# AUGUSTO GARCIA **DESIGN**

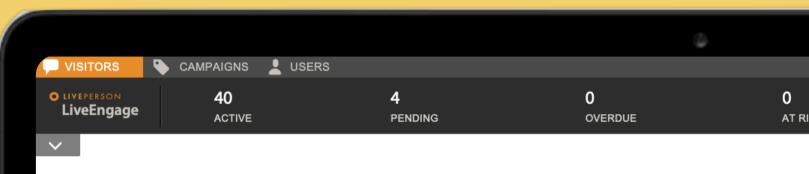
# LivePerson LiveEngage

# Conversation Manager

The LiveEngage platform is the industry leader for conversation management at scale.

User Focus: Used by the largest call centers in the world, agents, managers and analysts can act and inspect on consumer interactions in real time. To design for so many personas, I spent a lot of time with the users in call centers, to learn first hand how to simplify each step of their routines.

**Roles:** As head of product design, I was responsible for driving product concept, creative direction, creating the design system, UX, and user research. I took a hands-on approach to creating the UI elements, directing the team on user research, and using the design system to create widgets and function screens.



## My Connections

Your workspace for connecting with consumers. View, search and sort through your current and past connections.

LATEST URGENT	•••	Jasper Smith •••	• PAGE NAVI	GATION
Jasper Smith Hi, can I get some help with a.	Now	Hi, I have a problem with my bill, I think I was overcharged.	Now - Title:	1 min 12 sec LE test page
Jane Grahm That's great thanks!	12:38 am	Now	Sectio	
Michael Smith How do I get the code from	13:21 am 6	Let me check it and I will get back to you in the next 30 minutes. 30 min ago	Y	m - 15 sec LE test page
Jane Grahm Hi, can I get some help?	11:38 am	Hi, I have a problem with my bill	Sectio	
Nadia Black     Can you help with something.	12:38 am . 6	12:44 pm Bill Payment	9:01 a Title:	m - 24 sec LE test page
Danny Iman How do I get the code there	Saturday	Submitted Sep 18th, 4:32am 30 min ago	Sectio	on: Electricity
Adi Bineal Hi, can I get some help with	4:38 am	<b>B</b> / <u>U</u>   <b>Û</b>	→ 9:01 a → Title:	m - 1 min 59 sec LE test page
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#### **User Focus: Agents**

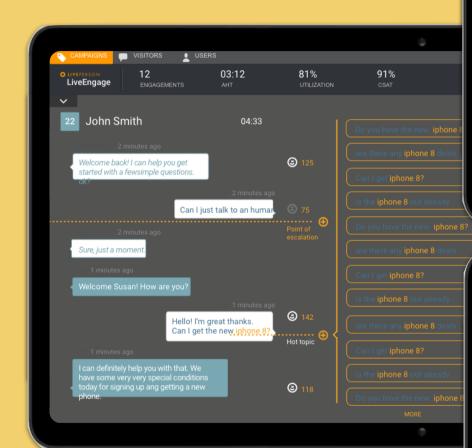
For agents the UI must be super simplified, prioritizing conversations and creating hierarchy on the queue. Second: access to extra information to support interactions do via widgets, such as: user history, product info, and Commonly used answers.

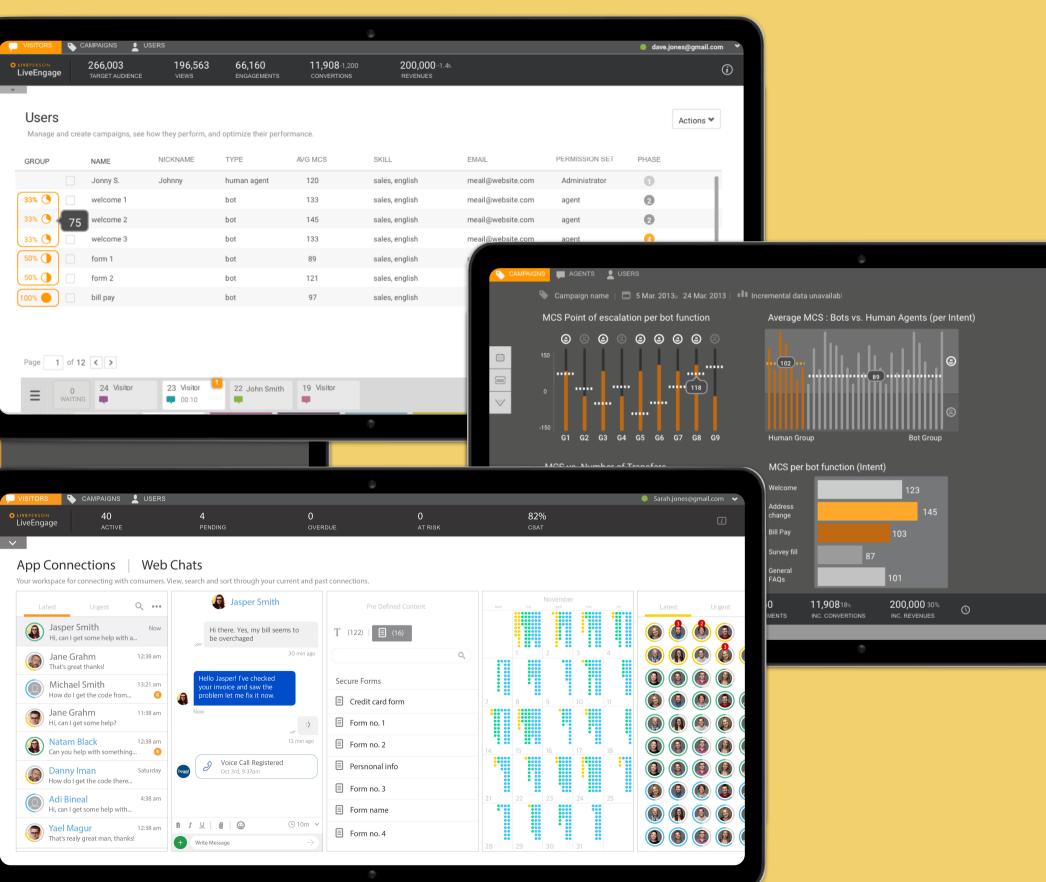
#### **User Focus: Call Center** Managers

Managers need to access to real time performance and sentiment data, and have the ability to "jump in" to help overloaded agents. Managing and inspecting general agent load over time.

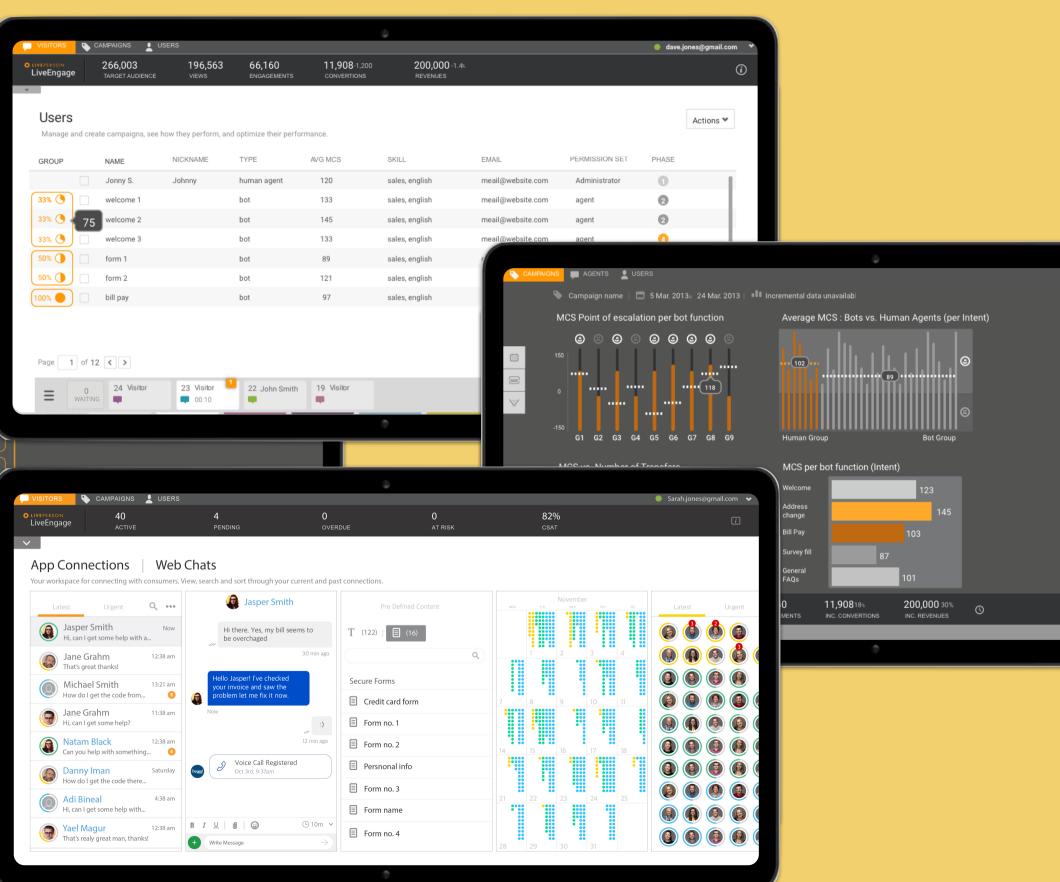
#### **User Focus: Program** Directors

Their main need is access to real time data, such as performance data, hot topics, and conversion rates. With that the ability to visualize and generate reports, which were presented in beautiful graphics.





GROUP	NAME	NICKNAME	TYPE	AVG MCS	SI
	Jonny S.	Johnny	human agent	120	sa
33% 🕒 🗌	welcome 1		bot	133	Sa
33% 🕓 🗧 75	welcome 2		bot	145	Sa
33% 🕒 🗌	welcome 3		bot	133	Sa
50% 🔵 🗌	form 1		bot	89	Sa
50% 🕕 🗌	form 2		bot	121	sa
100% 🔴 🗌	bill pay		bot	97	sa



Jasper Smith Now   Hi, can I get some help with a   Jane Grahm   Tat's great thanks!   Michael Smith   Hillo Jasper I 'Ve checked   your invoice and saw the   problem let me fix it now.   Jane Grahm   Hillo Jasper I 'Ve checked   your invoice and saw the   problem let me fix it now.   Now   Natam Black   Can you help with something   Yam San You help with something								
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That's really great man, thanks!	S	Hi, can I get some help with				0.44		Form name
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User Focus: Immediately upon release users showed great interest in taking the conversations to their physical stores, so creating a mobile version of the LiveEngage messenger was the natural move. To make a light version of the system I chose to focus on conversations only, with widgets and reports accessible under a menu.

Roles: My role here was to direct the design team to use the design system we created, combined with iOS best practices. And at a second stage conduct user research first hand at the brick-andmortar stores.

			100% 💻
Conversations	0	Philip Reid WhatsApp	
My All	7	TODAY	
1 New conversation Accept		Philip, hope you We've adjusted 9am-5pm. Your will be available	d our hours to r pickup order
Philip Reid Do you have any questions or Mine		You are now connected to Philip Re ks. Do you have small s in stock?	Reid
(267) 799-1512 How do I activate it? I don't see Ralph Carr	2m	Yes, here's our	
Alex Harris Till when are you open today? Emily Coleman	<b>Ļ</b> -16m		1:43 Conversations
Mike Lee That would be perfect.	13m	EZ Home School De www.youtube.com Do you have any quest you like to buy it now	esk – \$4 My All
(352) 456-7594 That would be perfect. Russell Fox	28m		Home I Acco
(267) 748-4410 Would I be able to edit my order?	42m		Do you have any questions or would Mine
Mari Clanton WOW! Thanks!	47m		Alex Harris Till when are you open today? Emily Coleman

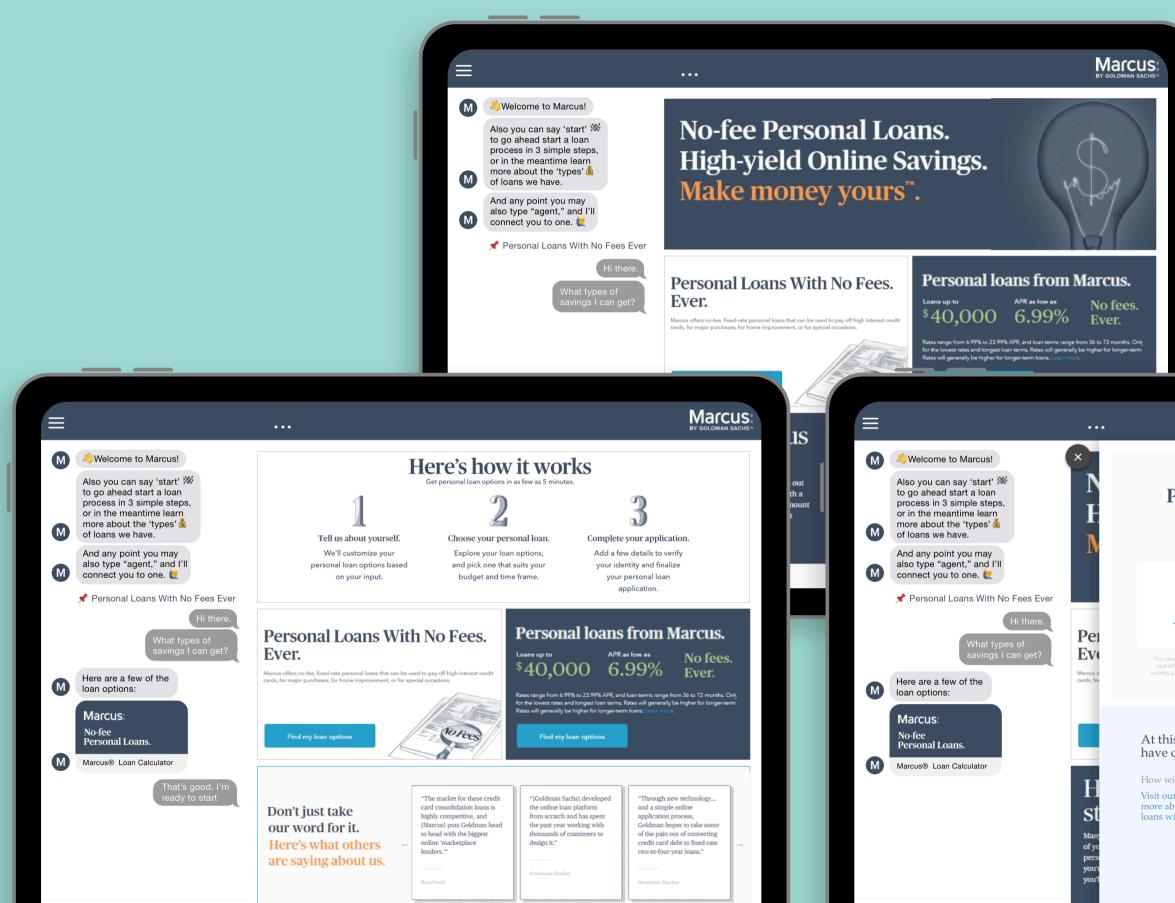
# Conversational Website:

# Goldman Sachs

The Conversational website is a unique patent-awarded interface model. On which the center of the UI is a conversation with the AI, which drives the supporting visual content presented on the larger area.

User Focus: The core concept is Instead of making the user search and learn how to use a website, we start a conversation and simultaneously present suggested content. As the user interacts, the content is molded around them.

**Roles:** I created the whole concept, UI design, product specifications, UX, and development direction. I also formatted the project to be ready for patent application, and registered the patent with the IP attorney teams.





#### M

# Personal Loan Calculator: Calculate your savings

You could save money and pay off higher interest credit card balances faster with a loan from Marcus.

Enter your credit card debt \$10,000

You could save \$1,537.03

This calculation assumes (1) equal monthly payment amounts for the credit card and Marcus Ioan, (2) a FICO score of 700 to 740, (3) an 16.99% the average cre card APR for your chosen FICO band with 54 on-time monthly payments and (4) the an 12.99% average Marcus APR for your chosen FICO band with 48 on-tim monthly payments. For a \$15,000 loan with a credit card APR of 16.99% and a Marcus APR of 12.99%, that means an estimated total cost of \$21,551,151 for the cr card vs. \$19,312.34 for Marcus. Actual savings will vary based on your actual APRs and credit terms. **Learn more** 

## At this point people sometimes have questions like:

How will this information be used?

Visit our Lending landing page to learn more about our no-fee, fixed-rate personal loans with customizable payment options. Will you share this with marketers?

Eligibility for a loan amount is based on the information you supplied, intended use and your credit report, as well as our assessment of your ability to pay.

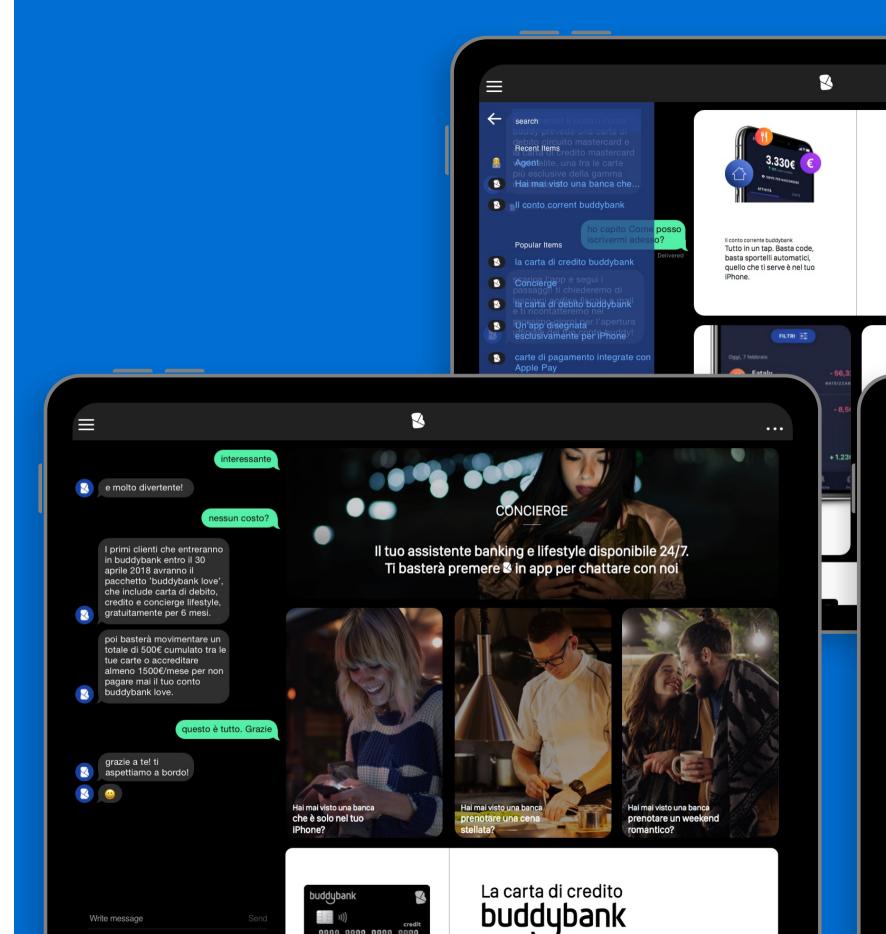
# Conversational Website:

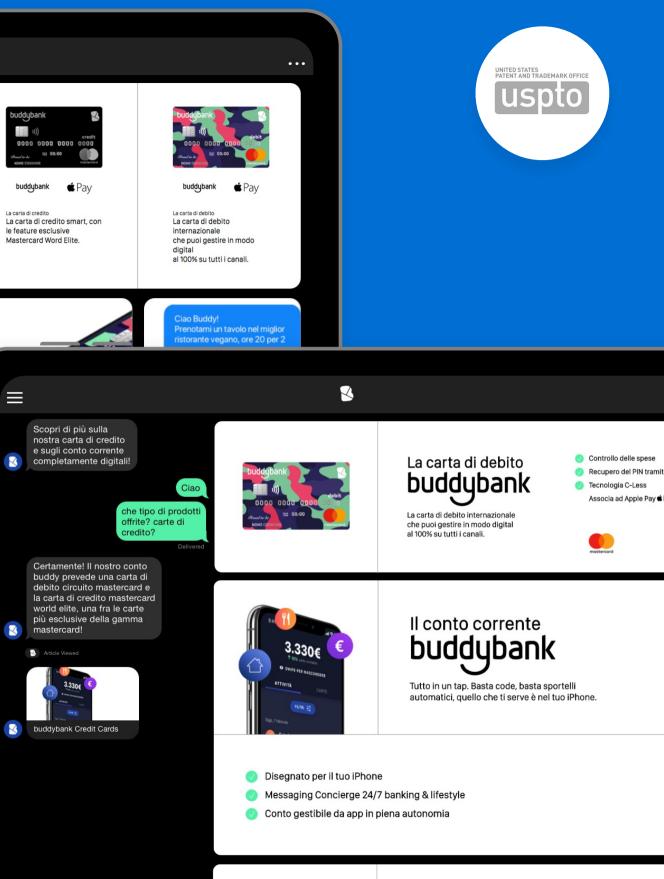
# Buddy Bank

The versatile model of the conversational website is built as a platform to feature the client's brand identity and graphics, while maintaining the core functionality.

**User Focus:** For this iteration for BuddyBank, the conversation design was centered around selling and comparing new credit card options, since user research showed this was the main topic of site visits and questions.

**Roles:** The conversational website projects had a very consultive aspect, so my role was to connect with the client and their business needs, and bring that into the conversation design flow. As well as applying the client branding and graphics to the interface.





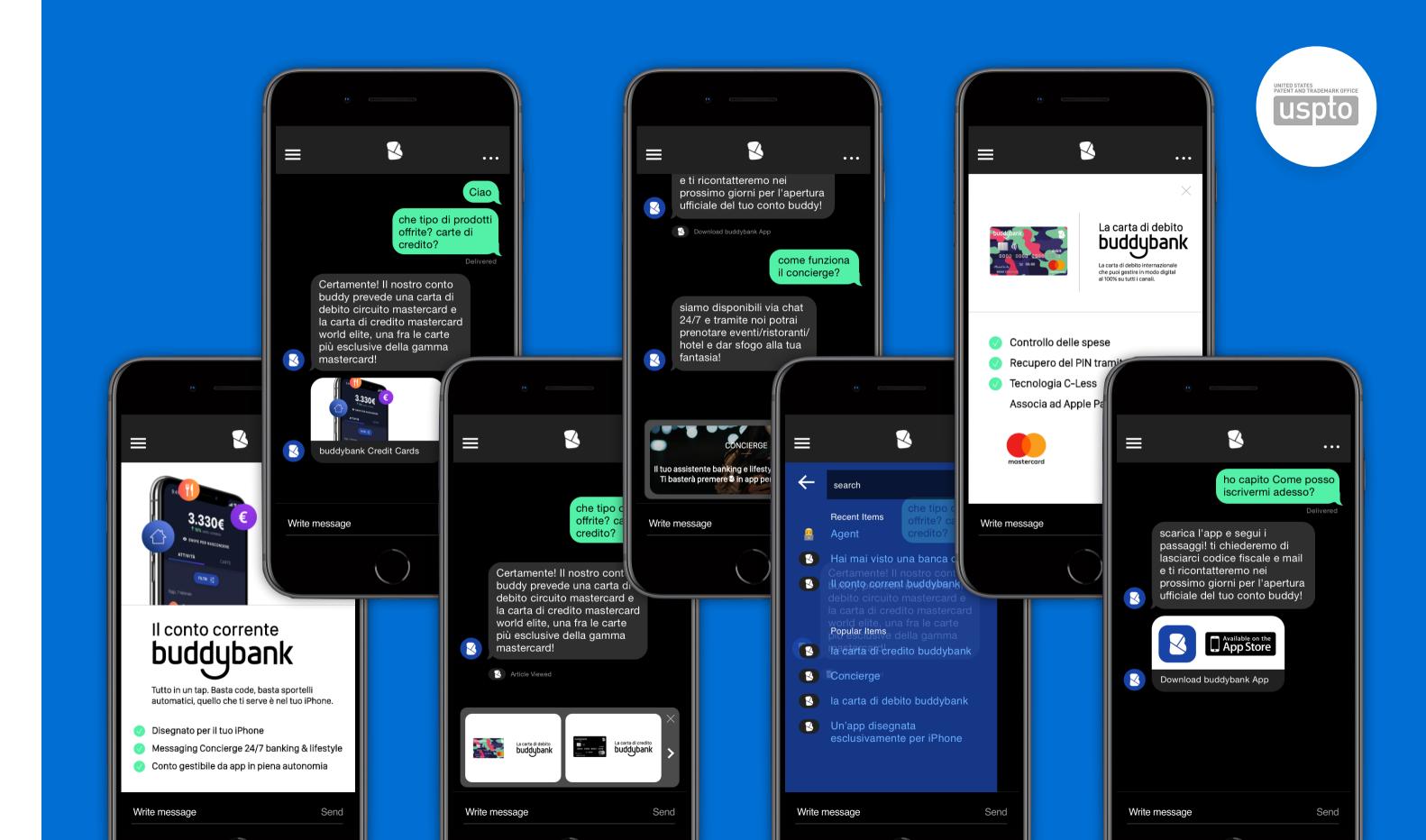
Se

La carta di aradita

Mobile version: The mobile version of the contentadaptive Conversational website works flawlessly in a smaller screen, taking advantage of new interface elements such as "suggested topics" and "content guide" that overlay on the conversation screen.

**User Focus:** I took advantage of how much users are already familiar with messaging in general, so I created an enhanced version of it to be able to bring complex elements into the experience.

**Roles:** I was responsible for the interface design, and conversation design, while working with the dev team to accommodate limitations of browser-based messaging with the new elements and responsiveness.



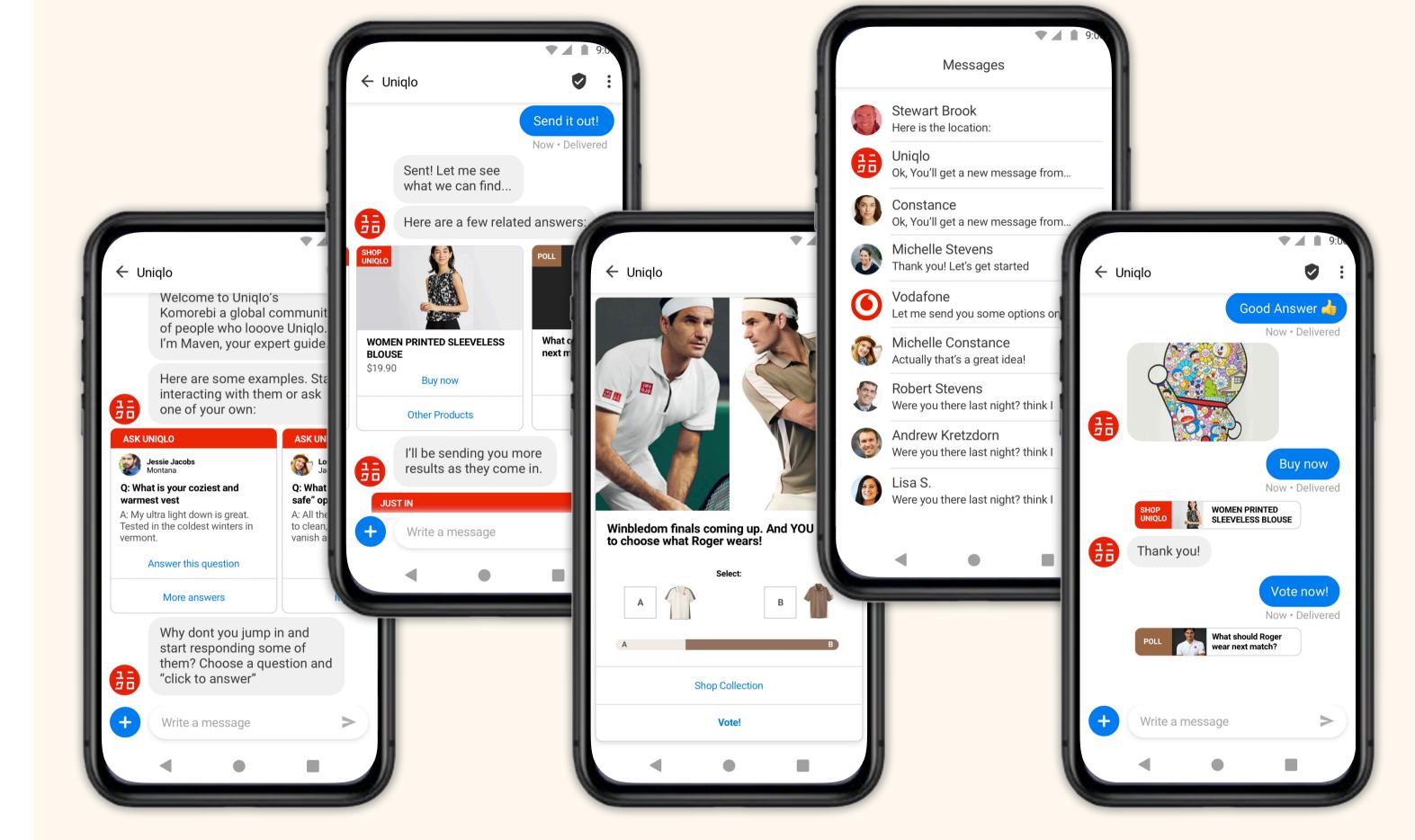
# Conversational Commerce

# Maven For Uniqlo

Taking advantage of the new Google RCS and Apple Business Chat technologies, we developed an automated conversation platform called Maven, using new interactive widgets – calling these projects "App-less" Apps.

**User Focus:** For the Uniqlo user, I identified that they seek innovation and don't want to be "pushed" product and promotions. So I chose to bring fresh new possibilities to conversational commerce, such as polls, exclusive product catalogs, mini-games and Q&A's.

**Roles:** To create the program that would be scalable to multiple clients, I've designed the widgets, UI, and basic conversation flow, that would be easily customizable. To be in consistent direct interaction with the dev team was essential.



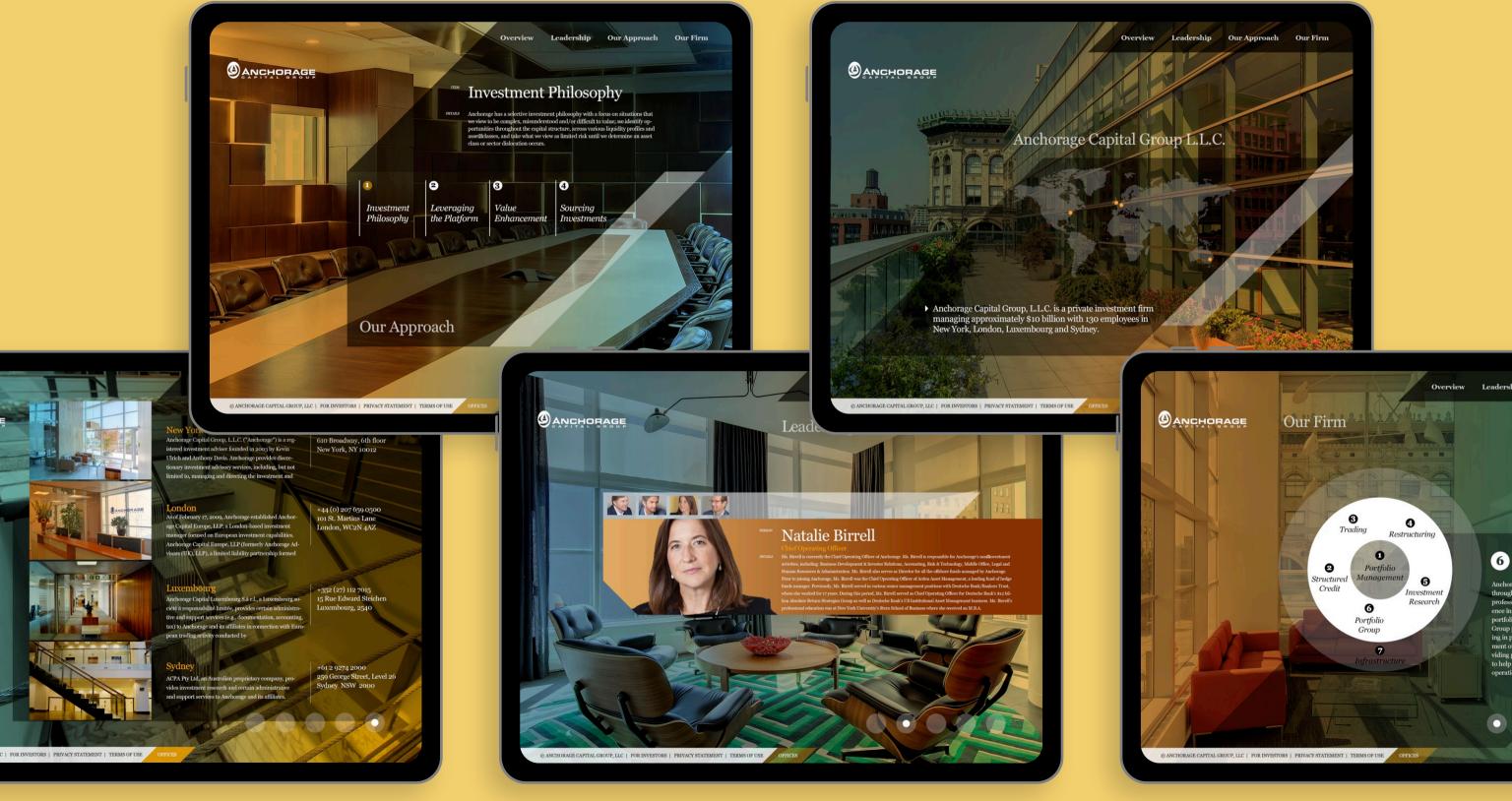
# Anchorage Capital

# Institutional Website

To reflect exclusivity and and the high-end nature of this business, I created a website intended to perform as a corporate deck and mini-app.

**User Focus:** There were 2 main user groups: Employees that would use this as an interactive deck, for them we made the interactions clear or happening on auto-play. For clients, who would access the website on their own, l focused on bringing more detailed information about the fund and partners, with easy navigation and discoverability.

**Roles:** I first structured the content, created information flow, and designed the UX design. After some initial tests, I formatted the digital design, and directed photography work.



# Approach Communications

# Communication Agency

Approach is a full spectrum communications agency, and focused expanding their digital footprint and client tools.

User Focus: In order to make it as easy as possible for the use to hire and engage with a PR team. Creating product packages and courses easily accessible via e-commerce, and an engagement flow that allowed for project management via messaging.

Roles: I was responsible for product, product design, technology strategy and directing the dev implementation team.

# **PROACH** COMUNICAÇÃO

Transparência. Transparência. Transparência!

Omitir, minimizar ou mascarar informação não vão ajudar em nada. Sobressaltos, instabilidade e insegurança são mais bem combatidos quando há um fluxo de informações precisas e no volume necessário circulando dentro da organização

Falar a verdade somente avendade e nada ma Alinhar é dito s Coerên uma co

Comunicação Interna

em tempos de crise

Fortale precisa une o ti

Dicas para todos os funcior tanto em casa como em op

Δ

#### Tools+



Comunicação Interna 5.000.00



Pacote Inbound 5.000,00



Estratégia com Influenciadores 5.000,00

#### Acolher as dificuldades. Paciência.

Definir o plano de contingência da empresa e mostrar como as ações estão sendo executadas. Isso traz mais confiança e senso de pertencimento.

Valer-se de canais alternativos de comunicação. Verificar os canais prioritários e mais efetivos.

Não deixar po respostas.

Fortalecer o lideranças, at identificar ou embaixadore para replicar correta é ben

Mais diálogo facilitação.

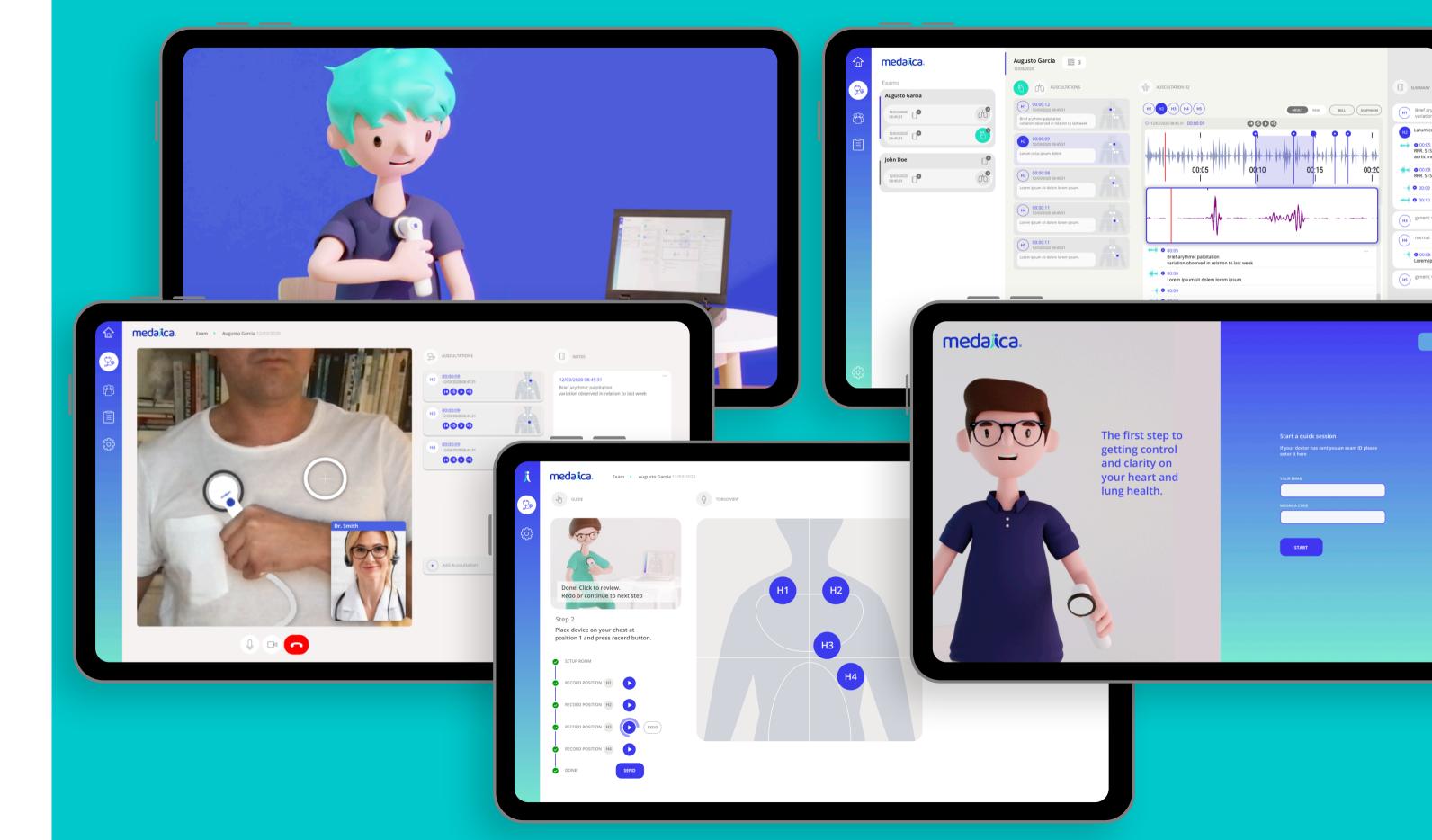
#### **Como ajudar?**

# Medaica

Telemedicine Platform

User Focus: On this multifaceted project, there were 2 main users. For patients I chose to keep the interactions as simple and playful as possible, while gamifying the progress. For doctors I brought a higher level of detailed functions, which can be easily accessed by expanding panels.

Roles: I was responsible for Product Design, UX, User research, as well as Branding, Packaging and Product Marketing tools. While directing illustrators and animators to create the avatars to support the user guide interface, and also used in branding.

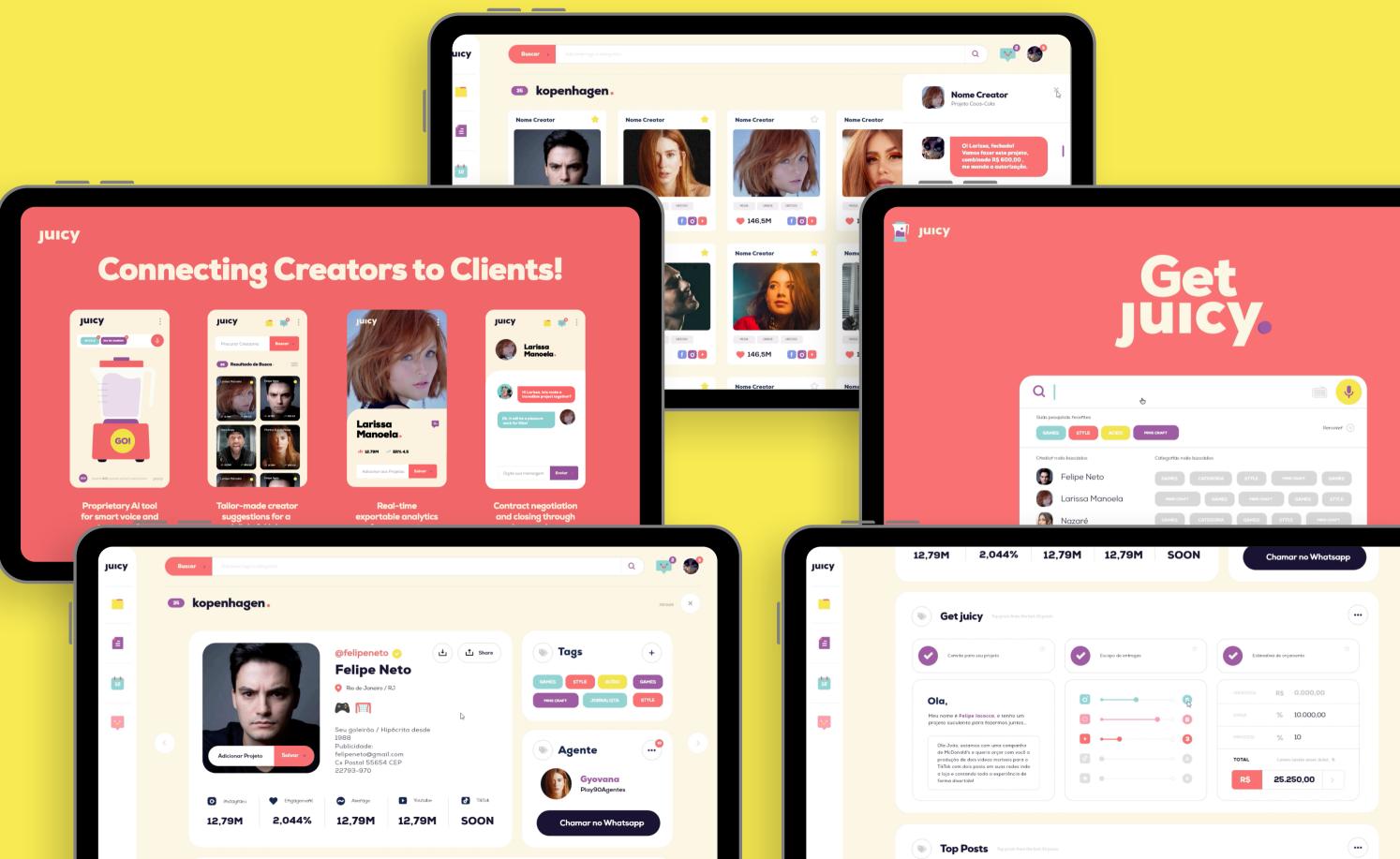


# Juicy Social Media **Creators Marketplace**

Juicy is a platform for small businesses and agencies to hire influencers and content creators to promote their brands. The goal is to facilitate access and structure to searching and hiring influencers.

**User Focus:** The user needs an easy way to search, hire, and manage creators. The current way users define their needs is through a briefing, so instead of using a simple keyword search, I created a large copy/paste area for a complex text, and presented results in visual cards. Management was done in a modified subscription purchase flow, which users are accustomed to.

**Roles:** I was the team lead in product, responsible for project management, UX, directing the design team on UI work, and driving the execution of dev team.



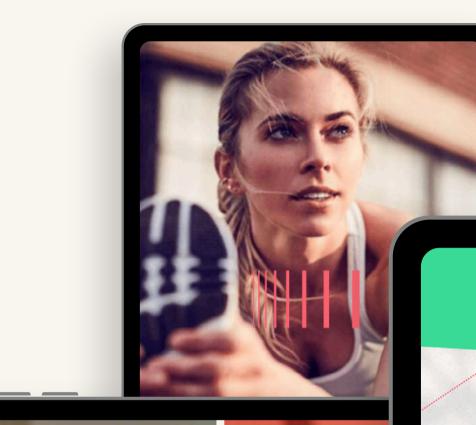
# Gaiz

### **Online Fitness**

Gaiz is an online fitness platform, where users can follow a weekly video training program, customize their schedules and log their workouts.

User Focus: I took advantage of the familiarity users have with video subscription services, and online courses. Making the interactions and instructions video-first. while focusing on mobile version to facilitate the user experience at the gym, where they usually bring their phones.

**Roles:** I led product, customer experience, UX and product marketing. I directed the choice of technology platforms used, while leading the dev team on integration and maintenance.





Você é **m** forte que sua pregi E não o contrário

Gaiz

## Toda semana tem conteúd novo para você.

#### Pessoas que fazem parte da nossa história

A energia positiva das nossas aulas volta multiplicada e vira ainda mais motivação quando recebemos depoimentos assim:

"Tenho uma paixão enorme! Mesmo eles não estando presentes comigo, parece que eles estão comigo o tempo todo durante o treino."

Rafaela Silva





"Foi uma mudança na i vida. Uma mudança bo Prometi a mim mesma não tomasse **atitude p** sobre treinar on-line eu iria ver resultado."

Juliana Martins Psicóloga

#### Juliana tá no Gaiz!

Então é hora de se exercitar! Acompanhe sua evolução e veja qual é a sua próxima aula.

#### Começar próxima aula



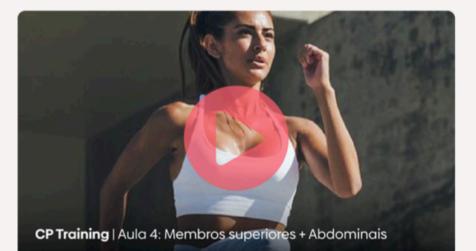
Gaiz CP Training Todos os treinos Professores Favaritos Serviços Fitness Outros serviços Live 😝 Nossas playfists 🔍 👰





#### Seu próximo treino

Movimento gera energia! Continue de onde parou e bom treino!



#### **Novidades**

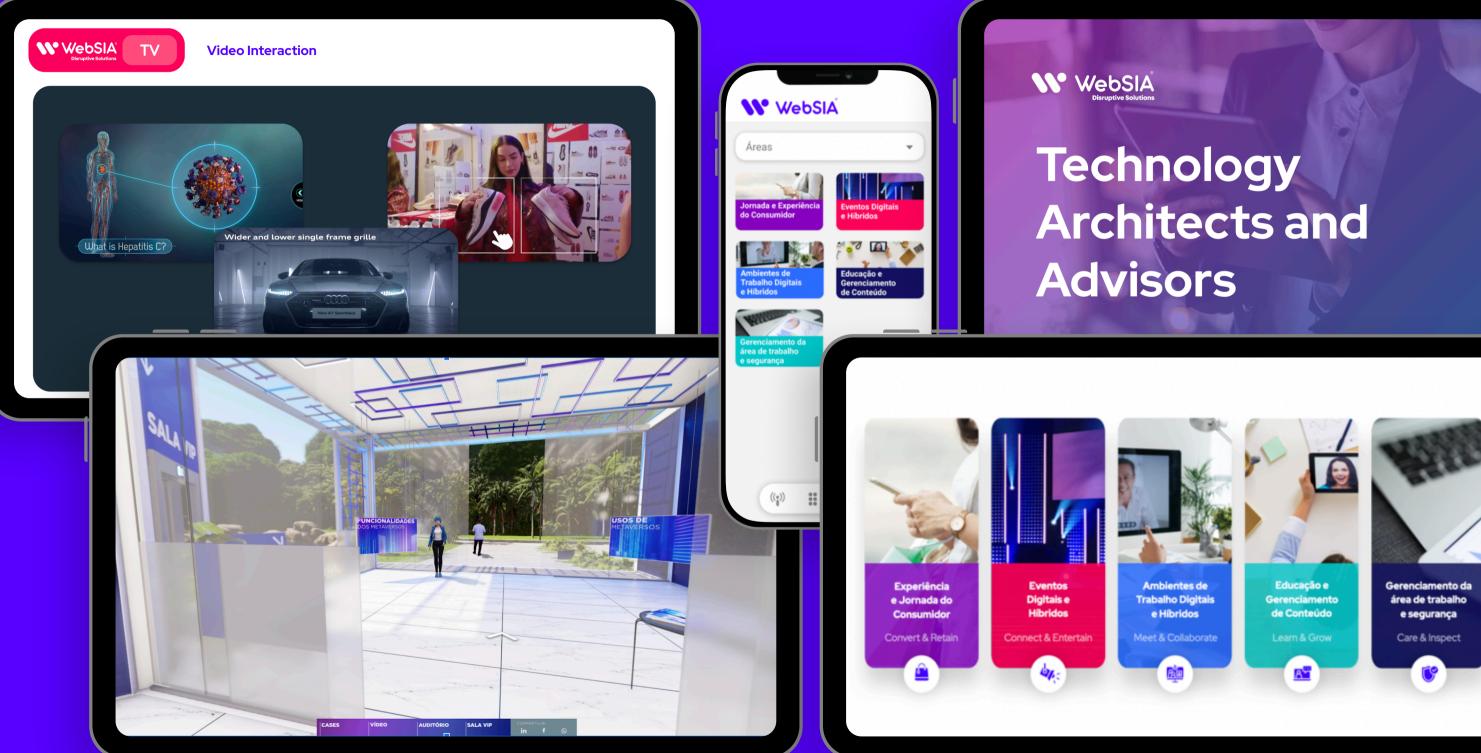
# WebSIA

## Software Aggregator

At WebSIA my goal was to reorganize the product offers, and create a digital marketplace for digital products and services.

**User Focus:** To simplify the user experience in searching a large product catalog, I chose to group them in 5 large areas, and used a an interactive video interface to navigate products. I also created a marketplace app with product offers, news, recent features and customer support.

Roles: I first focused on branding and product marketing, then led the product team on the marketplace app, and supported strategic sales.



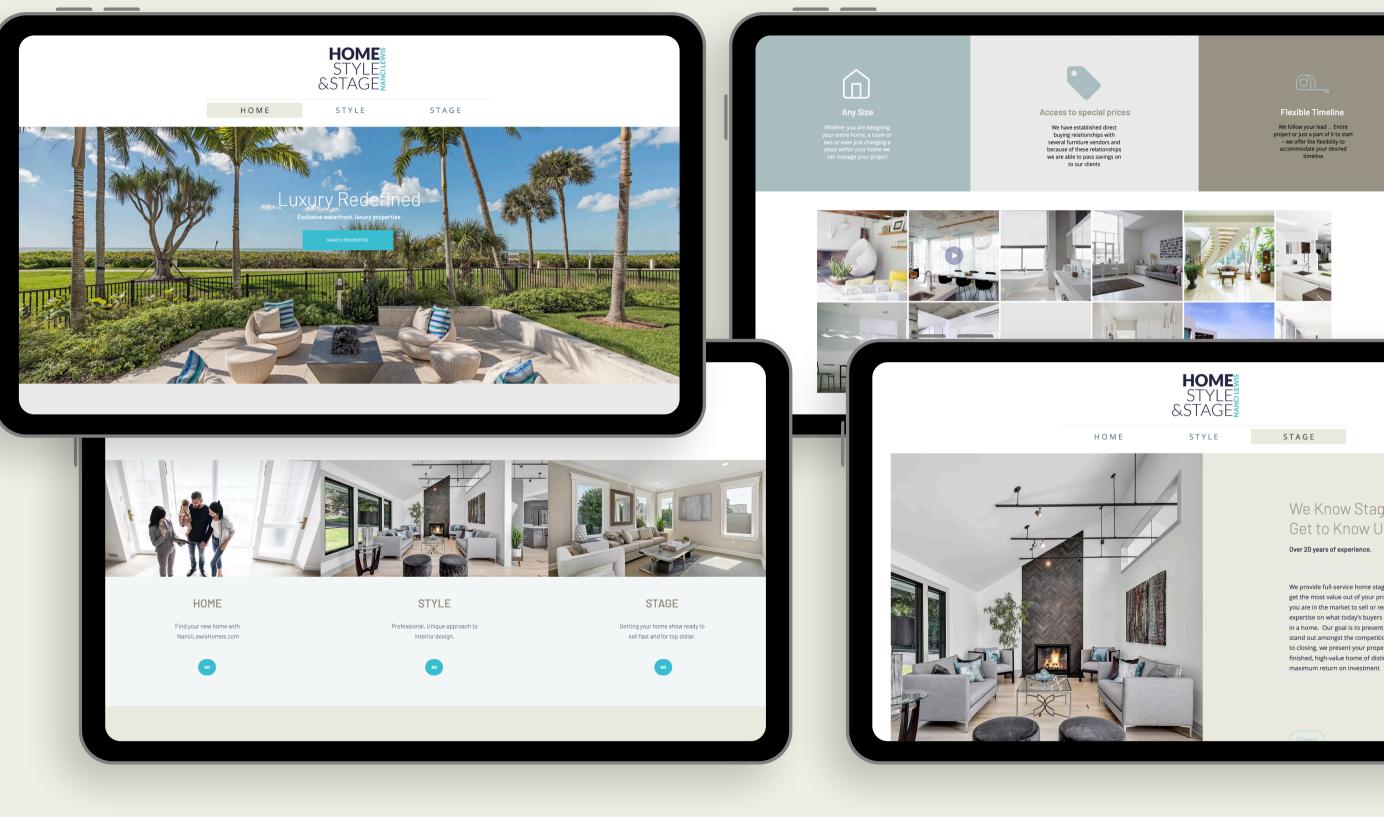
# Home Style & Stage

## Real Estate

The goal was to create a simplified solution for a real estate portal, which connects 3 parent companies, multiple listing sources and agents.

**User Focus:** There were 2 mais user groups: The clients – for which I chose a simple visual unified search that aggregated results from all 3 sources. The management company – for whom content maintenance and editing should be simple and fast.

Roles: I was responsible for product and technology strategy, integrating platforms, product design, UX, and branding.









#### We Know Staging. Get to Know Us

We provide full-service home staging solutions to get the most value out of your property. Whether you are in the market to sell or rent, we share our expertise on what today's buyers are looking for in a home. Our goal is to present your home to stand out amongst the competition. From listing to closing, we present your property as a finished, high-value home of distinction for



LivePerson

Software

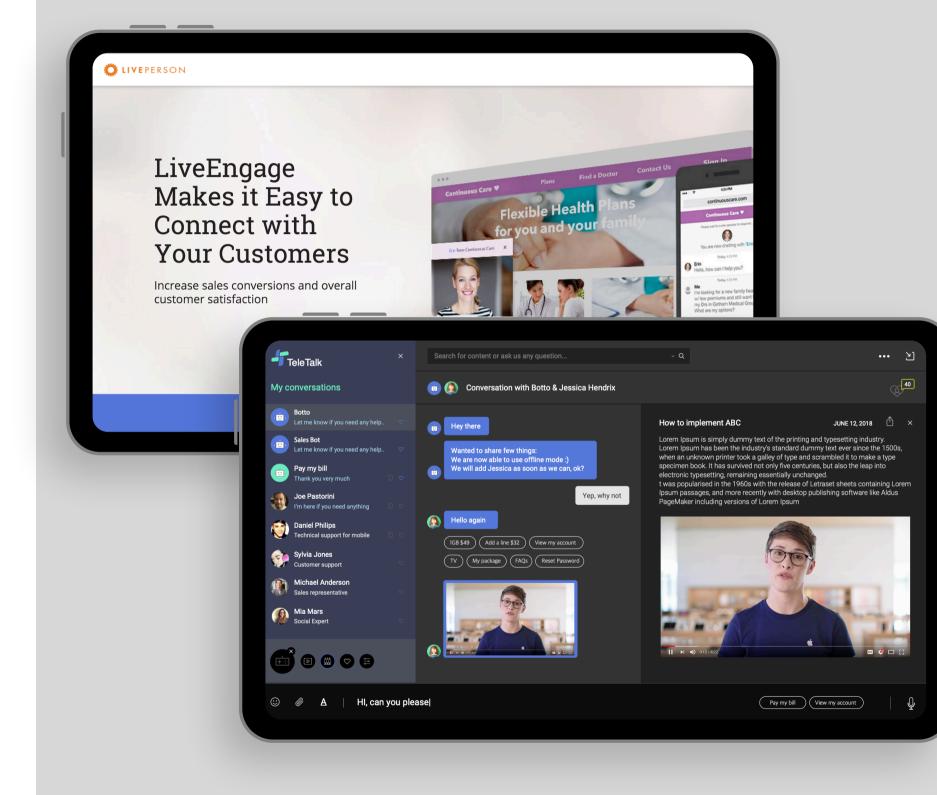
# LIVEPERSON

For the branding of the world's leader in messaging software company, we used a primitive sun symbol, as well as a bright orange representing wisdom.



# LivePerson

Software



For the branding of the world's leader in messaging software company, we used a primitive sun symbol, as well as a bright orange representing wisdom.



Medaica

Telemedicine

# medaica

To bring warmness we used a rounded friendly type and sober colors applied on the branding, packaging, product and the digital presence. The M1 Stethoscope package includes an M1 Stethoscope, USB cord, and USB adapters. Medical exams with a clinician not included, addikional Fees apply. Image for illustration purposes only. Patent Pending.

A. 200

# medalica.

Telehealth Stethoscope FDA CLEARED

Electronic Stethoscope for telemedicine heart and lung exams

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# medaica

ST. T.

erform simple heart nd lung exams at home end the sounds to your loctor (record mode) r let your doctor listen o your heart and lungs luring a telemedicine ession (live mode)



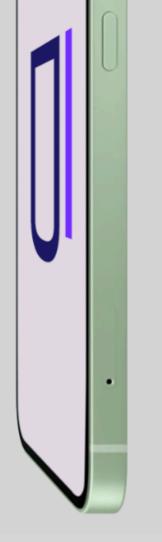
# Approach Network

Communications

contint Α A APPROACH direta.

This group of brands were created to work harmoniously under the new identity of this communications agency.









Sea Moss

Supplements

For this health supplement brand, we created a sober identity combining custom illustrations and clean type.

# Sea Moss

nutra 🕼 remedies

With Bladderwrack & Burdock Root

ALLA

Promotes Thyroid Health\* Boosts Immune System\* Provides Anti-Aging Benefits\* 120 Vegan Capsules



nutra ()) remedies



# Sea Moss With Bladderwrack

& Burdock Root



# Sea Moss With Bladderwrack

n fa 🖯 anada

& Burdock Root



Promotes Thyroid Health\* Boosts Immune System\* <sup>Provi</sup>des Anti-Aging Benefits\*

120 Vegan Capsules

# Hotel da Praça Hospitality



For this hotel and restaurant we developed a sophisticated identity reflecting the colors and tastes of Brazil.

# HOTEL DA PRAÇA

TRANCOSO, BA

Opa Olive Oil

We wanted this brand to be rustic, timeless and reference the greek olives which make the oil.



Agro Food Exports



Once we created this custom illustration for the logo for a major coffee export brand, it was applied on the large jute bags of coffee, and quickly helped make the brand know as the "parrot coffee" throughout the world. Viva Light Healthy Nutrition



# CONGELADOS GOURMET

For the brand symbol we created a logo with leaf or bean pod forming a "V" combined with with warm minimalistic type. Applied in all food packaging, uniforms and signage of this healthy food brand.



Vegan Divas Vegan Pastries



BAKED GOODS & DESSERTS Weggen Dieges — Always Delicious —

For this unique vegan culinary brand, we used custom script, bold colors and retro imagery, for a classical look.



LOW-CALORIE . HIGH ON FIBER 100% NATURAL · ORGANIC INGREDIENTS NO CHOLESTEROL · KOSHER · PARVE

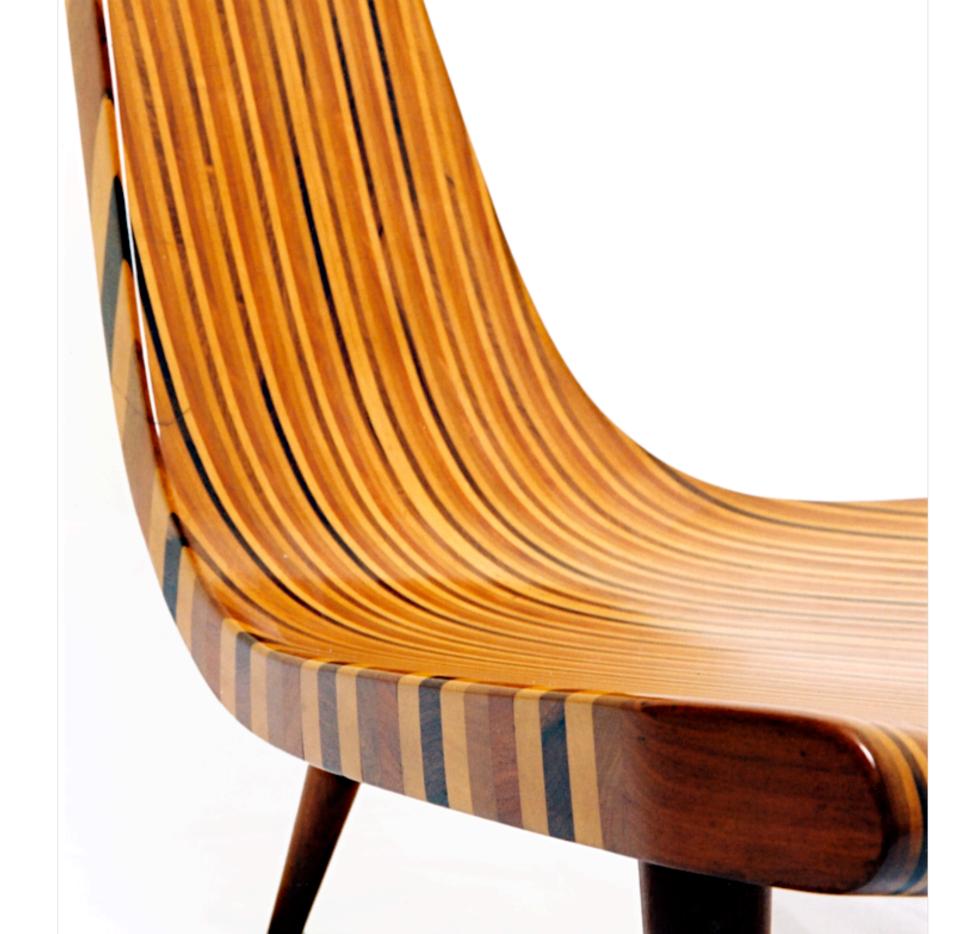
# Galeria 18 Art Gallery



This gallery features renowned Brazilian photographers. So for this identity the design had to be as minimal as possible and yet recognizable.



Artepadilla Art Producers



Reflecting the era of this interior design exhibit, we've brought classic Swiss typography and minimal art direction for the photography.



# Carbrasmar

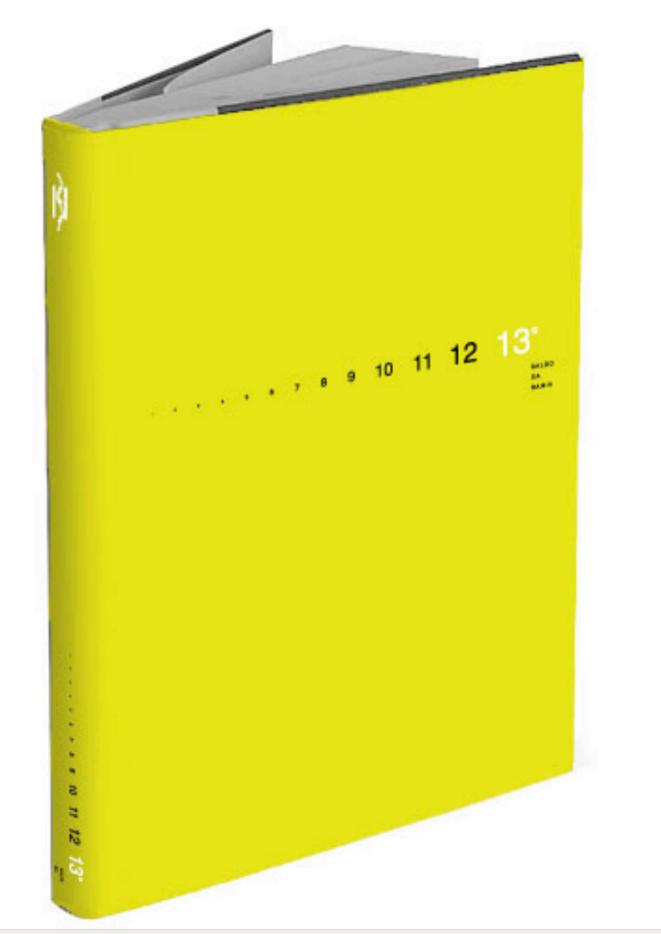
Yachts



Redesigning the identity of this classic nautical brand, we introduced the seagull symbol and refreshed their iconic typography.

# Museu de Arte Moderna da Bahia Modern Art Museum

For this art show brand identity project, we've combined minimalistic typography with impactful colors.



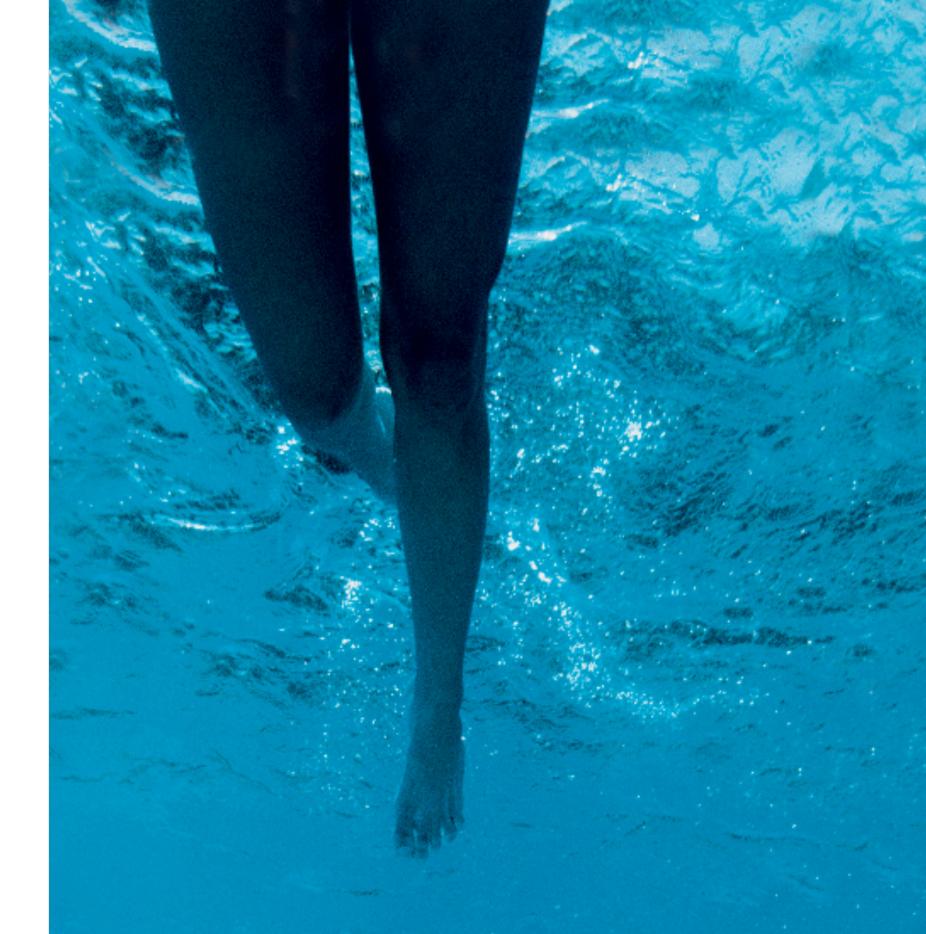
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SALÃO DA BAHIA



# Lenny Niemeyer

Fashion



We've shot a beachwear collection completely underwater, achieving a whimsical ambience for this iconic fashion brand.



Joana João Kid's Fashion

For this branding project we created custom typography, and with it we built a series of fun characters using type elements. We used them on the web presence, packaging and signage.



Stoked Sports



Ruggedness, simplicity and clear legibility was used for this outdoor sports brand.



Caricatura

Fashion

With custom typography and illustrations, we developed this brand identity used in fashion prints, store windows and signage, packaging and main brand.

# caricatura • JEANSWEAR Dreserve your elements





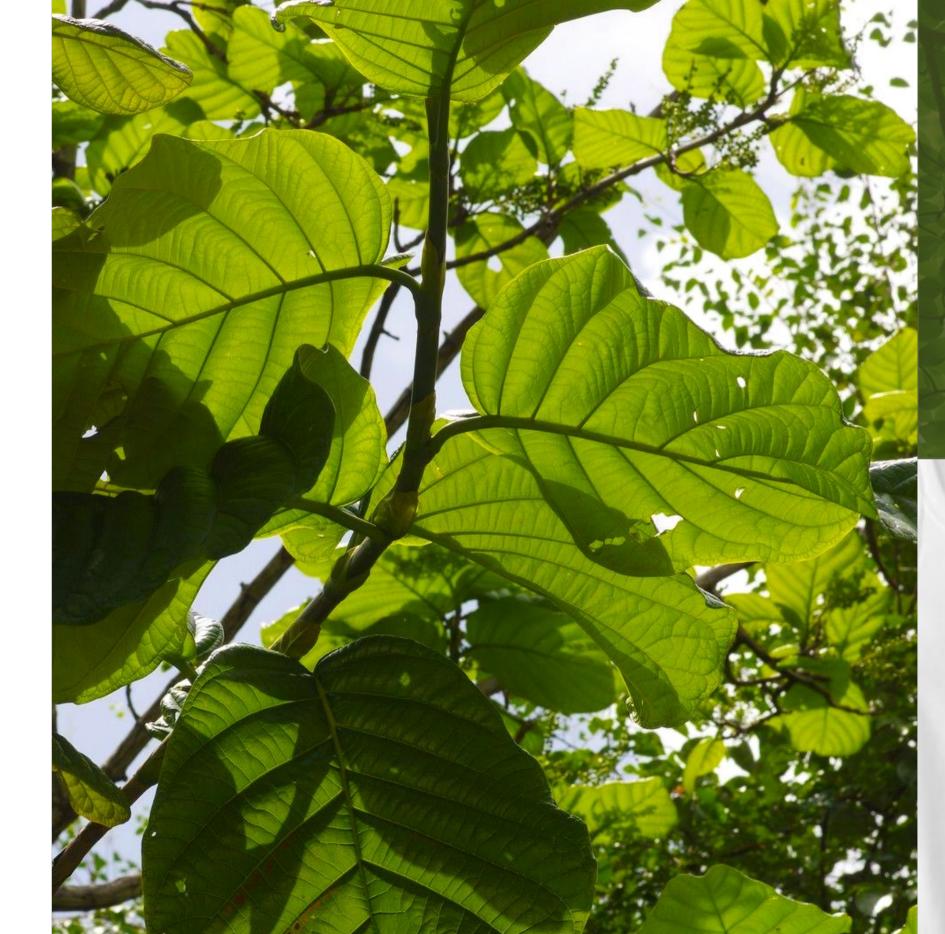
Fixit Art Repair



We created a versatile logo that can work at any orientation, to be used in boxing tapes, packaging and stationary.



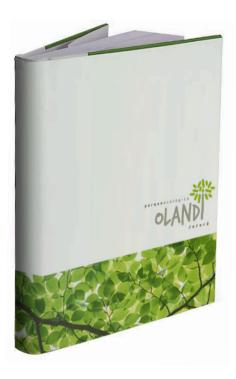
Olandí Eco Park



We've developed an exclusive hand-written typography and illustrations, for branding and signage on this eco-park.

# parqueecológico OCANDD Jurerê









On this rebranding project we've created a custom typography for brand and sub-brands. Applied in everything from packaging to store windows. Huma Movies



On this movie production company we brought simple imagery and clean typography to the branding.



# AUGUSTO GARCIA **DESIGN**

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