# LootSoot — HyperVibes Phase I Comp

#### Intro

This proposal marks the beginning of formalising my contribution to the working R group at Rarible DAO by retroactively proposing compensation to phase I of <a href="https://example.com/hypervises/">Hypervises</a>.\*

HyperVIBES was materialized out of a fever dream—to explore unchartered territories and challenge the boundaries/status quo of NFT platforms. It is a proof-of-concept to empower users with the freedom to get boldly creative with their own NFT projects, thereby throwing open the floodgates to a cosmos of possibilities within the web3 ecosystem.

See the <u>scope section</u> for a general overview of work contributed thus far or <u>skip to the</u> <u>Rationale</u> section to learn a little more about my background.

\*Note: I understand this is a special case discussed with some team members; in the future, I will be making proposals ahead of time to avoid retroactive payments.

# Future Contribution (HyperVIBES & Other Projects)

This section is purely for full disclosure and transparency to the R group and the DAO.

Though this specific proposal is only for retroactive payment for phase I of HyperVIBES, it also potentially signals continuing contribution towards the success of HyperVIBES and other projects within the R Group.

After this proposal, there will no further cases of retro payment,; Moving forward, my future contribution will require approval ahead of time—

- 1. If I choose to continue to contribute on a per-project (part-time) basis, I will write a new proposal per these standard guidelines: R Group Basics
- 2. If the R Group realizes the absolute need to transition my contribution to full-time, I will write another proposal to kick off as a prospective member (via 2-month trial) per these standard guidelines: 

  R Group Basics

# Scope & Contributions to HyperVIBES Phase I

As the sole designer of HyperVIBES, I wore many hats that would traditionally be assigned to respective designers (Brand & Visual, Product, UI/UX, Motion/Animation, Creative Direction)

At a high-level, Phase I, the MVP, was realized and executed in the same way I would any other design deliverable through these three exercises:

- 1. Discovery and Research
- 2. Conceptual Design
- 3. Detailed/Finalised Design

#### • Visual communication and brand experience

- Defining the visual language, look and feel
  - A solid week of explorations and multiple design directions to speak to a fresh perspective and narrative—Rejecting the tired cliché of Space, embracing the escher-like romance of discovering interdimensional unknowns
  - Logo & Logotype explorations
  - Type Treatment
  - Color Palette
  - 3D & 2D Artwork and animation
- Landing Page/Website (Pre and Post App Launch) (<u>hypervibes.xyz</u>)
  - Create an immersive, light yet digestible landing page to direct traffic to the HyperVIBES App
    - Interaction & Motion Design
    - Icons & Visuals
    - Coordination with front-end/full-stack engineer Zak to build and illiterate
    - Provide input on concise, engaging, yet comprehensible language/content strategy

#### HyperVibes Web App - MVP

- Using Zak's initial wireframes as a guiding light for a focused MVP, create a ux-friendly experience to accommodate these actions
  - Entering the experience and choosing their path
    - Create Realms
    - Infuse tokens
    - Claim tokens
  - Browse/Explore
    - Basic sharing
    - Viewing existing realms and NFTs within each realm
- Define engaging experience w/o taking away from the utility
  - Error States
  - Confirmation
- Misc

Marketing content & assets

# **Proposed Compensation**

The following numbers are reasonable and conservative based on two considerations—

1. Market-competitive flat rate based on a multi-layered scope, expedited turnaround and <a href="8">8+ years of experience</a> in multiple design touchpoints

#### References/Literature:

- a. Start-up Branding
- b. UI/UX Cost
- c. Website Design Cost
- 2. Calibre and delivery of Phase I MVP—the expedited work for a fairly polished proof-of-concept was comparable to that of a lead product designer

| Scope (Market-Base)                     | Phase I (~4 weeks; Oct 19–Nov 16) |
|---|-----------------------------------|
| Visuals/ Brand Exp/ Artwork / Animation | \$2000                            |
| Landing Page Design                     | \$3300                            |
| App UI/UX                               | \$5500                            |
| Total                                   | \$10,800                          |

Total Compensation asked: \$10,800 in ERC-20 stablecoins, (preferably ETH at the time this proposal was finished on Nov 18 at 9AM PST)

If paid in eth, ~2.7 ETH (Nov 18 9AM PST ETH at approx \$4,000 according to CoinGecko)

Address: 0x3b5EDe9A5652a9fb3C467fA2AfFF37E3736722C4 / (lootsoot.eth)

<sup>\*</sup> Note that not all work/designs was executed for this Phase I due to team bandwidth and the need to keep scope focused as an MVP.

### **Rationale**

- I have over 7 years of relevant multi-disciplinary design experience shipping products across various touchpoints; These products range from physical consumer products to short films to digital experiences in tech. To name a few:
  - o Designing curation and art direction at Flipboard
  - Executed various projects at Google within an embedded design agency (R/GA)
  - Defining safe-driving experiences for motorcycles/vehicles at a startup acquired by Honda
  - Launching LARQ, the self-cleaning water bottle (art direction, brand and film)
- I've spent the last 7+ months working as a design lead (brand and product) at Boardroom a governance platform (here is where I met the great Zak and Brandon)