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.
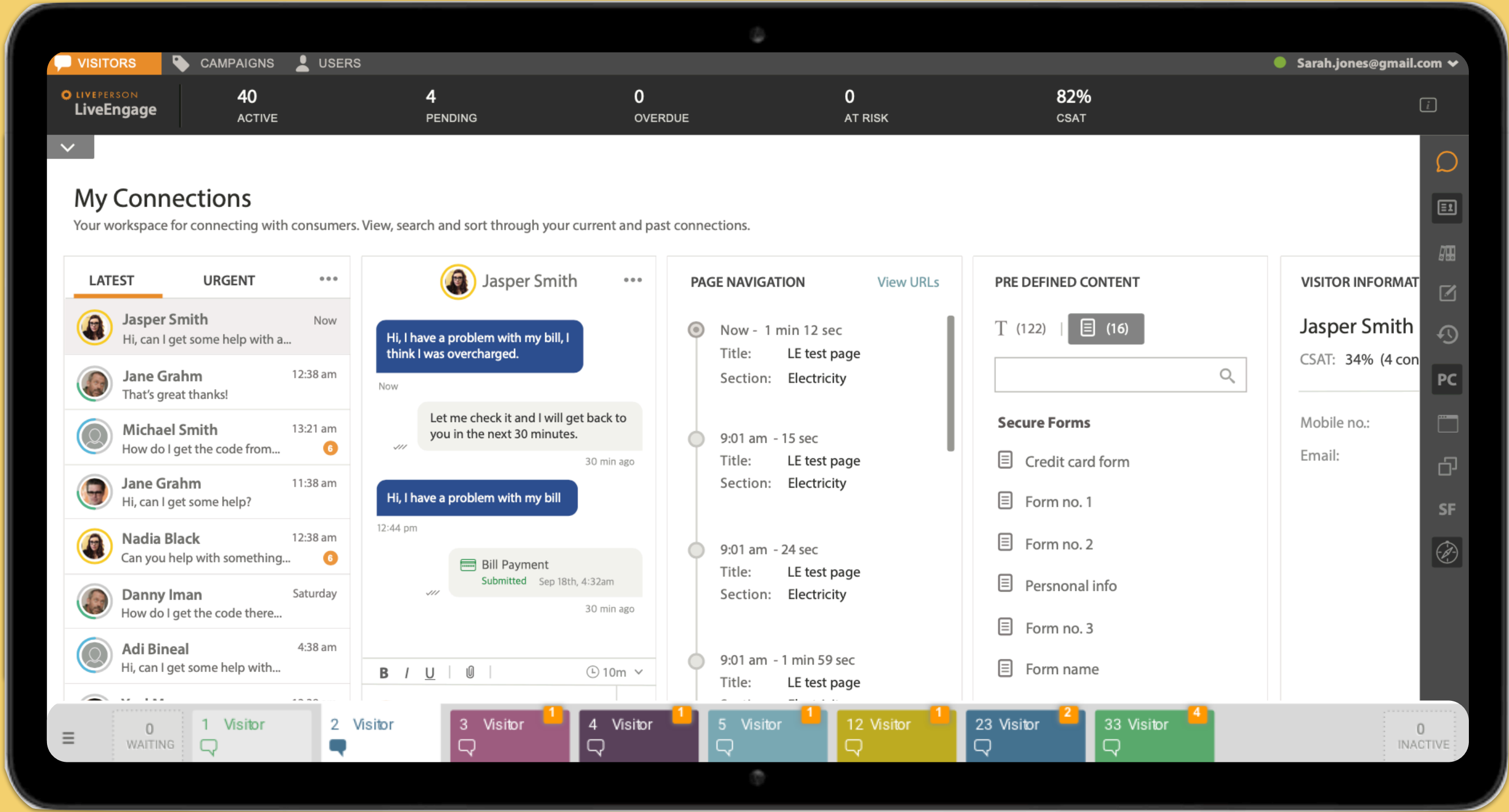
User Focus: Agents

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.
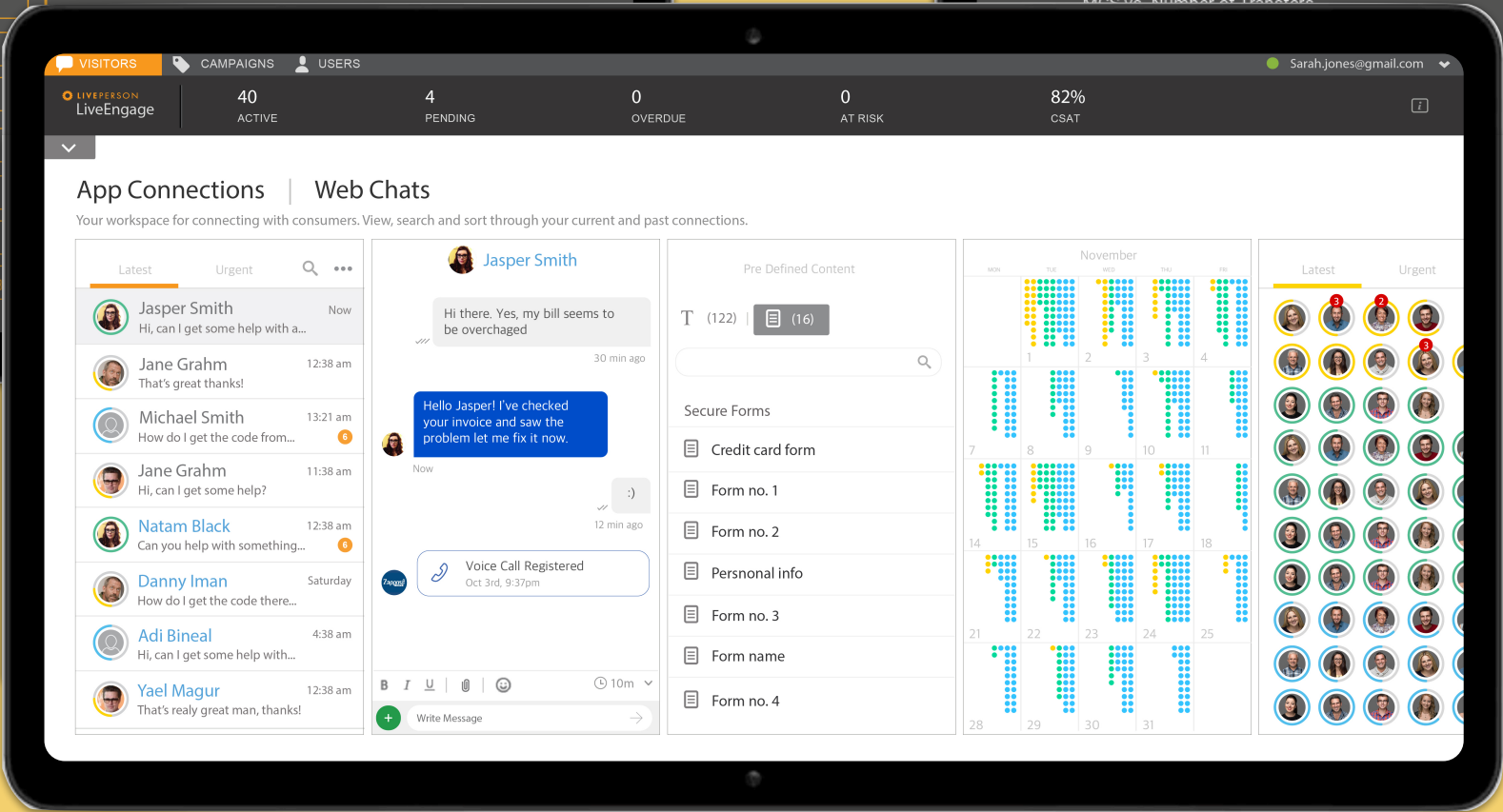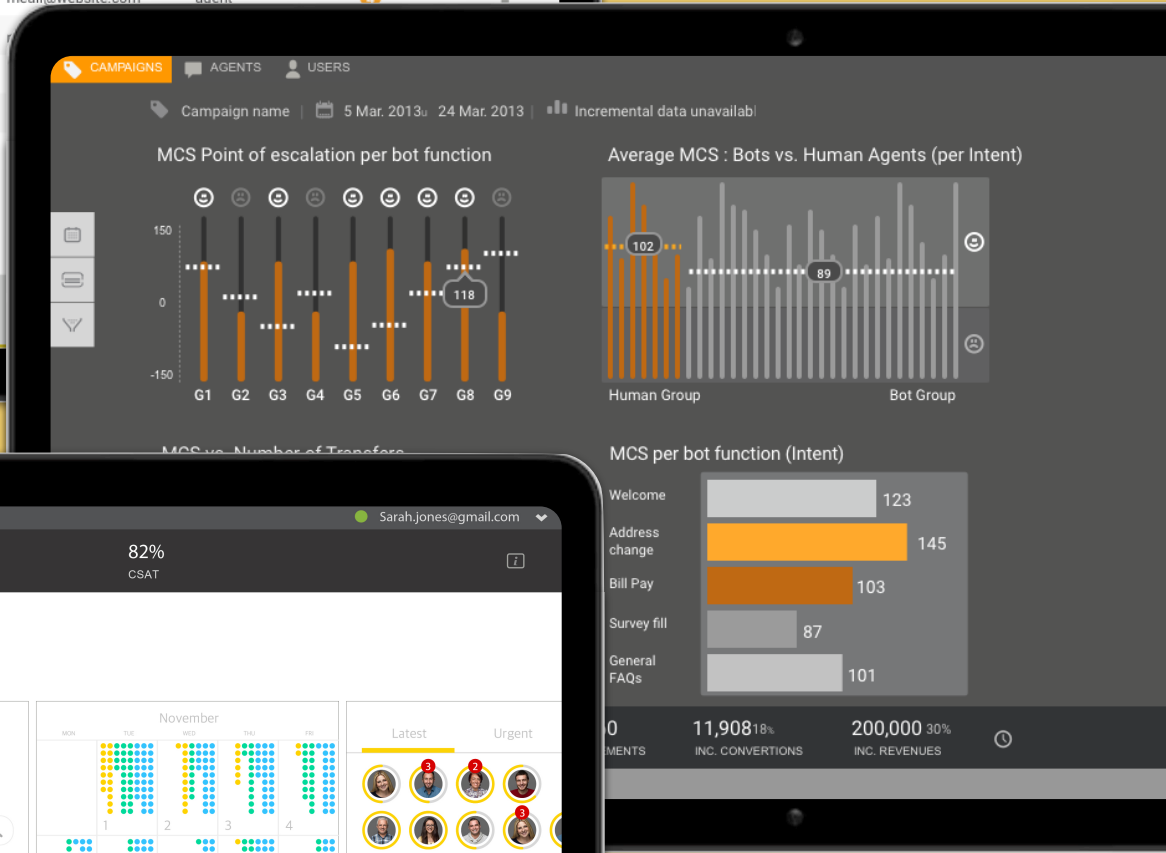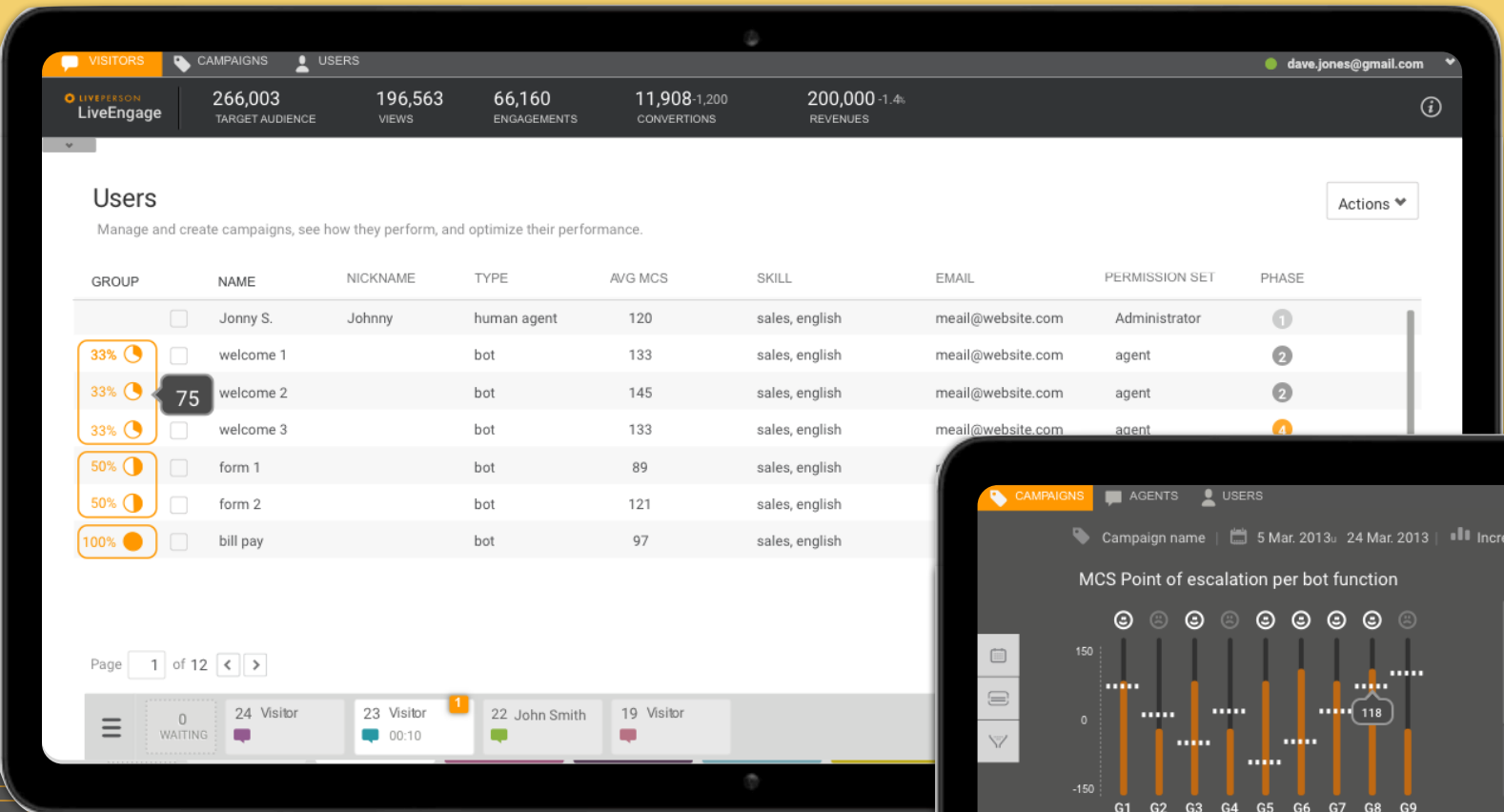
User Focus: Immediately upon release users showed great interest in taking the conversations to their physical stores, so creating a mobile version of the LiveEngage messenger was the natural move. To make a light version of the system I chose to focus on conversations only, with widgets and reports 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-and-mortar stores.
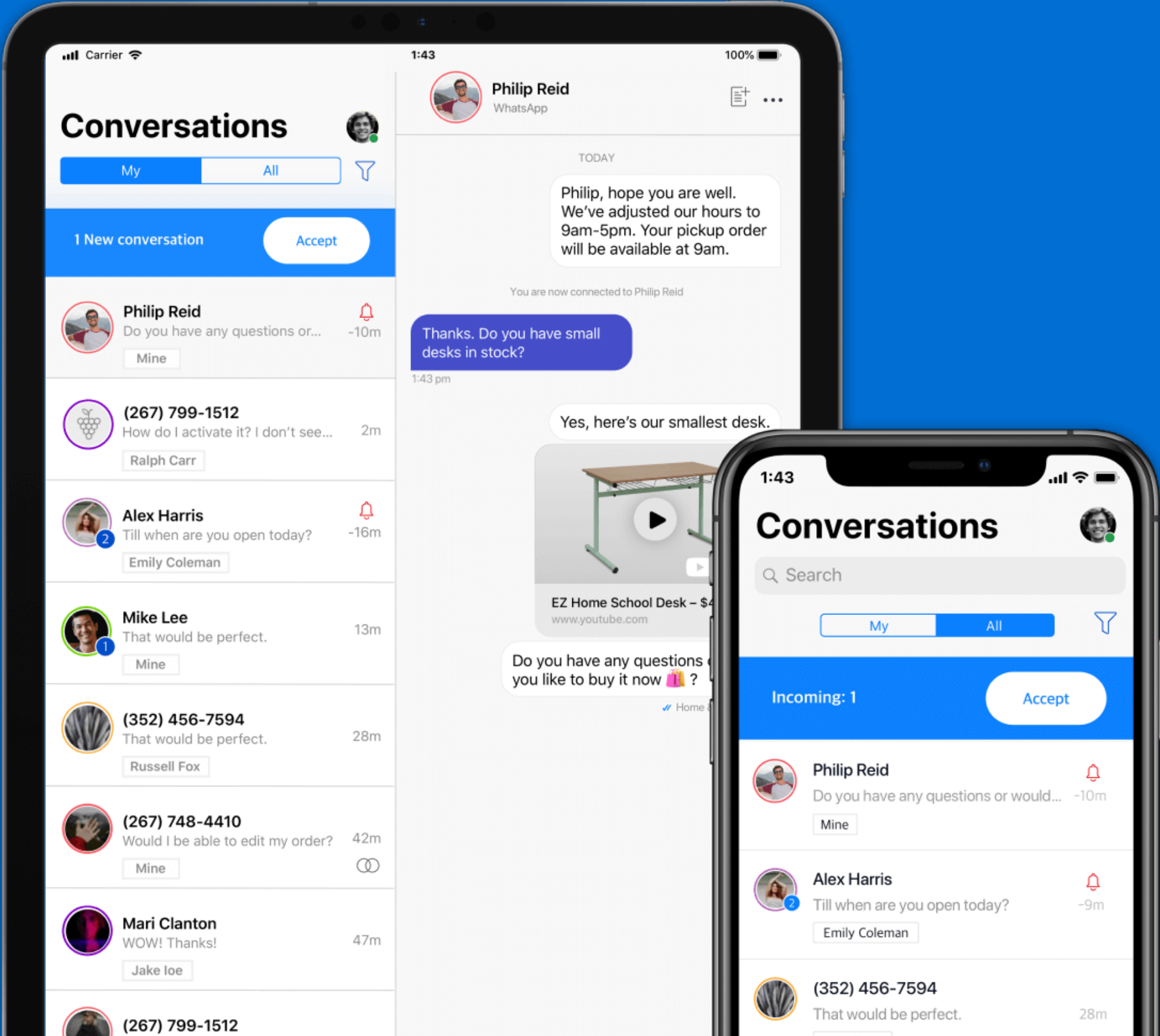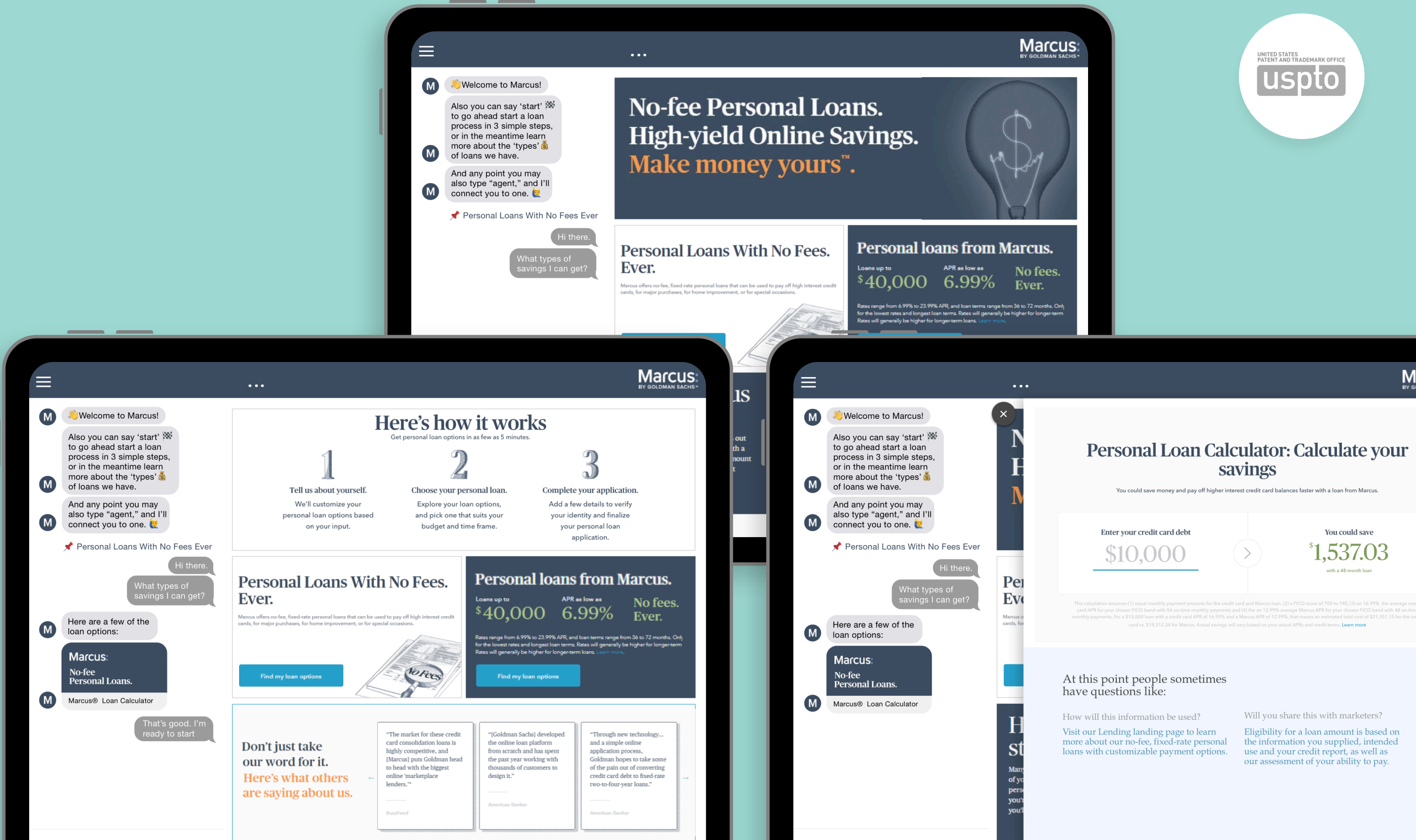
Conversational Website:

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.
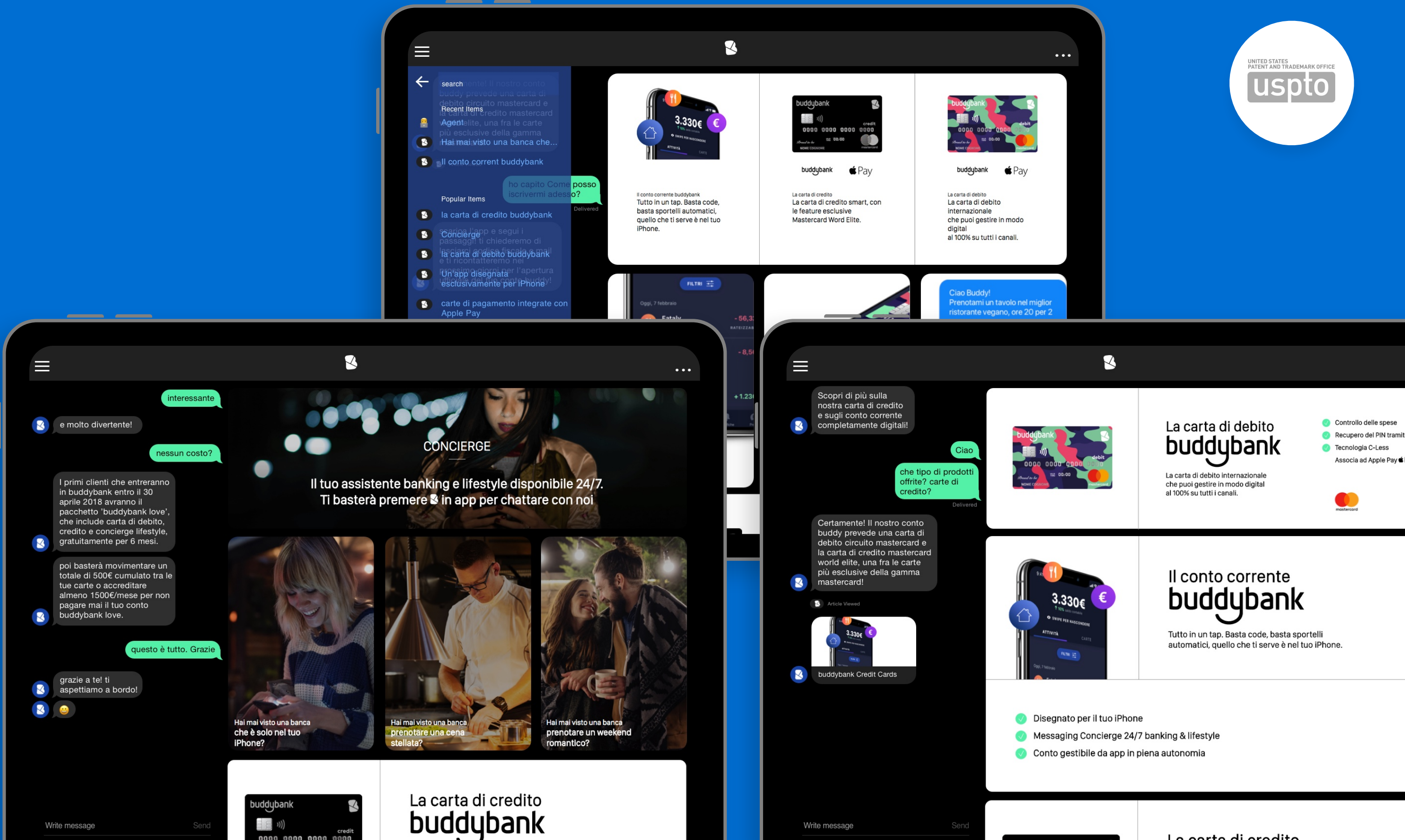
Conversational Website:

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.

Mobile version: The mobile version of the content-adaptive 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.
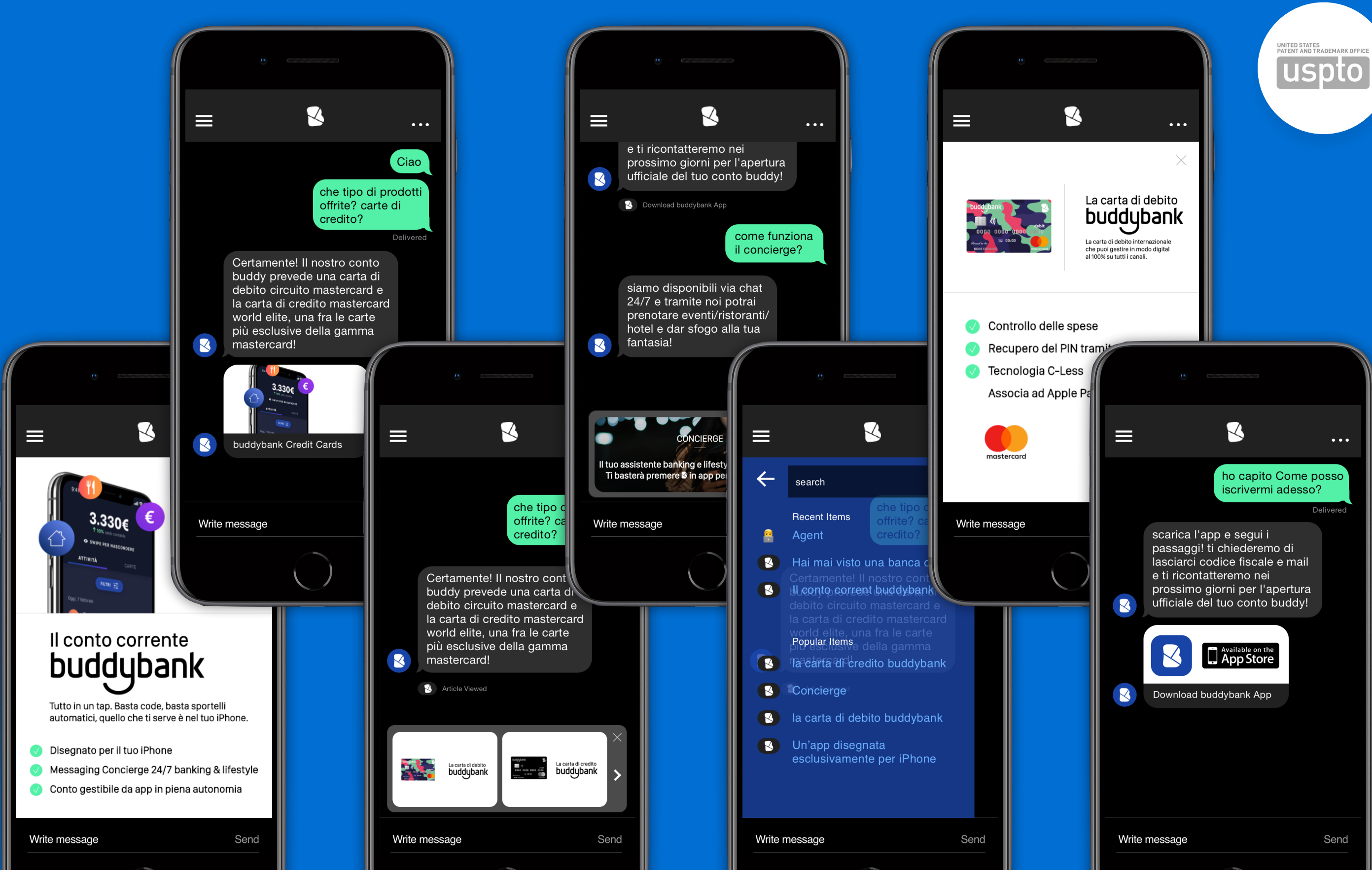
Conversational Commerce

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.
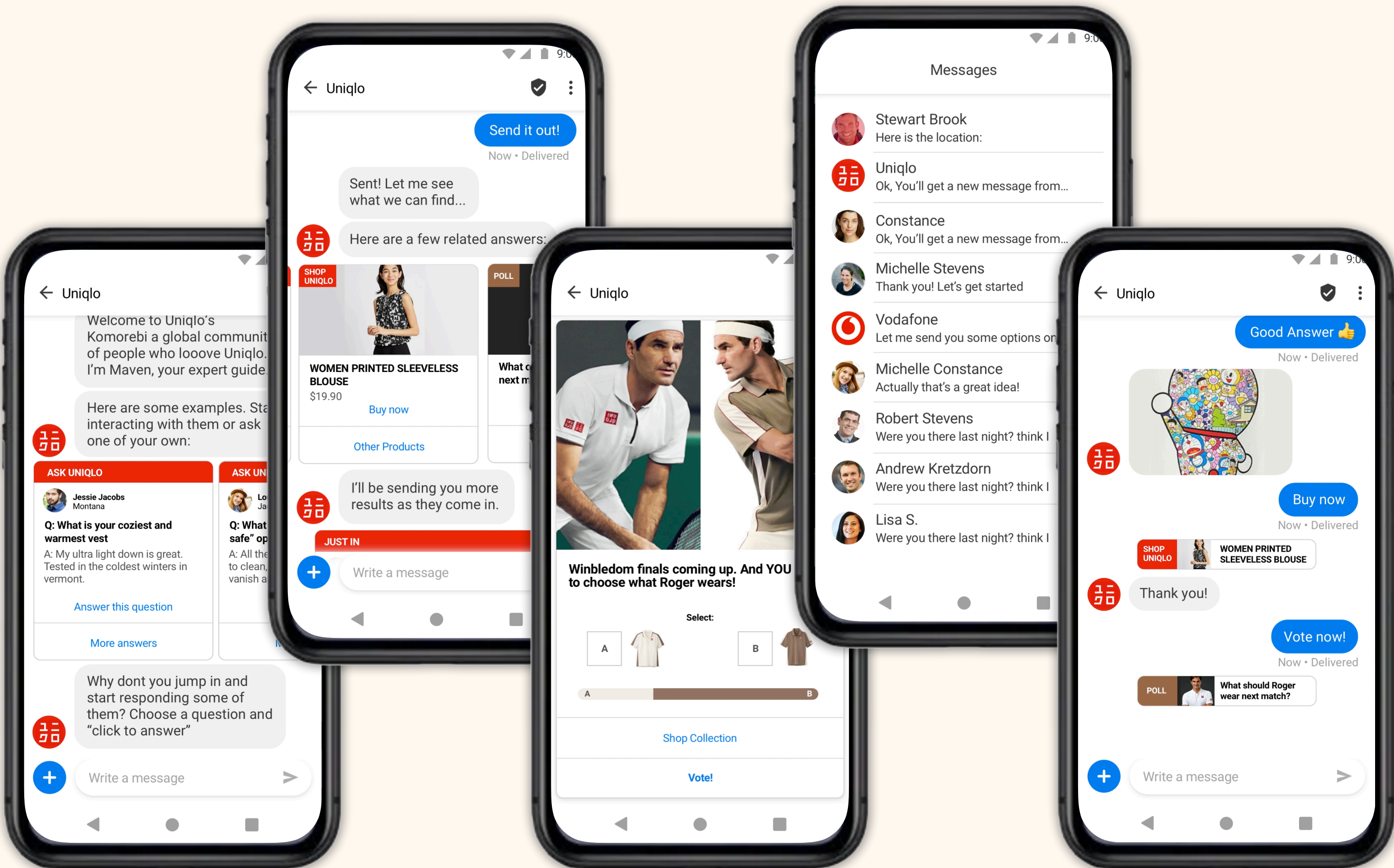
Anchorage Capital

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, I 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.
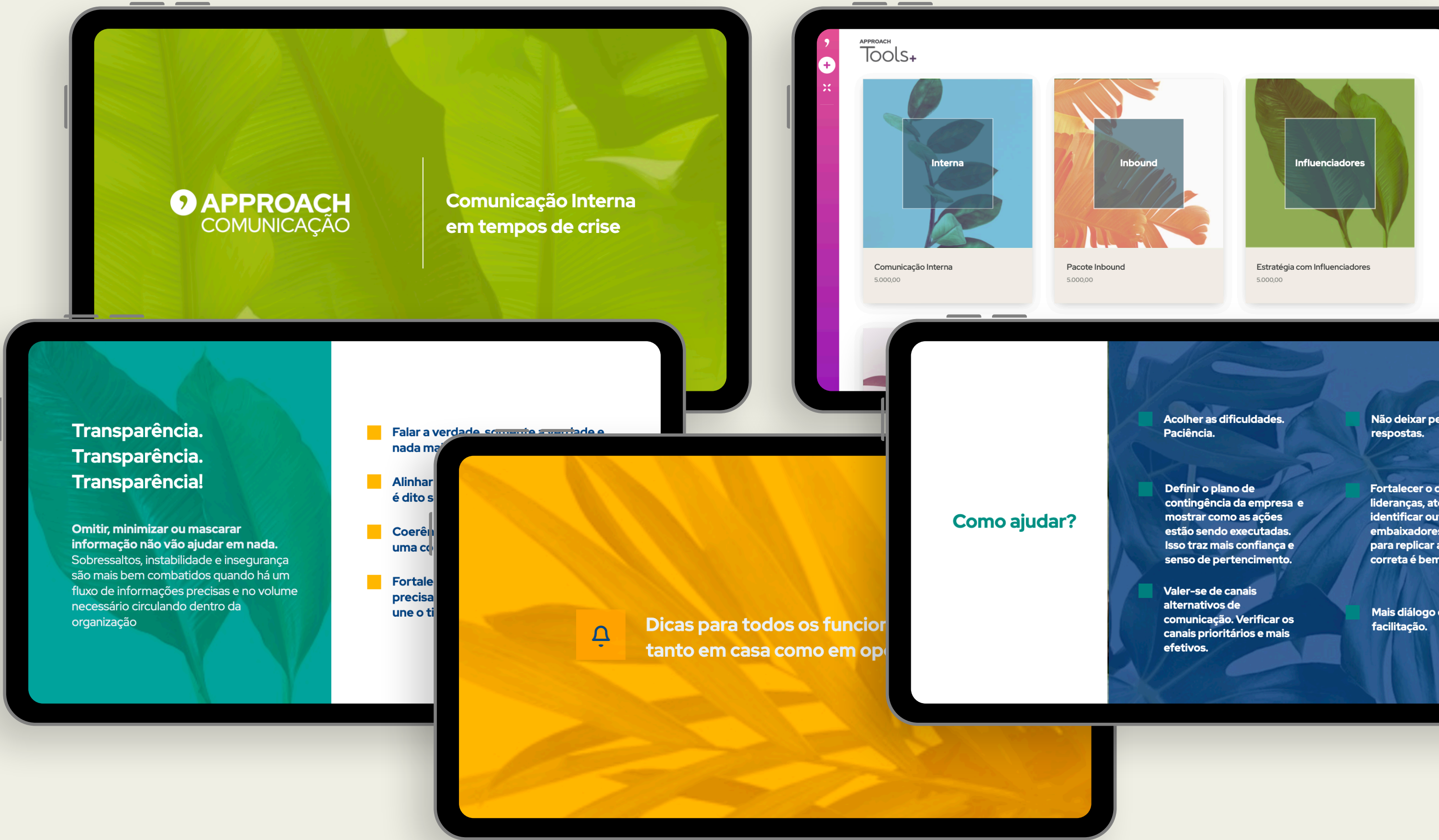
Medaica

Telemedicine Platform

User Focus: On this multi-faceted 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.


The first step to getting control and clarity on your heart and lung health.
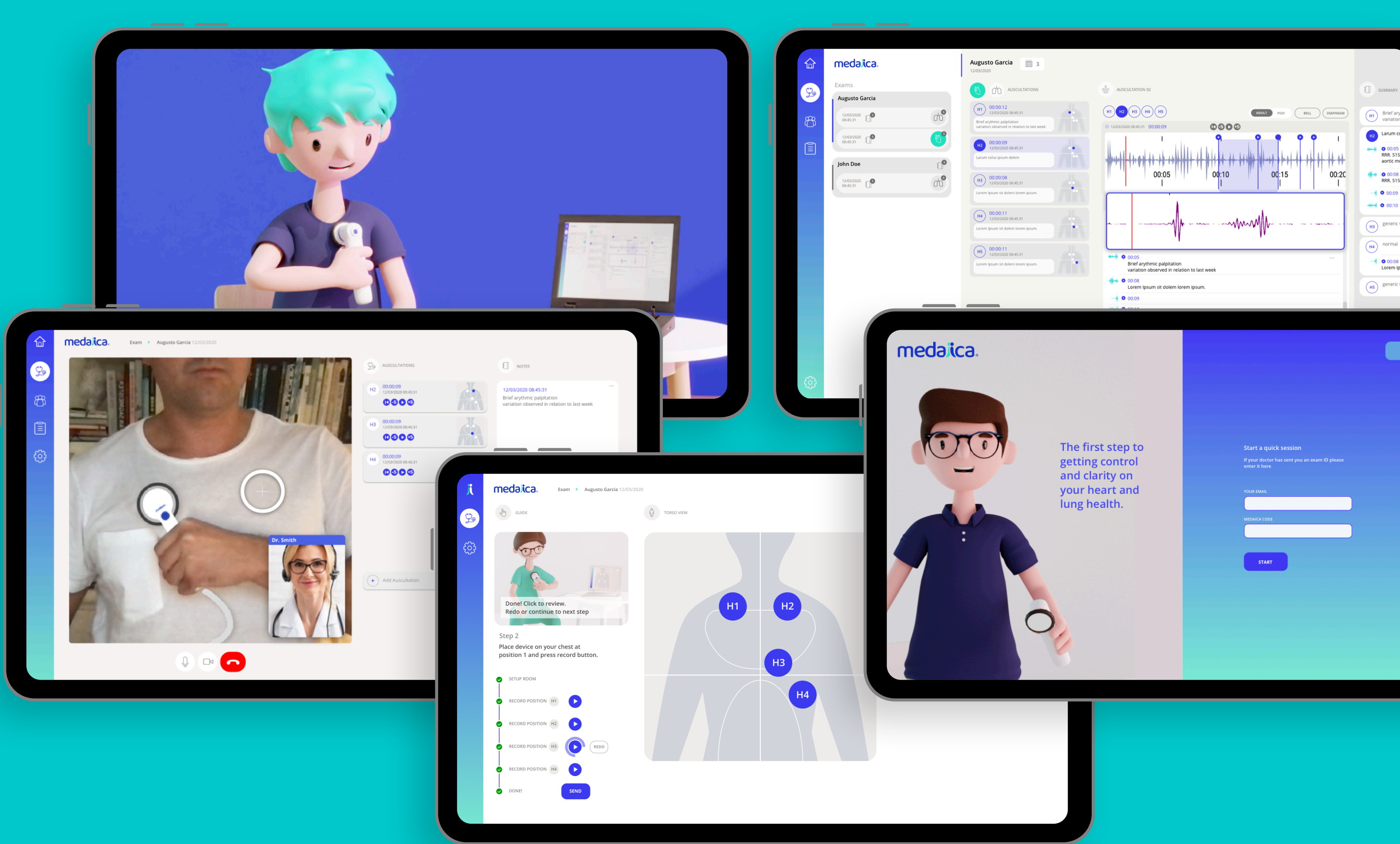
Juicy

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.
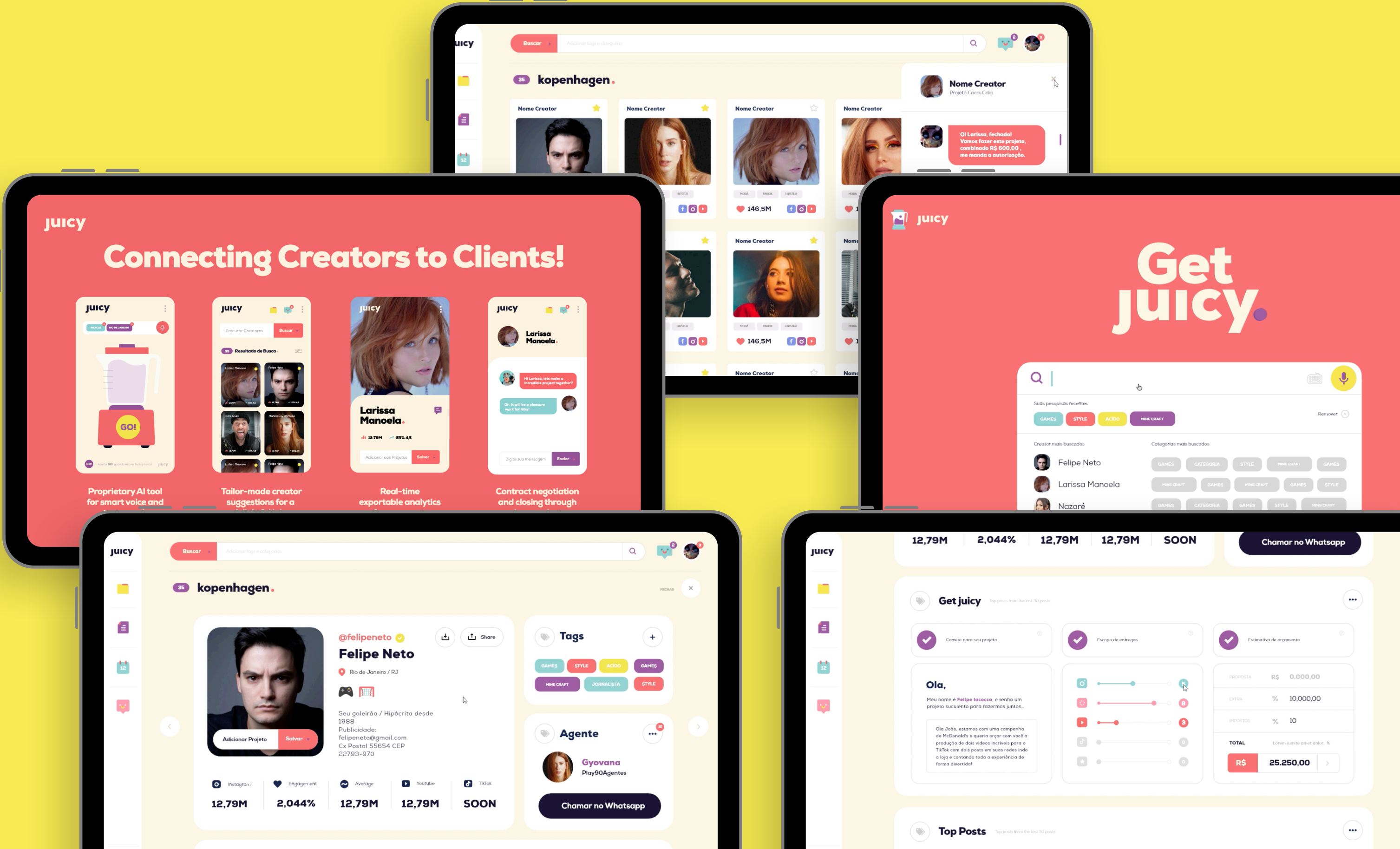
Gaiz

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.
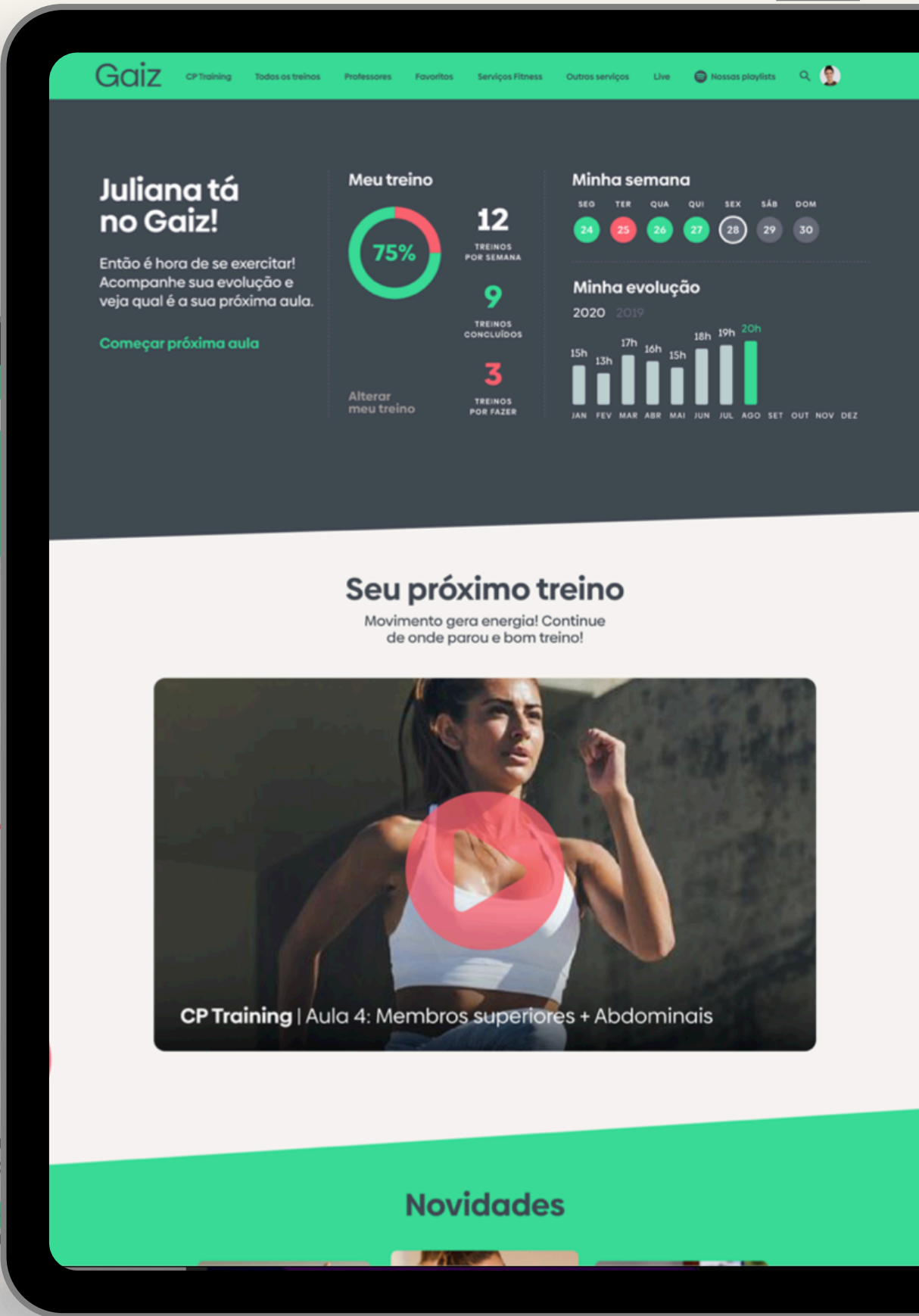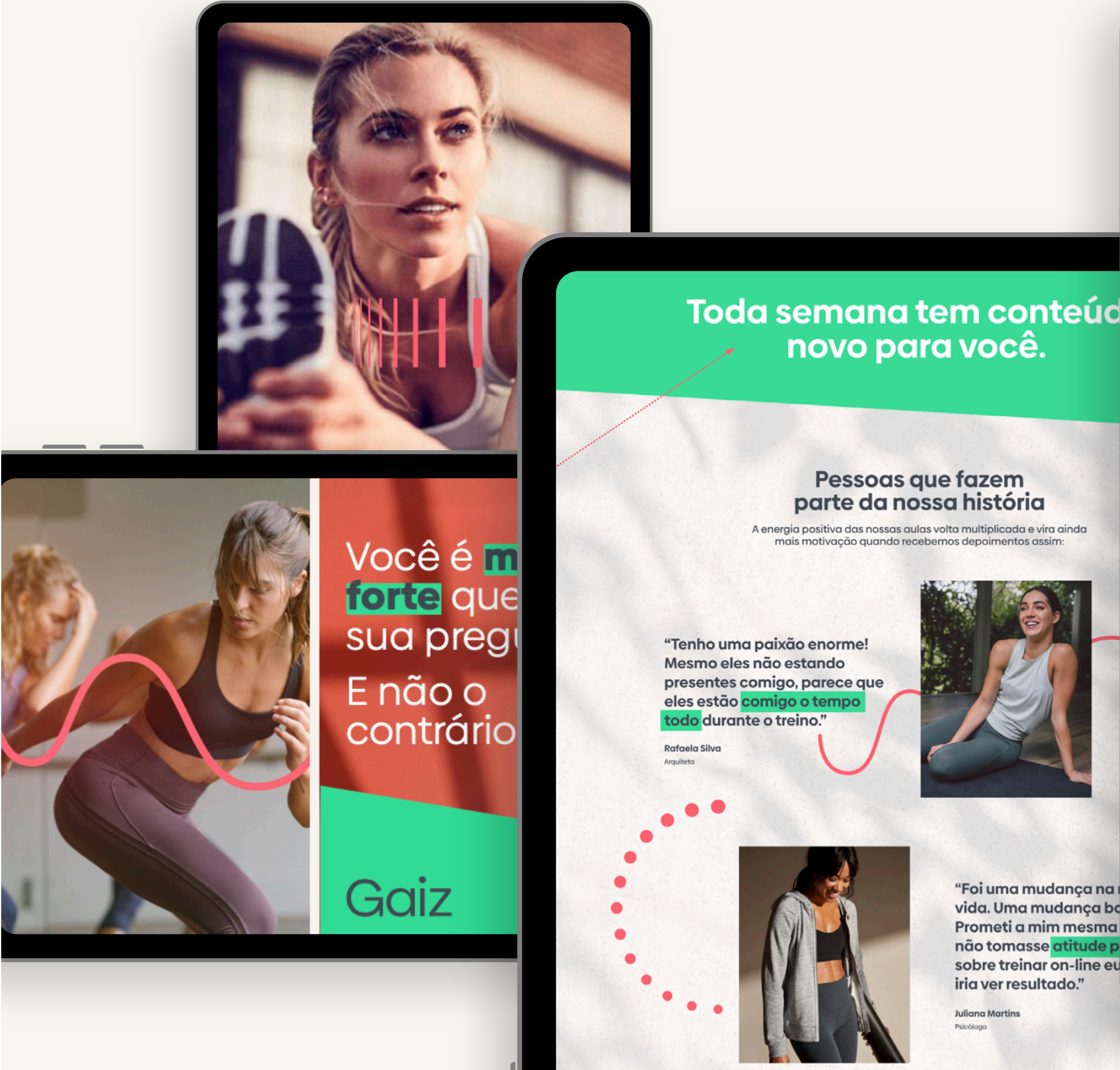
WebSIA

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.
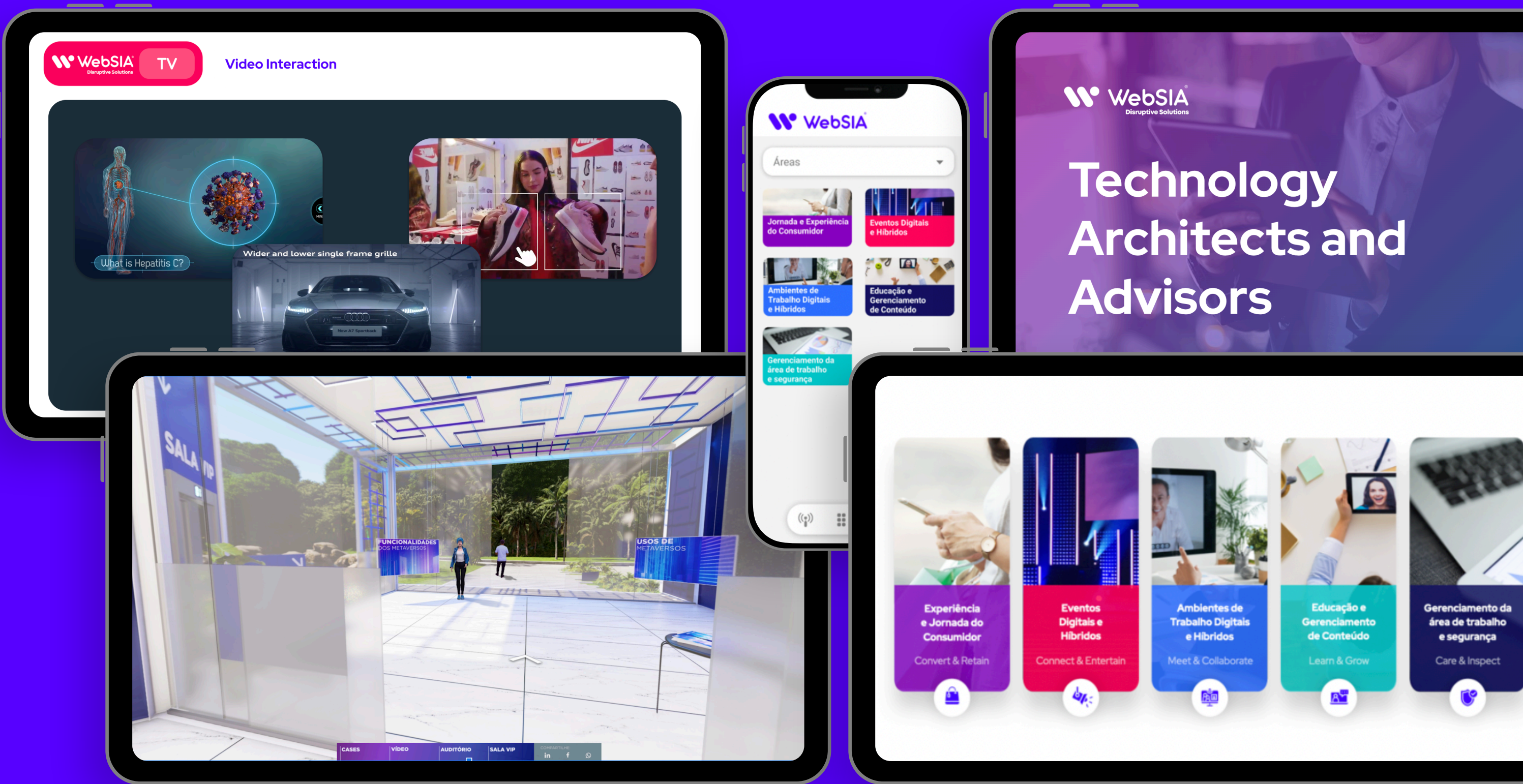
Home Style & Stage

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.
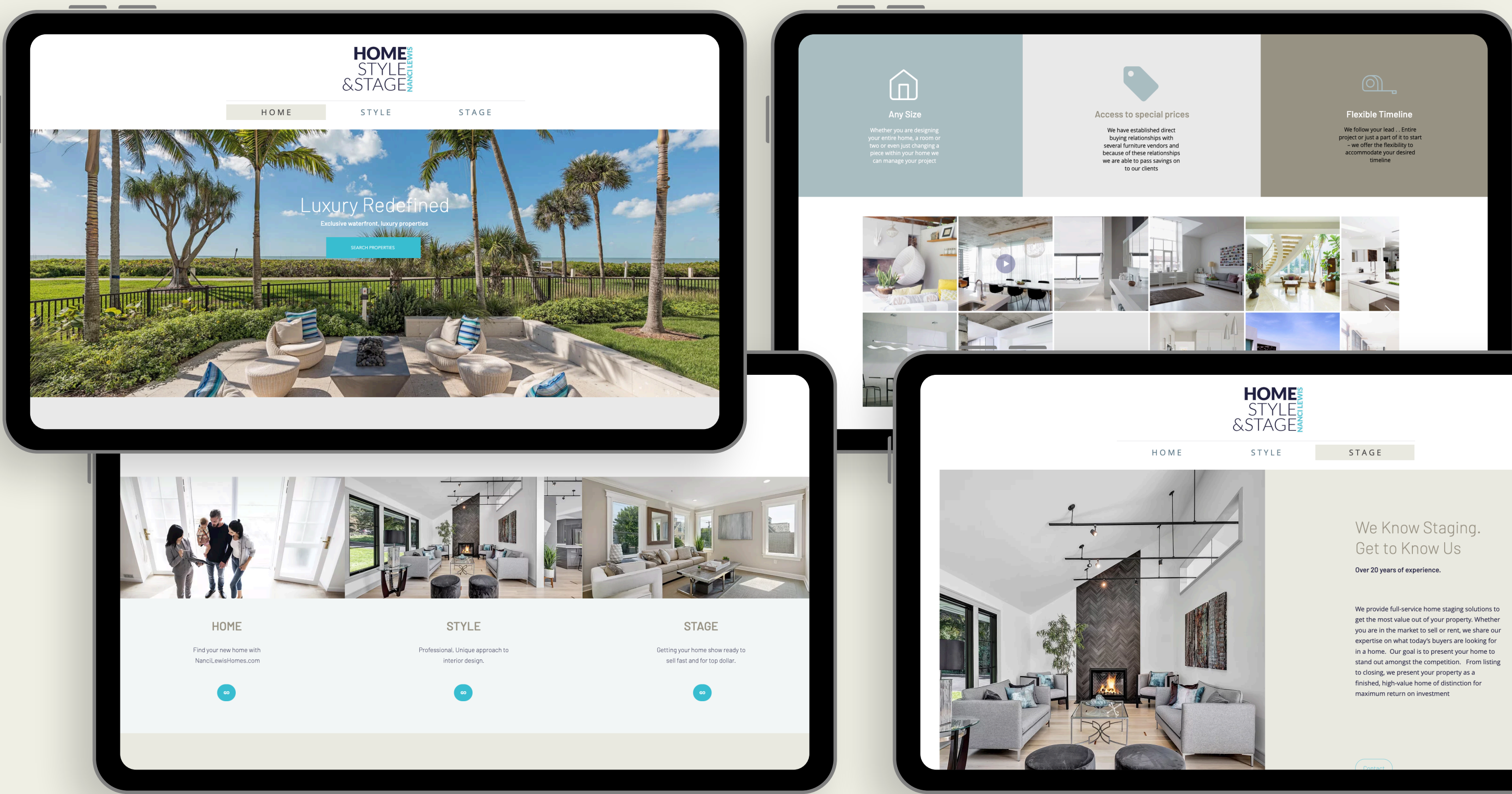
BRANDING

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.

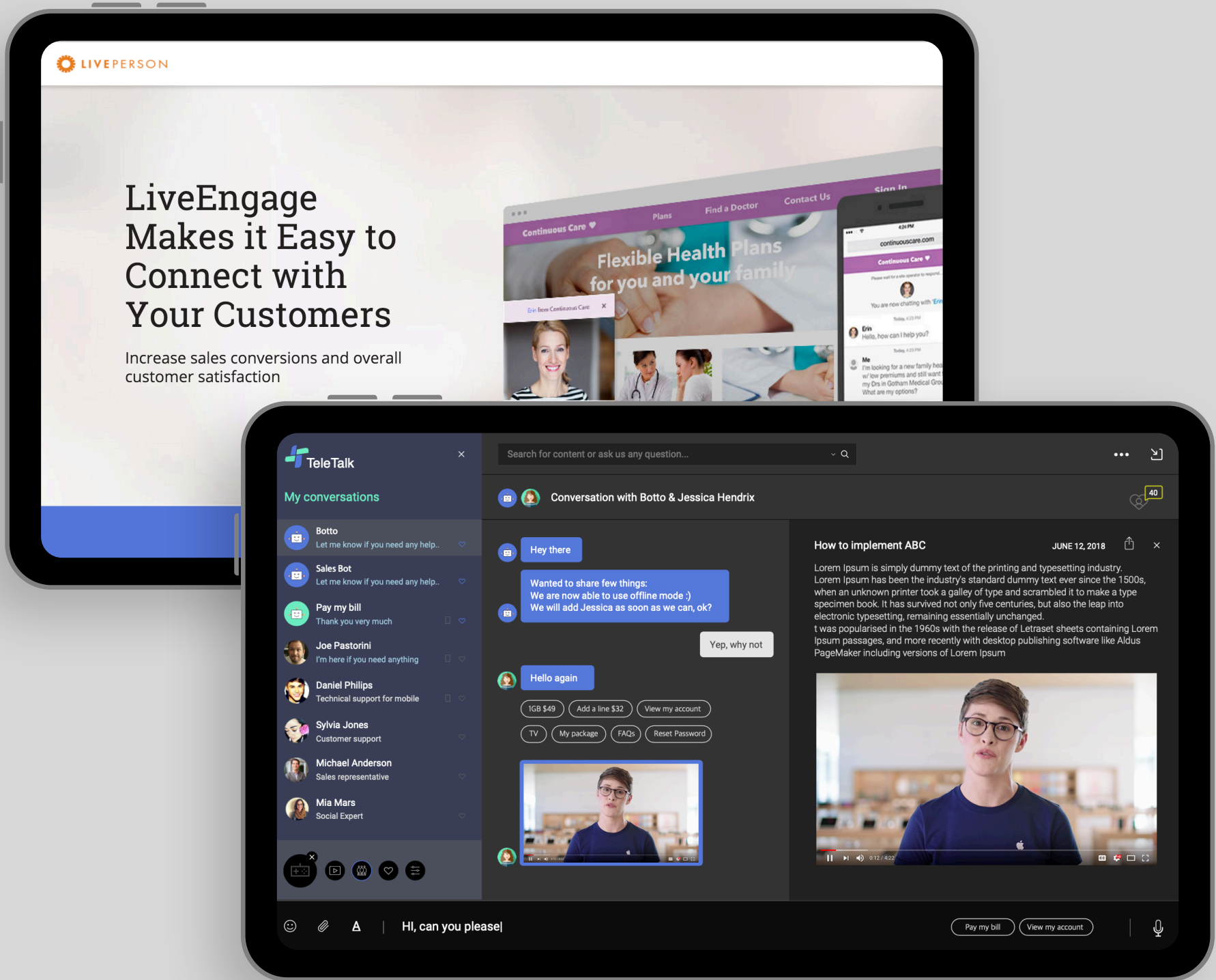**LIVEPERSON**

LivePerson

Software

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Medaica

Telemedicine

To bring warmness we used a rounded friendly type and sober colors applied on the branding, packaging, product and the digital presence.

medaica

medaica.

M1 Telehealth Stethoscope

FDA CLEARED

Electronic Stethoscope
for telemedicine heart and lung exams

Perform simple heart
and lung exams at home,
send the sounds to your
doctor (record mode)
or let your doctor listen
to your heart and lung
during a telemedicine
session (live mode)

medaica.

The M1 Stethoscope package includes an M1 Stethoscope, USB cord,
and USB adapters. Medical exams with a clinician not included,
additional fees apply. Image for illustration purposes only. Patent Pending.

Approach Network

Communications

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

content
MARKETING
DE INFLUÊNCIA

Tools AUDIO VISUAL

APPROACH
direta.

APPROACH
DATA
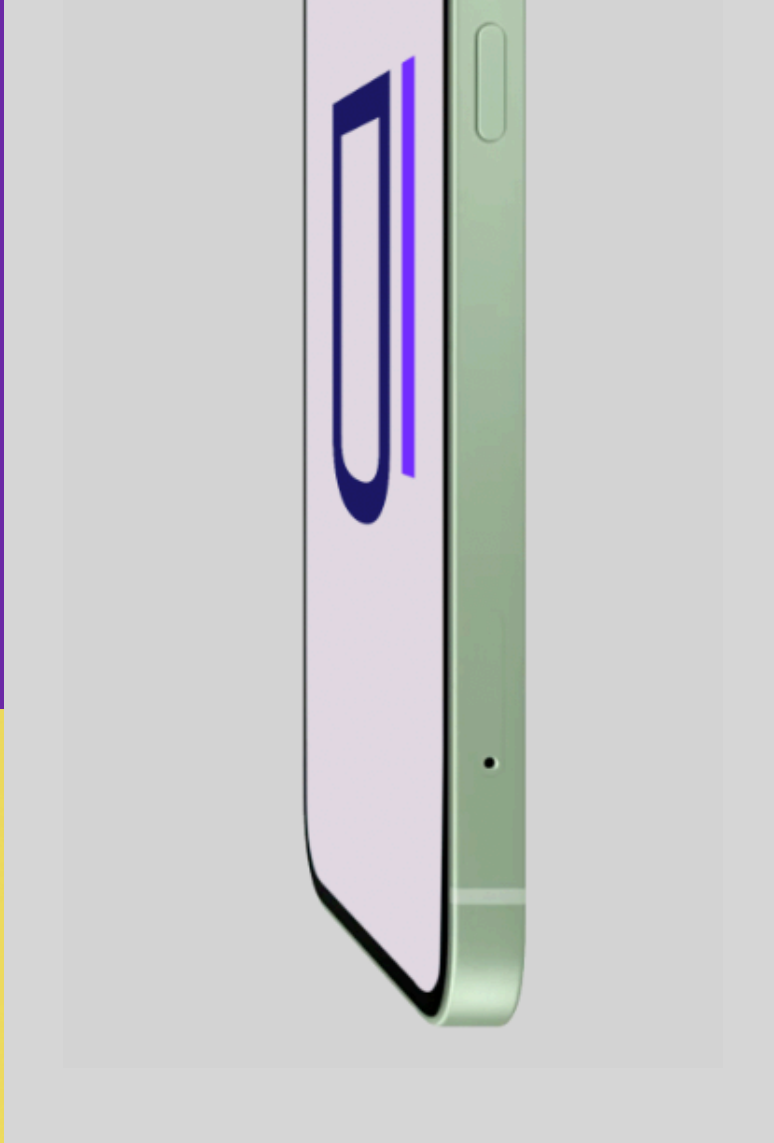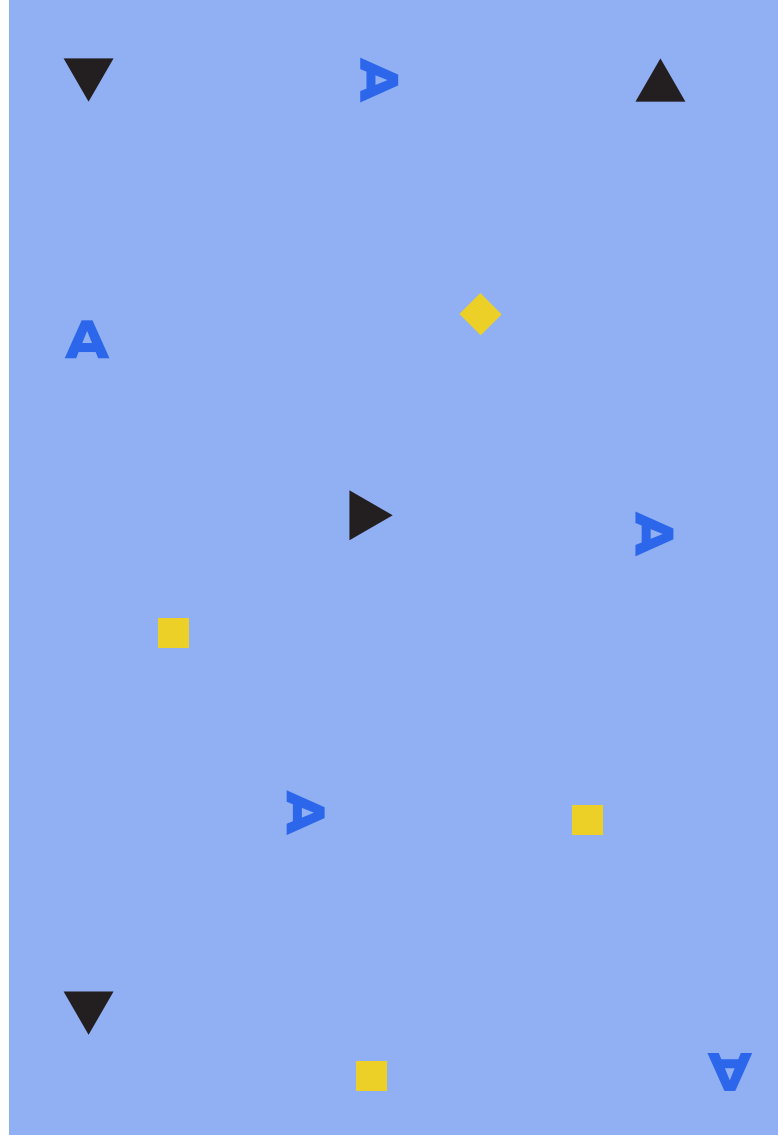
Sea Moss

Supplements

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

Hotel da Praça

Hospitality

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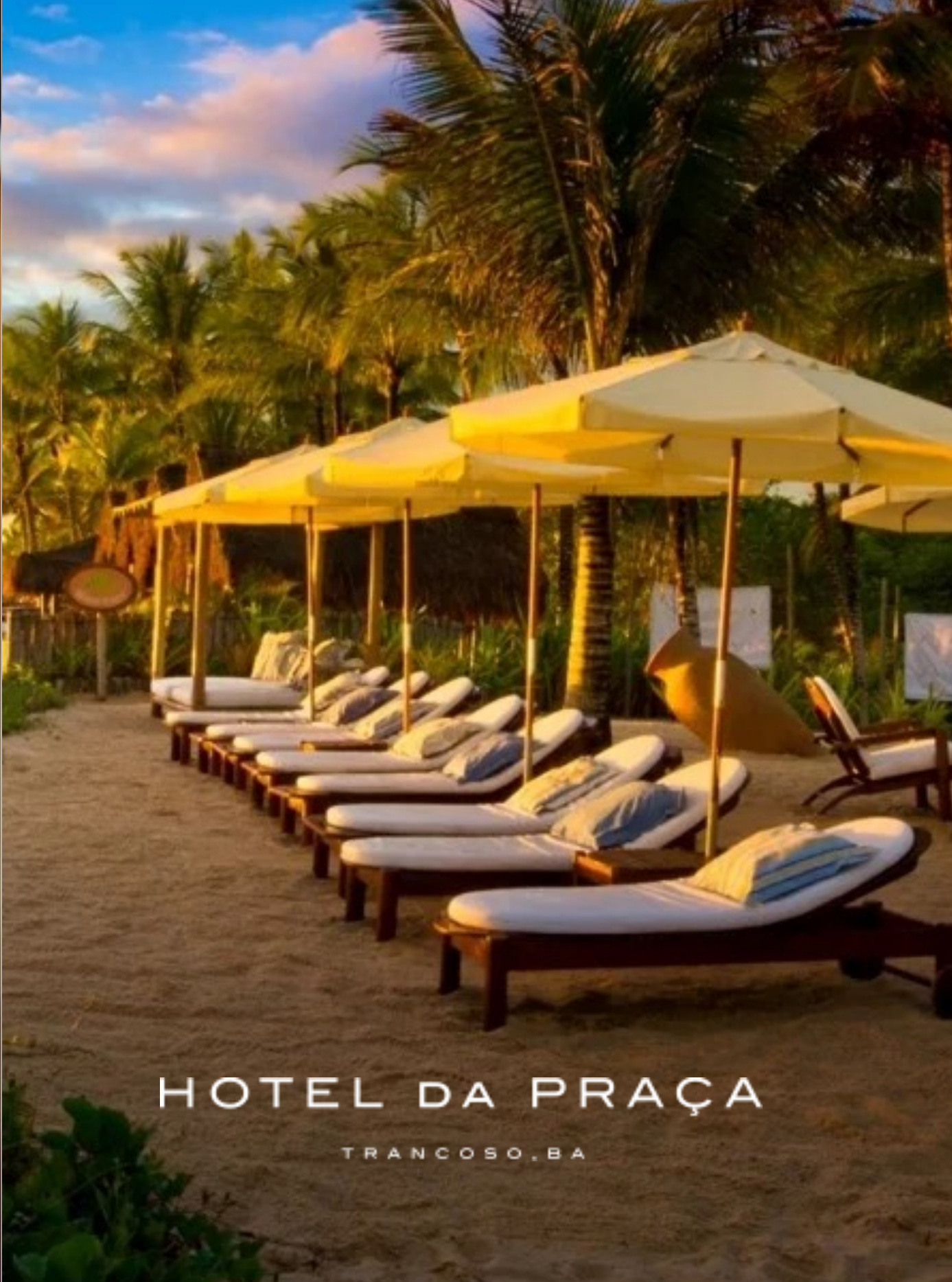
Opa

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

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.

VIVA LIGHT

CONGELADOS GOURMET
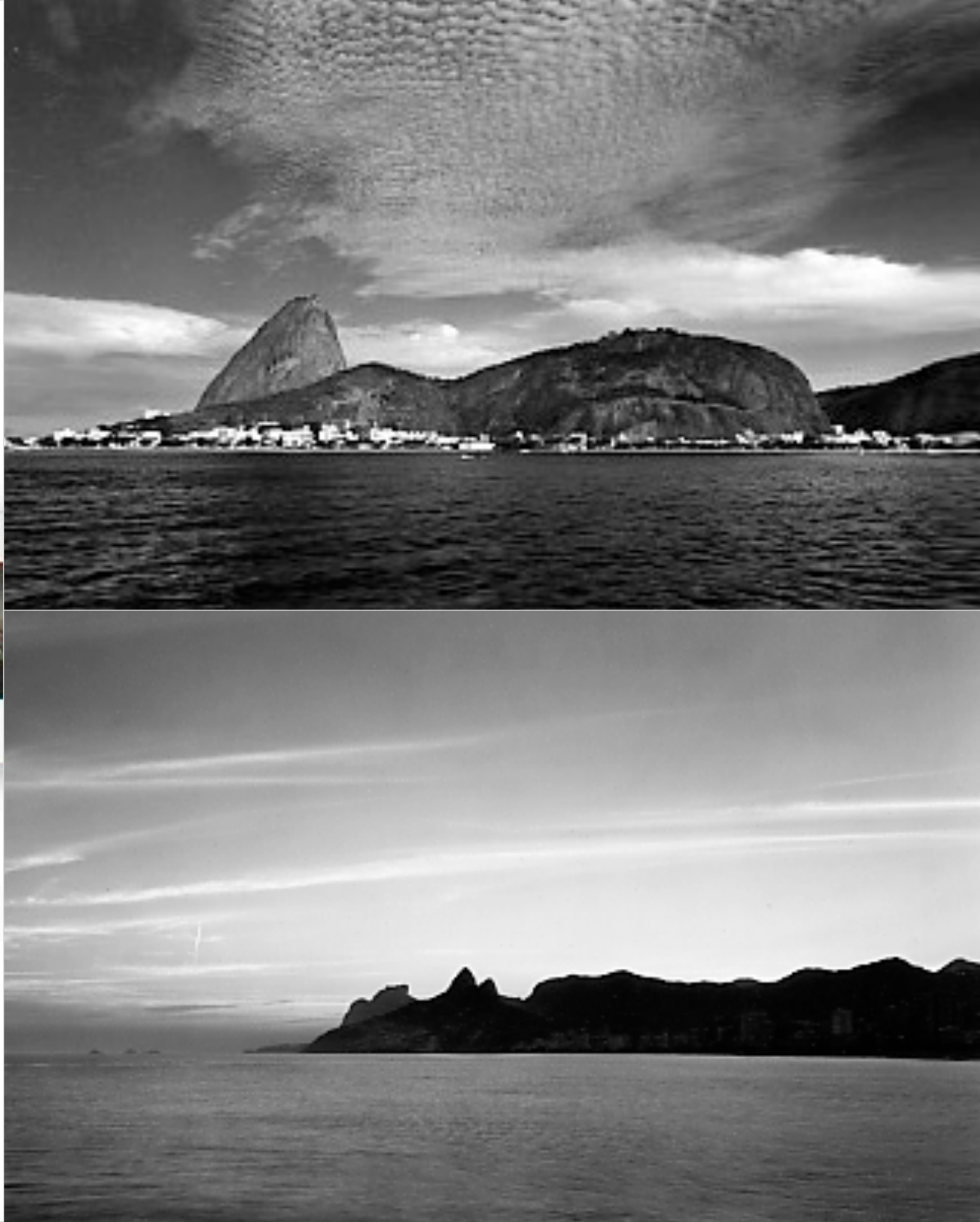
Vegan Divas

Vegan Pastries

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

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.

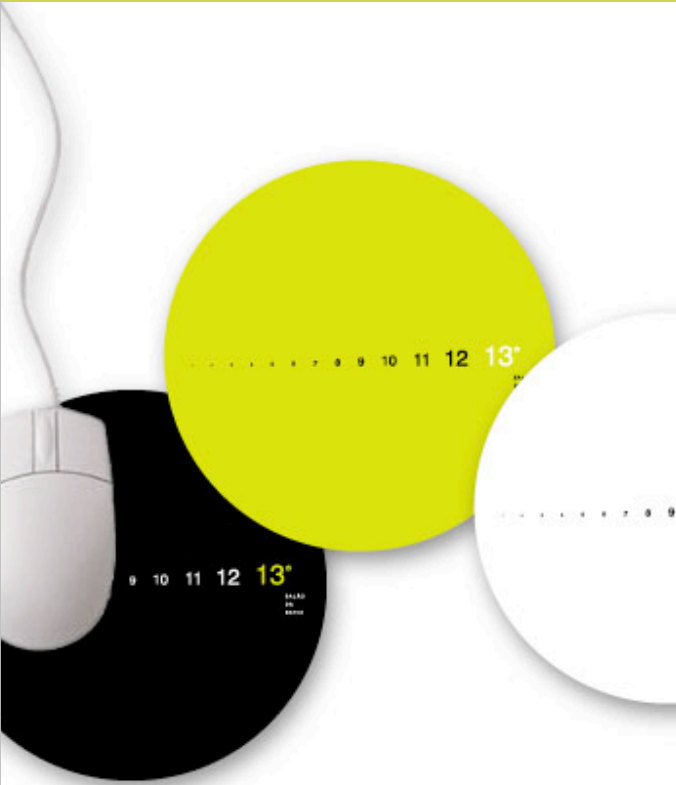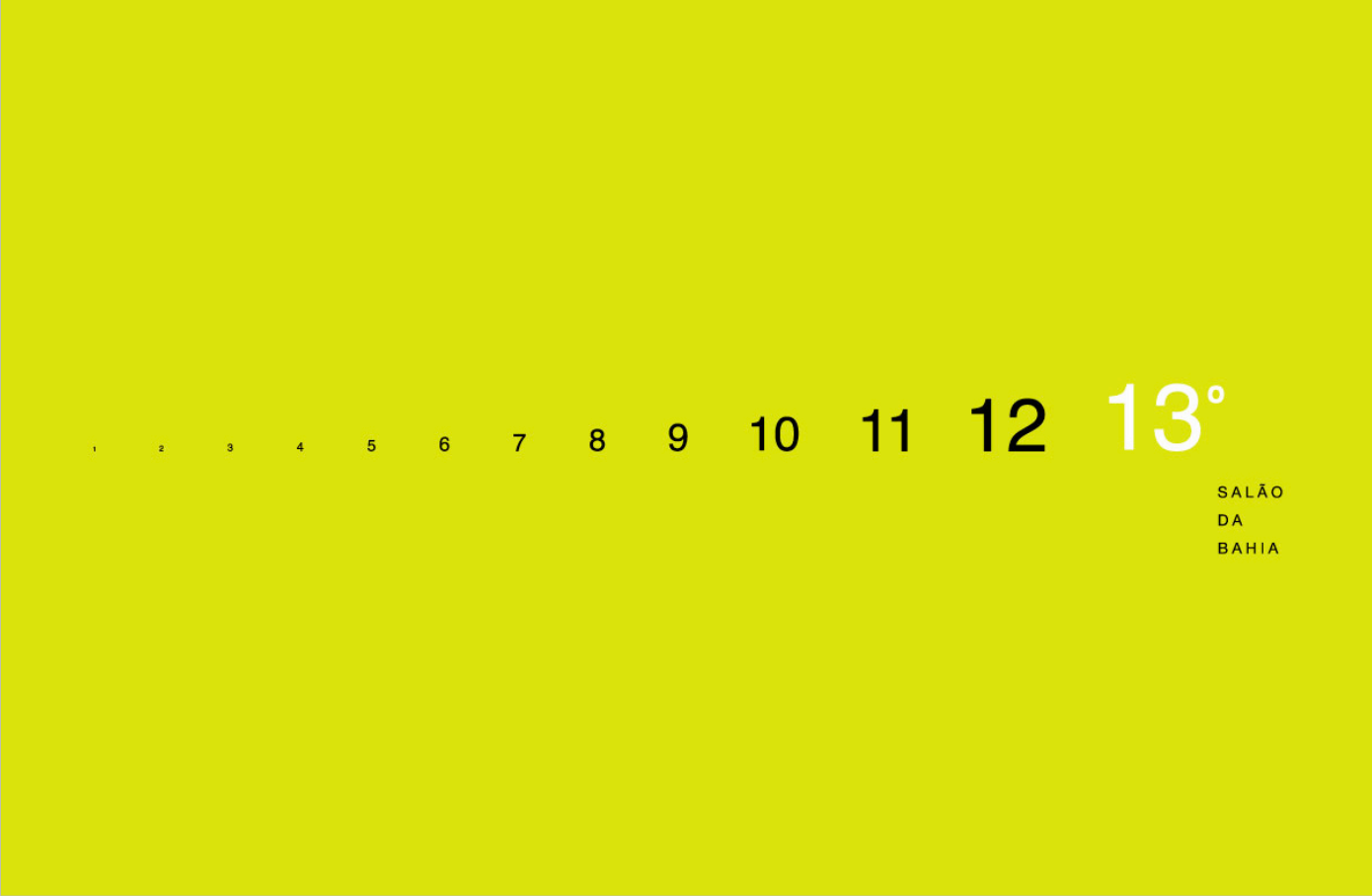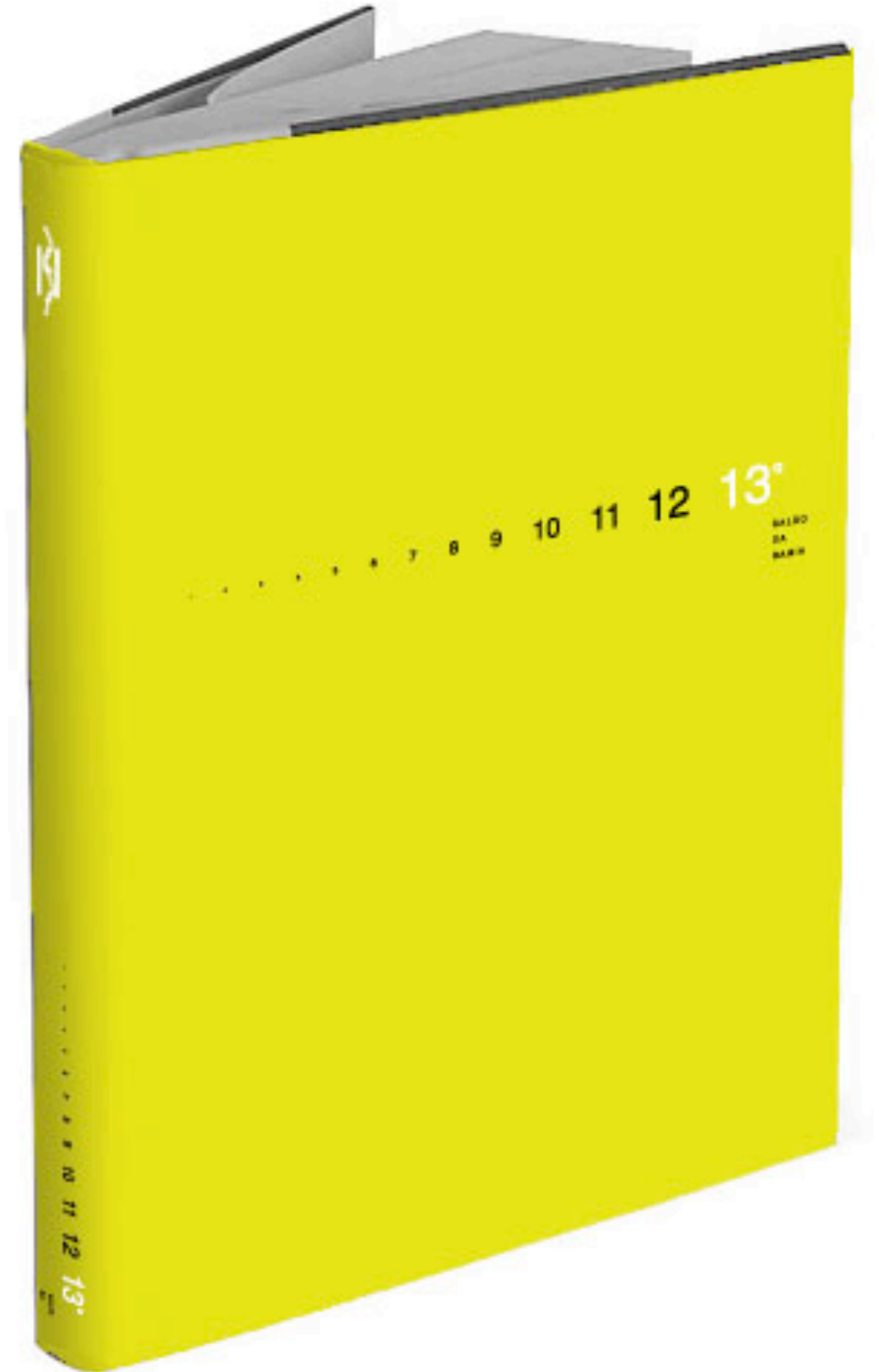# Mobília Moderna Brasileira 1940-70

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.

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
preserve your elements.

water.   air.   earth.   fire.   style.

earth.

Fixit

Art Repair

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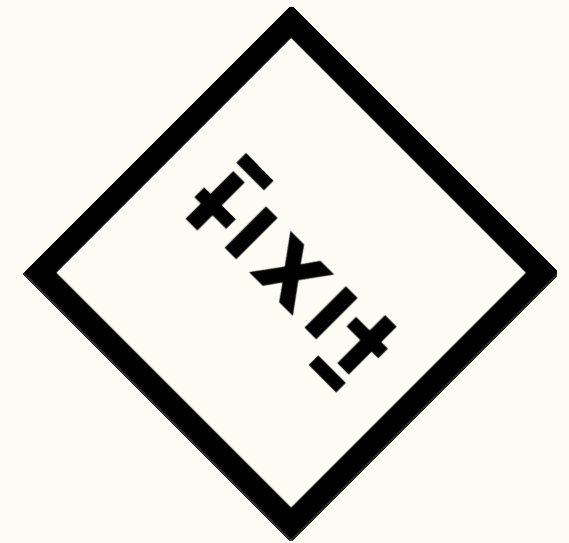
Olandí

Eco Park

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

Ágatha

Fashion

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.

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