

UI DESIGN  
AAA VIDEO GAMES

CONTENT & PRODUCT DESIGN  
AR VR XR DEVICES

UX DESIGN  
R&D FOR 5G

PRODUCT MANAGEMENT  
MOBILE MUSIC CREATION

PRODUCT DESIGN  
VR LIVE SPORTS & EVENTS

PROTOTYPING R&D  
SMART CONTACT LENSES

ACTIVISION®

∞ Meta

verizon<sup>✓</sup>  
media



NEXTVR

mojo

I'm a curious, creative, and methodical designer with experience in product management, startups, and new technologies. I've practiced visual, interaction, experience, game, and content design.

# ACTIVISION®

GUITAR HERO INTERFACE

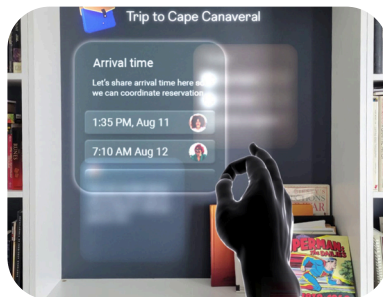
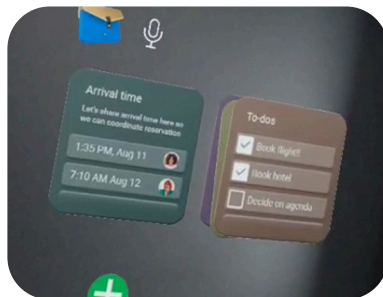
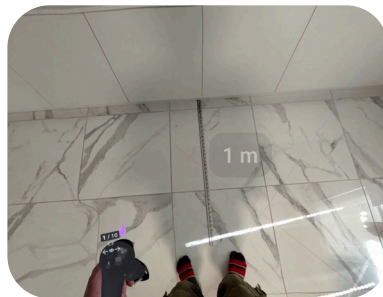


ACADEMY OF INTERACTIVE  
ARTS AND SCIENCES  
POSTER WINNER



# Meta

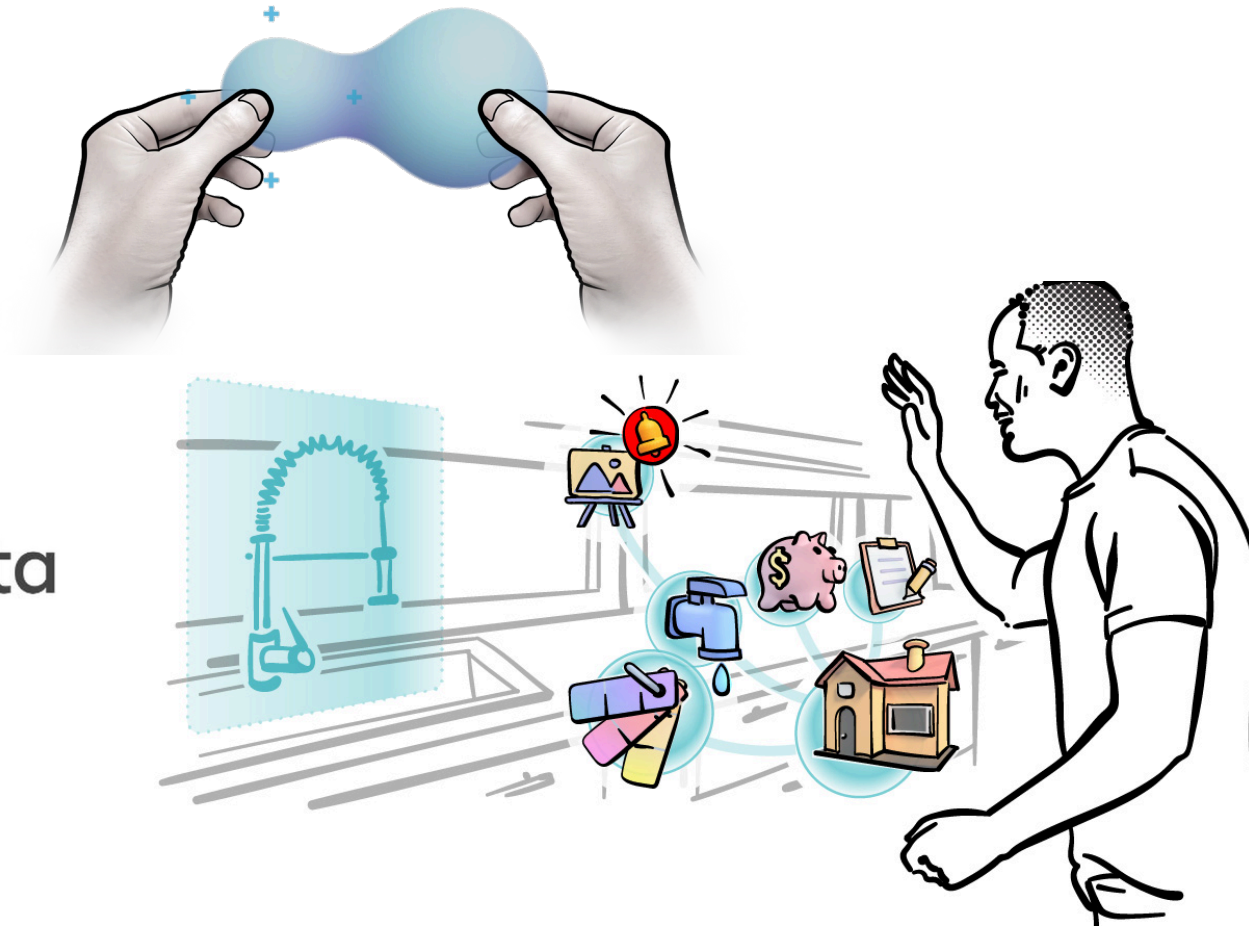
SPATIAL ORGANIZER CASE STUDY:  
[https://bit.ly/spatial\\_organizer](https://bit.ly/spatial_organizer)



AR (via VR) PROTOTYPE

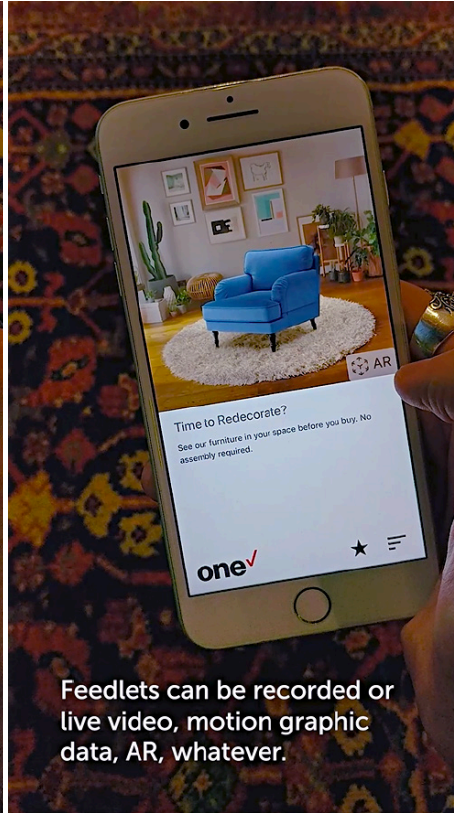


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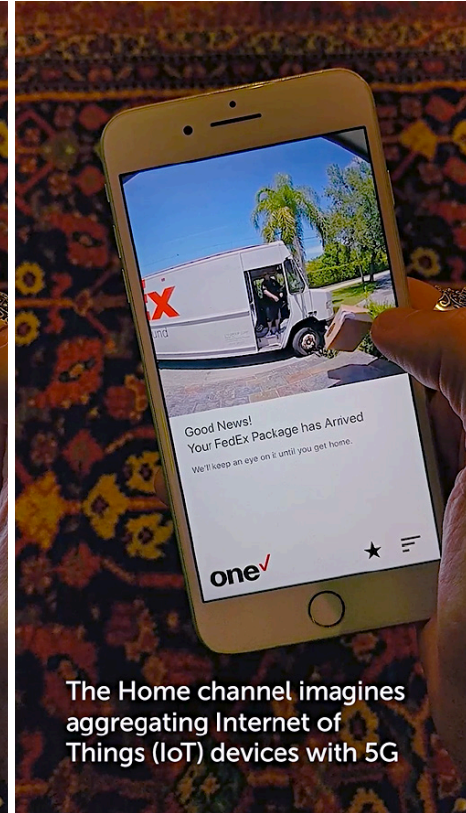




verizon<sup>✓</sup>  
media



Feedlets can be recorded or live video, motion graphic data, AR, whatever.



The Home channel imagines aggregating Internet of Things (IoT) devices with 5G

VERIZON ANNUAL HACKATHON WINNER, PRE-5G R&D  
UX DESIGN, PROTOTYPE

VIDEO WALKTHROUGH [link.davidicus.com/FH19](https://link.davidicus.com/FH19)



MOBILE MUSIC  
CREATION GAME

ART DIRECTION  
INTERFACE DESIGN  
PRODUCT MANAGEMENT

TRAILER: <https://youtu.be/eVM6gaBuxfw>  
VIDEO REVIEW: <https://youtu.be/oGU590AeFAg>

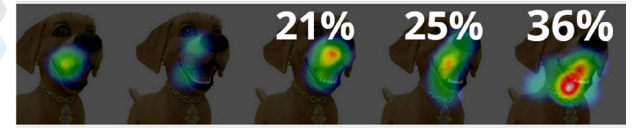


Process	Pre-Tap	Permissions	Tutorial	Surface Scan	Placement and Exploration	Photo	Share
Our Goals	show people in	get permission to use camera and mic	teach people how to use the technology	find a place to place scene on	place scene in customer's room	have sharing impression	reach and virality
Customer Goals	to discover something	decide whether it's worth it	get to the good stuff	just get to the good stuff	be informed or amused	share something noticeable	impress or solve someone
Activities	read an article encounter an ad or registration	tap to acknowledge, tap to allow camera, tap to allow microphone (if there)	scan the floor, place a cube, delete the cube, delete faster tap	move the camera over the floor and through model tracking points (if available)	explore the scene's facing and location	enter recording mode, tap to capture photo, tap and hold to capture video	tap share button, select a method and recipient
Thoughts & Feelings	curiosity, exploration, discovery	how uncertain, confusion, distant	curiosity, impatience	curiosity, impatience	frustration and confusion	only a few people have discovered or implemented feature. These are the ones I really want to share	as with Photo, no users have indicated much inclination to share
Sentiment	green	orange	red	red	red	red	red
Solutions	accurately set expectations, e.g. depict all scene context rather than depending on context from other photographs from the app	don't ask for permission until absolutely necessary, move this to something more	the tutorial hasn't helped anyone, they don't perform any better after watching it, even second or third	see language that didn't explain that they are helping as first details surface from	make gestures more forgiving, e.g. place should be detected somewhere where there's still one object in frame	prompt people to use a photo after some amount of time, but perhaps limit to the more shareable experience (e.g. continue because the product is better, not because they need it, just because it)	navigate to sharing immediately after photo is captured

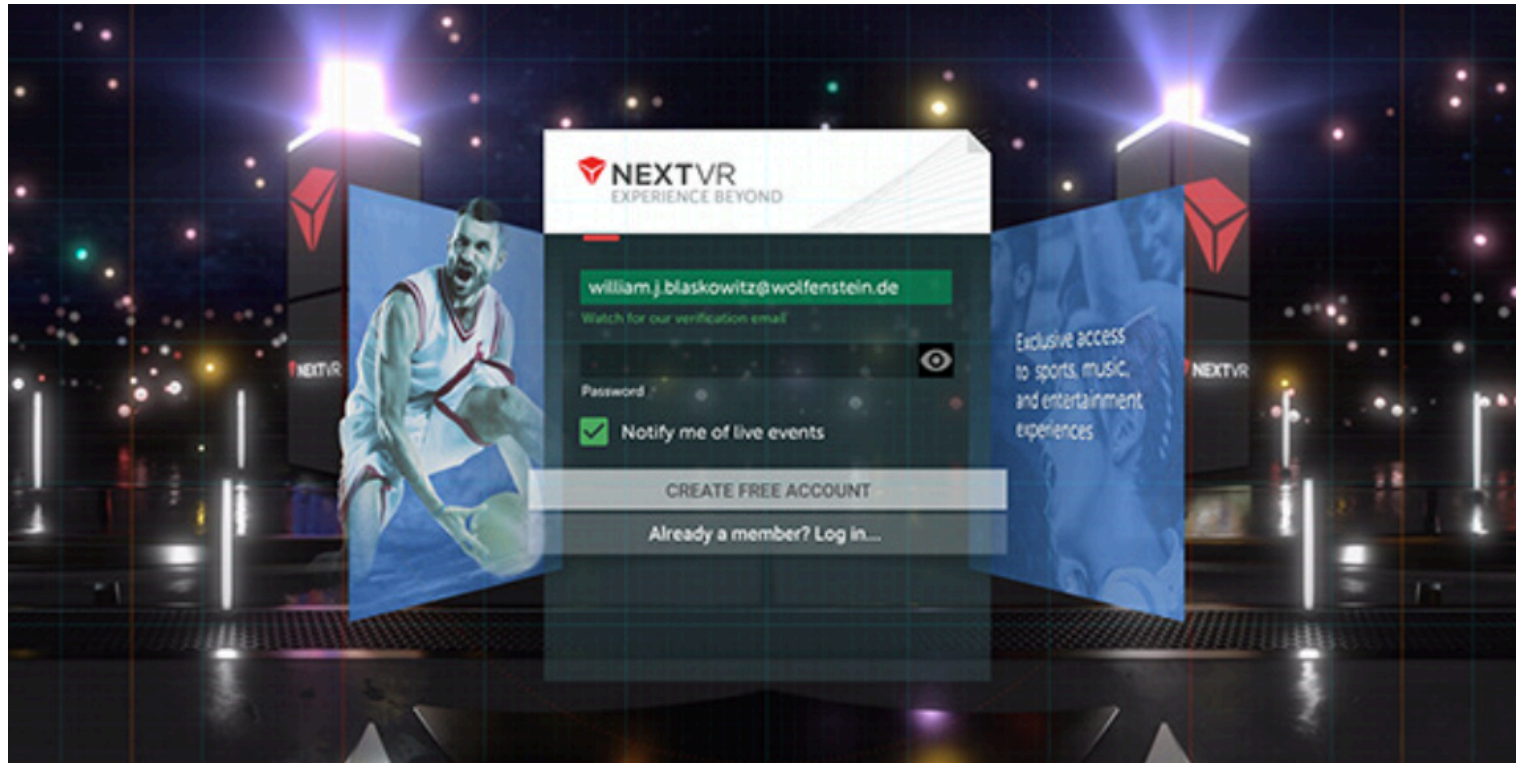


## JOURNEY, ANALYSIS, AND USABILITY RESEARCH

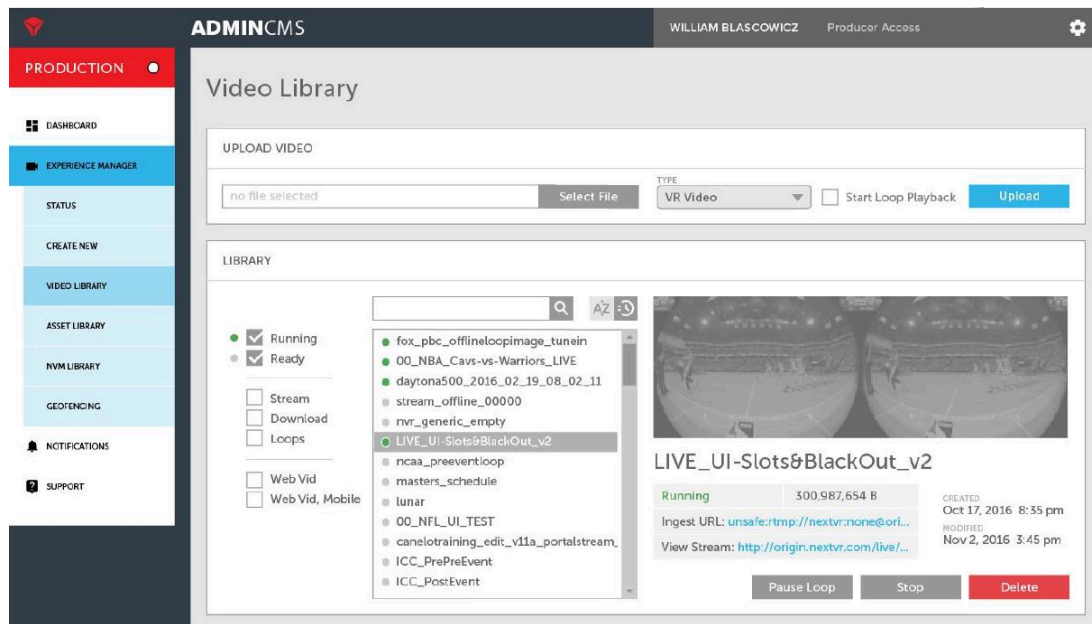
		M G S	M G S	F G S	F G S	M G S	F G S	M G S	F G S
read easily	6		x	x	x		x	x	x
parent used or introduced app, needed parent	3	x	x		x				
tried app before coloring, attraction to app	4	x	x			x			
colored first, more engaged with coloring than app	4			x	x		x	x	
bored, distracted, left the experience	4			x			x	x	x
tried magic crayon without facilitator prompt	3		x		x	x			
describes as "coming to life"	5	x		x	x			x	x
triggered interactions with characters	4		x		x		x	x	
desire to name it, keep it, care for it etc: pet-like ownership & customization	2	x		x					
wanted to fight, combine, play, "do more," use characters somehow	3		x		x		x		
tried scanning more than one page at a time	1			x					
scanned multiple pages in a row	2	x	x						
"what's 4D?"	2			x			x		
delight reaction 4D	3	x				x			x
delight reaction magic crayon fx	2	x		x					
gripped device sides, tapped with thumbs	8	x	x	x	x	x	x	x	x
set down or gripped one handed, tapped with fingers	1							x	
confusion, "tricky" style comments, had trouble, frustration	4	x	x		x	x			
tapped help	1					x			
tore pages out of book	2			x	x				
engaged enough to require time reminder	4	x		x	x	x			





 **NEXTVR**

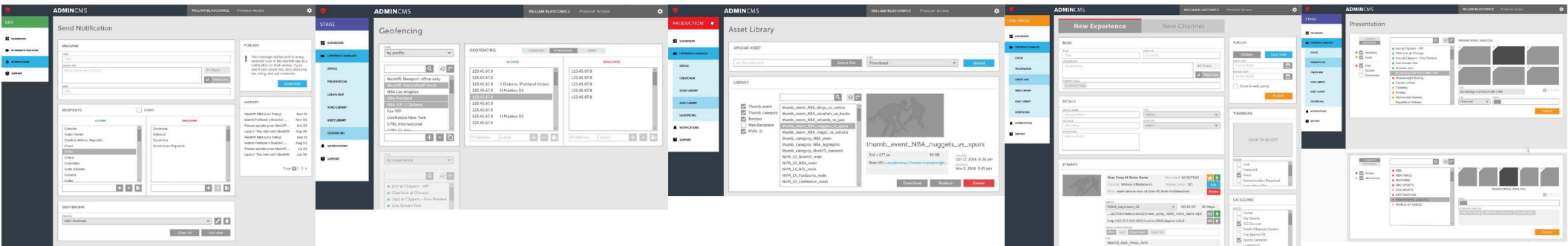
VR LIVE EVENT  
LOGIN SCREEN



LIVE EVENT CMS WIREFRAMES

INTERFACE DESIGN

CMS CASE STUDY:  
[http://bit.ly/media\\_cms](http://bit.ly/media_cms)



CONTACT LENS OS PROTOTYPES  
TRAIL BIKING



DISNEY PARK NAVIGATION



GOLF, YOGA, AND RUNNING

