
Portfolio 2022

Ethan Pestaño is an Art Director & Visual Designer

Table Of Contents

2

Resume

Jump to page

3

Cleo

Product Design

Jump to page

4

Apple Ecosystem

Concept Design

Jump to page

10

Whatsapp

Concept Design

Jump to page

15

Twitch

Spacial Design

Jump to page

20

VisaGroups

Product Design

Jump to page

25

Everything Else

Photography, 3D, Design

Jump to page

30

Ethan Pestaño

is an Art Director & Visual Designer

Education

2017 — 2021	College for Creative Studies BFA, Advertising Walter B. Ford Award of Excellence
May — Sep 2020	Denver Ad School Campaign Development
May — Sep 2020	AdHouse NYC Campaign Development Semester Select

Experience

Sep 2021 — Present	Arts & Letters Creative Google, New Business
May — Sep 2021	Anomaly, New York Art Director Intern Denny’s, Dosist, Tanqeray
Mar — Apr 2021	R/GA, New York Visual Design Intern Verizon, Chase Bank
Sep 2019 — Jan 2020	Doner, Detroit Art Director Intern Stellantis, JBL, New Business
May — Sep 2019	Doner, Detroit Design Intern Harman-Kardon, New Business
May — Sep 2018	Altair, Detroit Design Intern In-house Design

Programs

Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Adobe After Effects
Adobe InDesign
Adobe XD
Cinema 4D
Blender
Octane Render
Figma
Miro

Skills

Art Direction
UI / UX Design
2D Motion Design
Studio Photography
Systems Thinking
Storytelling
3D Illustration
Video Editing

Awards

2022 Communication Arts, Shortlist
2022 Communication Arts, Shortlist
2021 One Show, Young Ones, Merit
2021 NY Festivals, Shortlist
2021 AAF Student Addy, Gold
2021 AAF Student Addy, Gold
2021 AAF Student Addy, Gold
2021 AAF Student Addy, Silver
2021 The D Show, Silver
2021 The D Show, Shortlist
2021 The D Show, Shortlist
2021 The D Show, Shortlist
2021 MAIP Fellow
2020 AMBUSH x Beats by Dre
2019 adidas Creator Lab

Cleo: A Mental Health App

Cleo is a new app that helps you with your mental health by giving you easy, simple daily suggestions that add up to a happier you!

Mental Health

Product Design

November 2019
~ 4 Weeks

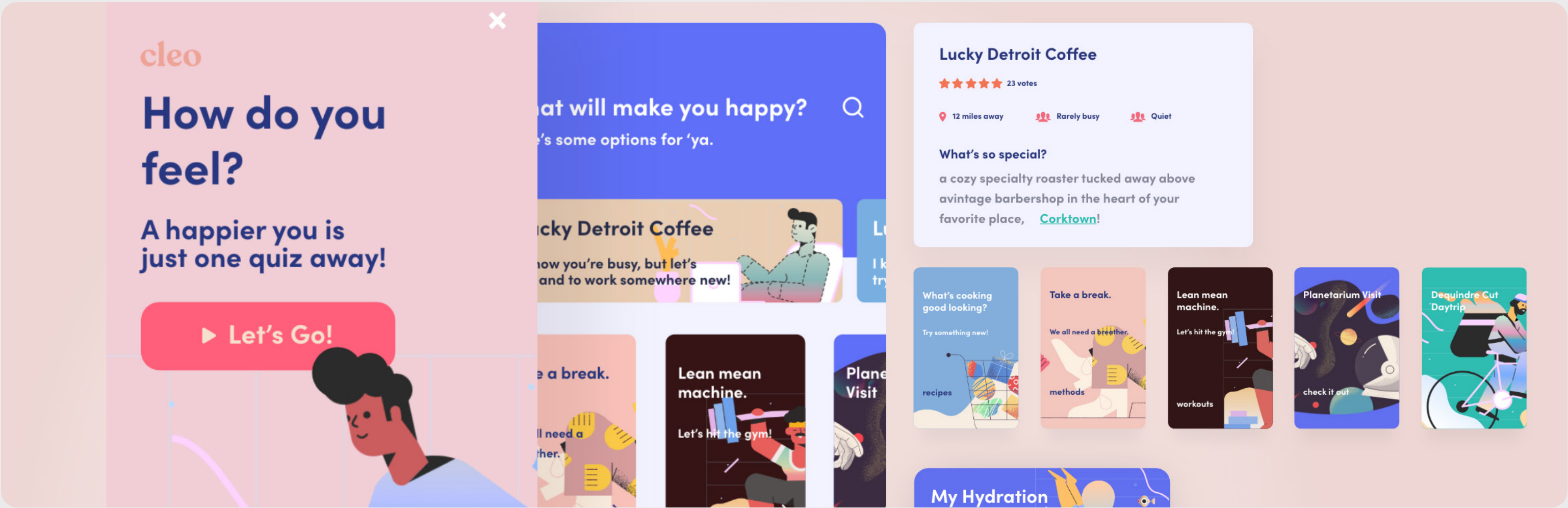
Awards / Recognition

Professor
UX Design
UI Design
Motion Design
Illustrations

Philip McAvoy
Ethan Pestaño
Ethan Pestaño
Ethan Pestaño
Ouch by Icons8

American Advertising Federation
Communication Arts, Interactive

2021 Student Gold
2021 Shortlist



Problem

Mental health is a complex problem, and products in the market aren't tailored to the user.

Information and resources are vast, confusing and most times — expensive. The current landscape is missing convenient intimacy.



Soulution

A user-centric continually contextual coping plan, optimized with machine learning.

Cleo is a new app that helps you with your mental health by giving you easy, simple daily suggestions that add up to a happier you!



Kaleigh Findley, 18

Primary user



Kaleigh is a student having a hard time adjusting to life away from her parents and support group from her hometown. She lives a busy life, balancing social and academic activities.

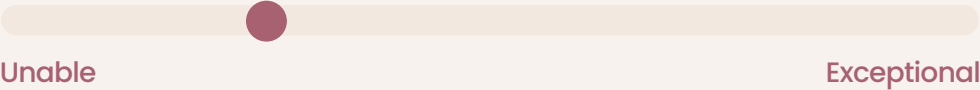
Goals:

- i. Finding time for herself, as she figures out who she is as an independent person.
- ii. Staying connected to what made her happy during her time in her hometown.

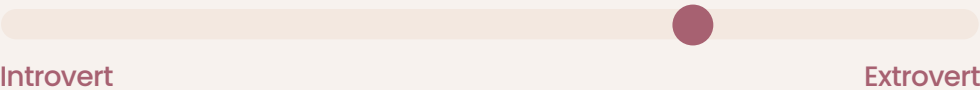
Frustrations:

- iii. Services like Headspace, Calm ect., and traditional therapy are barred by some sort of fee that she cannot afford.
- iv. Cannot see herself making big, drastic changes to her life in an effort to help her mental health situation.

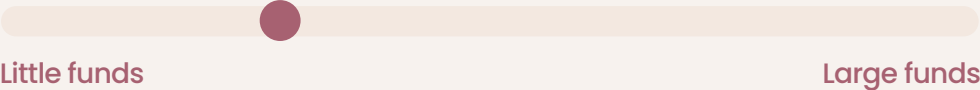
Ability to allocate time towards self care



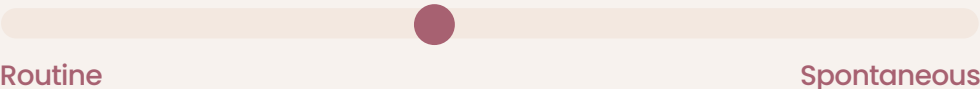
Introverted / Extroverted



Available disposable income



Routine / Spontaneous



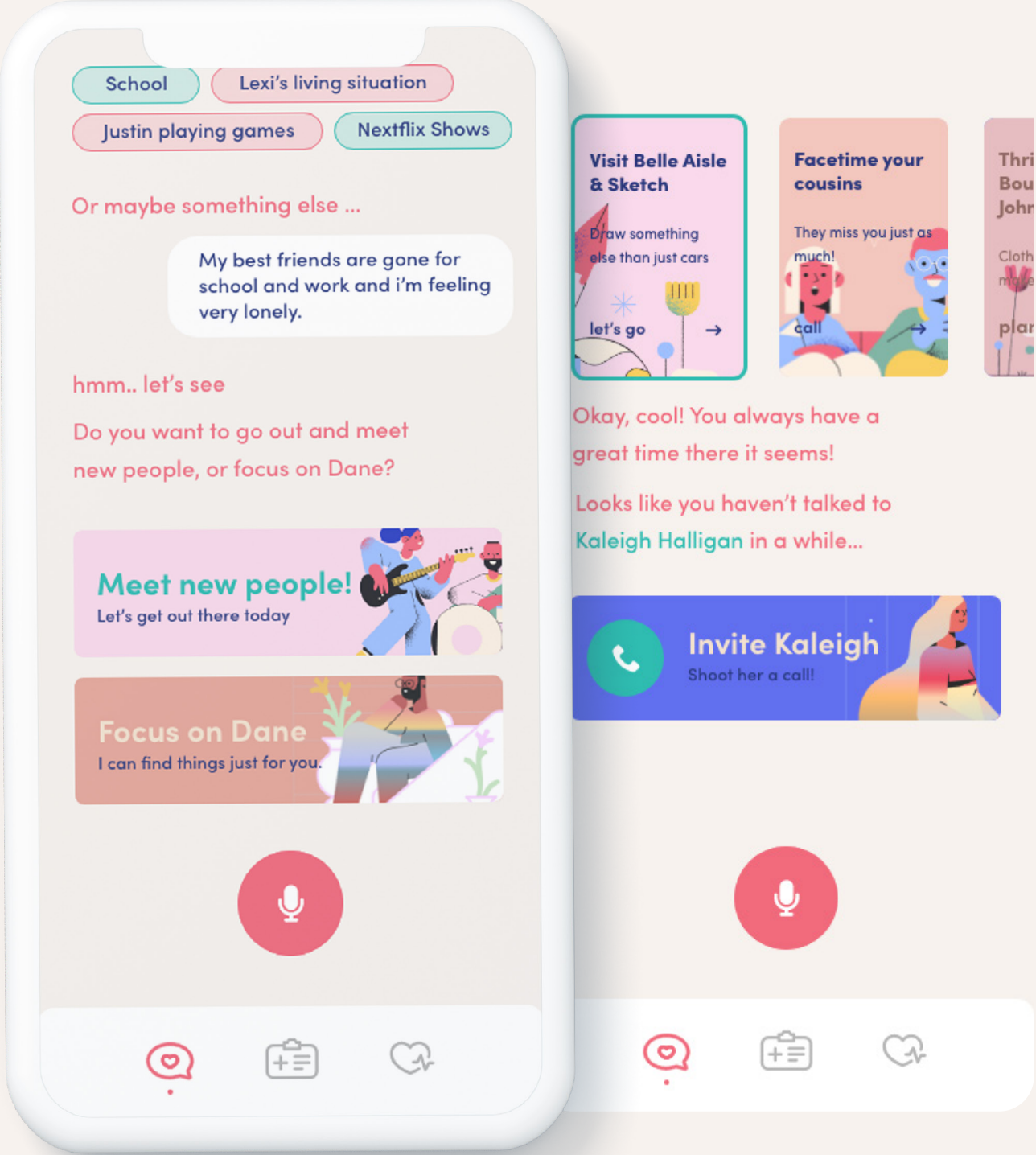
Feature 1

Cope

A user-centric coping plan, optimized with machine learning.

Using a machine learning algorithm, the more you interact with Cleo, the more tasks you complete, the more she gets to know you. Actionable tasks are focused on the little joys of life, not taking more than 2-20 minutes out of your day. The goal is, the more little pockets of happiness you can find within your day, the more positive your outlook on life becomes.





Feature 2

Conversate

A conversational chatbot that contextualizes previous queries and entries

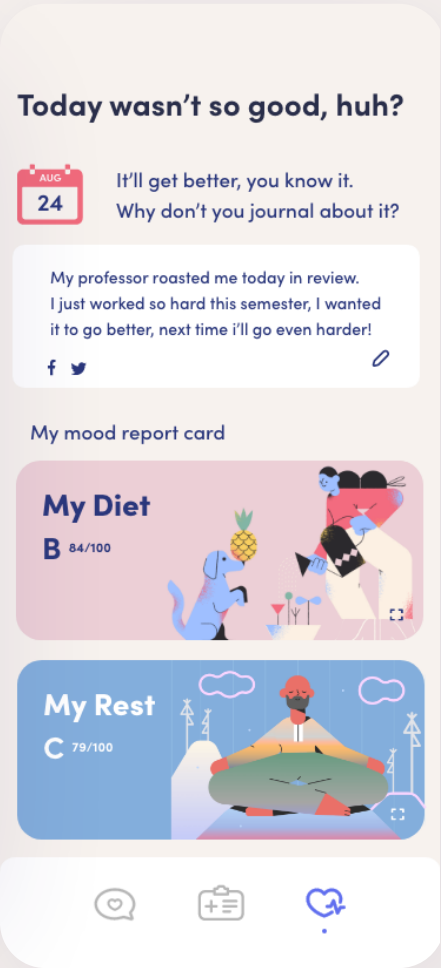
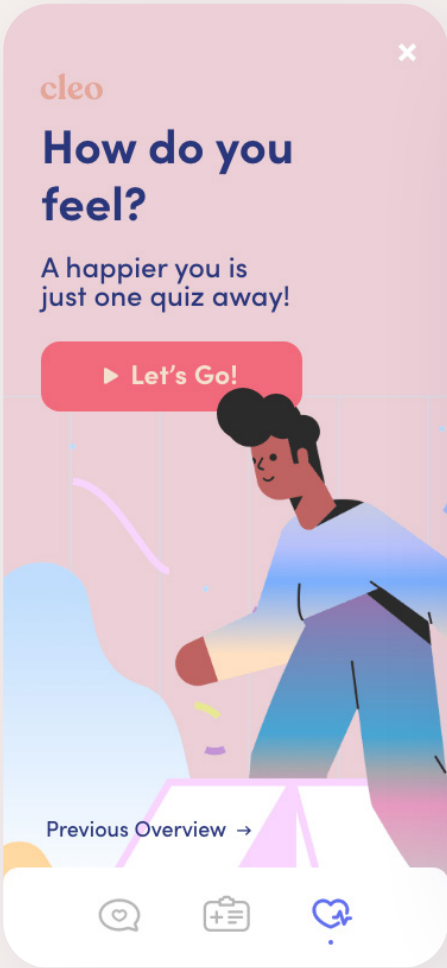
Cleo’s chatbot functionality allows users to speak directly to her, allowing for an intimate moment of reflection. These conversations are then stored within the algorithm, and are re-contextually served as actionable tasks to fit within the users custom coping plan.

Feature 3

Care

Physical and Mental well-being check in.

Much like a friend would care about your physical health, Cleo does too. With a simple daily mini-game, Cleo keeps track of vital physical contributors to mental health: your diet, sleep, energy, water intake and general mood. Cleo has the ability to give feedback based on these factors and users can reflect on how these have changed over time.

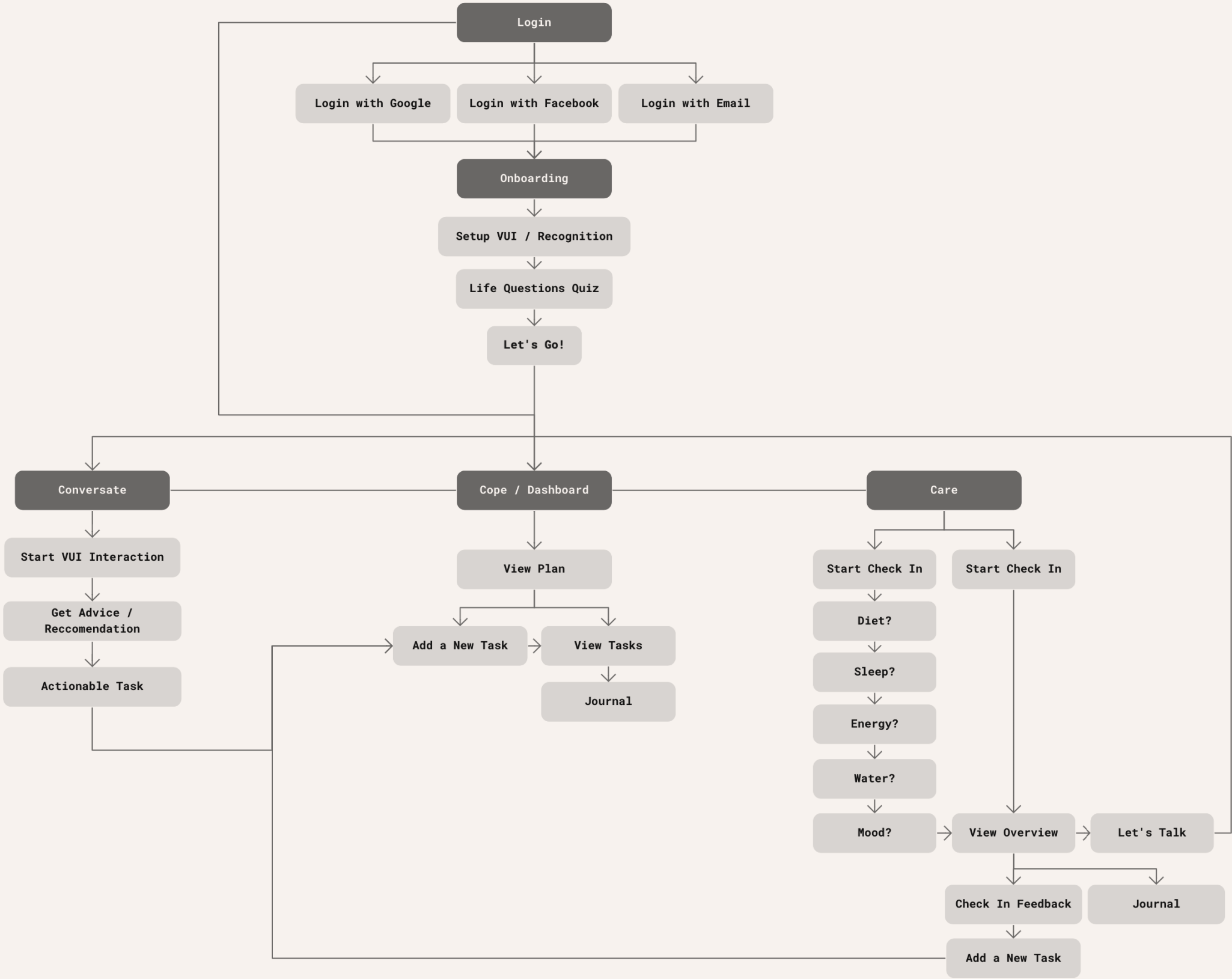


Information Architecture

The adaptability and evolution of Cleo, visualized.

This idea is built upon the human truth of people wanting to improve their mental health in a variety of ways. A little nudge here and there can add up over time to a happier you, so I created a user flow that reflects the cyclical nature of constant improvement.

- Link to prototype
- Link to case study



Apple Ecosystem

The world isn't waiting on us to change it. Why don't we create a product that empowers the most valuable company's user base for good?

April 2021
~ 2 Weeks

Professor

UX Design

UI Design

Motion Design

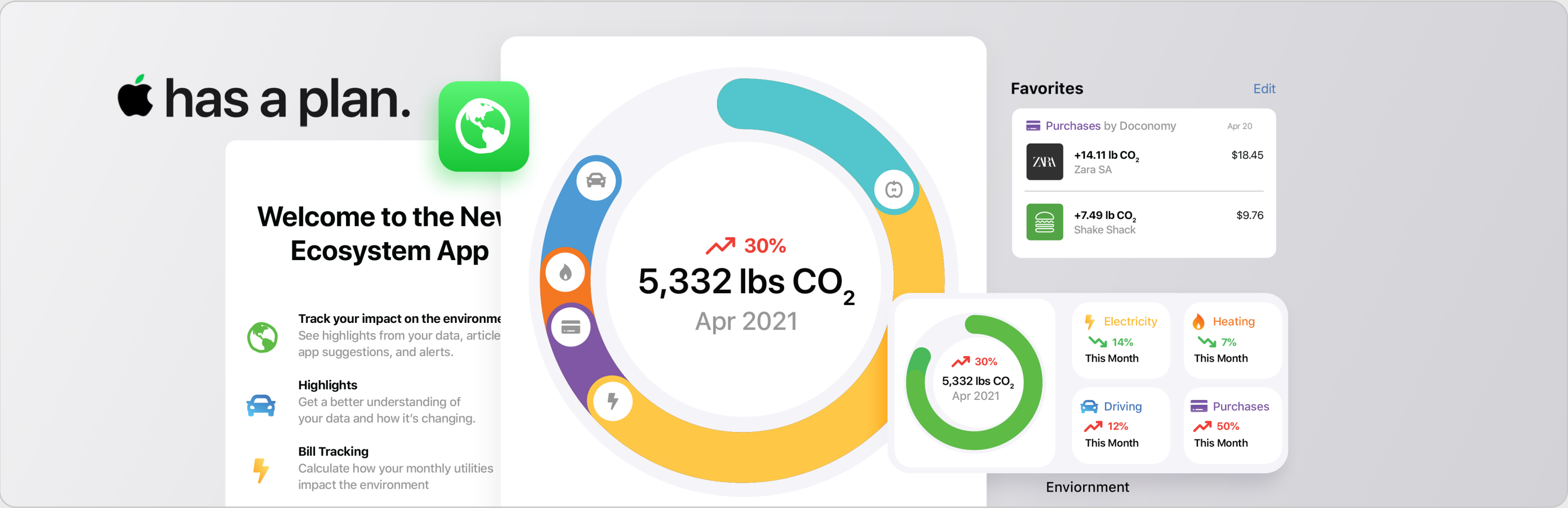
Philip McAvoy

Ethan Pestaño

Ethan Pestaño

Ethan Pestaño

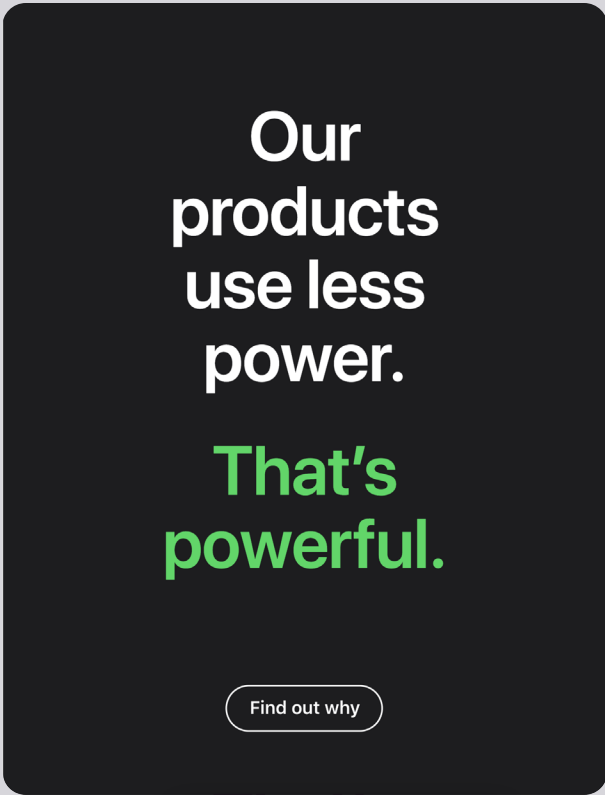
Sustainability Concept Design



Problem

Apple has a plan to become completely carbon neutral by 2030. But what of their users?

The average carbon footprint for a person in the United states is 16 tons, one of the highest in the world. Globally, the average carbon footprint is closer to 4 tons.



source: apple.com

Solution

Imagine if every single iPhone user, did their part in saving our world?

In the US alone there are 113 million iPhone users, even if the average user cut their carbon footprint by 15%, that would result in 271 million tons of carbon saved each year.



source: apple.com

Dan Rojas, 22

Primary user



Dan is a full-time Bio Engineering student and part-time Barista at Starbucks. He is keenly aware of the amount of plastic he distributes during his shifts, and is uncomfortable with it. He wants to minimize his carbon footprint.

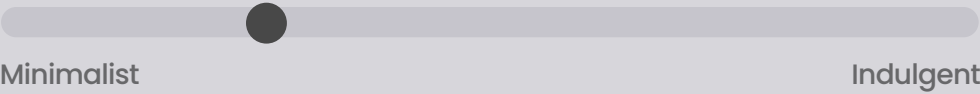
Goals:

- i. Finding ways to offset his personal carbon footprint, and track how well he’s doing compared to the average American.
- ii. Wants to know that he’s leaving a positive impact in the world, even before his degree.

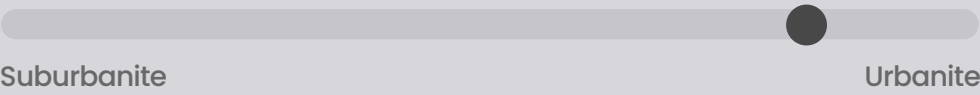
Frustrations:

- iii. Finds it difficult to constantly have to calculate his footprint via online footprint calculators.
- iv. Desires a deeper connection to all aspects of his carbon emission, outside of energy and transportation.

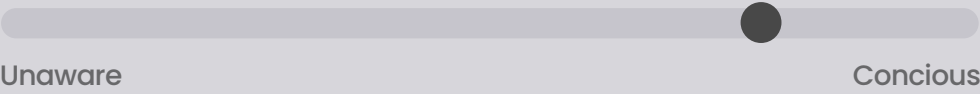
Indulgence / Minimalism



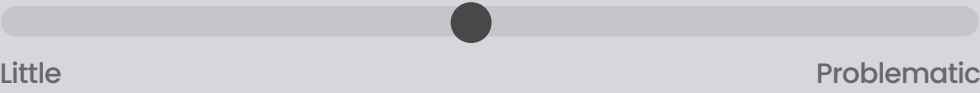
Urbanite / Suburbanite



Tendency to Self Audit



Phone Usage

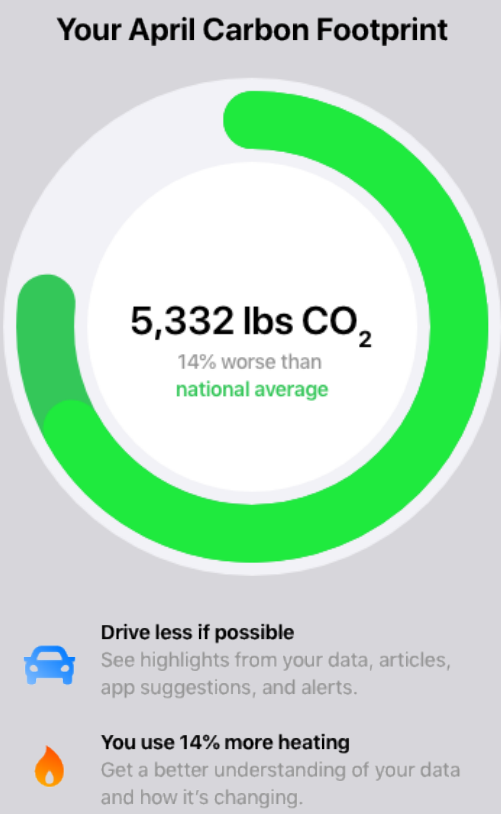
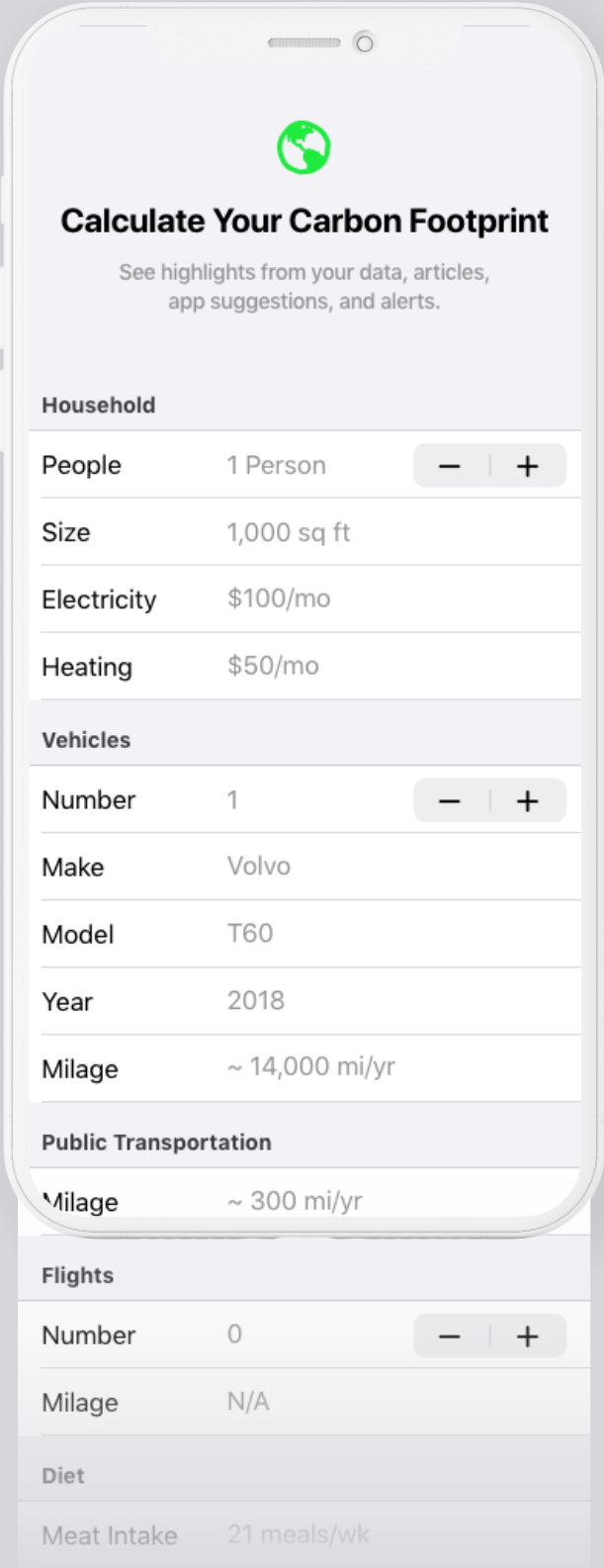
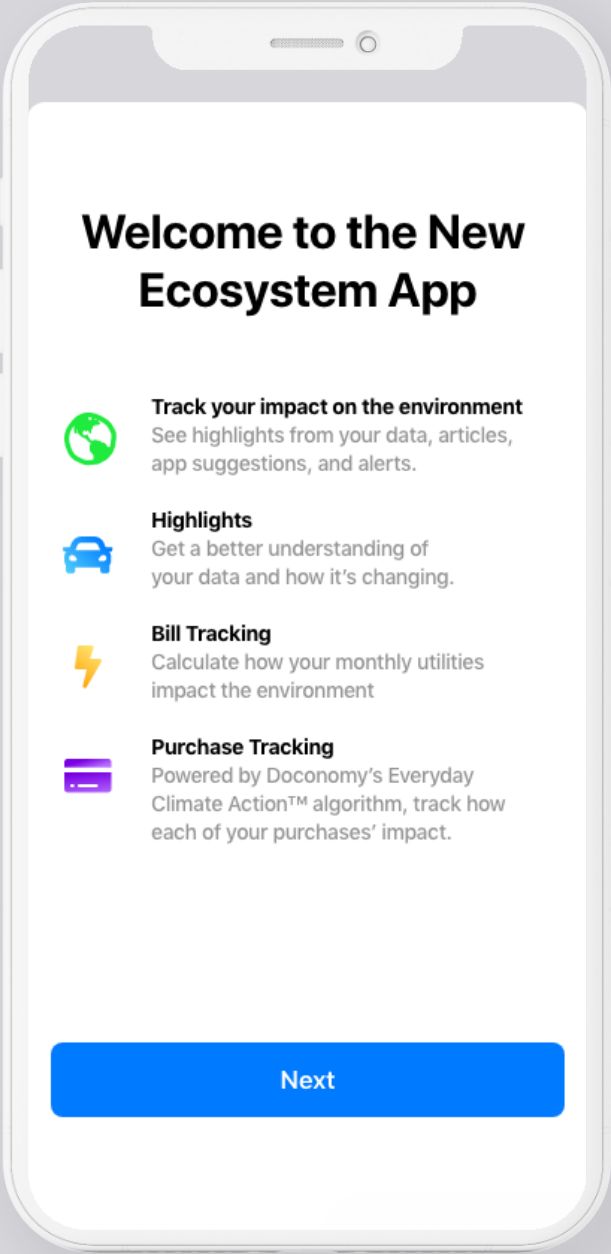


Onboarding

Personalized carbon emission data, starting with a baseline.

Understating your personal carbon footprint begins with establishing a baseline. We'll do this by having users entering in their consumption based on these factors:

- i. Household Size
- ii. Electricity Bill
- iii. Heating Bill
- iv. Transportation
- v. Purchases
- vi. Diet



Dashboard

Visualizing your carbon footprint, based on personal factors.

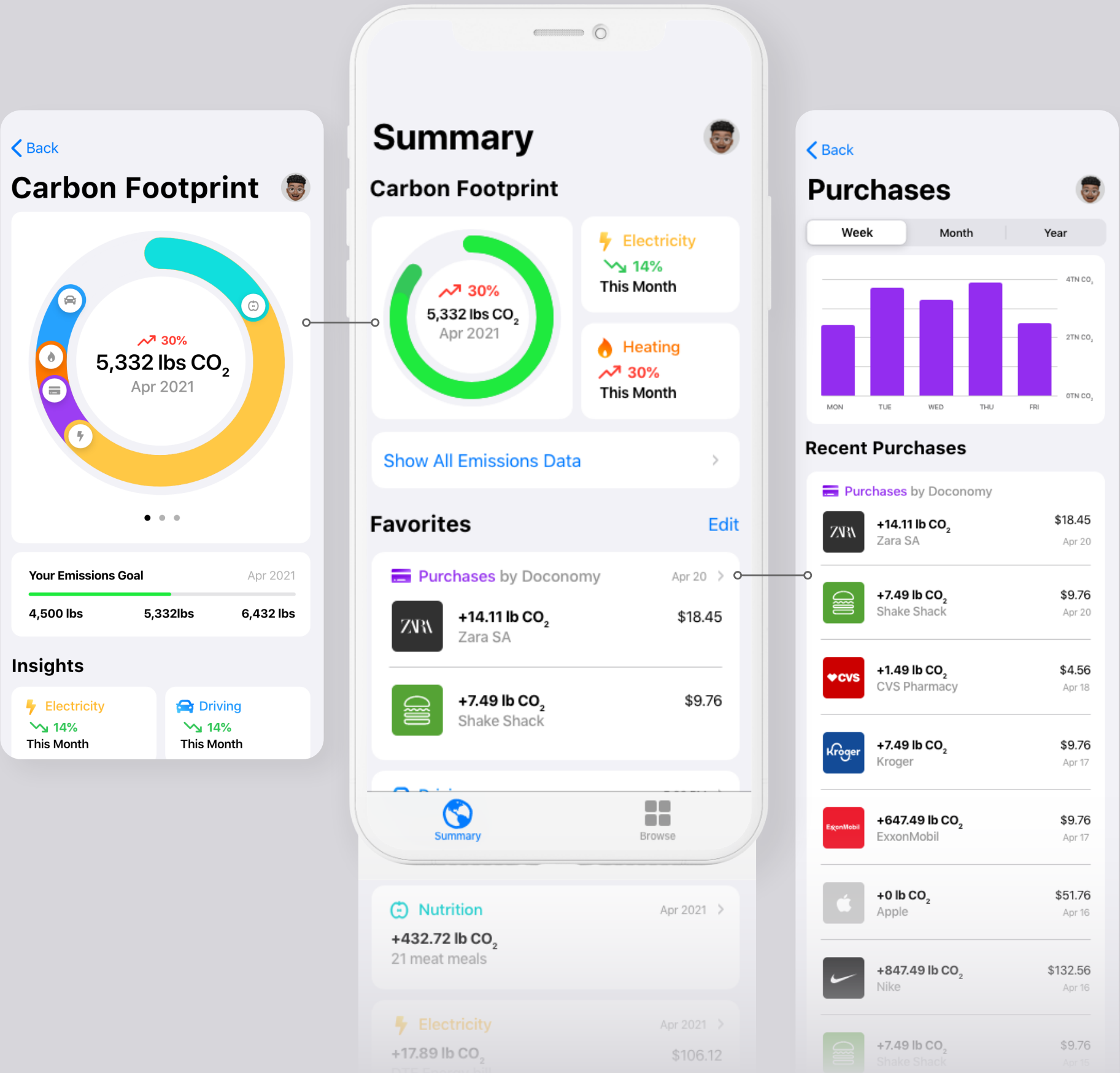
Carbon Footprint Pie Chart

Apple Ecosystem will have the capability to contextualize your carbon footprint and break them into their individual parts, so users can easily see what they should cut down on.

Purchase Tracking, Powered by Doconomy

Using the Doconomy DO.Everyday Climate Action algorithm, Apple Ecosystem will have the power to track Apple Pay purchases and calculate the carbon emission output, giving users a never before seen, complete look on their impact on the environment.

[Link to prototype](#)



Whatsapp: WhatsUp

Empowering young adults to solve their mental health challenges through connection, intervention and resources.

January 2021
~ 1 Week

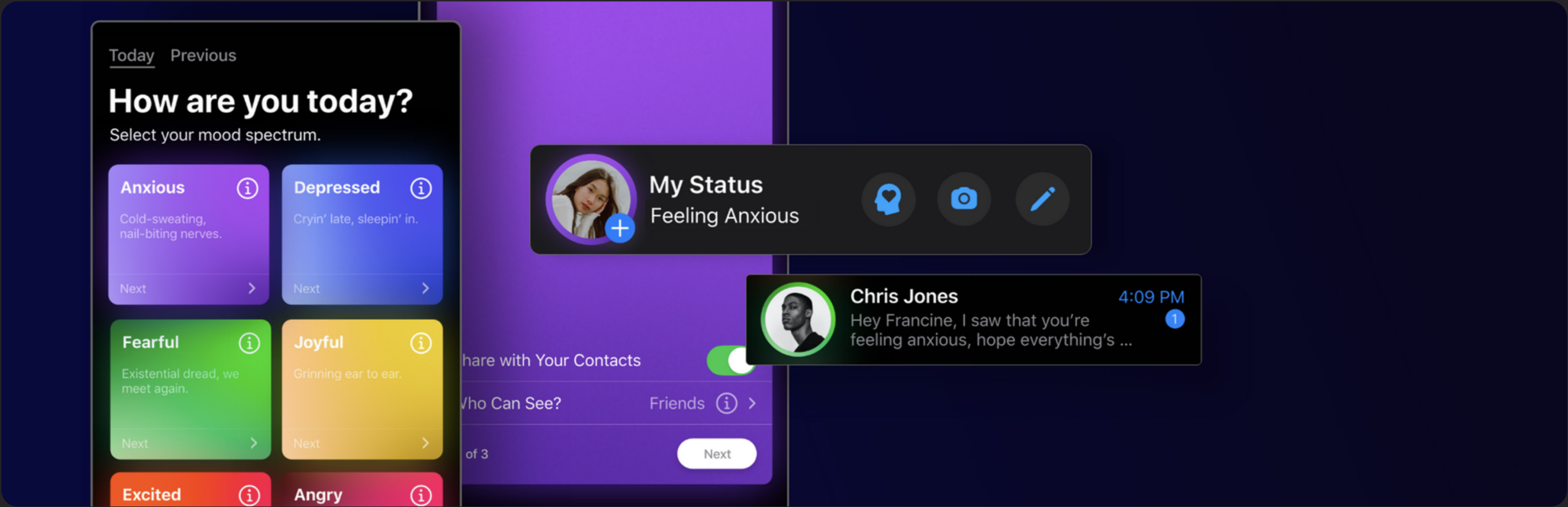
Awards / Recognition

Art Director Ethan Pestaño
UI / UX Designer Ethan Pestaño
Copywriter Adam Dellavecchia

The One Show, Young Ones
American Advertising Federation
New York Festivals
The D Show

2021 Merit
2021 Student Gold
2021 Finalist
2021 Silver

- Mental Health
- Feature Concept
- Competition Brief



Problem

In a world that’s more connected then ever, Gen-Z is facing an unprecedented pandemic of isolation

How can we empower young adults to solve their mental health challenges through WhatsApp? Can we acknowledge the fact that they’re scared to ask for help? Can this tool be used internationally?



[Link to original brief provided by Whatsapp](#)

Solution

Empowering people to discretely notify their support system about how they are feeling.

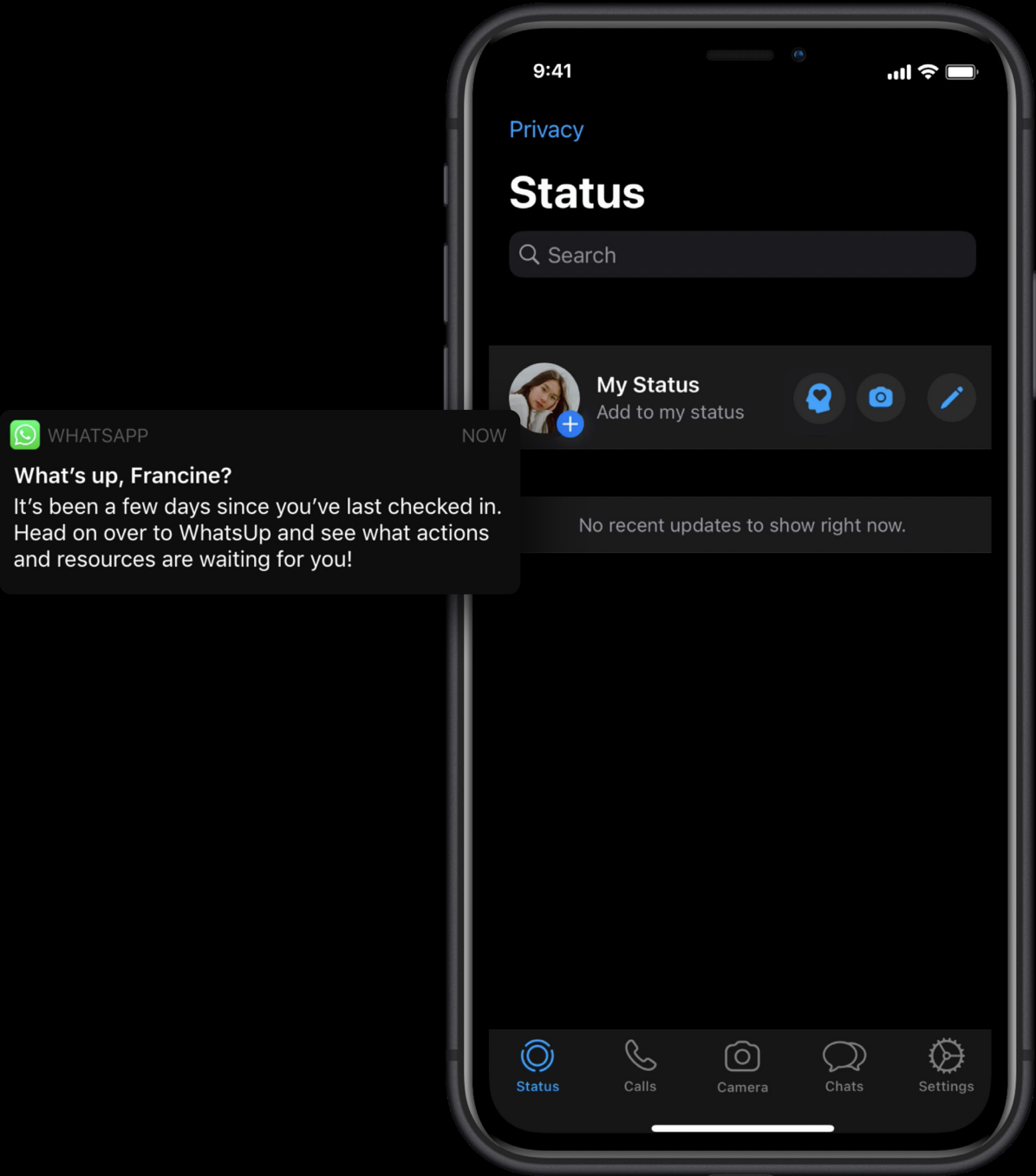
Lets create an internal feature on the worlds most popular messaging app that lets users’ support system let them know when their friend is in need of emotional support.



Primary Feature

Using the universal language of color to let users identify exactly how they are feeling.

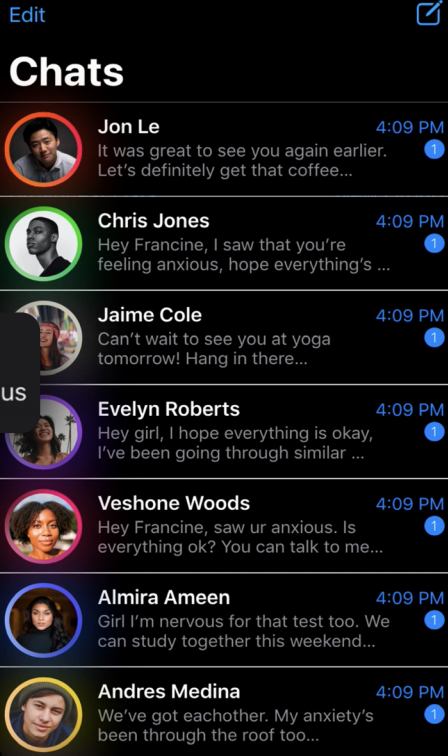
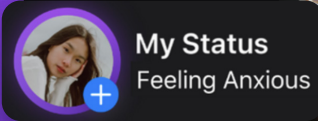
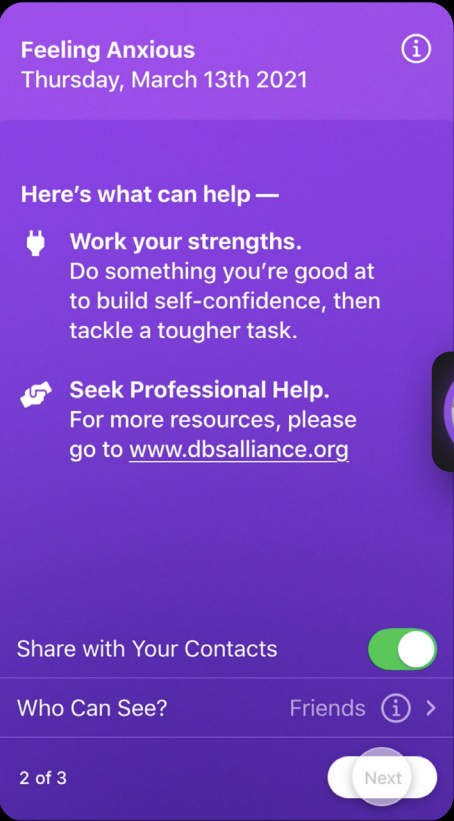
We'll add a simple new button onto the Whatsapp status page that presents our new feature "Whatsup" — An internal feature that provides users with a mood screening by using the universal language of color.



Primary Feature

Letting your support system know your current mental state, by outlining your profile picture.

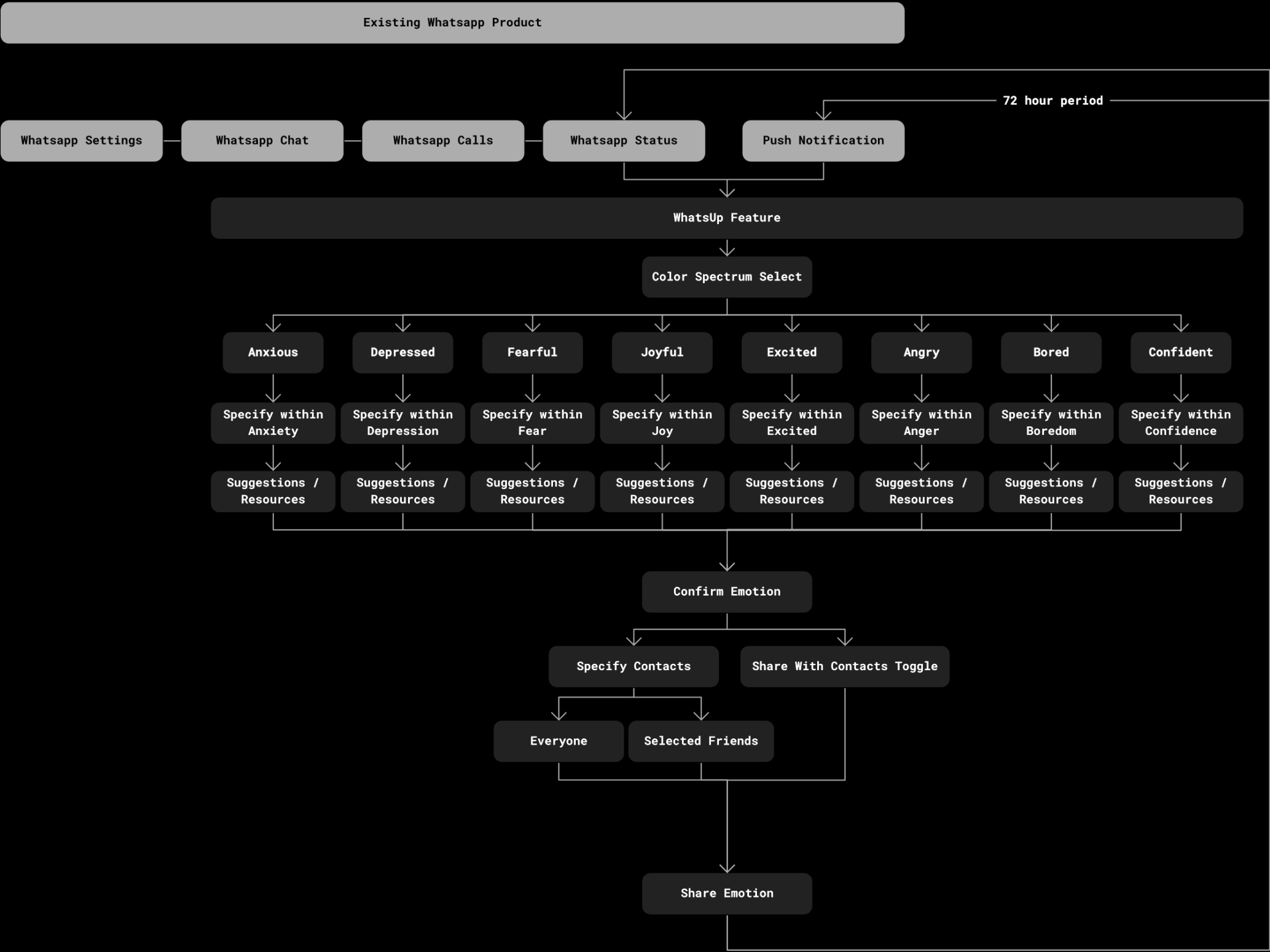
We'll empower users by providing resources and actionable tasks, while informing selected contacts about your current state of being. Users can augment both the specificity of their mood as well as who exactly can see how they are feeling.



Information Architecture

A simple repeatable action, that leads to support systems growing closer, visualized.

This idea is built upon the human truth of people wanting to improve their mental health through the support of their friends and family. By creating a simplistic, repeatable approach, users can let their support system know how they're doing easier than ever before.



Twitch Together @ CES

Creating the ultimate space where gamers can meet up and find new people, and participate in a new AR enabled game.

April 2020
~ 4 Weeks

Awards /
Recognition

Professor
Experience Design

Mark Zapico
Ethan Pestaño

The D Show

2021 Shortlist

Gaming

Spatial Design

AR



Twitch Together

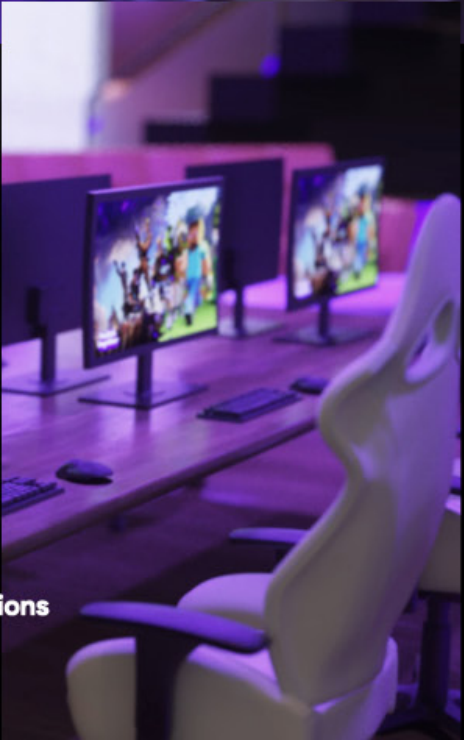
Creating the ultimate space where gamers can meet up and find new people, and participate in a new AR enabled game.



Activation Design



Interactive Streamer Boards



Co-Op Play Stations



AR Zombie Survival Minigame

Visa: VisaGroups

Splitting payments with your friends in a major pain. How can Visa create a product to make that one less thing to worry about on a night out?

Fintech Product Design

September 2019
~ 3 Weeks

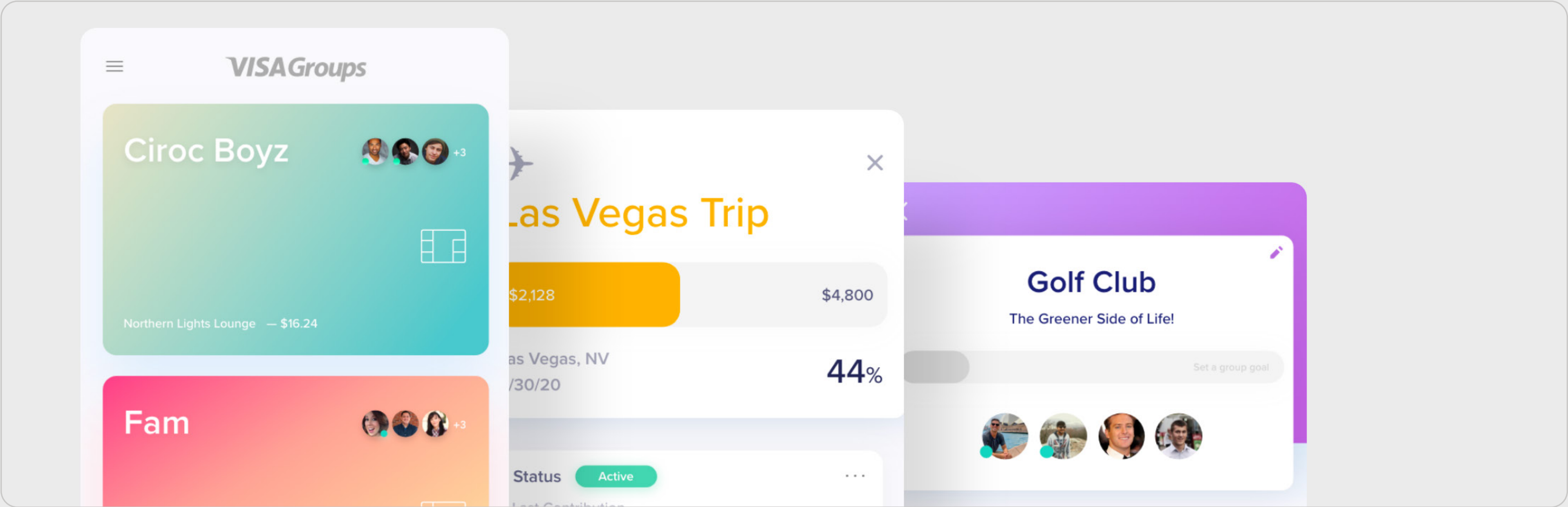
Professor
UX Design
UX Design
UI Design
Motion Design
Illustrations

Philip McAvoy
Ibro Chundusu
Ethan Pestaño
Ethan Pestaño
Ethan Pestaño
Ouch by Icons8

Awards / Recognition

American Advertising Federation
Communication Arts, Interactive

2021 Student Gold
2021 Shortlist



Problem

Going out with your friends is fun, but .. let's face it, paying with friends sucks.

Between juggling the countless payment apps, Sarah “not” getting your texts, and forgetting the underscore in Johnny’s username — these little things add up to one major pain.

Solution

VisaGroups is an app that fixes the group payment experience, by creating a multi-user proxy card.

Every time the card is used we seamlessly split the bill evenly between all of the members in your group. It makes every transaction a piece of cake.



Jamiah Davis, 20

Primary user



Jamiah is a Delta Sigma Theta Sister at the University of Miami. Alongside her studies and obligations, she is a member of the Hurricane Tennis team, and focuses on community service.

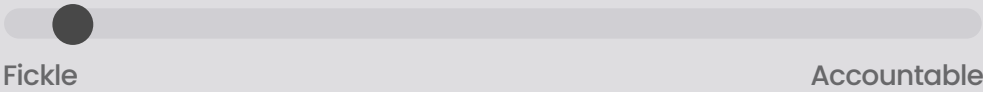
Goals:

- i. She has a lot of groups of people she interacts with on a daily basis, from family, friends, sorority sisters, and her teammates, she wants to make sure her finances are good with all of them.
- ii. She is a true believer in work hard play hard, and on the weekends she likes to explore the nightlife of Miami with her friends and teammates, she wants to make sure that going out isn't stressful.

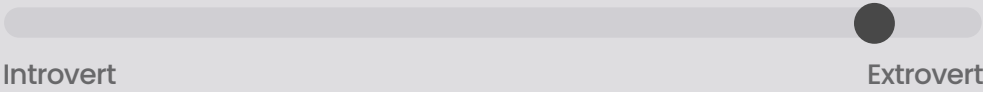
Frustrations:

- iii. She's known to be a little bit hard to reach when it comes to paying back her friends, she can get overwhelmed and defers her payments and tends to forget.
- iv. Desires amazing experiences but isn't the best with planning finances with her friends.

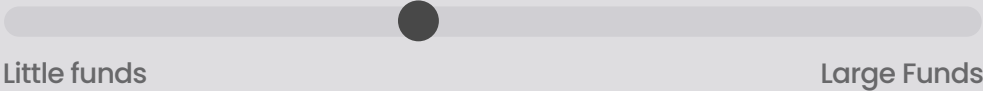
Fickle / Accountable



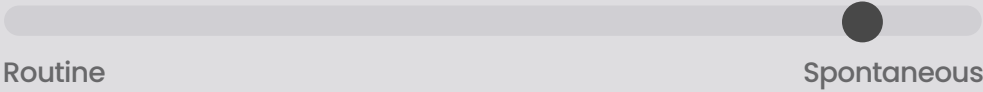
Introvert / Extrovert



Disposable Income



Routine / Spontaneous



Group Card Features

Download the app, create your group, and add as many friends as you'd like.

Group Settings

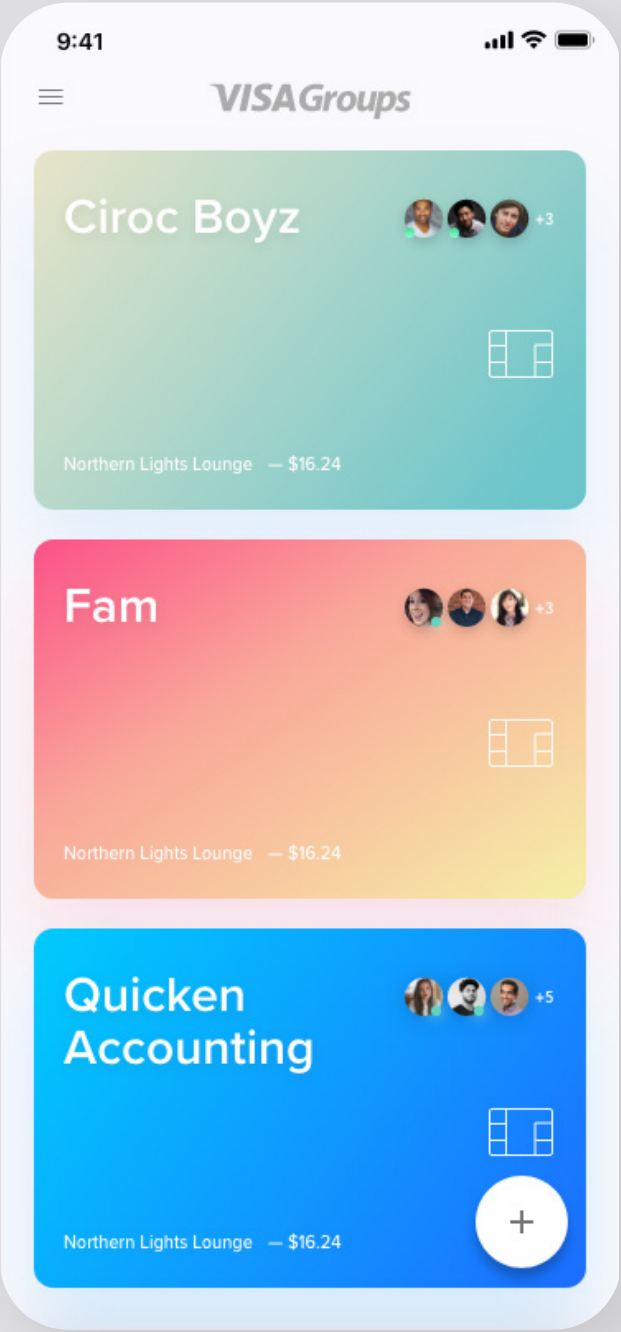
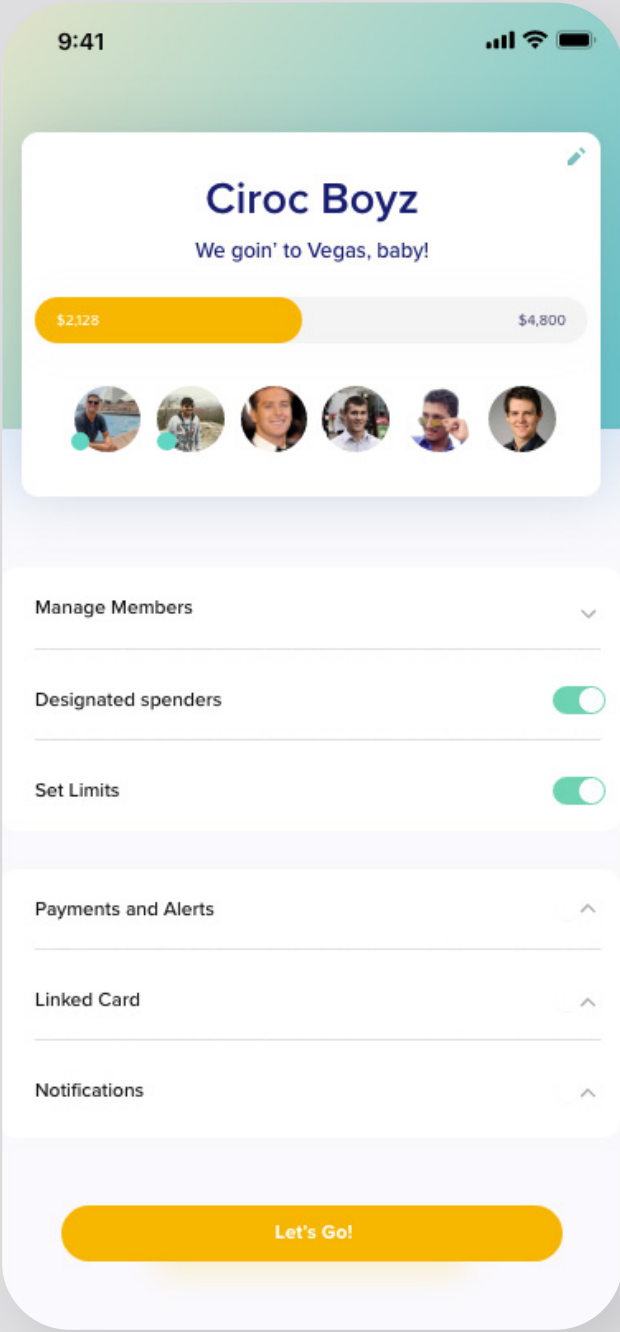
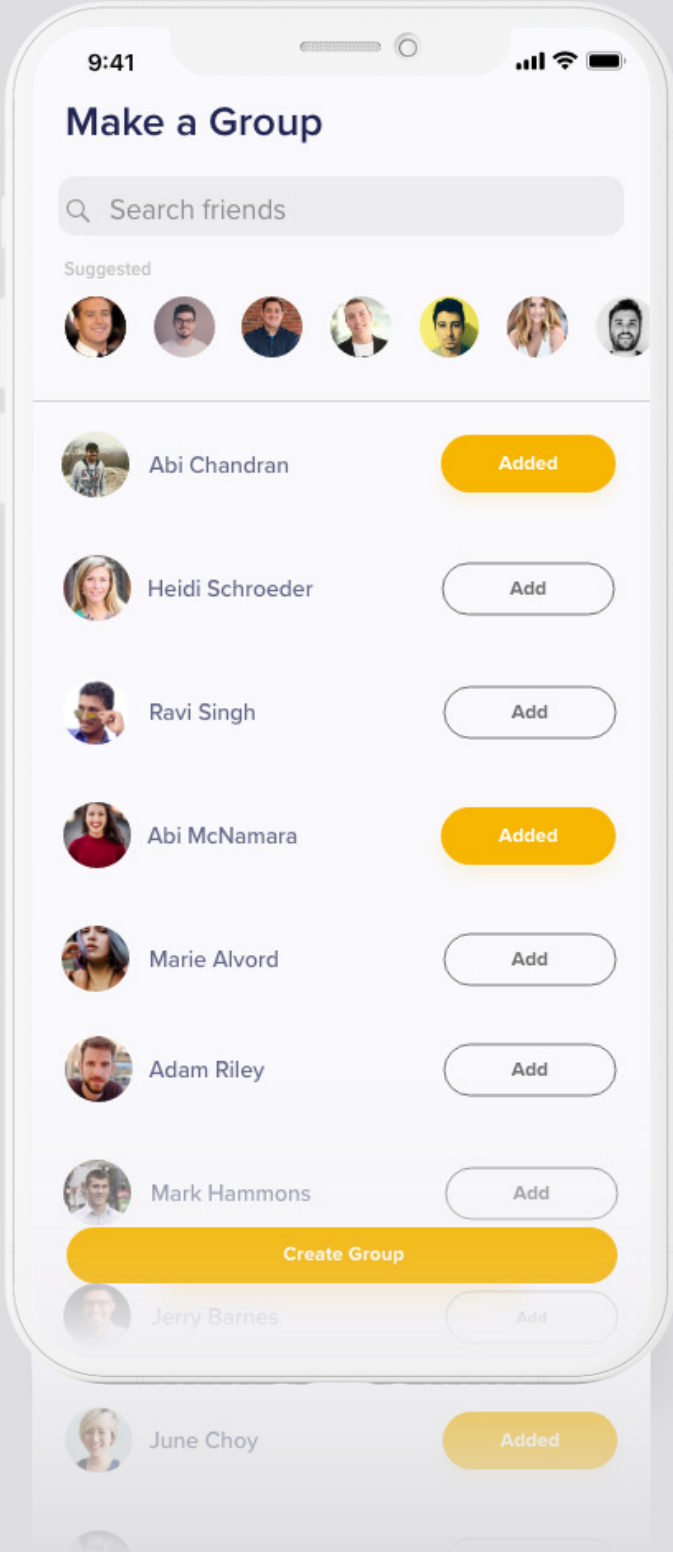
Effortlessly name and set your group's preferences and just like that: everybody in your group now has access to the digital card.

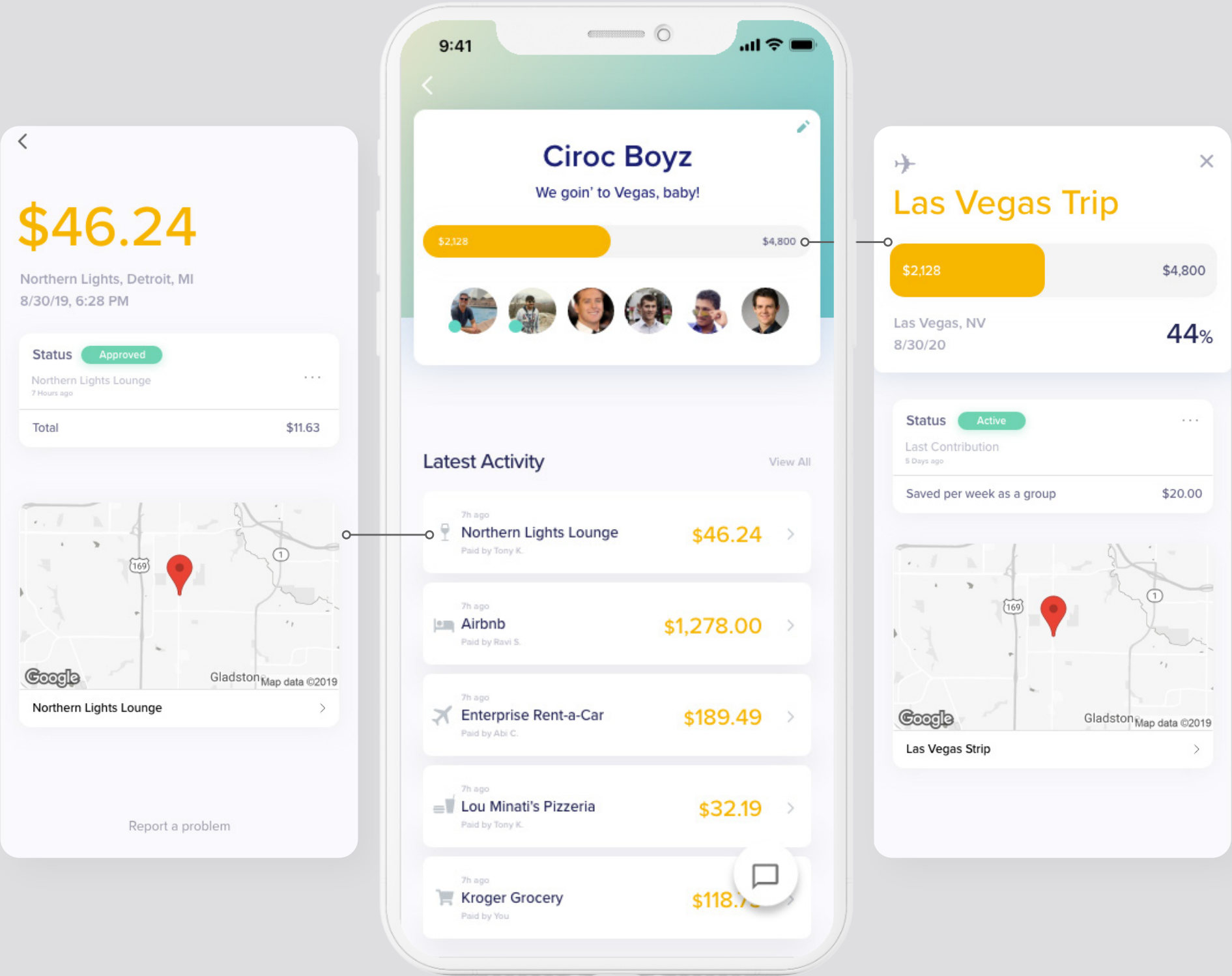
How It Works

Every time the card is used we seamlessly split the bill evenly between all of the members in your group.

Apple Pay Integration

Simply export your group's card to Apple Pay with a press of a button, so it's readily available at a moment's notice.





Group Card Features

This digital card comes packed with features that enhance what you and your group can do.

A. Expense Details

An expanded version of each expense is available so you can keep track of who's spending how much, where.

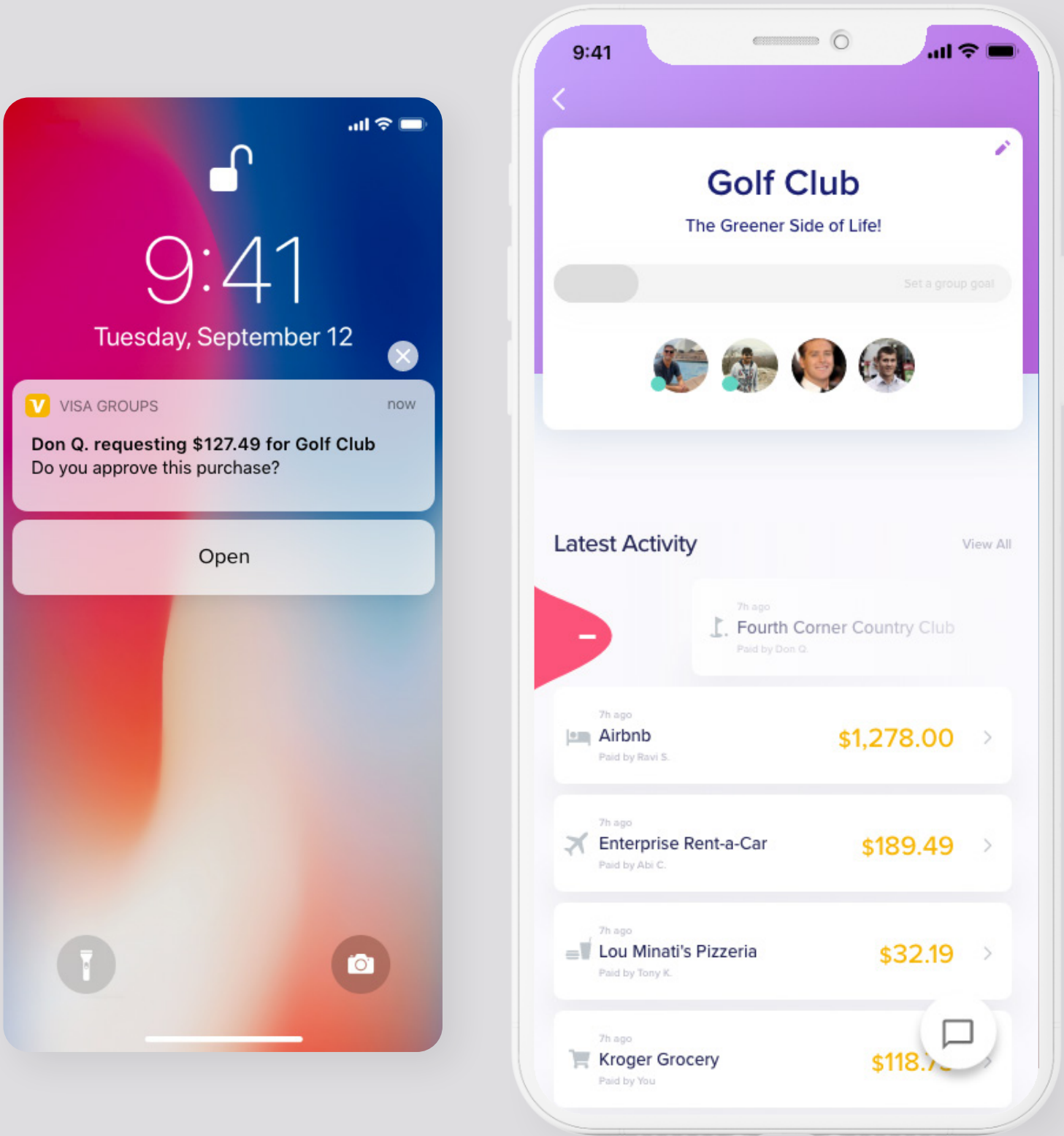
B. Group Saving Feature

Saving up for a girl gang getaway? We make that easier too, simply set how much you're willing to put away each week towards your goal.

Group Card Features

Omitting yourself from payments that you weren't a part of.

Out sick for the company golf outing? We send you push notifications when your group spends, and you tell us whether or not you were there for tee time.



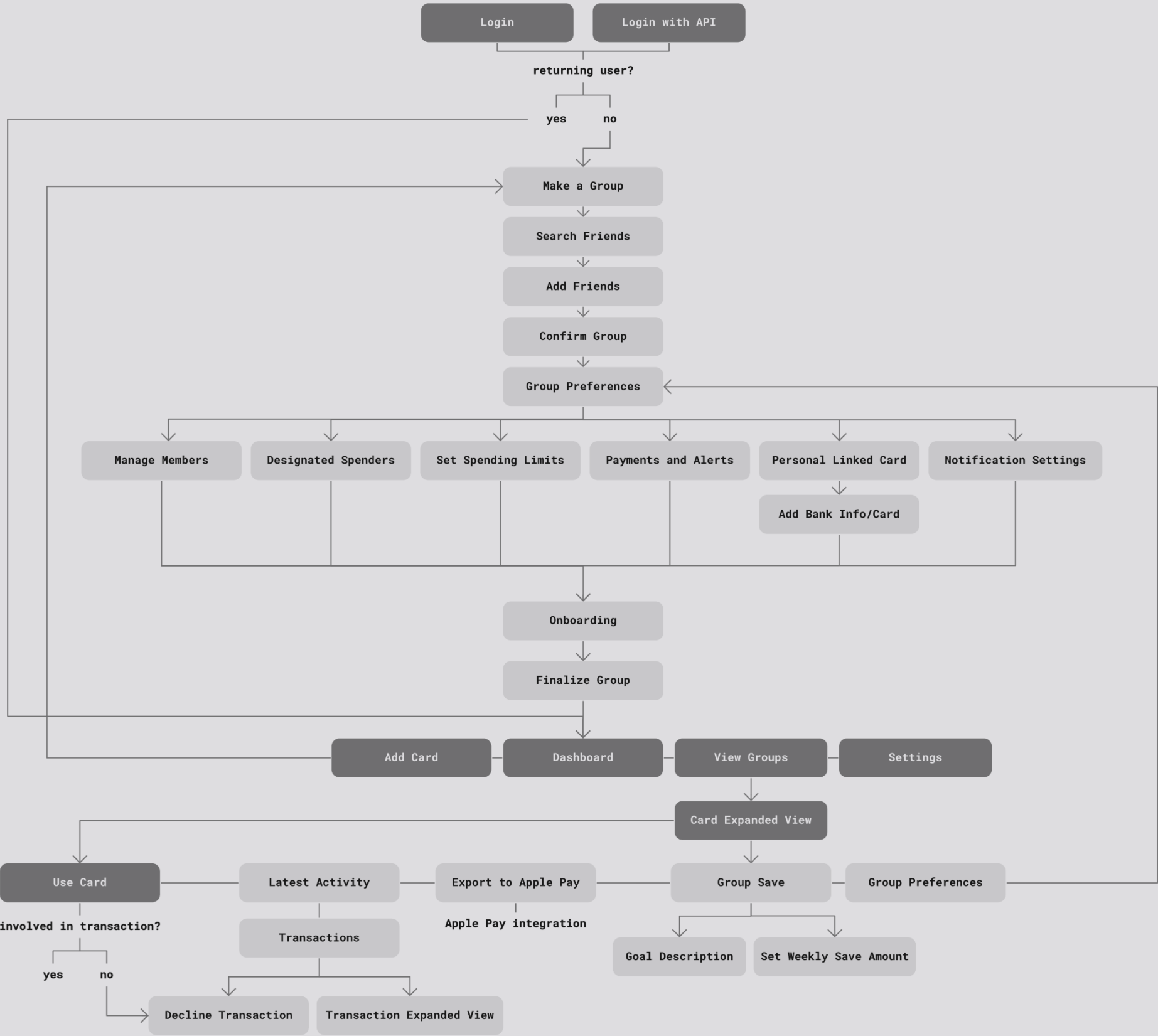
Information Architecture

When transactions aren't frustrating, you can focus on having fun with the people around you.

This idea is built upon a lived truth that I experienced far too many times as a young adult. There are so many pratfalls with the existing way we split bills. So I created a user flow that aims to correct all of the issues with the existing products today.

[Link to prototype](#)

[Link to case study](#)



Everything Else

This is one major brain dump of comps, 3D, photography, and everything in between. It’s what I’ve made in my creative journey. Enjoy.

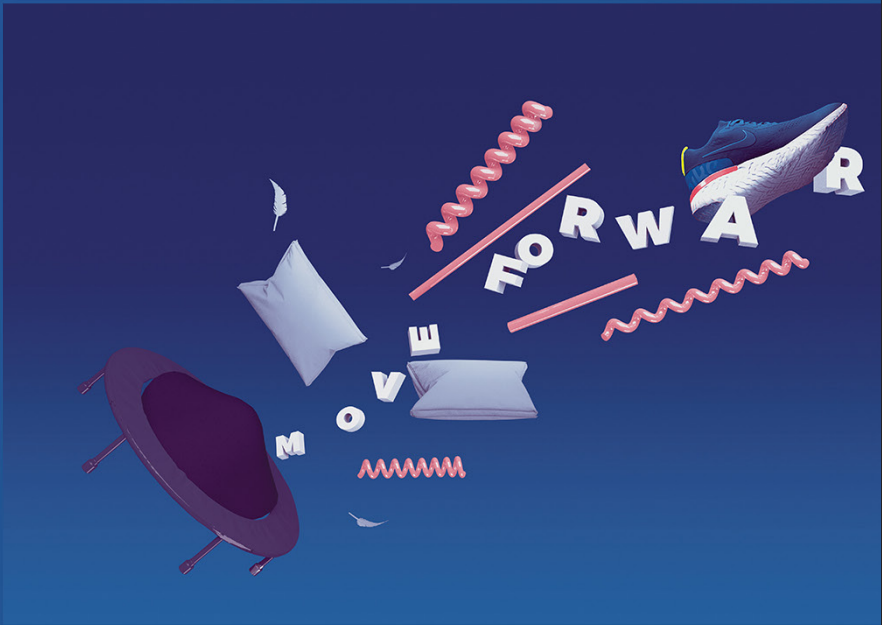
- Photography
- 3D Design
- Design

December 2018
— January 2022

Professor	Mark Zapico
Professor	Philip McAvoy
Professor	Jenny Risher
Instructor	Soren Youngren
Instructor	Mike Rovner









SEPARATE
FROM-THE
PACK

PUMA





