

SEMLER HEART APP

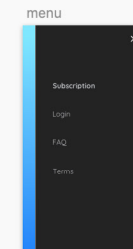
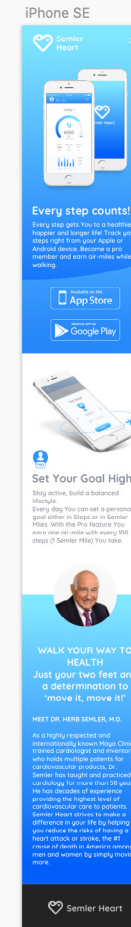
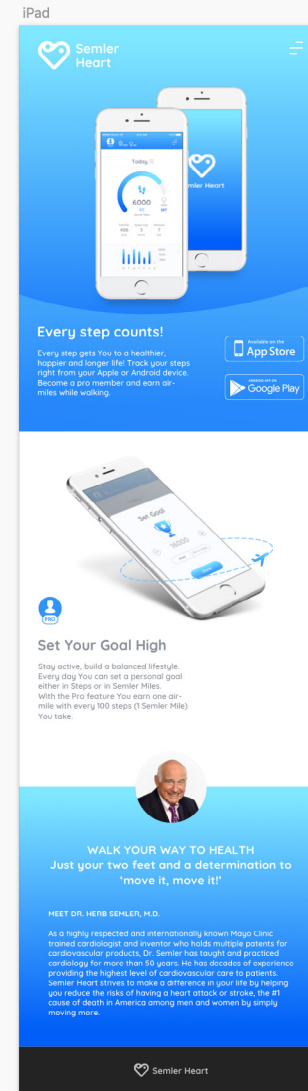
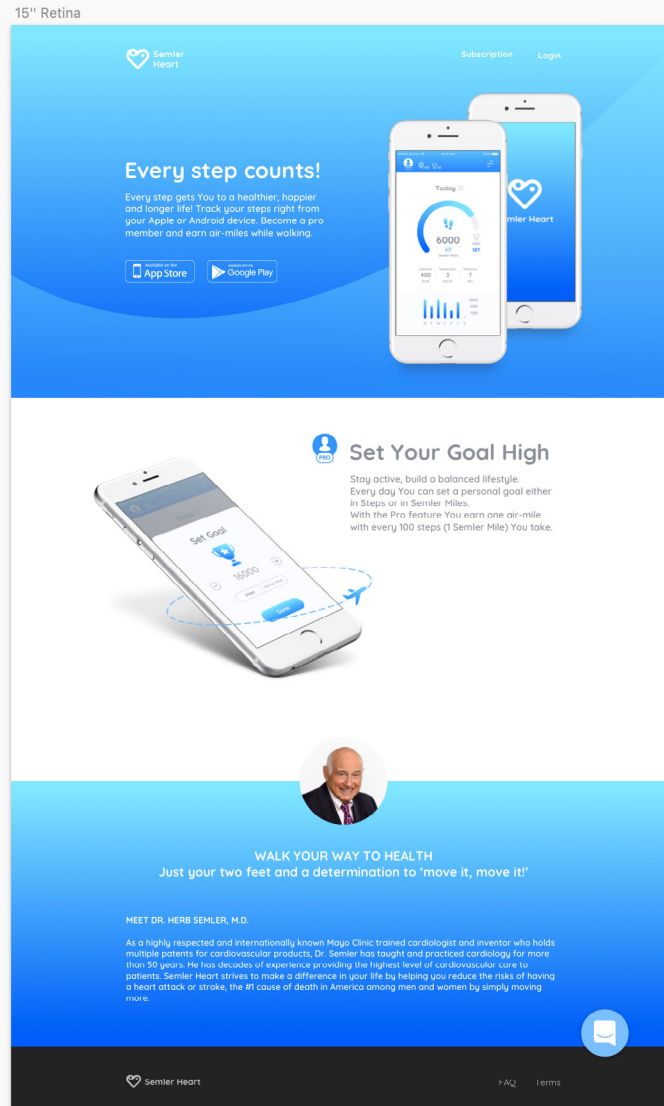
Earn Airline Miles By Walking

Dr. Semler's team had previously created an app- pedometer which provided healthy advice, but were looking for more effective ways of changing customers behavior and building a different experience - through "rewarding" healthy behavior.

My role included a complete re-branding, or more precisely building the brand from the grounds up - including identity and logo design; also the new app visual design, UX ,UI ,prototyping, desktop portal and landing page.

I worked tightly with the development team, discussing Ux and technical matters with them, handing off design assets and style guides. After the launch I also did a mini QA and reported to the team if there were any issues to be handled.

In accordance with the client's marketing team I came up with proposal that would communicate better the rewarding aspect and would serve the customer's pinpointed need to acquire more premium subscribers.





Semler
Heart

[Sign In](#)

Become a Pro Member and start earning airline miles

You can earn airline miles with Alaska Airline, United Airline, or American Airline while walking with the Semler Heart app! One Semler Mile (2000 steps) rewards you one airline mile, up to 100 airline miles per month.



If you do not have an account, download our app and create an account for free.

Already have an account ?

Enter Your In-App credentials to proceed
to registration

In-App credentials

Name

Chandler Bing

Email

chandler@gmail.com

[Sign In](#)

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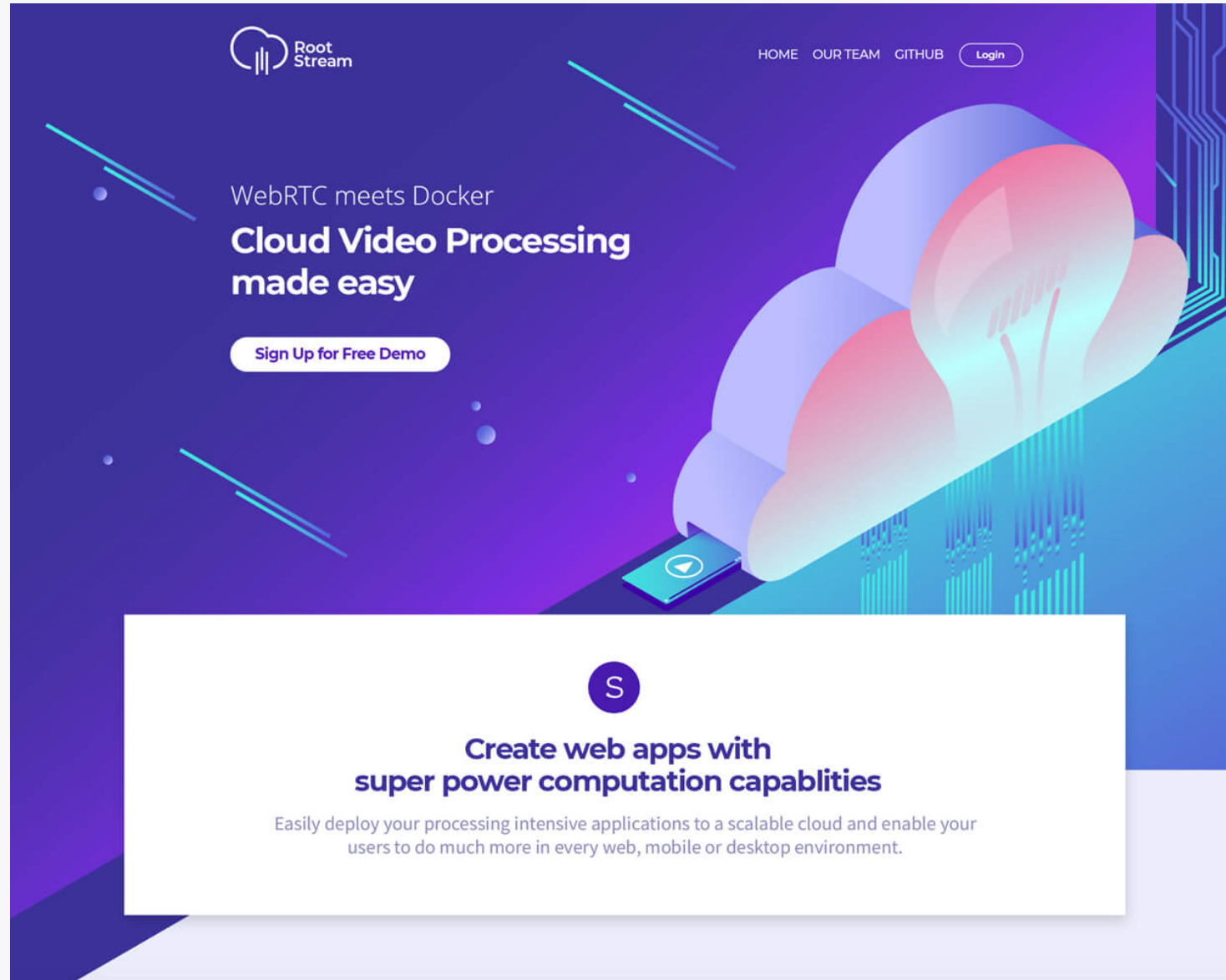
ROOT STREAM

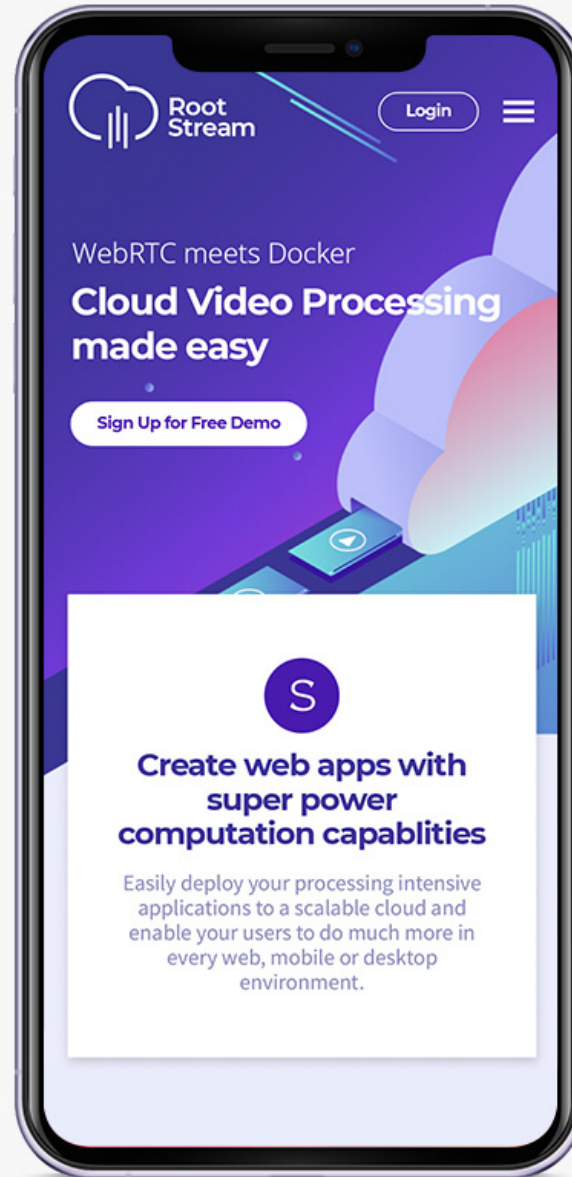
Product Website & Brand Identity

RootStream is a WebRTC and Docker Cloud Video Processing platform that abstracts all the complexity and costs involved in developing streaming applications.

RootStream is an innovative product that did not have an analogue on the market so I spent some time researching and exploring products in similar fields and discussing initial business goals with the team. I proposed a landing page structure, wire-frames, information architecture and some copy-writing that would allow the potential users to get a sense of what they can achieve with the product and how it can benefit their business and balance their workload. Also prioritized CTA-s according to the customer's and business needs.

Working on this project also included creating the brand identity from the grounds up, and delivering special animated illustrations (my Edge- Animate exports are used on the actual website) to showcase the product benefits and its core characteristics.

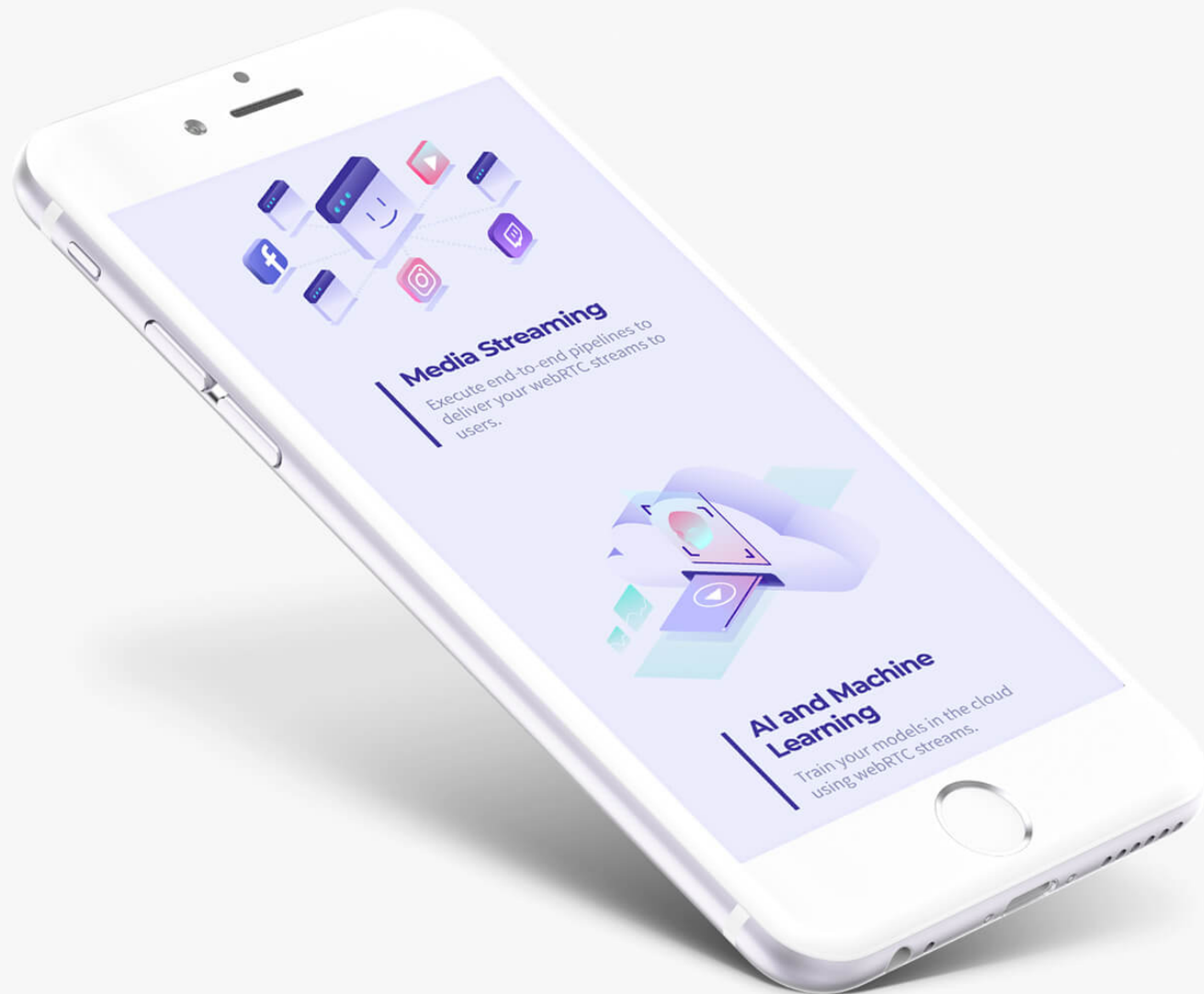




**CLICK
TO VIEW**

ROOT STREAM

Product Website & Brand Identity



Login

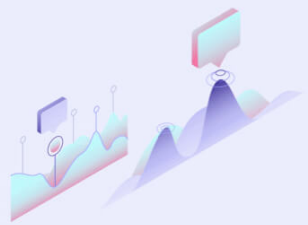
WebRTC meets Docker
Cloud Video Processing made easy

[Sign Up for Free Demo](#)



Create web apps with super power computation capabilities

Easily deploy your processing intensive applications to a scalable cloud and enable your users to do much more in every web, mobile or desktop environment.



Data Analytics

Make sense of your data that lead to improved decisions.



Researchers and Scientists

Model and simulate algorithms and prototype your theories.



Creative Agencies

Save money on getting things done faster with smaller teams.



INFRASTRUCTURE FOR MEDIA PROCESSING

Scalable architecture for big dreamers

Rootstream makes it easy to securely stream any data from connected devices for analytics, AI cloud, machine learning, and other processing heavy tasks to the cloud. Rootstream abstracts all the complexity and costs involved in the process.

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USA TODAY

Web VR Project



**USA
TODAY™**
VR STORIES

PUT YOURSEL INSIDE THE THE STORY

The best of national, international and local news that you love, in ways you may not have expected. Immerse yourself in the stories with the best of our full 360-degree and virtual reality experiences!

EXPERIENCE IN 4K

EXPERIENCE IN 2K

**READ
ARTICLE**

Ways to Watch

FROM FULL HEADSETS TO 360° DESKTOP VIDEOS, THERE ARE
A VARIETY OF WAYS TO EXPERIENCE VR.



DESKTOP



SMARTPHONE

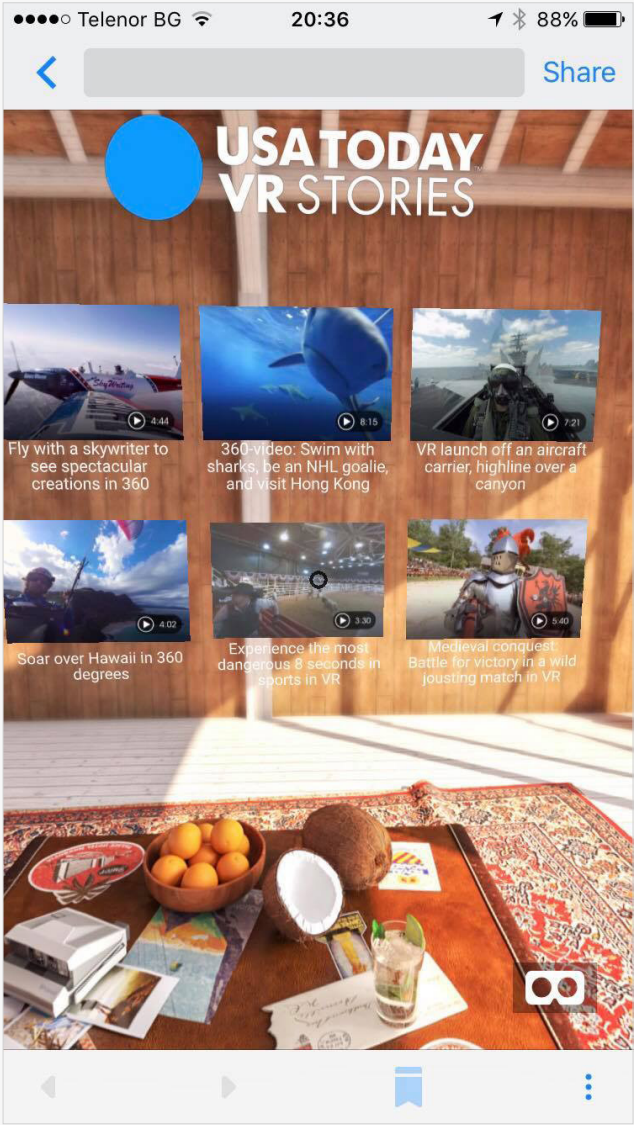


CARDBOARD



HEADSETS

ENTER



A1

Landing Page



Мтел става

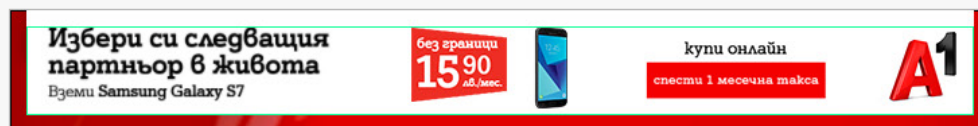
Мобилният ми номер
ще остане ли същият? < >

- Да, всички мобилни номера и други условия
по договорите ще останат непроменени.



A1

Web Ads Guidelines



728 x 90 px

12 px



300 x 600 px

18 px



160 x 600 px

12 px



300 x 250 px

14 px

COCA-COLA

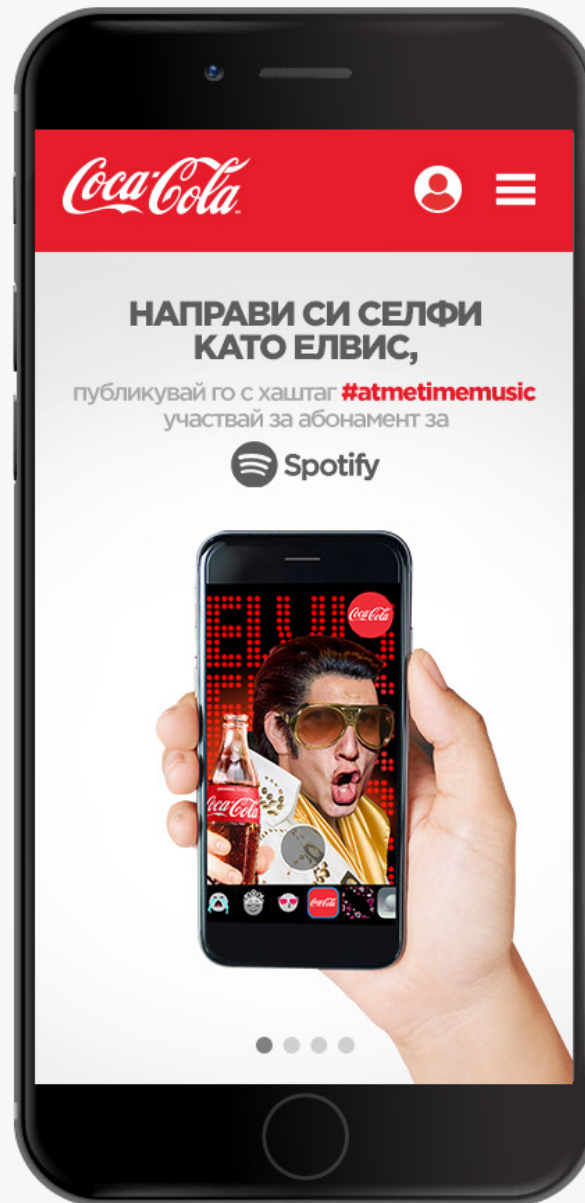
Campaign Website Proposal



**БЪДИ КАТО РОНАЛДО,
ПРЕВЪРНИ СЕ В ЕЛВИС-
СПЕЧЕЛИ DLC ПАКЕТИ
ЗА ЛЮБИМАТА СИ ИГРА ИЛИ
АБОНАМЕНТ ЗА SPOTIFY!**

Всяка публикувана снимка ти носи по
10 точки. Събери **80** точки и избери
за коя награда искаш да играеш.

ПРОДЪЛЖИ



JOHNNIE WALKER

Blenderes' Batch Website



ЗАПОЗНАЙ СЕ С БЛЕНД ИНОВАЦИЯТА
НА JOHNNIE WALKER – НОВАТА ЛИМИТИРАНА СЕРИЯ
BLENDERS' BATCH

ИМАШ ЛИ НАВЪРШЕНИ 18 ГОДИНИ?

ДА

НЕ

КОНСУМИРАЙТЕ ОТГОВОРНО



BLENDERS' BATCH. №1. RED RYE FINISH

ИЛИ КАК СКОЧЪТ СРЕЩА БЪРБЪНА

JOHNNIE WALKER RED RYE FINISH Е ПЪРВИЯТ БЛЕНД ОТ СЕРИЯТА BLENDERS' BATCH. ВДЪХНОВЕН ОТ СМЕЛИТЕ ВКУСОВЕ НА АМЕРИКАНСКОТО УИСКИ, ТОЙ Е ИДЕАЛНАТА КОМБИНАЦИЯ ОТ ПЛОДОВИ НОТКИ И НЕВЕРОЯТЕН РЪЖЕН ЗАВЪРШЕК. JOHNNIE WALKER - ТАКЪВ, КАКЪВТО НИКОГА НЕ СИ ГО ОПИТВАЛ!



BLENDERS' BATCH
EXPERIMENTS

ИНОВАТИВНИЯТ JOHNNIE WALKER RED RYE FINISH МОЖЕ ДА СЕ КОНСУМИРА ЧИСТ,
НО ПРИТЕЖАВА И ПЕРФЕКТИВНИТЕ ВКУСОВИ КАЧЕСТВА, ЗА ДА ТРИКУСТВА
В МНОЖЕСТВО КОКТЕЙЛИ.

ОПИТАЙТЕ
BLENDERS' BATCH
EXPERIMENT №1.
RED RYE FINISH MANHATTAN

ВИЖТЕ ВИДЕОТО



ОПИТАЙТЕ
BLENDERS' BATCH
EXPERIMENT №2.
RED RYE FINISH MANHATTAN

ВИЖТЕ ВИДЕОТО



ОПИТАЙТЕ
BLENDERS' BATCH
EXPERIMENT №3.
RED RYE FINISH MANHATTAN

ВИЖТЕ ВИДЕОТО






JOHNNIE WALKER.


JOHNNIE WALKER.
KEEP WALKING®

ПРЕДСТАВЯ

BLENDERS' BATCH

ЛИМИТИРАНА СЕРИЯ
ЕКСПЕРИМЕНТАЛНИ УИСКИТА,
СЪЗДАДЕНИ ОТ НАШИТЕ
МАЙСТОР - БЛЕНДЬОРИ



**BLENDERS' BATCH. №1.
RED RYE FINISH**

ИЛИ КАК СКОЧЪТ СРЕЩА БЪРБЪНА

JOHNNIE WALKER RED RYE FINISH Е
ПЪРВИЯТ БЛЕНД ОТ СЕРИЯТА BLENDERS'
BATCH. ВДЪХНОВЕН ОТ СМЕЛИТЕ ВКУСОВЕ
НА АМЕРИКАНСКОТО УИСКИ, ТОЙ Е
ИДЕАЛНАТА КОМБИНАЦИЯ ОТ ПЛОДОВИ
НОТКИ И НЕВЕРОЯТЕН РЪЖЕН ЗАВЪРШЕК.
JOHNNIE WALKER - ТАКЪВ, КАКЪВТО
НИКОГА НЕ СИ ГО ОПИТВАЛ!


BY APPOINTMENT TO HIS MAJESTY THE QUEEN
SUPPLIERS OF SCOTCH WHISKY
JOHN WALKER & SONS LIMITED LONDON

John Walker & Sons
BLENDED SCOTCH WHISKY

**BLENDERS' BATCH
КОКТЕЙЛИ**

ИНОВАТИВНИЯТ JOHNNIE WALKER
RED RYE FINISH МОЖЕ ДА СЕ
КОНСУМИРА ЧИСТ, НО ПРИТЕЖАВА
И ПЕРФЕКТНИТЕ ВКУСОВИ
КАЧЕСТВА, ЗА ДА ПРИСЪСТВА
В МНОЖЕСТВО КОКТЕЙЛИ.



PEPSI

Campaign Website Proposal



ПРАВИЛА ИГРАЧИ ШАМПИОН НА ДЕНЯ НАГРАДИ



LOVE IT. LIVE IT.

ШАМПИОН НА ШАМПИОНИТЕ

ПОЗНАЙ КАКВО ШЕ СЕ СЛУЧИ
В ШАМПИОНСКА ЛИГА 2017/2018
И ГЛЕДАЙ ДОМАКИНСКИ МАЧ НА
ЛЮБИМИЯ СИ ОТБОР НА ЖИВО!



PROUD PARTNER

BUSHMILLS

Campaign Website



ОСТАВИ СЛЕДА





ГОТОВ ЛИ СИ ДА ОСТАВИШ НЕЗАЛИЧИМА СЛЕДА?



ГОТОВ ЛИ СИ ДА ОСТАВИШ НЕЗАЛИЧИМА СЛЕДА?

OLD TIME TATTOO, SOFIA Hardcore TATTOOS, ARTCORE TATTOO, MAGIC
NEEDLE TATTOO, INK BROTHERS И SOFIA TATTOO INK ШЕ ТИ ПОМОГНАТ.

ПРЕДСТАВЯМЕ ТИ КОЛЕКЦИЯ ОТ 1608-ТЕ НАЙ-ДОБРИ ТАТУИРОВКИ НА 6-ТЕ ТОП ТАТУ СТУДИИ!
СВАЛИ ПРИЛОЖЕНИЕТО 1608TATTOOS ОТ PLAY STORE ИЛИ APP STORE И ВИЖ КОЯ Е
НАЙ-ПОДХОДЯЩАТА СЛЕДА ЗА ТЕБ.



GOLDEN ROSE

Campaign Website

[НАЧАЛО](#) [ИГРАЙ](#) [ПРАВИЛА](#)

GOLDEN ROSE

[НАГРАДИ](#) [ГАЛЕРИЯ](#) [ПОБЕДИТЕЛИ](#)

SPRING FANTASY

С GOLDEN ROSE

НИЕ, ОТ GOLDEN ROSE, ИСКАМЕ ДА НАПРАВИМ
ВАШЕТО ЛЯТО ОЩЕ ПО-ЦВЕТНО И УСМИХНАТО.
ПРЕДЛАГАМЕ ВИ ЕДНА ОНЛАЙН РАЗХОДКА ИЗ
НЯКОЛКО ПРЕКРАСНИ ЖЕНСКИ СТАИ.
В ТЯХ СМЕ СКРИЛИ ДВА ОТ ТОП ПРОДУКТИТЕ НИ,
КОИТО ВИЕ ЩЕ ТРЯБВА ДА ОТКРИЕТЕ.
ЗНАЕМ, ЧЕ НЯМА КАКВО ДА ЗАСТАНЕ МЕЖДУ
ЕДНА ЖЕНА И НЕЙНИТЕ ЛЮБИМИ ПРОДУКТИ ЗА
ГРИМ И СЕГА Е МОМЕНТЪТ ДА ГО ДОКАЖЕТЕ.

Период на играта: хх. Хх.2017 г. Имената на победителите ще бъдат обявени в
секция "Победители" на хх. Хх.2017 г.



DACIA SANDERO

Campaign Website



[Смислени екстри](#) [Измислени екстри](#) [Разгледай всички смислени и измислени екстри тук.](#)

Искам новата
Dacia Sandero да има...



Вероятността да те атакуват дракони, докато зареждаш и да трябва да извадиш меч от трона си, за да ги спреш: 0,00003%

Затова новата **Dacia Sandero** няма трон от мечове.
Има нови седалки и тапицерии.

Без измислени екстри. С много смислени екстри!

СМИСЛЕНИ ЕКСТРИ >

ELITSA DESSEVA

A Pianist Website

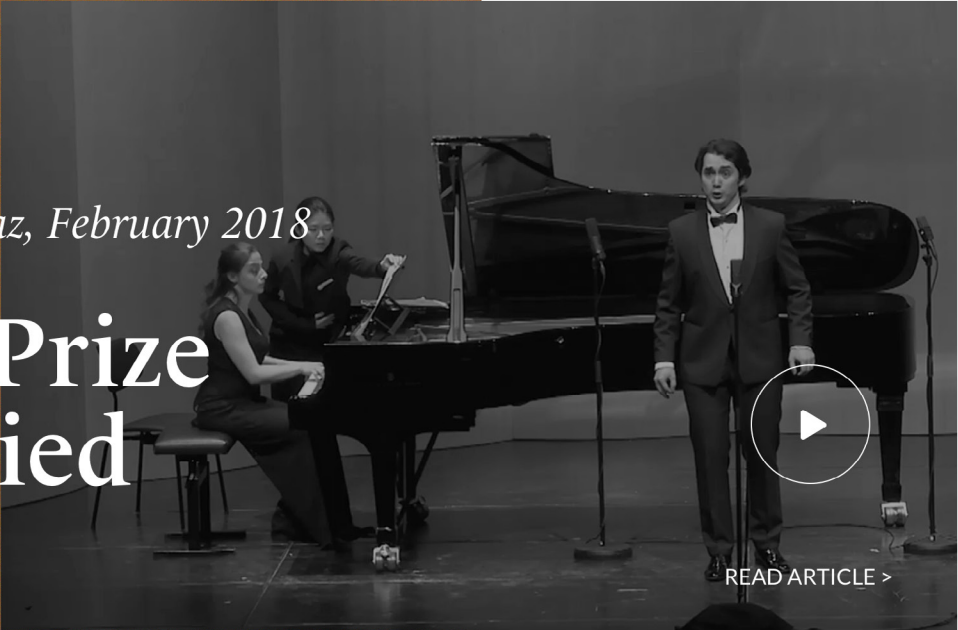
This project included working on Identity, webdesign, Ux,Ui, Interaction animations. Starting with interview and pinpointing client needs and goals and combining them with customer needs. I've also created a sitemap, wireframes, desktop, mobile version and prototype.

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Elitsa Desseva

FS&MM, Graz, February 2018

First Prize
For Lied



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Elitsa Desseva

FS&MM, Graz, February 2018

First Prize For Lied

Read Article

Elitsa Desseva

Collaborative Pianist

"In the fast world we live in we need to find a way to remain human and to cultivate the beauty around and in us. The music is the most honest way to do so: it comes from the heart and goes to the heart!"

Read More >

2019 January 12

7:30pm, Wiener Konzerthaus Vienna

Austria Recital Nightfall

Get Tickets

Enjoy this performance by

Mikhail Timoshenko & Elitsa Desseva

Schubert-Hugo Wolf

FINALE Lied-Wettbewerb 2019

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CONCERT

December 18

Debut in Paris

Together with the world Ambassadors of UNESCO in Paris.

Read More >



COMPETITION

December 18

Schubert Competition Dortmund

Two talented musicianship, side at side, show their talent!

Read More >



CONCERT

FS&MM

Always a great fun to have concerts with good friends!

Read More >

Let's talk?

Always happy to hear directly from you!

Contact

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Get Social

Elitsa Desseva

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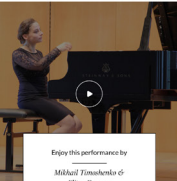
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Passion and growth are two things that define Elitsa Desseva in all her projects. Born in Sofia, Bulgaria in 1993, Elitsa Desseva is a collaborative pianist. that made her operatic debut with Gretel in Hänsel und Gretel, and Amour in Orpheus and Eurydice in Grats, Germany.

Nowadays, Elitsa is performing pieces like Liù in Turandot at the Opéra de Toulon and Micaëla in Carmen at the Grand Théâtre de Genève, which she will debut in the 2018-2019 season.

Elitsa's career all started under the tutelage of Mrs. Barbara Bickford, she is awarded the New Upcoming Artist Award 2009 by the Hemeroteca Nacional in Guatemala. A year before, she enrolled at Universidad del Valle de Guatemala, where she majored in Music and graduated as a Bachelor of Arts in 2012.

Elitsa Desseva

Collaborative Pianist

"In the fast world we live in we need to find a way to remain human and to cultivate the beauty around and in us. The music is the most honest way to do so: it comes from the heart and goes to the heart!"



"I'm in a constant state of reimagining myself"

Interactions
Animations