

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 [HyperVIBES](#).*

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HyperVIBES was materialized out of a fever dream—to explore uncharted 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 [scope section](#) for a general overview of work contributed thus far or [skip to the Rationale 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)** (hypervibes.xyz)
 - 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 illustrate
 - 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

** 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.*

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 [8+ years of experience](#) 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)

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:
 - 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)