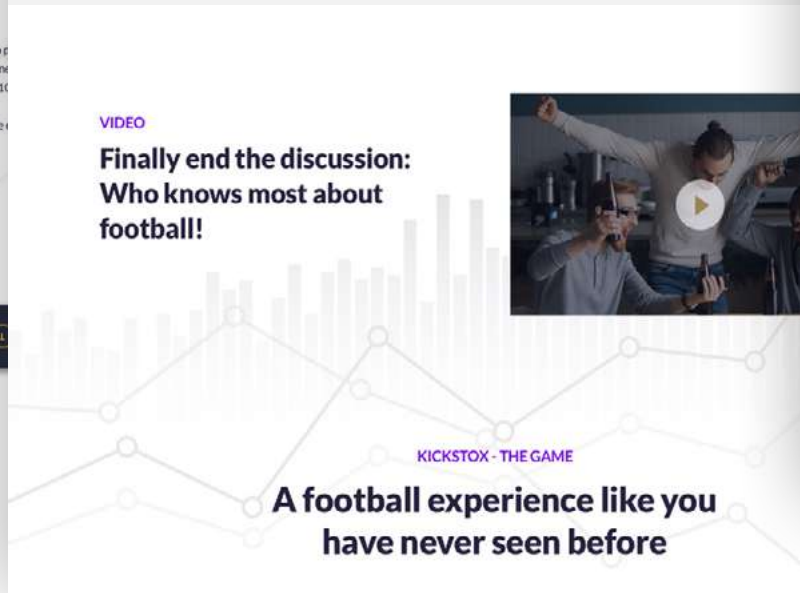
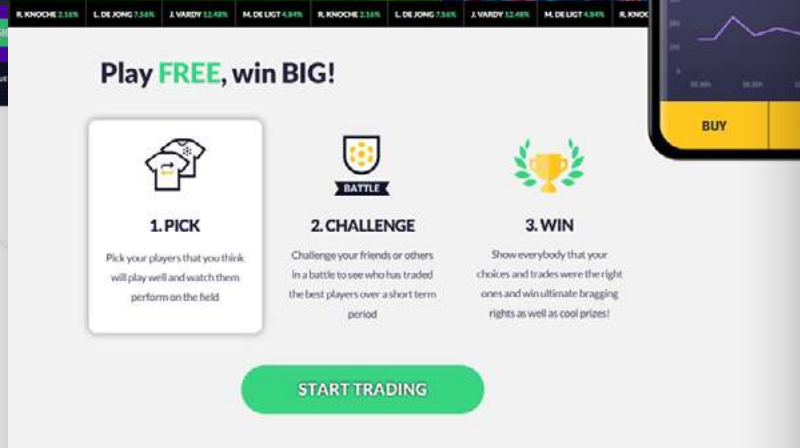
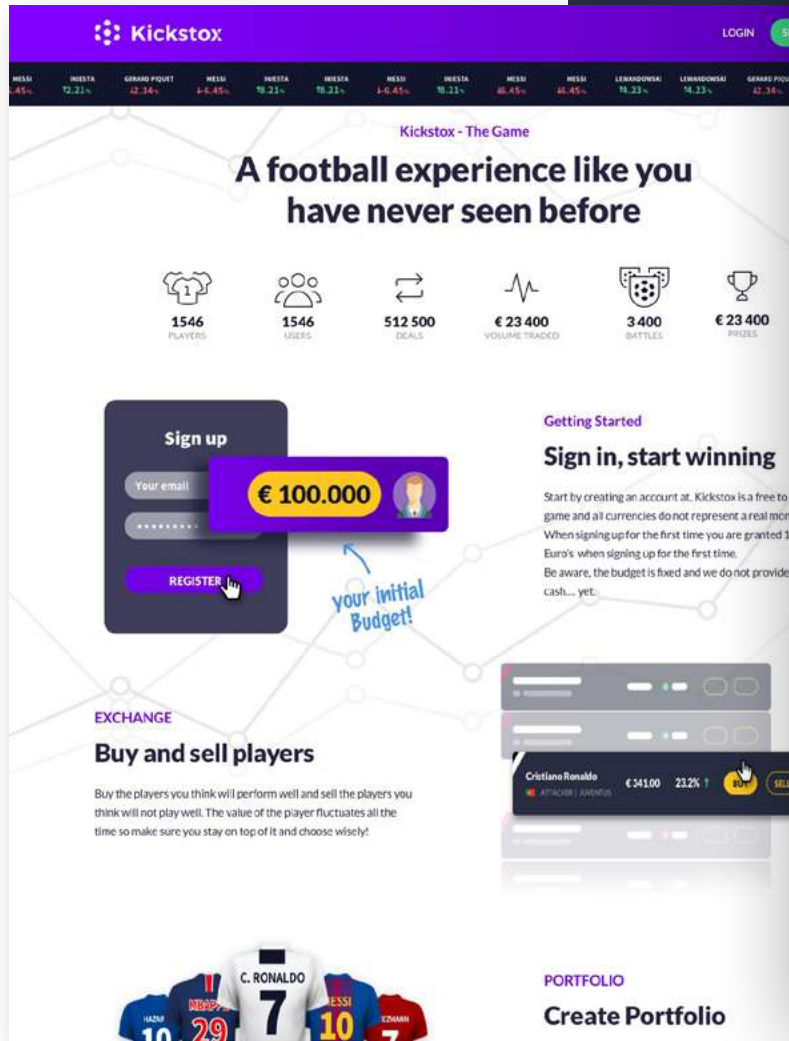
We placed significant emphasis on enhancing the onboarding process, with a keen focus on offering users clear guidance to foster engagement and elevate the overall gaming experience.

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.

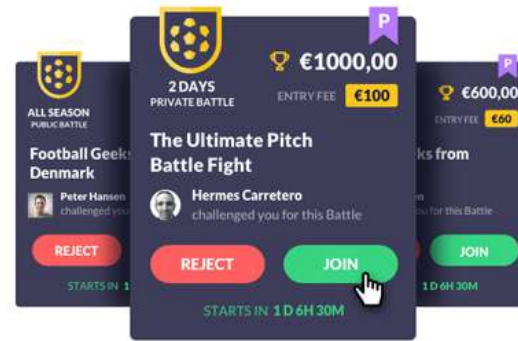


Landing Page

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.



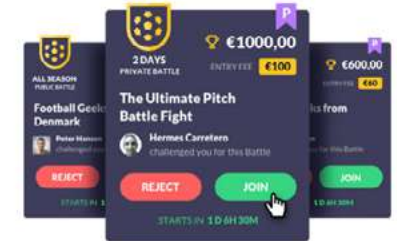
We redefined the appearance and user experience of the landing page (LP), enhancing its overall structure with the aim of boosting new user registrations.



COMPETE

Compete against each other in battles

Challenge your friends in the battle environment or other users to see who has the best portfolio of players and who is making the best trades.



WIN

Win the ultimate bragging



COMPETE

Compete against each other in battles

Challenge your friends in the battle environment or other users to see who has the best portfolio of players and who is making the best trades.



EXCHANGE

Win the ultimate bragging rights... and much more!

Win battles and become known as the ultimate football fan! Beat your friends and other users to win bragging rights as well as cool prizes and accolades!

L. DE JONG 7.56%	J. VARDY 12.48%	M. DE LIGT 4.84%	R. KNOCHÉ 2.16%	L. DE JONG 7.56%	J. VARDY 12.48%	M. DE LIGT 4.84%	R. KNOCHÉ 2.16%	L. DE JONG 7.56%	J. VARDY 12.48%	M. DE LIGT 4.84%
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PREMIERE LEAGUE

LA LIGA

SERIE A

BUNDESLIGA

EREDIVISIE

CHAMPIONS LEAGUE

EUROPA LEAGUE

- ✓ Choose from over 3000 Players in top 5 national football competitions as well as the Champions League and Europa League
- ✓ Over 250+ actions the player makes on the field in addition to the platform supply and demand help determine the price of the player
- ✓ Prices are updated in real time, 24/7

STOCK PRICE

€ 398,00

BUY

% CHANGE 24H

11.3% ↑

SELL

START TRADING

Sign up

Your email:

€ 100 000 

REGISTER

Your initial Budget!

GETTING STARTED
Sign in, start winning

Start by creating all currencies & set up for the first time. Up for the first time provide extra details.



EXCHANGE
Buy and sell players

Buy the players you think will perform well and sell the players you think will not play 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

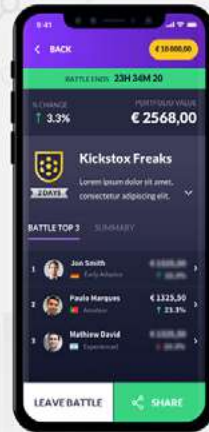
The central hub for all your Kickstox activity. Navigate to the portfolio, exchange or battle environments from here in addition to receiving summaries regarding your performance.

Exchange

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

Portfolio

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



Player Details

The specific details per player are shown when clicked on the player's name. Upcoming fixtures, past performances 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 trades are the right ones.

Friends

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

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 250 data points per player are measured in real time to help determine the price.



MODRIC 10

- 254 FINISHING 85%
- 456 ASSISTS 91%
- 547 SHOOTING 86%

PORTFOLIO
Create

Build your portfolio of world class stars. Your portfolio will be the next to not provide extra details.

READY TO PLAY?
Join the competition!

Fusce non auctor turpis. Nunc a aliquam massa. Vestibulum sagittis dui non elit facilisis, id maximus neque porta.

START PLAYING

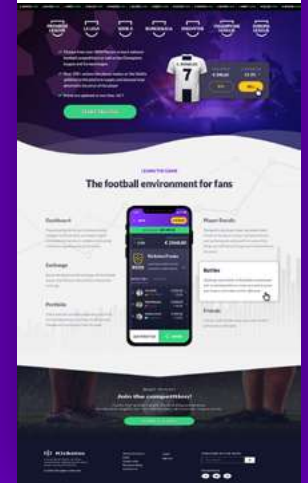
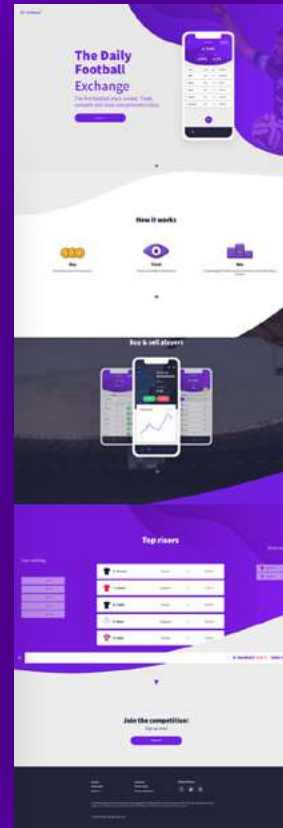
Kickstox
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quis, sagittis nec, nulla facilisis.

About Kickstox
 FAQ
 Game rules
 Kickstox Blog
 Contact us

Login
 Sign up

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FOLLOW US



Evaluate

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

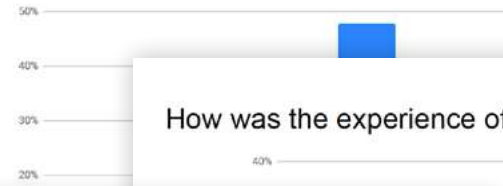
Over a span of four weeks, 140 users engaged with the redesigned platform and were interviewed regarding their overall experience, specific tasks, pain points, and suggestions.

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

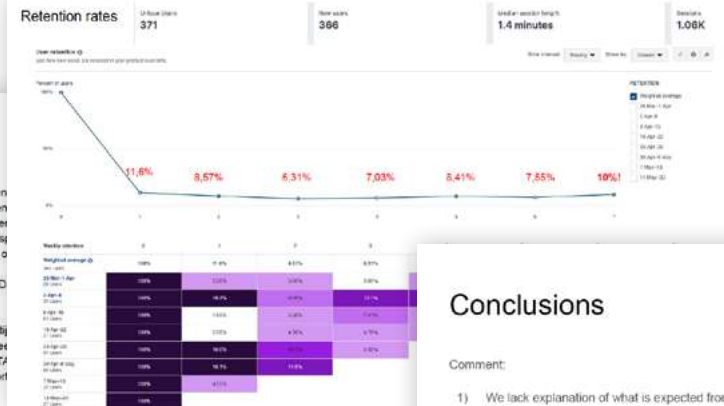
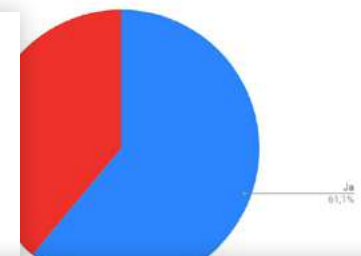
I like to play Kickstox bec

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

What did you like most about Kickstox? N=21



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 tof zijn als er een manier is om ook de gespeellicht een speelprogramma. Goms snap ik ook niet zo goed waar een waarde o 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

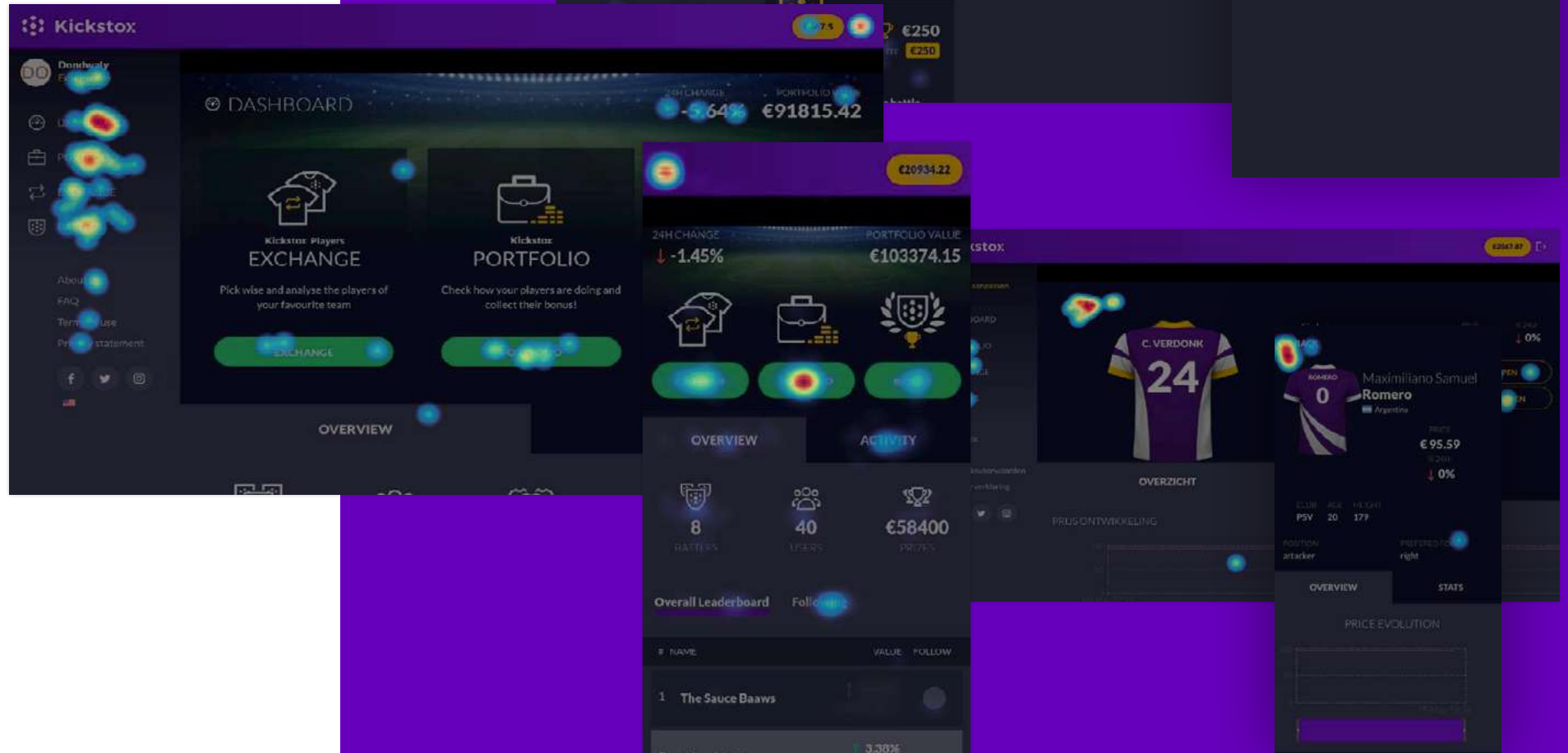
Email 2
 Je zou moeten kunnen filteren op zaken die relevant zijn voor prijsdalingen en stijgen zijn dan 'golken' en zou je daarom ook zichtbaar moeten hebben hoe gevoelig er dan in een grafisch model kunnen worden weergegeven. COMMUNICATION STA Ik kan me voorstellen dat het vergelijkbaar met de beurs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

Conclusions

- | | |
|--|---|
| <p>Comment:</p> <ol style="list-style-type: none"> 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 | <p>Solution:</p> <ol style="list-style-type: none"> 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.

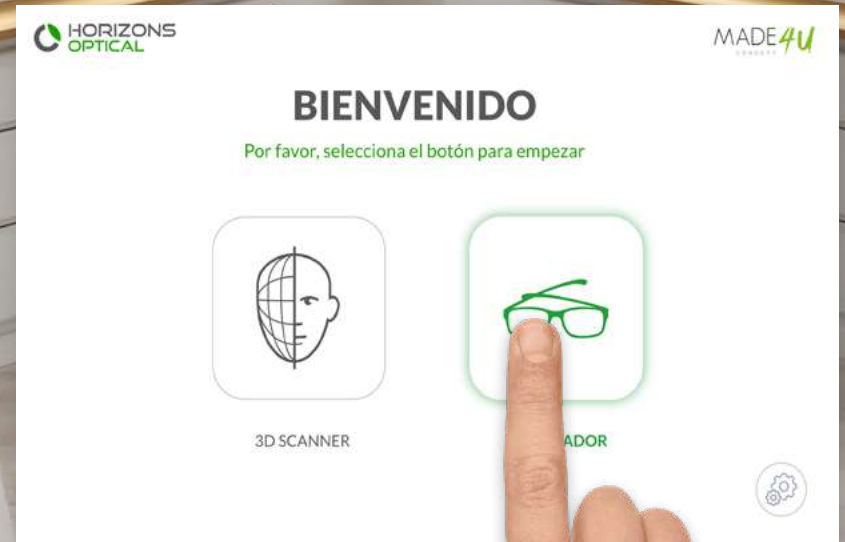
The system combines various technologies, a high-precision 3D scanner and a virtual try-on.

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



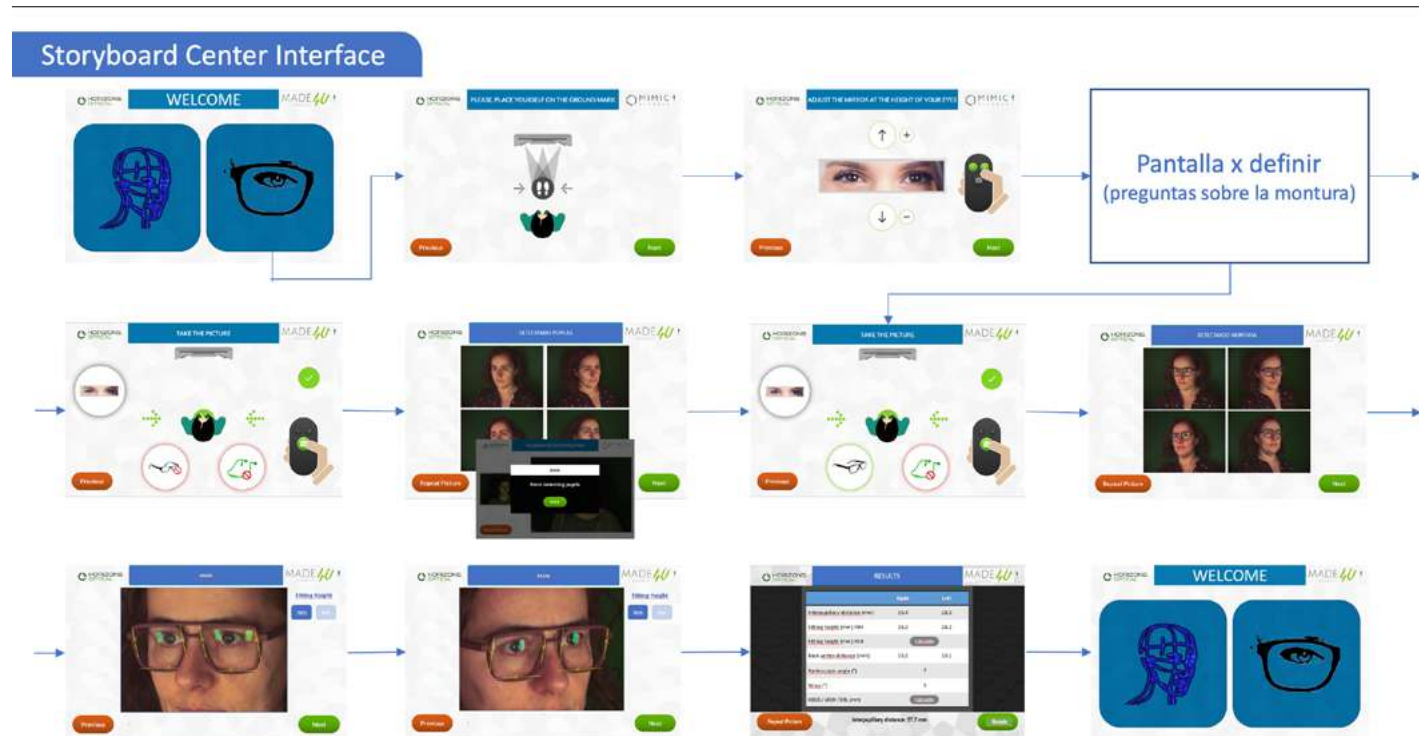
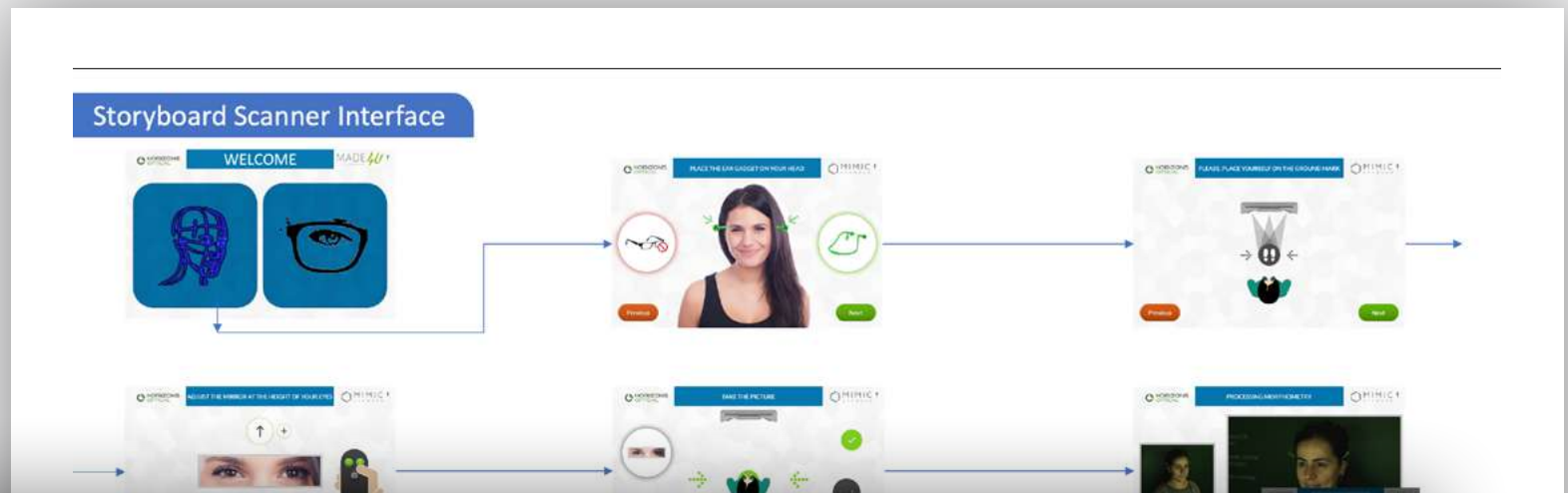
Research

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.

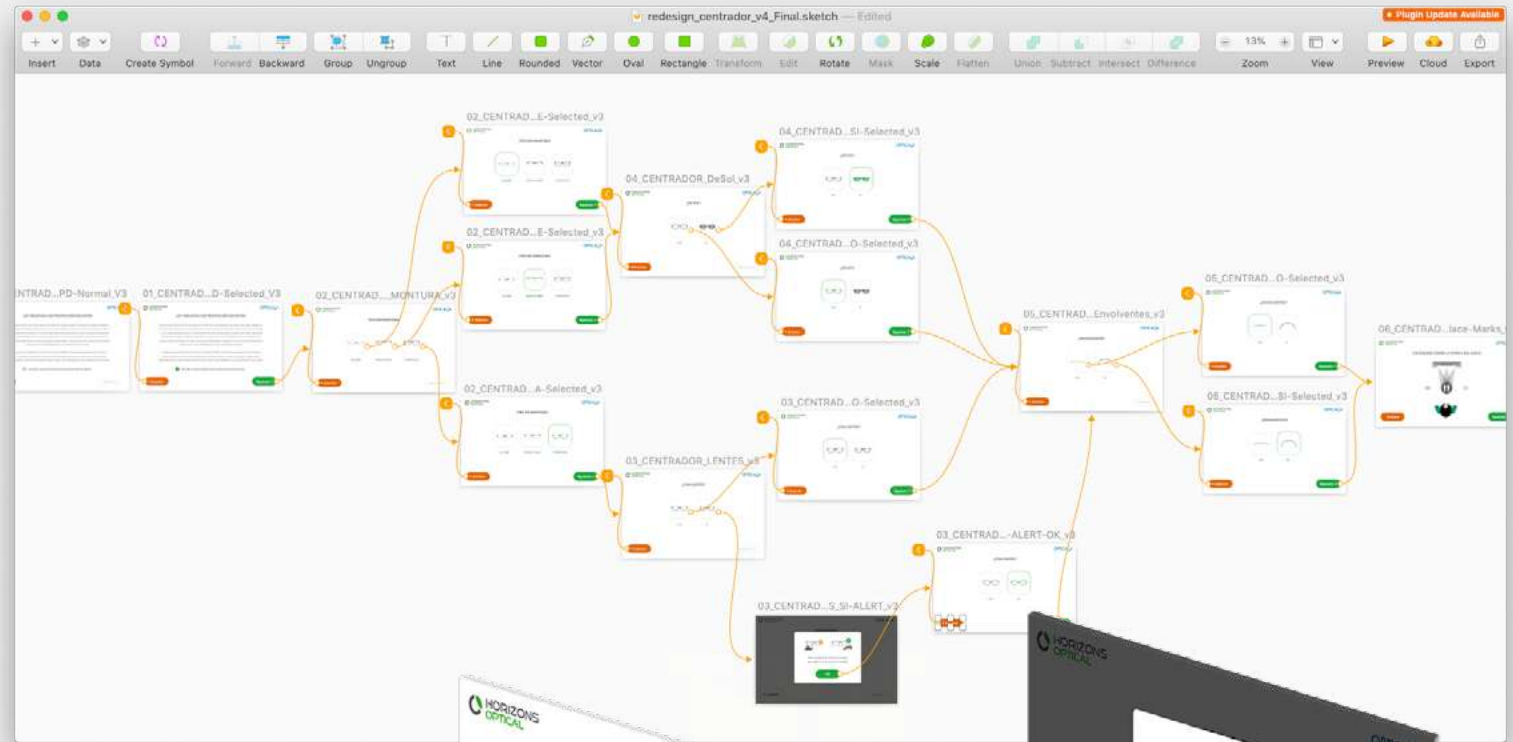
Those flows indicated schematically the user journey and the new functionalities to be created and incorporated.

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 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?

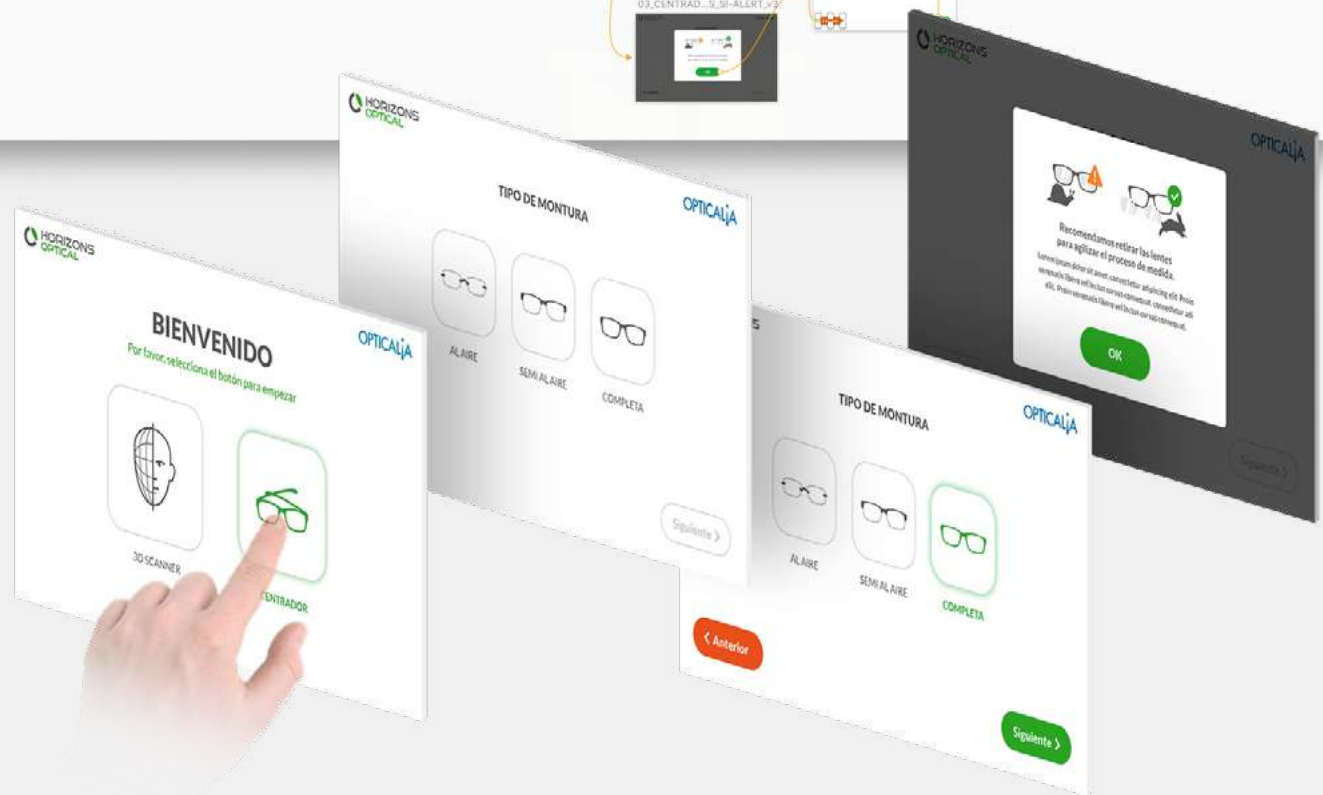
- a. Si
- b. No

¿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

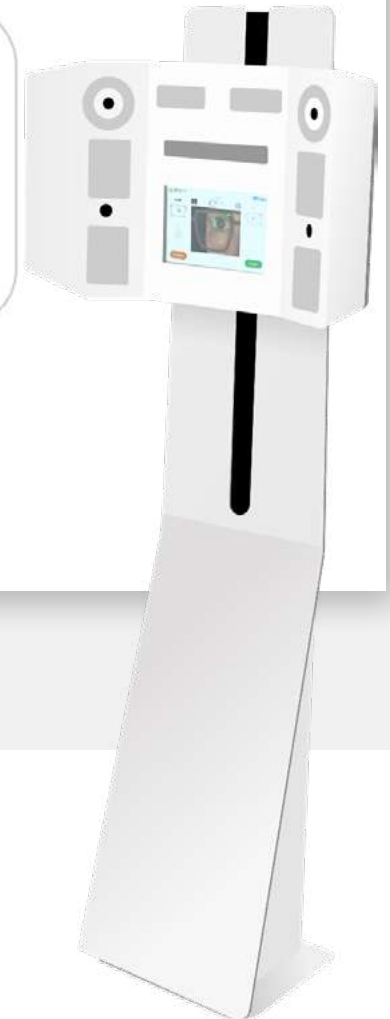
Por favor, selecciona el botón para empezar



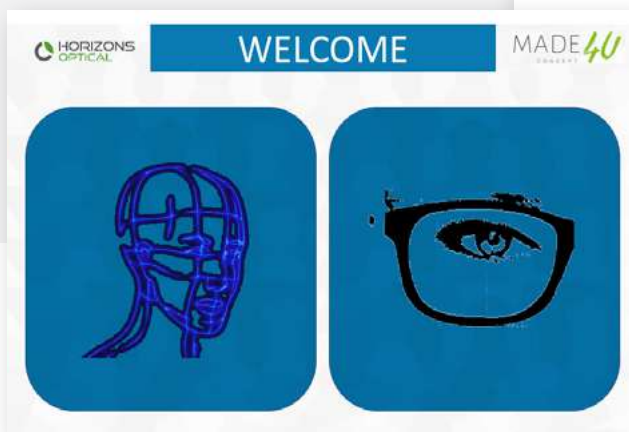
3D SCANNER



CENTRADOR



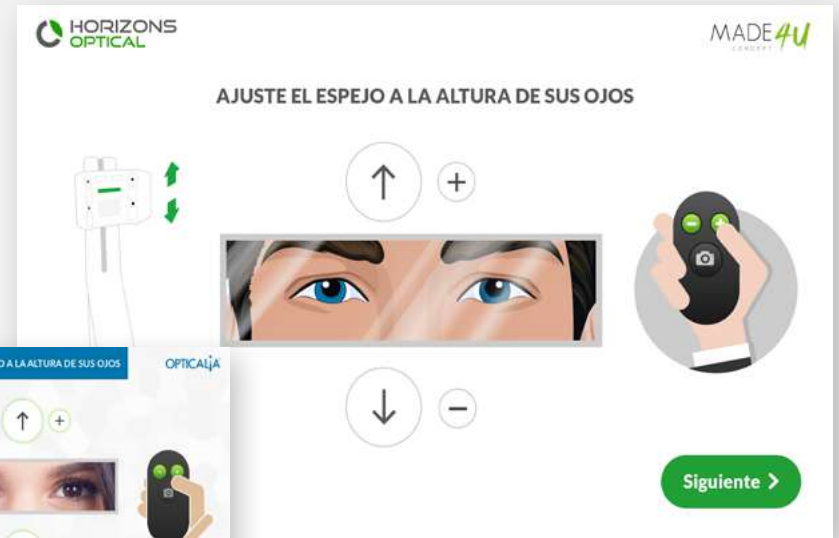
Redesigned start screen



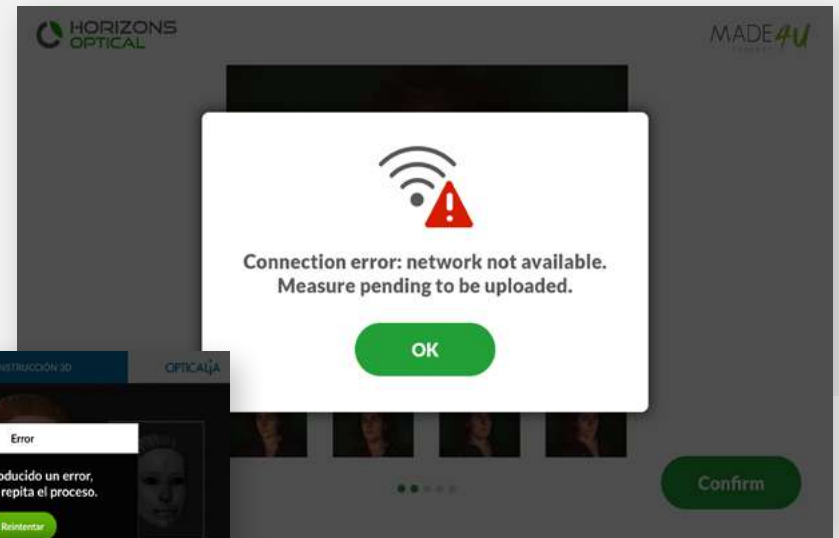
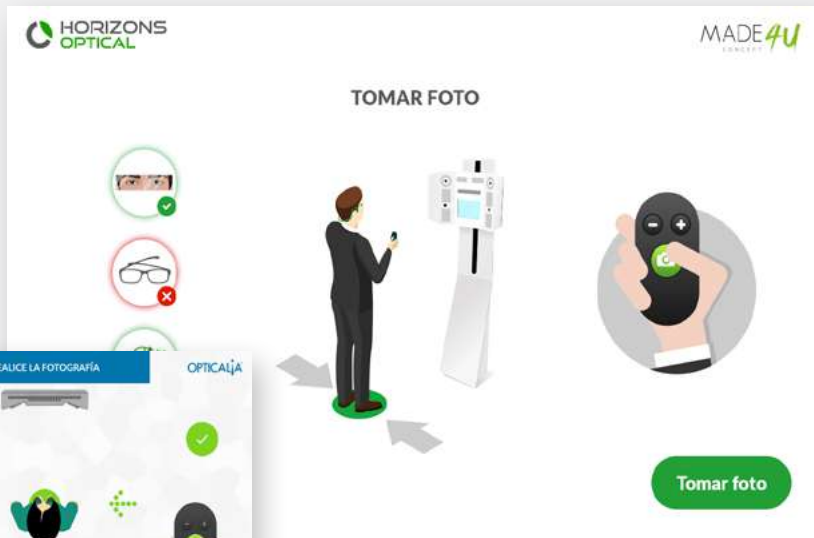
Original start screen design

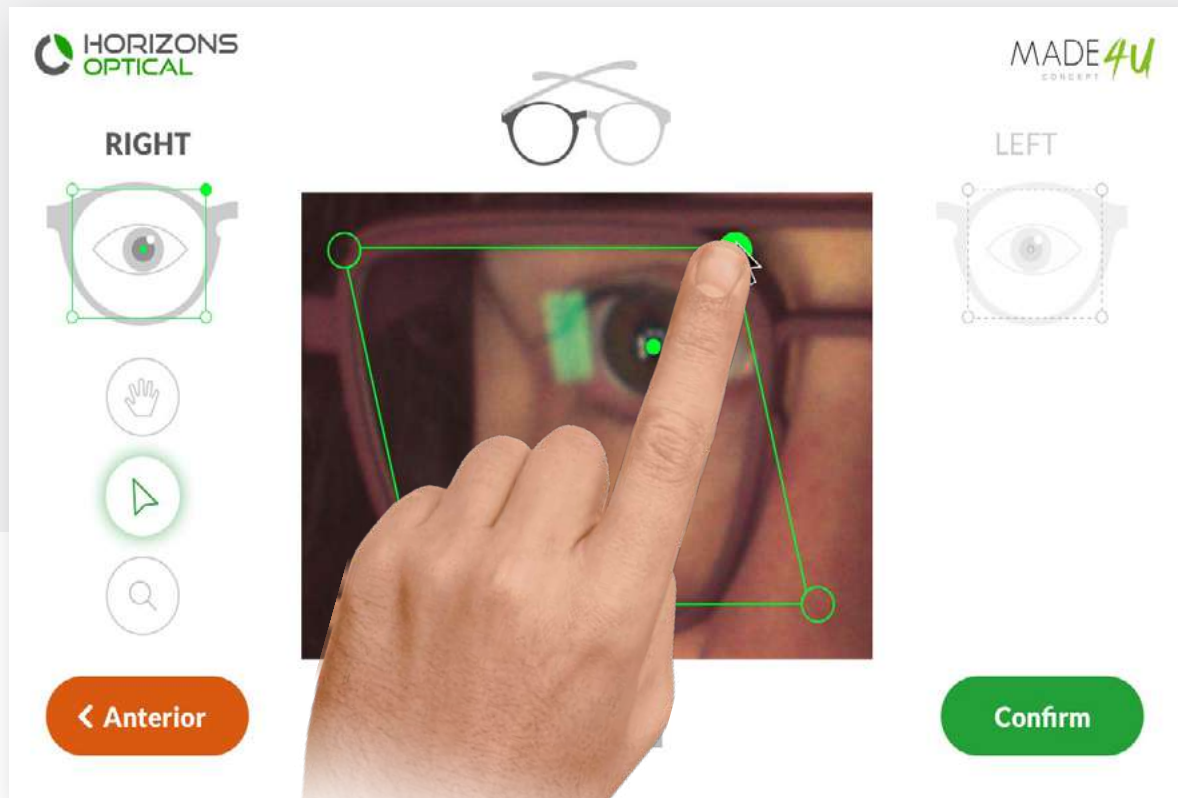
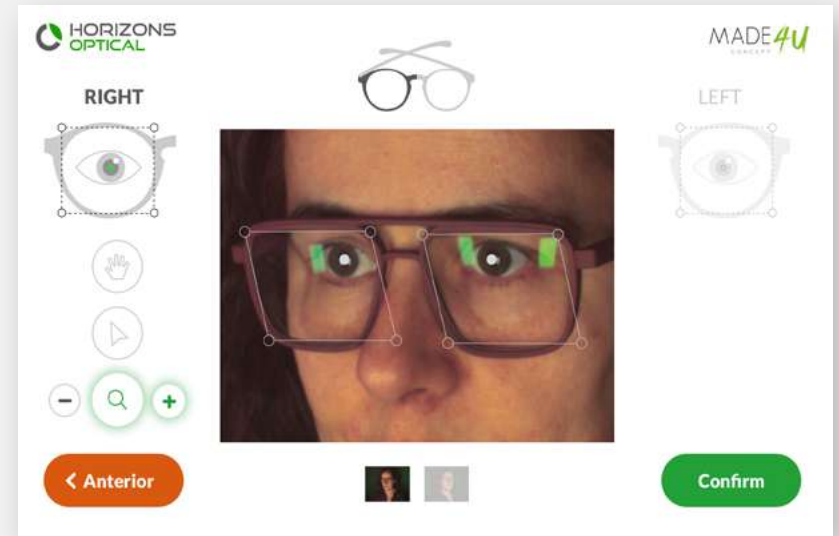
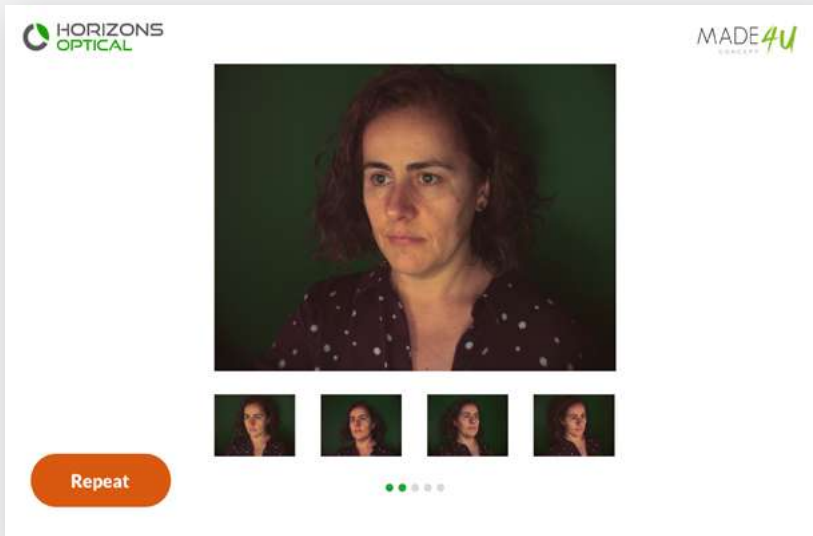


New Design



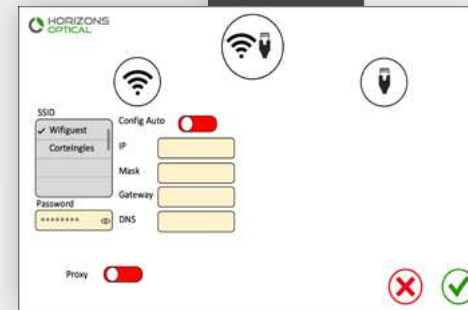
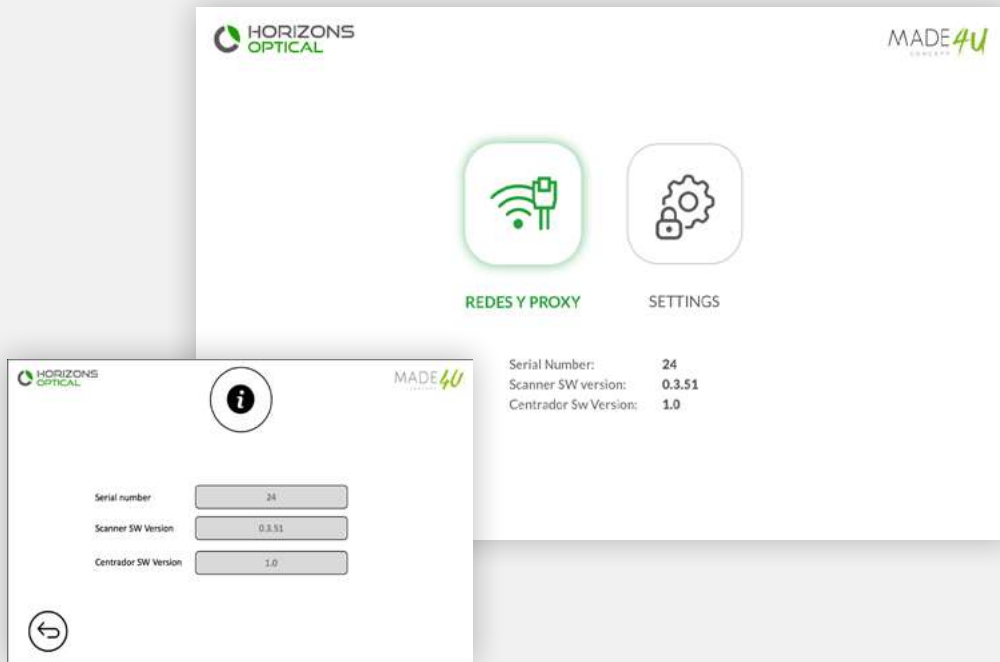
Original Design





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, BACK VERTEX DISTANCE (13.2), PANTOSCOPIC ANGLE (7°), 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 *4 veces en cada sesión*

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 sensc
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 / Págin
 - Página detalle de
- 1) Profesional (modal
- 1) Contacto
 - 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 cumpliendo 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

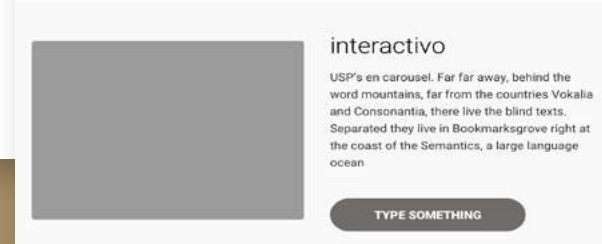
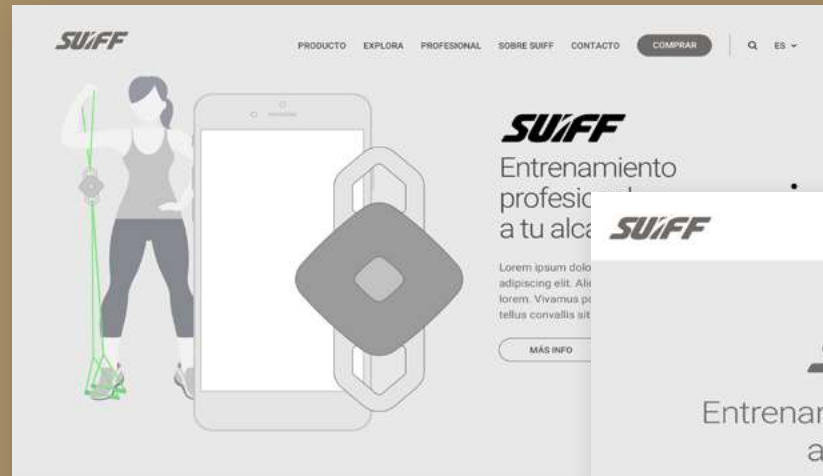
Puntuación de la app

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.

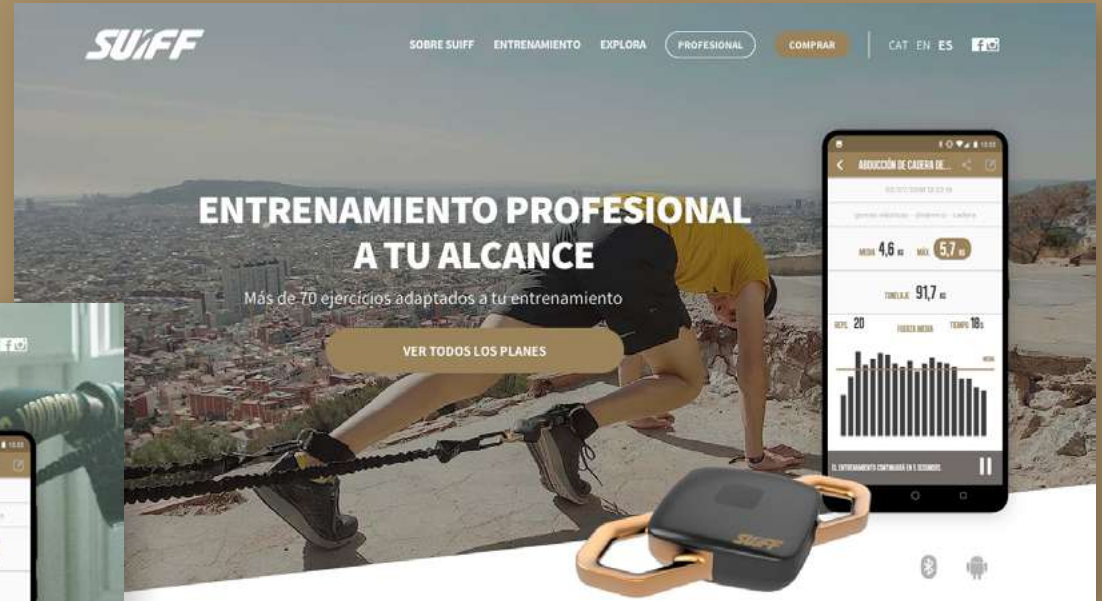
When we got all wireframes approved we moved to the visual design stage.



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



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 ancla a las resistencias y accesorios y recoge en tiempo real toda tu actividad. Empieza a entrenar en 4 sencillos pasos.

[CÓMO USAR SUIFF](#)

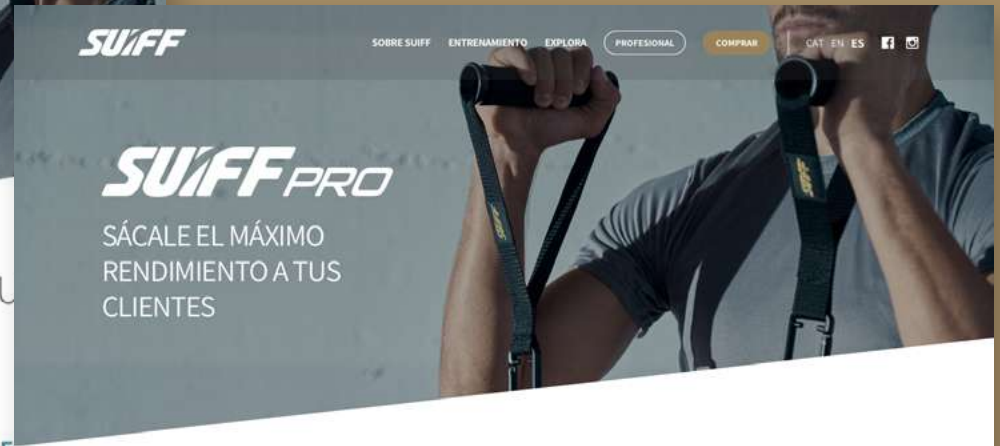


Kit

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



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

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 person is wearing a yellow top and dark shorts, and is secured by ropes and gear. 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



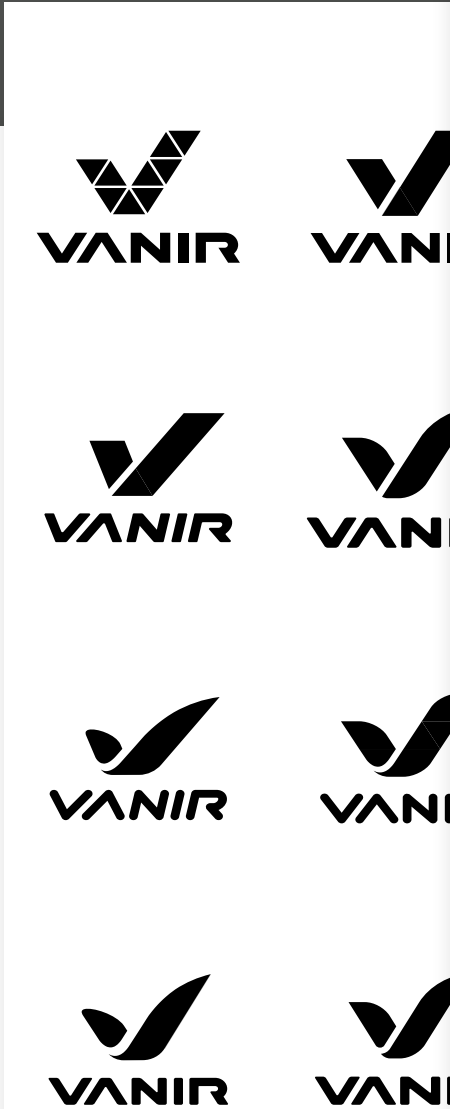
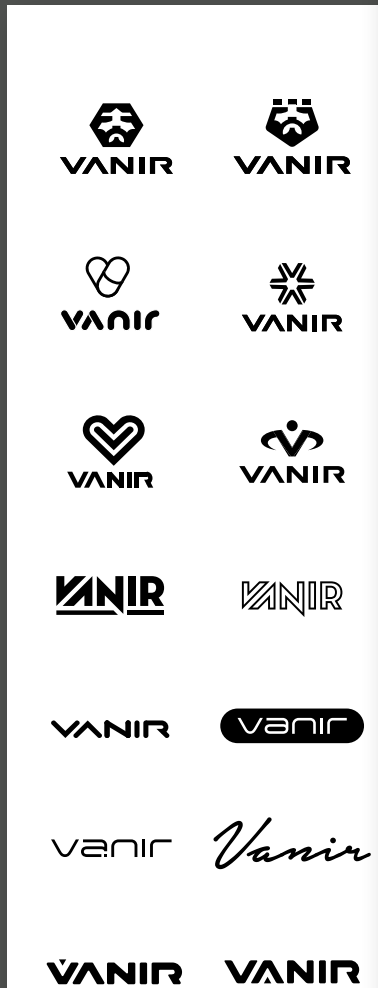
Research competitors brands

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.

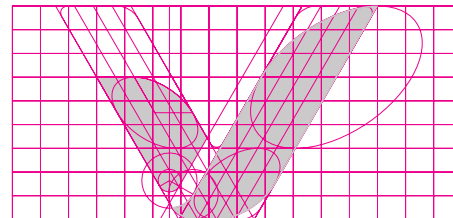


VANIR

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.



... should purpose
... should be used
... on small files
... background
... can only be used
... when combined with other VANIR product
... data

Logo



... Stand name and logo color

Logo

Logo clear space

Shown here is the desired amount of clear space that should be left around the VANIR logo.
The clear space is calculated by taking the height of the "n" letter as a base measurement at any given size.
Only when space is very limited should the clear space be reduced.



Clear space

It is important that the logo is surrounded by an area of clear space or 'padding'.

Vanir Brand Identity and Style Guide

Full-color positive and reverse

The full-color positive is the preferred version. It should be used wherever possible but not on complex backgrounds.

To be used on light or white backgrounds.

The full-color reverse logo may be used on dark color backgrounds, as well as dark areas within photographs.

Logo



Black and white versions

These versions should be used for applications where reproduction or colors are limited and it is not possible to use the full-color version.



Clear space

It is important that the logo is surrounded by an area of clear space and is not obscured or 'crowded' by other elements such as photographs or typography.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus eget neque et odio condimentum sollicitudin at gravida diam. Sed volutpat sapien sed odio pellentesque, sed lobortis magna volutpat. Mauris variis felle pellentesque ornare tempus et hendrerit metus viverra. Aenean laetitia, tortoribus venerat. Suspendisse quam turpis, dignissim nec mollis ut, pulvinar id enim. Fusce porta nisi lacinia, quis dignissim elit curus tota. Phasellus venenatis felle ex. Nam lacina quam non risus accumsan molestuada. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Vestibulum rhoncus dicitur lalla et ultrices. Donec sapien risi, varius vel molestuada eu, tempus in sem. Ut tortor maximus tortor sit amet semper. Proin pellentesque, nulla et variis fermentum, sapien nulla lacina nisi, et efficitur risus eros et nunc. Nullam molestia diam augue, quis ornare felle viverra et, vitae interdum orci pellentesque ut. Cras nec metus vel variis gravida fermentum at amet id tortor. Aliquam quis lacinia magna. Maecenas magna odio, volutpat non enim in, fringit felle ut. Integer pellentesque orci et turpis porta, sit amet viverra eu efficitur. Maecenas nunc metus, vestibulum non nunc ac, fermentum varius libero. Donec eget massa a orci venenatis. Vestibulum sit amet quam et odio ultrices fringit in fringit lacinia. Etiam lobortis nulla, feugiat eget lacinia sit amet, dignissim a diam, nisi, vitae tempus sapien viverra in quam molestuada, mauris tristique magna aliquet. Curabitur venenatis fringit aliquam. Ut sit amet lacinia vitae ex lobortis accumsan. Phasellus molestuada, justo a congue porta, enim dolor fringit massa. Vitae tempus ligula lacinia sit amet. Phasellus sit amet mi felle. Mauris in nunc risus. Sed amet massa, sollicitudin sit amet magna id, maximus condimentum risus. Vestibulum eu aliquam nunc. Quisque nulla quam, dignitas ac vehicula eu, curus et mauris. Nunc fringit nec nisi, ac lacinia turpis molestie sit amet. Vivamus pharetra augue massa, sed lobortis lobortis condimentum nisi. Curabitur eget volutpat orcus, sed lacinia orci. Sed efficitur peritior odio nec molestuada. Sed fringit sit amet risus aliquet pharetra. Sed id erat id, dui mauris tempus. Nulla mollis volutpat ligula, elementum tempus mauris lacinia sit. Sed conasala condimentum viverra. Quisque vehicula felle augue, et ague



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Design of stationary elements



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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

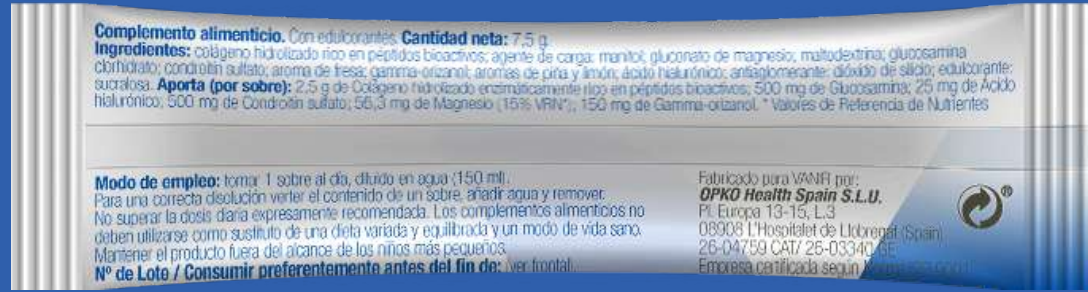
The Vanir packaging should provide a good first impression and lead to a lasting brand loyalty.

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

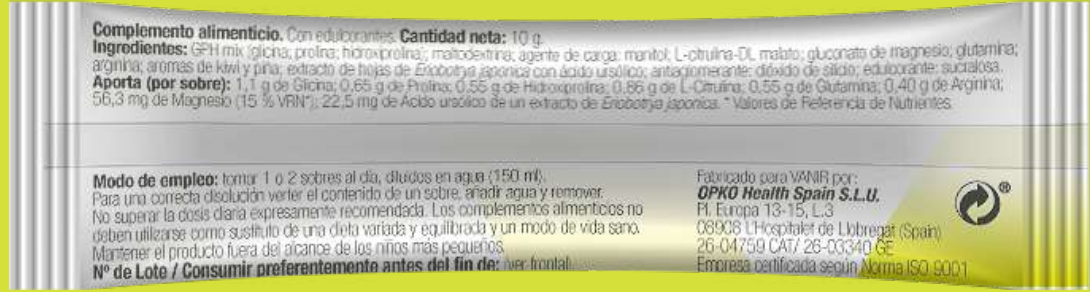


20 SOBRES



PIÑA/KIWI







VANIR **FIT** RENDIMIENTO Y TONO MUSCULAR



SIN GRASAS



SIN GLUTEN



SIN SAL



SIN AZÚCAR

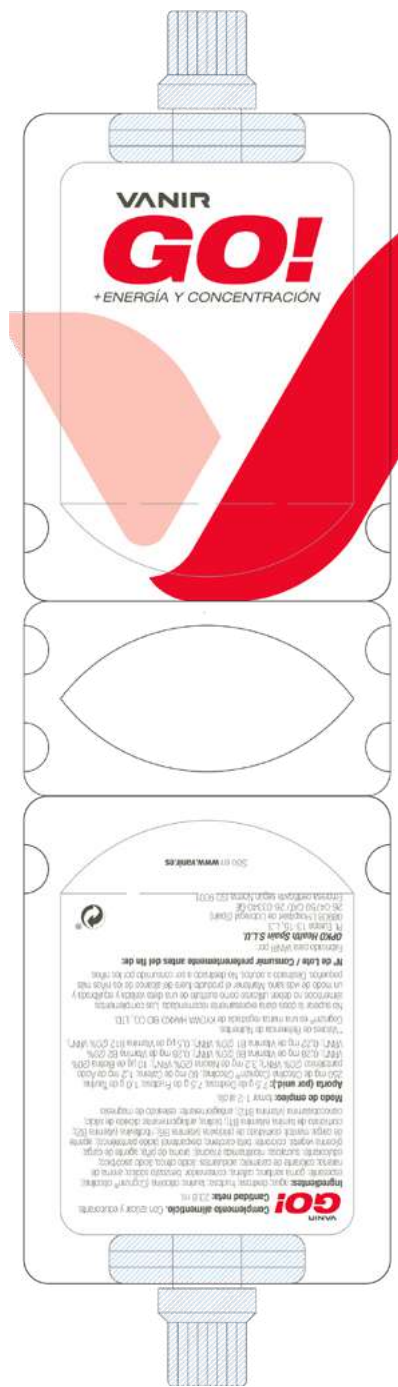


20 SOBRES



MULTIFRUTAS







VANIR **GO!** + ENERGÍA Y CONCENTRACIÓN



FUENTE DE
ENERGÍA



FUENTE DE
VITAMINAS



SIN GLUTEN



7 ENVASES

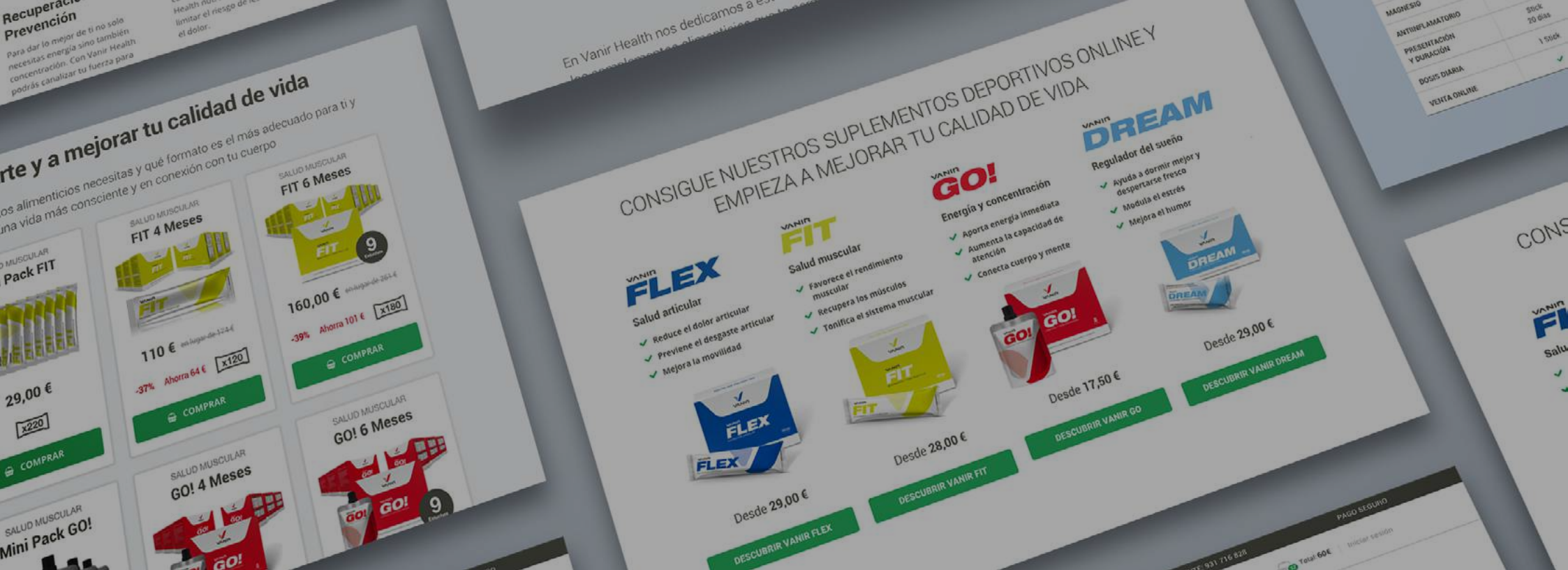


SABOR
AFRUTADO



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.

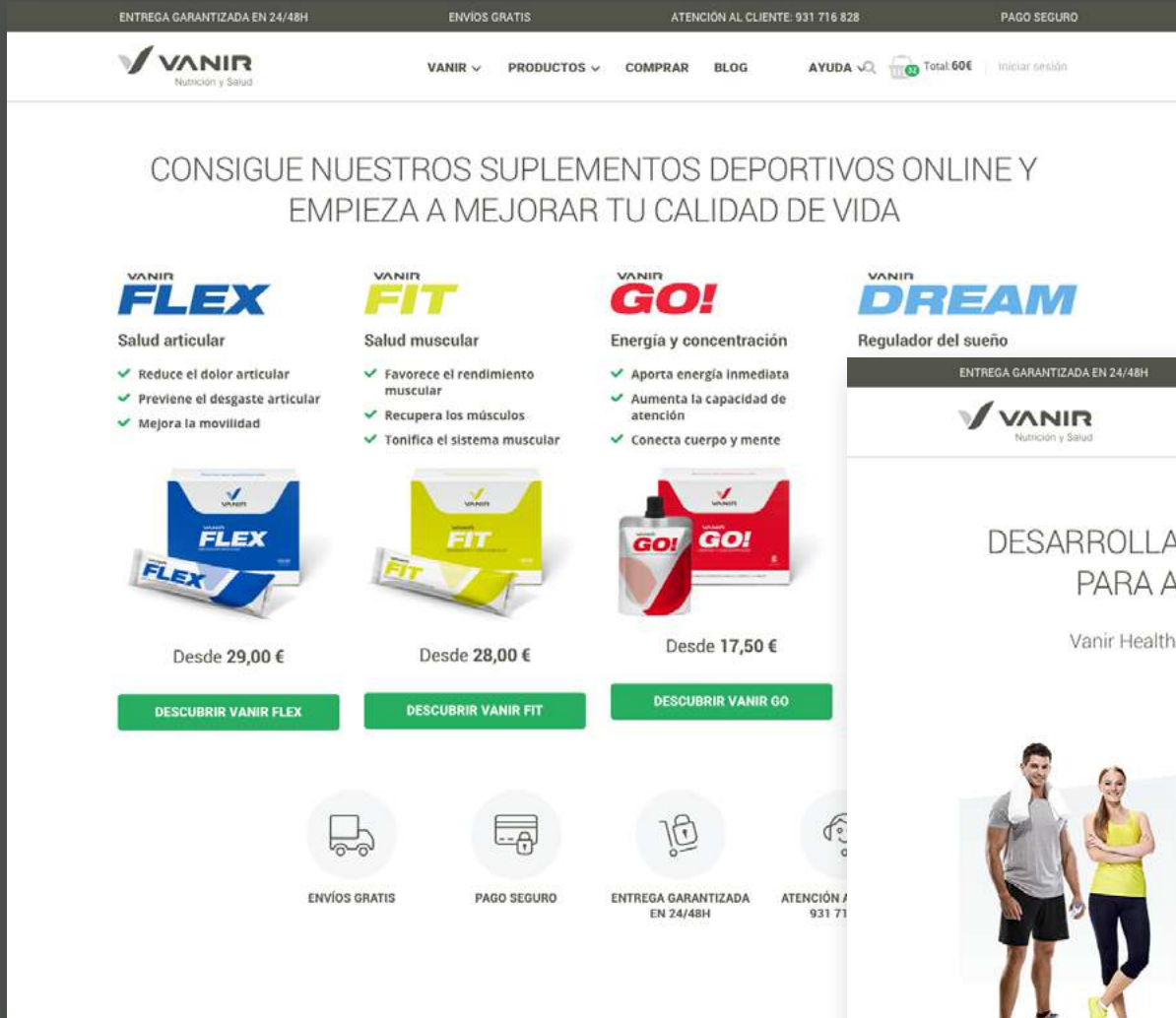
My Role

- 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
Condroitín sulfato	500 mg
Magnesio	56,3 mg (15% VRN*)
Gamma-orzanol	125 g

VRN* = 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

Col

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.

Gln CS

Glucosamina y condroitín sulfato

La glucosamina y el condroitín 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, e inhiben su degradación.

HA

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 condroitín sulfato.

Mg

Magnesio y γ -o

El magnesio es un mineral esencial para el funcionamiento del sistema muscular y nervioso. El γ -o es un aminoácido esencial que actúa como un relajante muscular y reduce la inflamación. El orizanol es un antiinflamatorio natural 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.

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

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

<p>SALUD ARTICULAR FLEX</p>  <p>29,00 € x220</p> <p>COMPRAR</p>	<p>SALUD ARTICULAR FLEX Mini</p>  <p>29,00 € x220</p> <p>COMPRAR</p>	<p>SALUD ARTICULAR FLEX 4 Meses</p>  <p>110 € en lugar de 174 € -37% Ahorra 64 € x120</p> <p>COMPRAR</p>	<p>SALUD ARTICULAR FLEX 6 Meses</p>  <p>160,00 € en lugar de 261 € -39% Ahorra 101 € x180</p> <p>COMPRAR</p>
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ENVÍO GRATIS



PAGO SEGURO



ENTREGA SEGURA
EN 24/48H



ATENCIÓN AL CLIENTE
931 716 828



Subscripciones VANIR: planifica la compra mensual de tus complementos

SUSCRÍBETE AHORA

ENTREGA GARANTIZADA EN 24/48H ENVIOS GRATIS ATENCIÓN AL CLIENTE: 931 716 829 PAGO SEGURO

VANIR Nutrición y Salud

VANIR PRODUCTOS COMPRAR BLOG AYUDA Total 60€ iniciar sesión



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-oroizano. Todos ellos perfectos para reparar la zona, reducir el dolor y volver a darle la elasticidad que necesita 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 24/48H ENVIOS GRATIS ATENCIÓN AL CLIENTE: 931 716 829 PAGO SEGURO


VANIR Nutrición y Salud

VANIR PRODUCTOS COMPRAR BLOG AYUDA Total 60€ iniciar sesión



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 reúne en su composición glicina, prolina y hidroxiprolina, los componentes principales del colágeno, proteína principal en la formación de las fibras musculares. Contiene además aminoácidos libres como arginina, citrulina malato, glutamina, y otros componentes como ácido ursólico y magnesio, que ayudan al crecimiento, resistencia y fuerza de los músculos. Una actuación desde dentro que favorece la recuperación en casos de pérdida de masa muscular.

Producto recomendado por la OAFI (Osteoarthritis Foundation International).

ENTREGA GARANTIZADA EN 24/48H ENVIOS GRATIS ATENCIÓN AL CLIENTE: 931 716 829 PAGO SEGURO


VANIR Nutrición y Salud

VANIR PRODUCTOS COMPRAR BLOG AYUDA Total 60€ iniciar sesión



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.



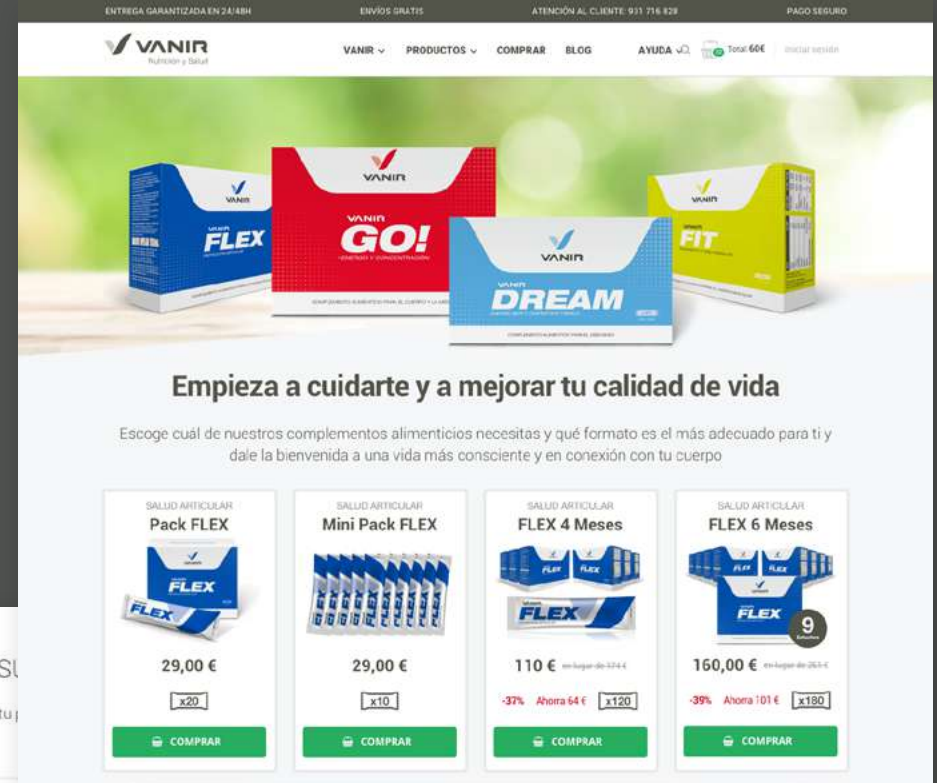
UN APOORTE EXTRA DE ENERGÍA Y CONCENTRACIÓN

Vanir Go! actúa sobre el cuerpo y la mente para potenciar tu rendimiento. La combinación de carbohidratos de rápida y lenta absorción (dextrosa 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 citicolina Cognizin® influye en el metabolismo celular cerebral aumentando el estado de concentración y los niveles de atención.

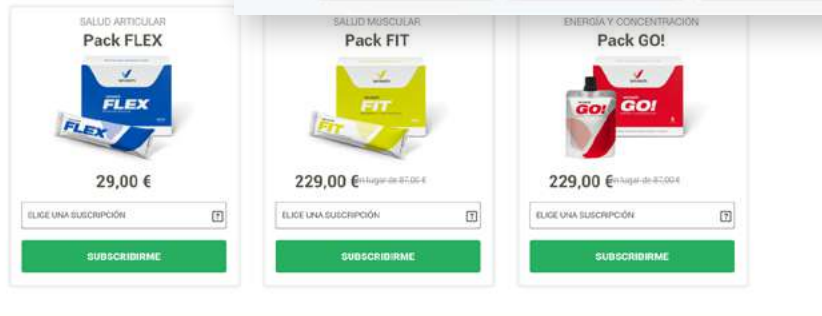
Producto recomendado por la OAFI (Osteoarthritis Foundation International).

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

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



Olvidate de tener que renovar tu...



Product detail page visuals for the desktop version.

ENTREGA GARANTIZADA EN 24/48H ENVÍOS GRATIS ATENCIÓN AL CLIENTE: 911 716 829 PAGO SEGURO

VANIR Nutrición y Salud

VANIR PRODUCTOS COMPRAR BLOG AYUDA Total: 60€ Iniciar sesión

SALUD ARTICULAR
FLEX 3x2
★★★★☆ 173 reviews

Mucho más que colágeno para tus articulaciones

VANIR FLEX es un complemento alimenticio que aporta nutrientes para prevenir el desgaste articular, ayudando a reducir el dolor, a mejorar la movilidad y a la recuperación de lesiones.

x220 229,00 € impuestos inc. en lugar de 88,700€ **-35% Ahorra 231 €**

1 **AÑADIR AL CARRITO**

SIN GRASAS SIN GLUTEN SIN SAL SIN AZÚCARES 20 SOBRES PIÑA-LIMÓN HECHO EN ESPAÑA PRODUCTO CERTIFICADO


¿Es para mí? Composición Principios activos **Modo de empleo** Preguntas frecuentes Video

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.

1 2 3

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.



ENTREGA GARANTIZADA EN 24/48H ENVÍOS GRATIS ATENCIÓN AL CLIENTE: 911 716 829 PAGO SEGURO

VANIR Nutrición y Salud

VANIR PRODUCTOS COMPRAR BLOG AYUDA Total: 60€ Iniciar sesión

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¿Es para mí? Composición Principios activos Modo de empleo Preguntas frecuentes Video

Beneficios Es recomendable si

en las articulaciones, fibrosis, osteoartritis o condropatía.

Impacto para las articulaciones y prevenir lesiones articulares o crees que se ha reducido la movilidad.

¿Es para mí? **Composición** Principios activos Modo de empleo Preguntas frecuentes Video

ENTREGA GARANTIZADA EN 24/48H ENVÍOS GRATIS ATENCIÓN AL CLIENTE: 911 716 829 PAGO SEGURO

VANIR Nutrición y Salud

VANIR PRODUCTOS COMPRAR BLOG AYUDA Total: 60€ Iniciar sesión

¿Es para mí? **Composición** Principios activos Modo de empleo Preguntas frecuentes Video

Composición

Aporta	Por sobre
Celágeno hidrolizado enzimáticamente rico en péptidos Bioactivos	7,5 g
Glucosamina	500 mg
Ácido hialurónico	25 mg
Condrotin sulfata	500 mg
Magnesio	56,3 mg (13% VRN*)
Gemma-ortocainol	125 g

VIN* = Valores de Referencia de Nutrientes

Valor Nutricional

Valor Nutricional	Por sobre
Valor energético	30 kcal (127 KJ)
Grasas	Ausentes
Hidratos de Carbono Azúcares	3,1 g Ausentes
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:

Fresas 70 gr (media ración - un puñado y medio) Piña 50 gr (1/4 de una ración - media rodaja pequeña) Mandarina 60 gr (mandarina pequeña) Pepino 200 gr (dos racones - dos unidades pequeñas) Tomate 125 gr (un tomate grande)

¿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 v 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](#)



Disfruta la vida con unas articulaciones en plena forma

[Más información](#)

● ○ ○ ○ ○

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

EMPIEZA A MEJORAR TU CALIDAD DE VIDA

VANIR FLEX

Salud articular

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



Desde 29,00 €

[DESCUBRIR 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 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.



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"

● ○ ○ ○ ○

EL BLOG DE LOS QUE QUEREMOS MÁS

VANIR GO!

Saca todo tu potencial combinando energía y concentración

Vanir Go! es un complemento alimenticio que te proporcionará



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**