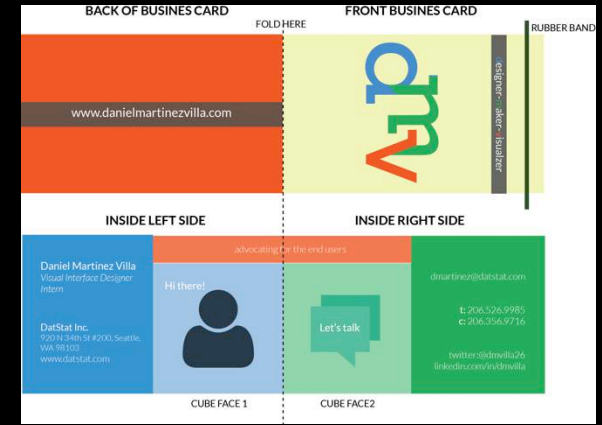
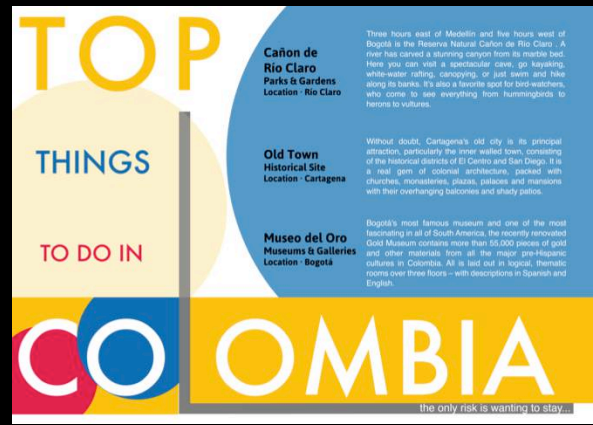


HCDE 508 Daniel Martinez Villa



Type

Layout I

Layout II

Photo

Color

Icons

Web

Print



With this “type” assignment on my first try I wanted to have all the letters connected, but it is confusing due to the cut outs of the K. So I re-visited this assignment and focused on connecting all letters but making sure anyone could see each one separately. I also wanted to resemble an “ark” by extending the A serif towards the K.



Type

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Photo

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Icons

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TOP

THINGS

TO DO IN

COLOMBIA

the only risk is wanting to stay.

Cañon de Río Claro
Parks & Gardens
Location · Rio Claro

Three hours east of Medellín and five hours west of Bogotá is the Reserva Natural Cañon de Río Claro. A river has carved a stunning canyon from its marble bed. Here you can visit a spectacular cave, go kayaking, white-water rafting, canyoning, or just swim and hike along its banks. It's also a favorite spot for bird-watchers, who come to see everything from hummingbirds to herons to vultures.

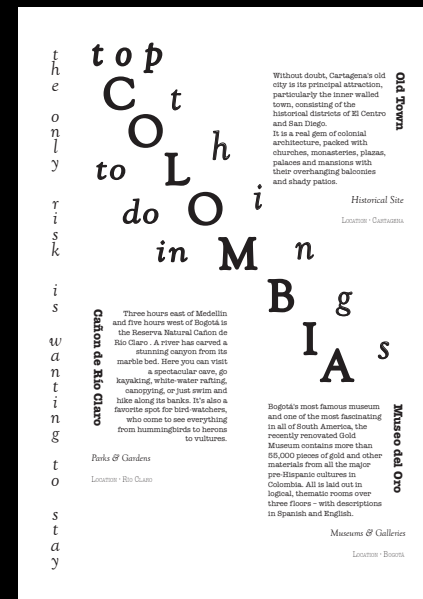
Old Town
Historical Site
Location · Cartagena

Without doubt, Cartagena's old city is its principal attraction, particularly the inner walled town, consisting of the historical districts of El Centro and San Diego. It is a real gem of colonial architecture, packed with churches, monasteries, plazas, palaces and mansions with their overhanging balconies and shady patios.

Museo del Oro
Museums & Galleries
Location · Bogotá

Bogotá's most famous museum and one of the most fascinating in all of South America, the recently renovated Gold Museum contains more than 55,000 pieces of gold and other materials from all the major pre-Hispanic cultures in Colombia. All is laid out in logical, thematic rooms over three floors – with descriptions in Spanish and English.

I really needed to re-visit this layout. From much of the feedback I got in class, it was hard to connect the “top things to do in Colombia”. Hierarchy was very noticeable and the overall poster was not as eye catchy as the final version. I really focused on the grid and giving hierarchy to the main title to help capture anyone's attention and then read about the top things to do in Colombia



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In this second layout, the figure/ground attribute was not helping to emphasize an specific area. It felt it was all over the place. In this final version, I was very consistent by using the previous layout and adding figure/ground strategically in order to maintaining the focus on the title and its hierarchy. It also added some direction for the reader.

the only risk is wanting to stay...

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Type

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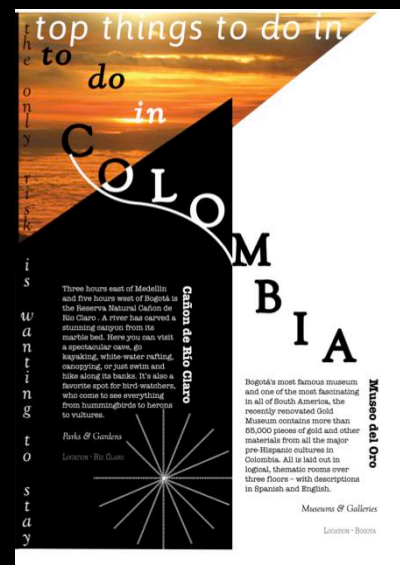
Web

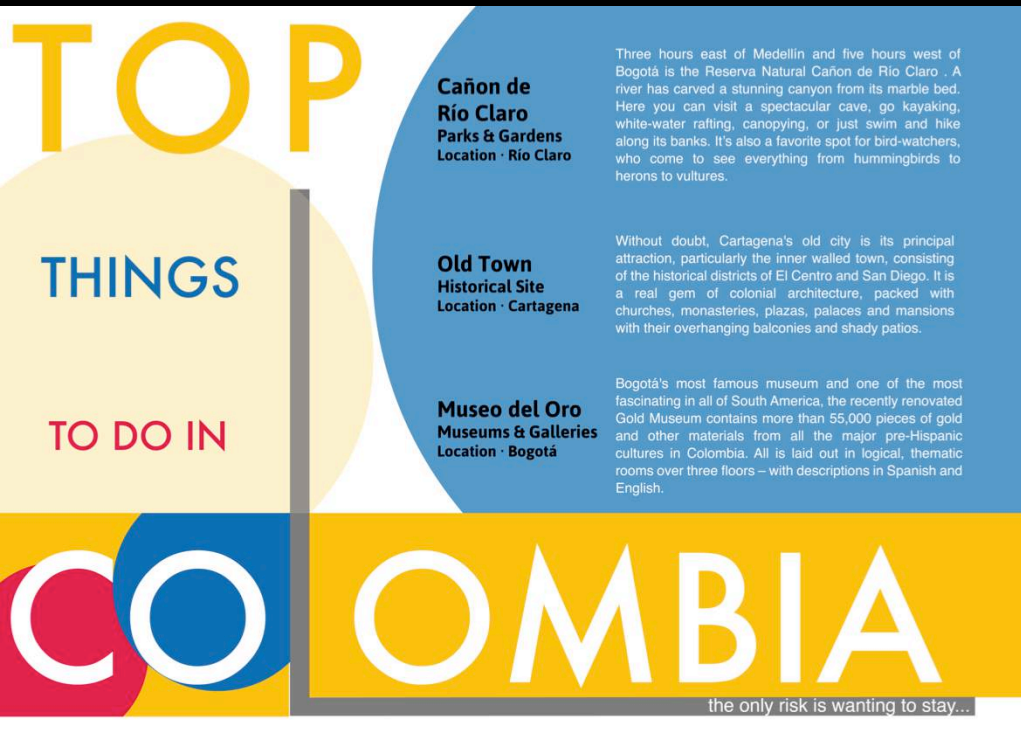
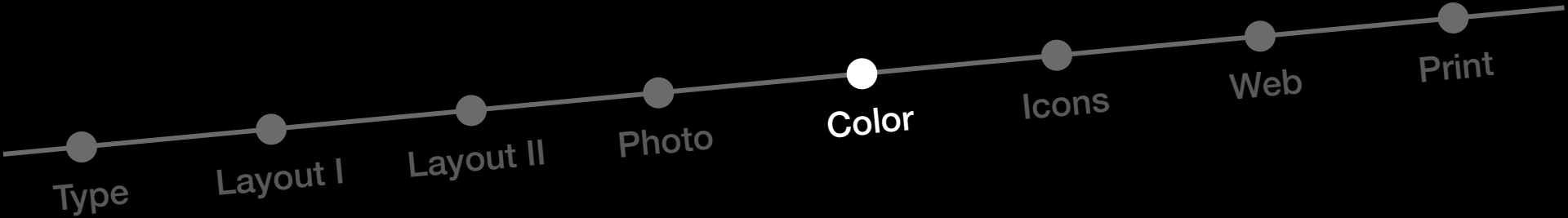
Print



In this photo/layout I was not providing the reader with enough guidance to really get into reading the poster. I was not even as appealing as my final version.

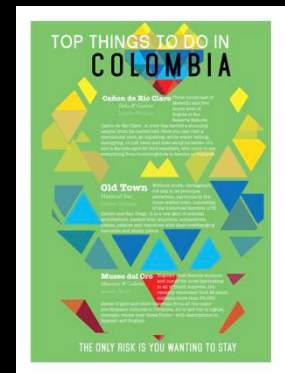
In this final layout, I really focused on finding pictures that were representative of the country as well creating the connection with the content while maintaining the same layout structure. (hierarchy, rhythm and figure/ground)





The previous layout were not clear enough. The shapes and colors were all over the place and did not contribute to the reader's eyes.

This final layout, I focused on using rounded shapes and the Colombian flag colors in order to guide the reader's eyes.



Type

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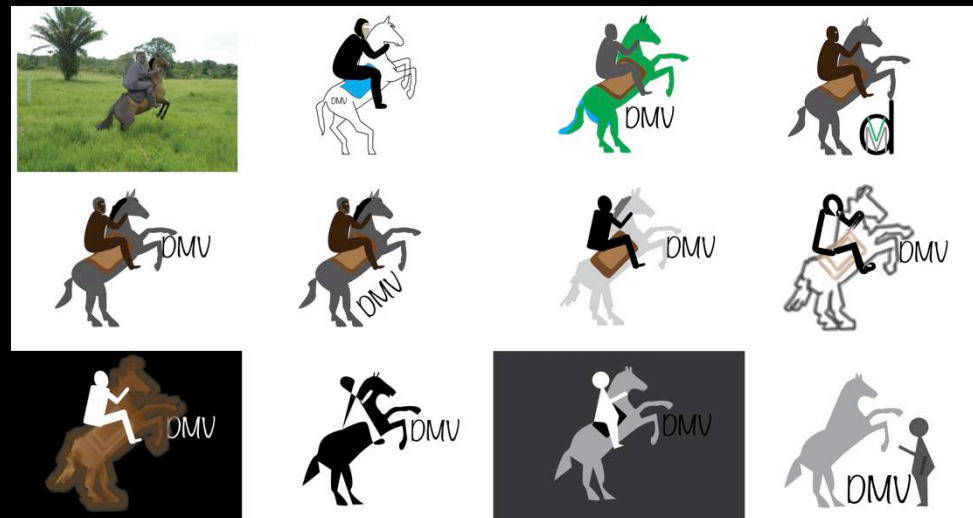
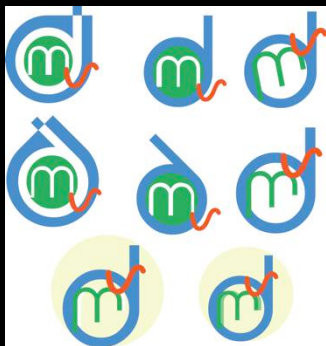
Print



I really struggle with this one! Lol.

On the first iteration I wanted to use my passion for horse to create a pictogram/logo. My initials "DMV" had no connection with the pictogram shapes.

My final logo came out of my print media assignment. Using a serif helped me giving strength and balance to my initials.



Type

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daniel martinez v.

HOME

PROJECTS

ABOUT

RESUME

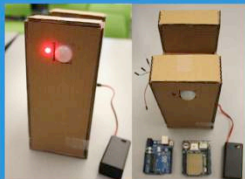


designer - maker - visualizer

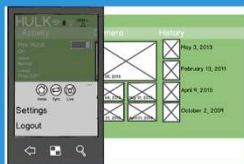
PROJECTS



Please feel free to grab a cup of coffee while you explore my portfolio.



HulkDuino
physical computing



The Hulk
interaction design



Caring Organizer
usability testing



BeeSimple
user-centered design



Kenko 4 U
international user experience



HoldUp
computer mediated communication

Click on any project to learn about the different user-centered design techniques I have used to come up with a great outcome.

ABOUT



Hello there, I am Daniel, a UX/UI designer passionate about research and interaction design. I am always excited about creating the best user experiences with a user-centered design approach.

I am currently interning at DatStat Inc. as a visual interface designer, mainly focused on interaction design. DatStat is a software company dedicated to provide solutions to hospitals and organizations in the healthcare industry with their existing products, Illume and Discovery.

I have also become an Arduino fan since 2013.

RESUME



Here it is a quick view of my resume

Design Team

DatStat, Inc.
Winter 2014 - Current

Visual Interface Design Intern

Help shape the visual direction for products, templates and graphic elements for all of DatStat properties.
Work within a small, cross-functional team of internet engineers, front end developers and QA specialists to help shape the overall user experience.
Develop style guides, UI assets and traditional media.

UW-IT Learning Technologies

University of Washington
Fall 2013 - Current

Help Desk Senior Lead Consultant

Provided phone, e-mail and in-person technical support.
Interviewed, hired, and trained help desk staff.
Documented information for troubleshooting practices and processes.
Created ads and posters for the Tech Fair, and services provided.
Helped with UX design and usability testing to improve the badge system.



The web assignment was about my portfolio using the flat UI design trend. While I was doing this assignment I happened to be re-doing my online portfolio. I used warm and cool colors. I think I did a good job. However, I think that my projects section needs a little more work.

Type

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This was one of the assignments I enjoyed the most. I like crafting things.

One of the main challenges with this one was figuring out how to orient the elements in Ai in order to be successful when printing it.

I also wanted to use the same color scheme I used on my web assignment.

I think I did a good job here, but after printing and folding the pop-up business card, I realized it was too thick. So I think that I could improve it by making my whole business card just a pop-up cube and also using a paper holder instead of a rubber band.

