

# MARIO RUIZ

DESIGN PORTFOLIO JULY 2008

# THE THREE HORIZONS

In my role as the UI Design Lead, I worked on three major initiatives developing the approach and building design assets leveraged by product teams company-wide. These initiatives covered a wide range of the HP product portfolio, including various customer segments.

## Establish the right brand interface design.

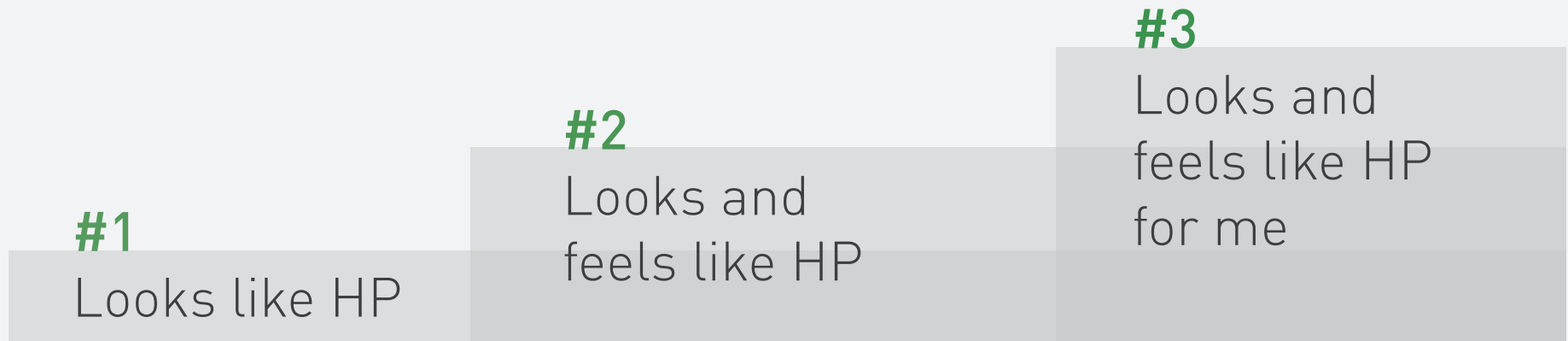
HP products look more like each other and they are cheaper to produce.

## Develop the right interaction design.

HP products have a common and recognizable “steering wheel” on hardware and software.

## Connect to the internet and provide a service.

Understand and define new offerings for customers in a connected world.



2004

2005

2006

2007

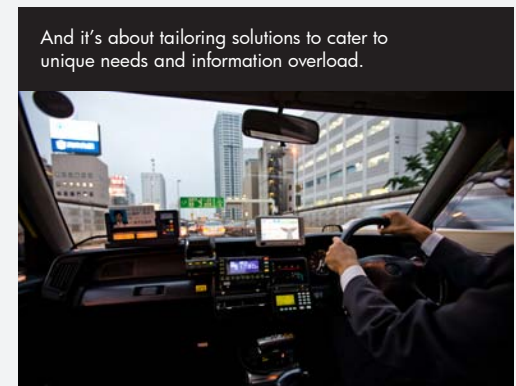
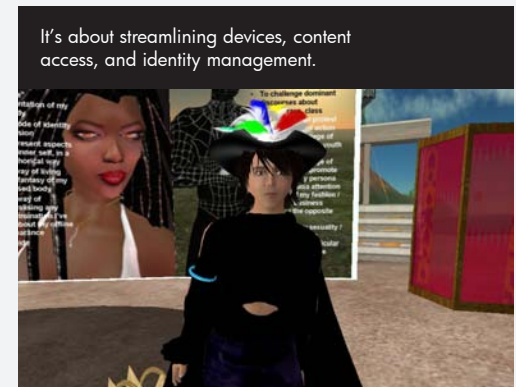
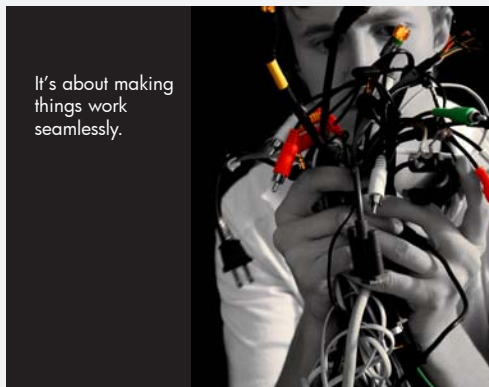
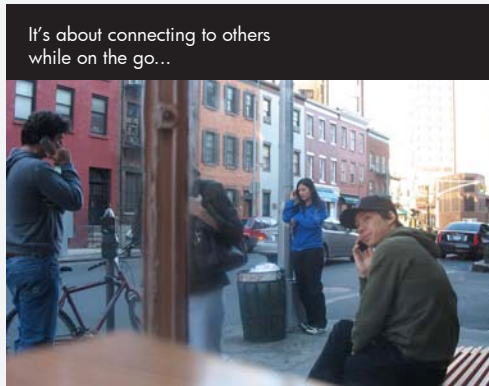
2008

# LOOKS AND FEELS LIKE HP FOR ME ALWAYS CONNECTED

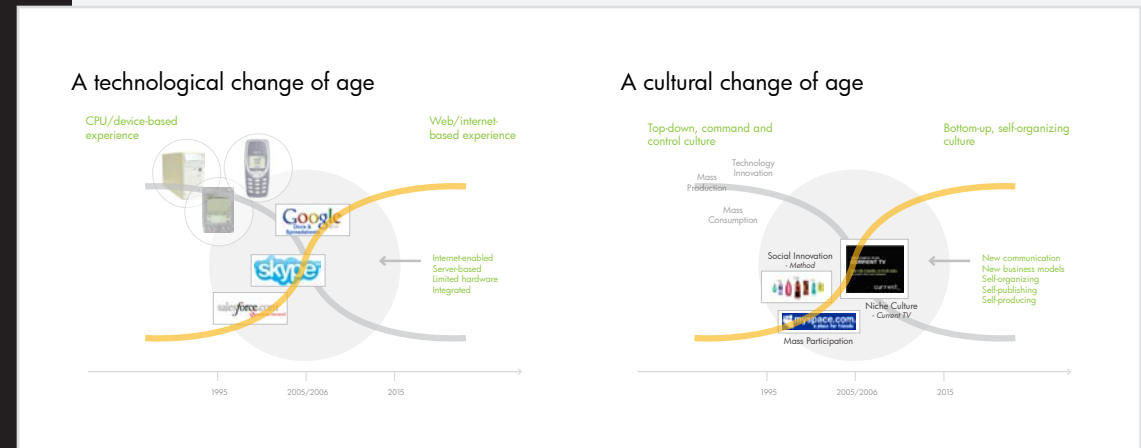
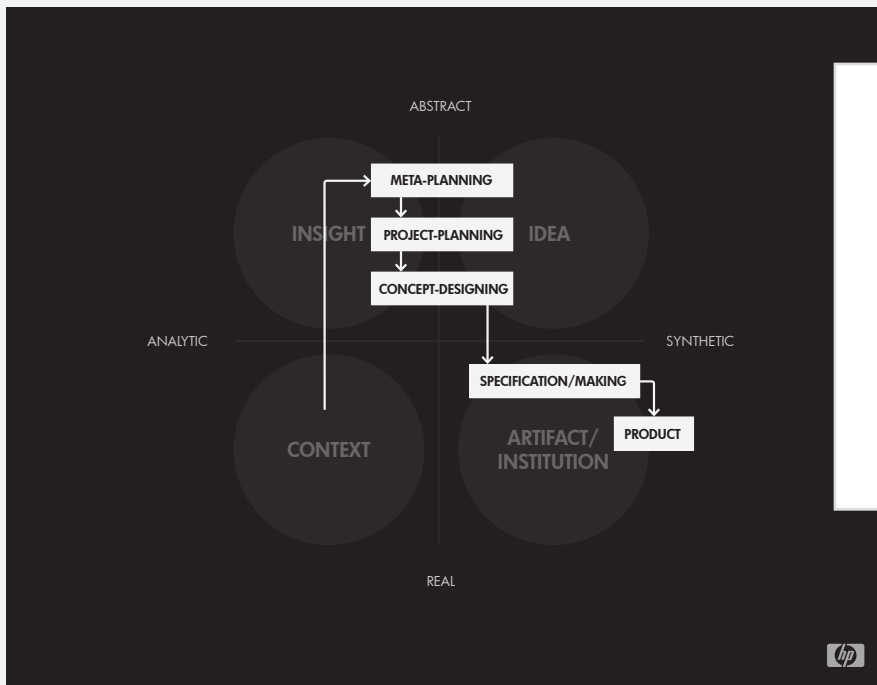
Mario Ruiz was a member and lead design facilitator on the Always Connected team, a team comprised mainly of chief technologists building a platform for HP's mobility networking technology.

The team goals were exploring and delivering tangible concepts while defining a core mobility technology platform.

As the design lead, Mario Ruiz directed a design-led approach to help facilitate strategic conversations within the Always Connected team, breaking down the breadth and complexity of the initiative.



# LOOKS AND FEELS LIKE HP FOR ME: ALWAYS CONNECTED



**“We are living in a change of age rather than an age of change.”**

Eamonn Kelly, “Powerful Times - Rising to the challenge of our uncertain world”

The process led to understand HP’s mobility value proposition and help prioritize specific areas to pursue further.

A specific proof-of-concept was defined to prototype a mobility user experience. In addition, 9 key opportunity areas were defined and prioritized.

This work outlined an approach to integrate user research, concepting, prototyping and business value definition along with the technology specification process of the chief technologists.

