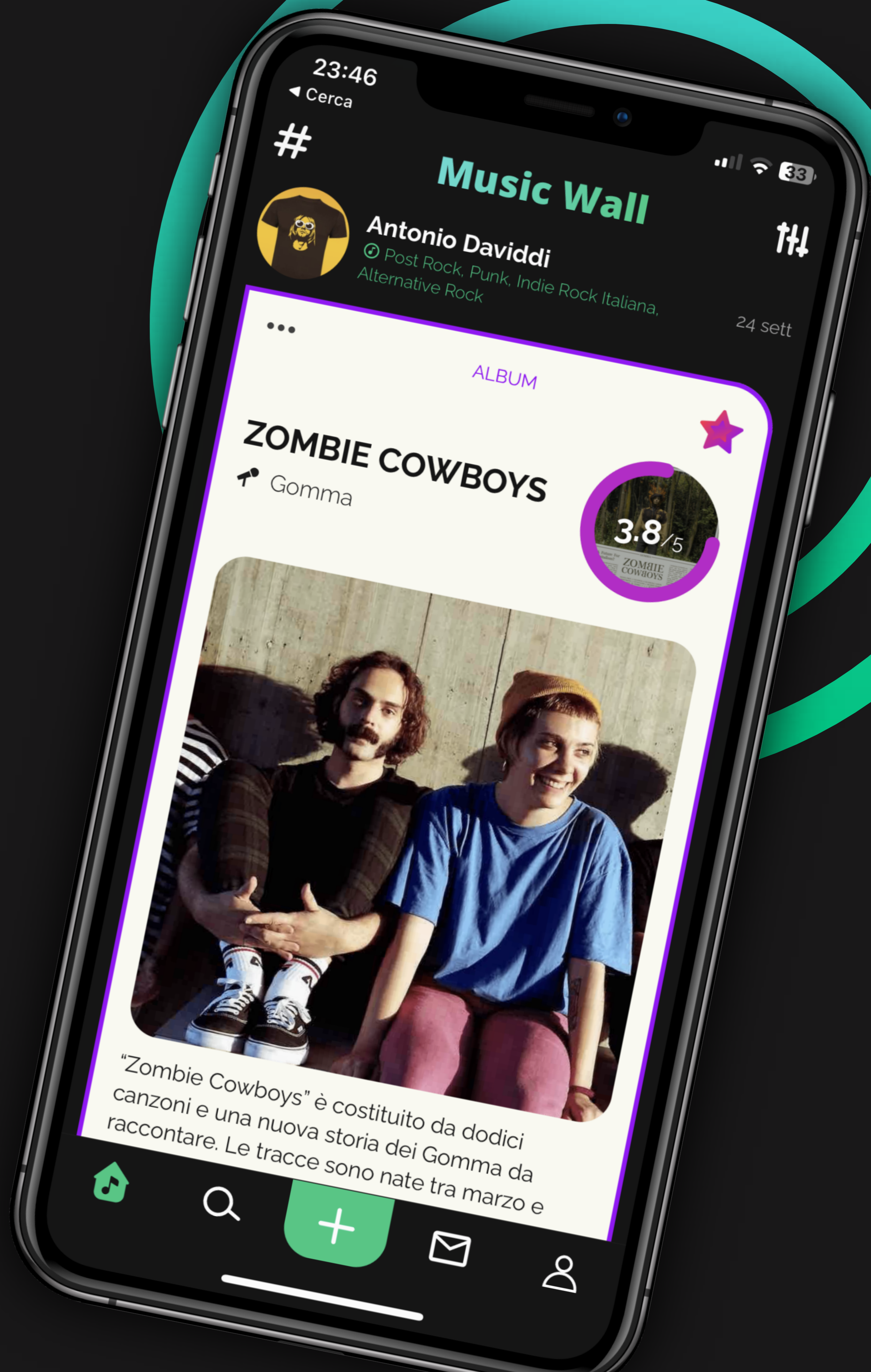


Hi, I'm Paola.  
A **creative** Graphic & UI/UX Designer

Let's begin,  
shall we?



## Redesign

### Before:

- Without Design System
- Graphics already developed
- Mockups based only on photos/videos
- 50% of the app didn't have any mockup
- Only color palette, logomark and logotype existed

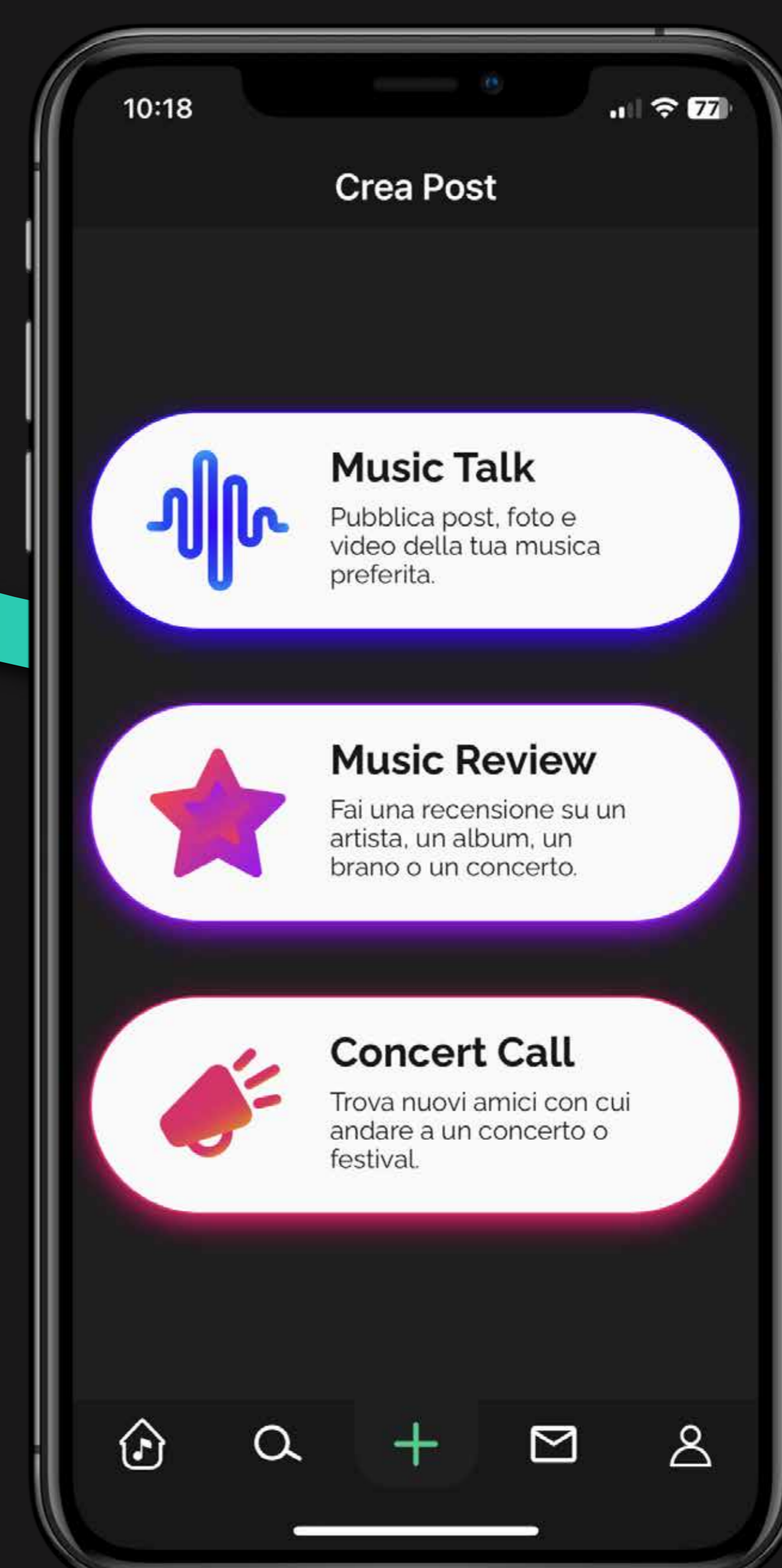
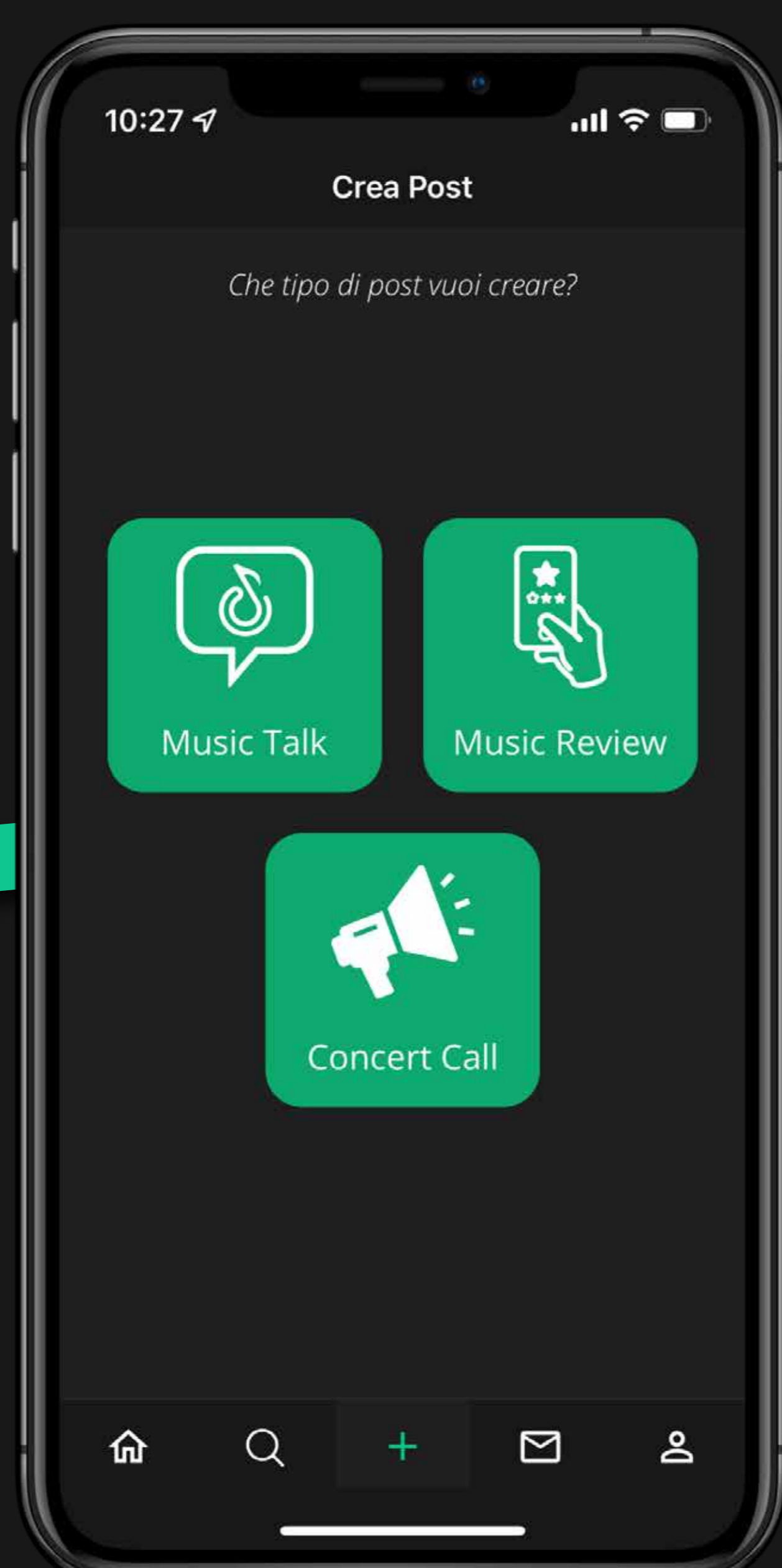
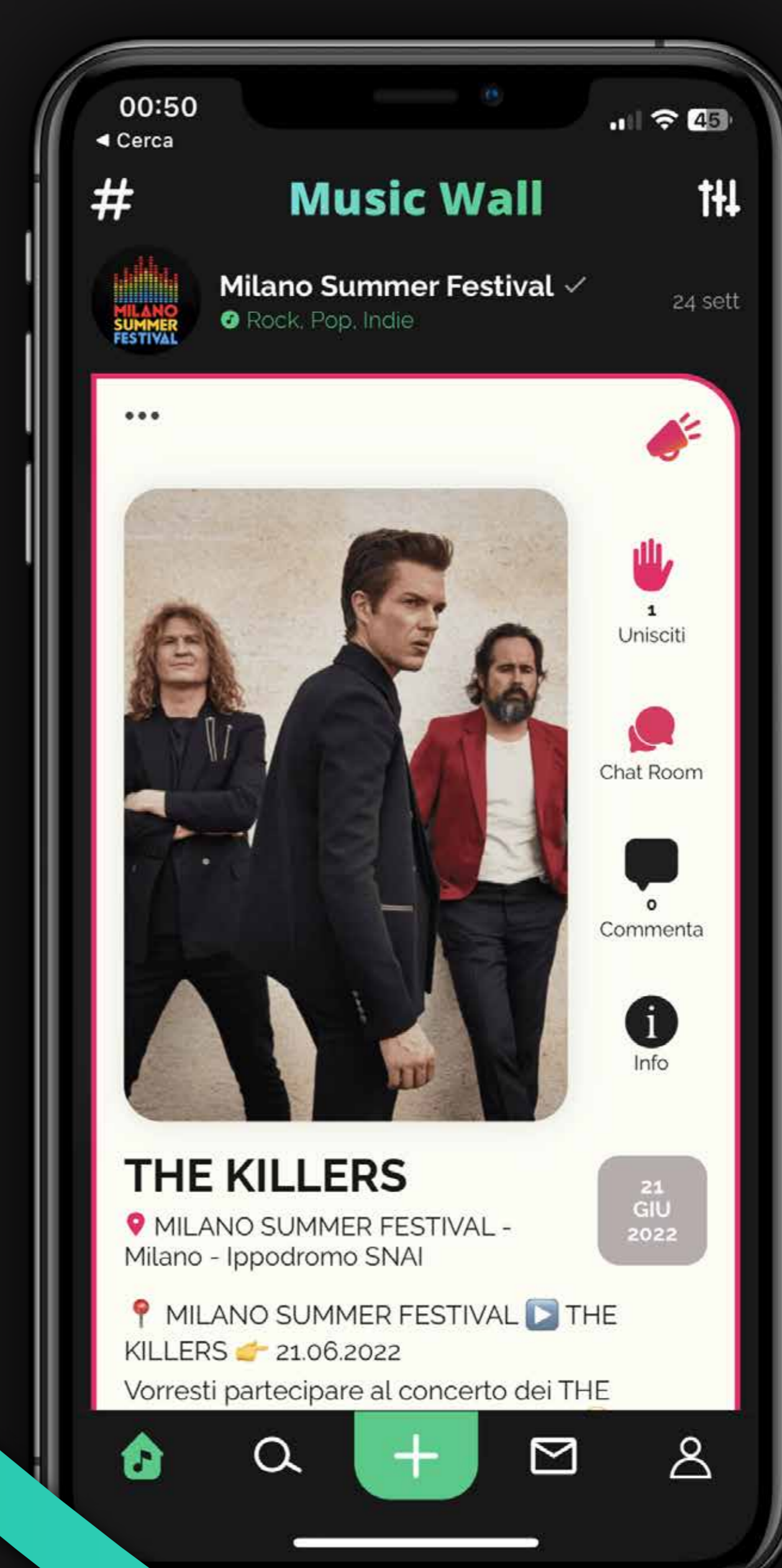
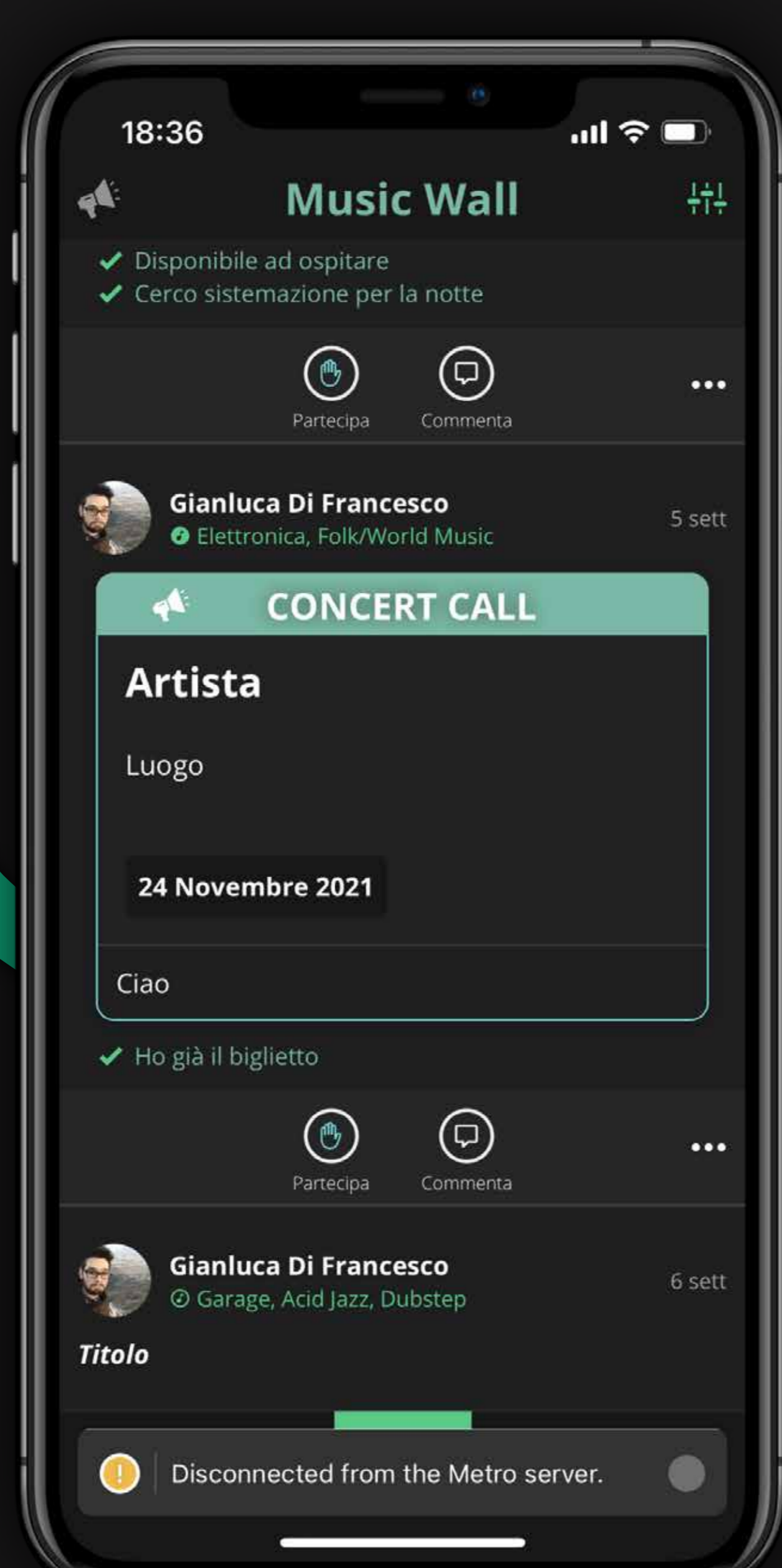
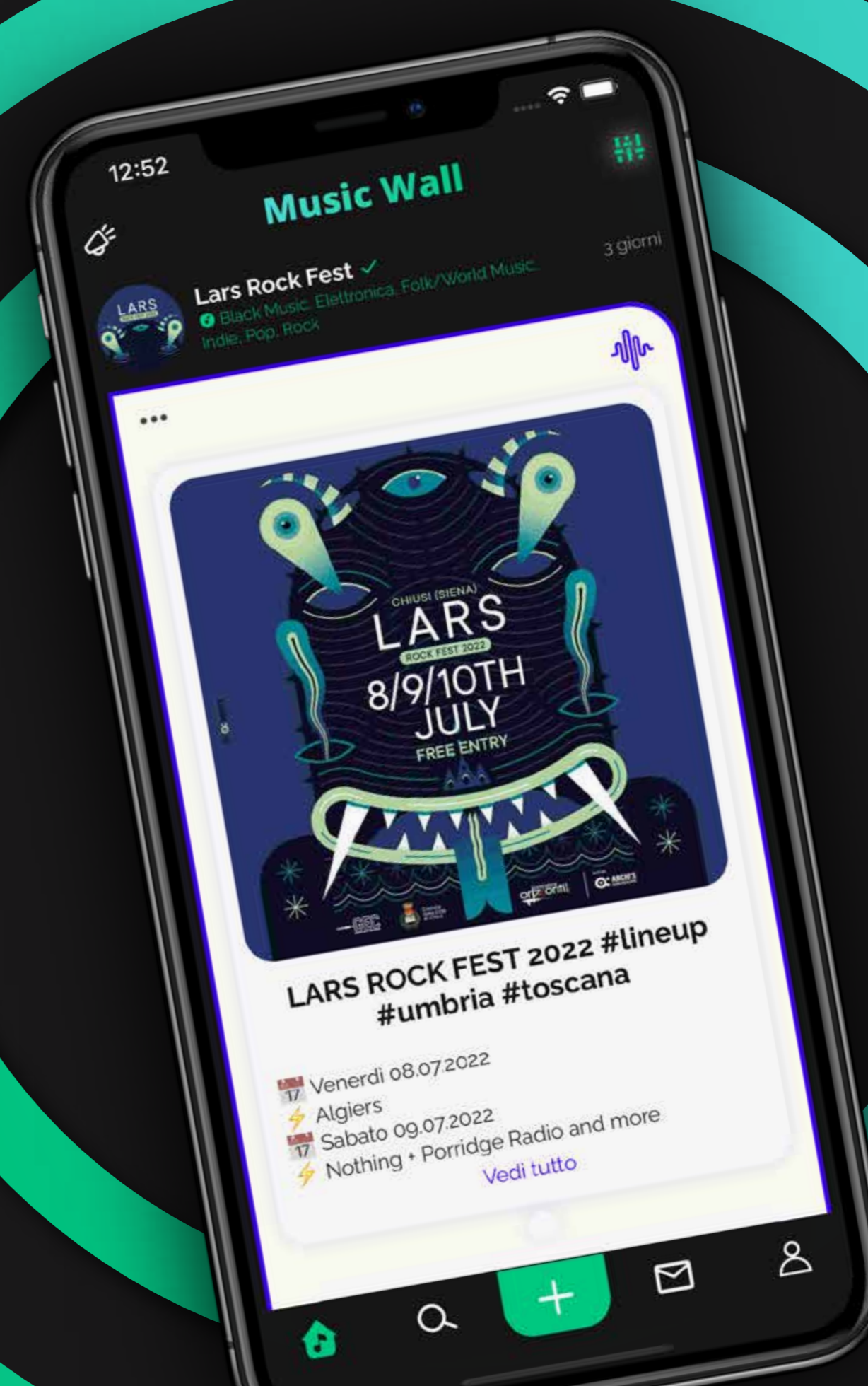


### Needs:

- Design System
- Individuality, Identity
- Coherence between UI elements
- User Friendly; well thought UX
- Appealing

### After:

- Currently migrating to an actual Design System
- Improved Sounder's personality by:
  - changing Typefaces (Open Sans -> Raleway)
  - designing brand new icons (music related)
  - adding new colors in the palette
- Improved UX and flow by:
  - changing CTAs positions
  - rethinking redirects
  - slimming texts and adjusting spaces
- Designed brand new concepts and mockups of the posts
- Added overall coherence
- Product design decisions



# Thank you

