

TEAM LEADERSHIP



LAUNCH STRATEGY



INNOVATIVE THINKING



VALUE CREATION



Jorge Fernando Reyna, MBA

Marketing and Product Design Leader

Driving Innovation, Value Creation & Team Success



www.ninth-floor.com



CASE STUDY

The Truth Booth
Civic Media

ABSTRACT:

Civic Media is a unique network based in Wisconsin. It was conceived to model a better discourse over the radio airwaves with a digital component to amplify its reach.

ROLE:

Vice President of Marketing & Digital Products
Product Ideation, Leadership, Execution

CONTRIBUTION:

Ideated the concept of capturing the stories from regular Wisconsinites and archiving them for posterity on the Civic Media website. Leveraged emerging AI technologies to automate audio transcription, interview captioning and summary to increase productivity. Conducted and curated interviews.

NOTES:

The Truth Booth project gave me a glimpse into the cultural idiosyncracies of the upper midwest, in particular the deep connections among both rural and urban individuals. It has been an edifying research project, with over 200 interviews collected to date.



Listen to the Interviews:

Episode Podcast

< PREVIOUS NEXT >



Wisconsin Valley Fair 2024: Johnny Greshik

Johnny joins us again this year. He is now a sixth grader, and he shares the many exciting things he's been up t...

The Truth Booth

Aug 2, 2024



Wisconsin Valley Fair 2024: Parker Michlig

Parker is our previous interviewee Jackson's younger sibling, who also enjoys various sports such as...

The Truth Booth

Aug 2, 2024



Wisconsin Valley Fair 2024: Jackson Michlig

The interview features a conversation with Jackson, a 6th-grade student who resides in Rib Mountain. Jackso...

The Truth Booth

Aug 2, 2024



Wisconsin Valley Fair 2024: Christopher Harper

The interview at the Wisconsin Valley Fair with Christopher Harper from Wausau delves into his favorit...

The Truth Booth

Aug 2, 2024



CASE STUDY

Digital Publishing Platform

Lonny Digital Magazine

ABSTRACT:

Lonny Digital Magazine was a new paradigm for interactive publishing that used a modular system (“widgets”) to display editorial content.

ROLE:

Senior Director, Experience and Design

Logos, Brand Management and Design, Marketing

CONTRIBUTION:

Originated the concept of everything from visual design, typography, interactivity and animation. Coordinated efforts between engineering, business and editorial stakeholders to deliver a fresh new take for online publishing.

NOTES:

The concept behind the Visual Index was to provide a glimpse into the contents of the issue in one quick glance. Users could then jump straight into the feature that caught their attention, then navigate the rest of the issue by either scrolling down from story to story or by using a more conventional navigation scheme.

PLATFORM:

Fully responsive screens that were optimized for the different mobile, tablet and desktop resolutions.



Lonny

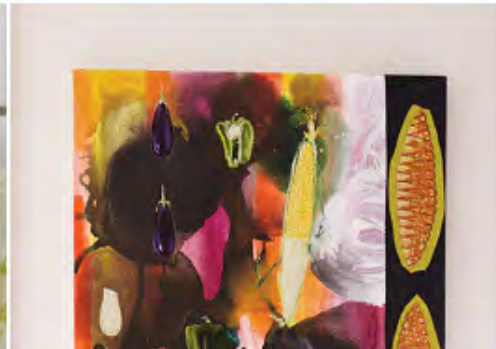
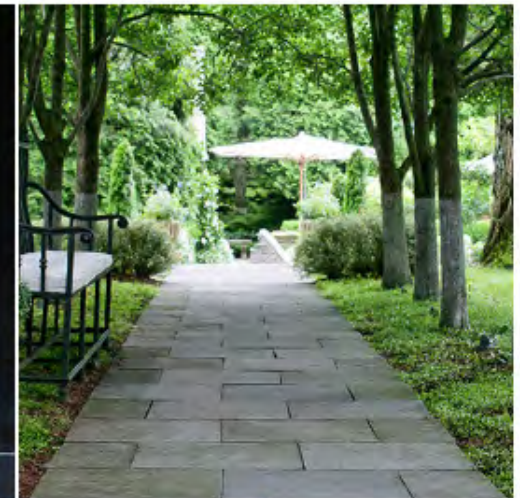
MAY 2015

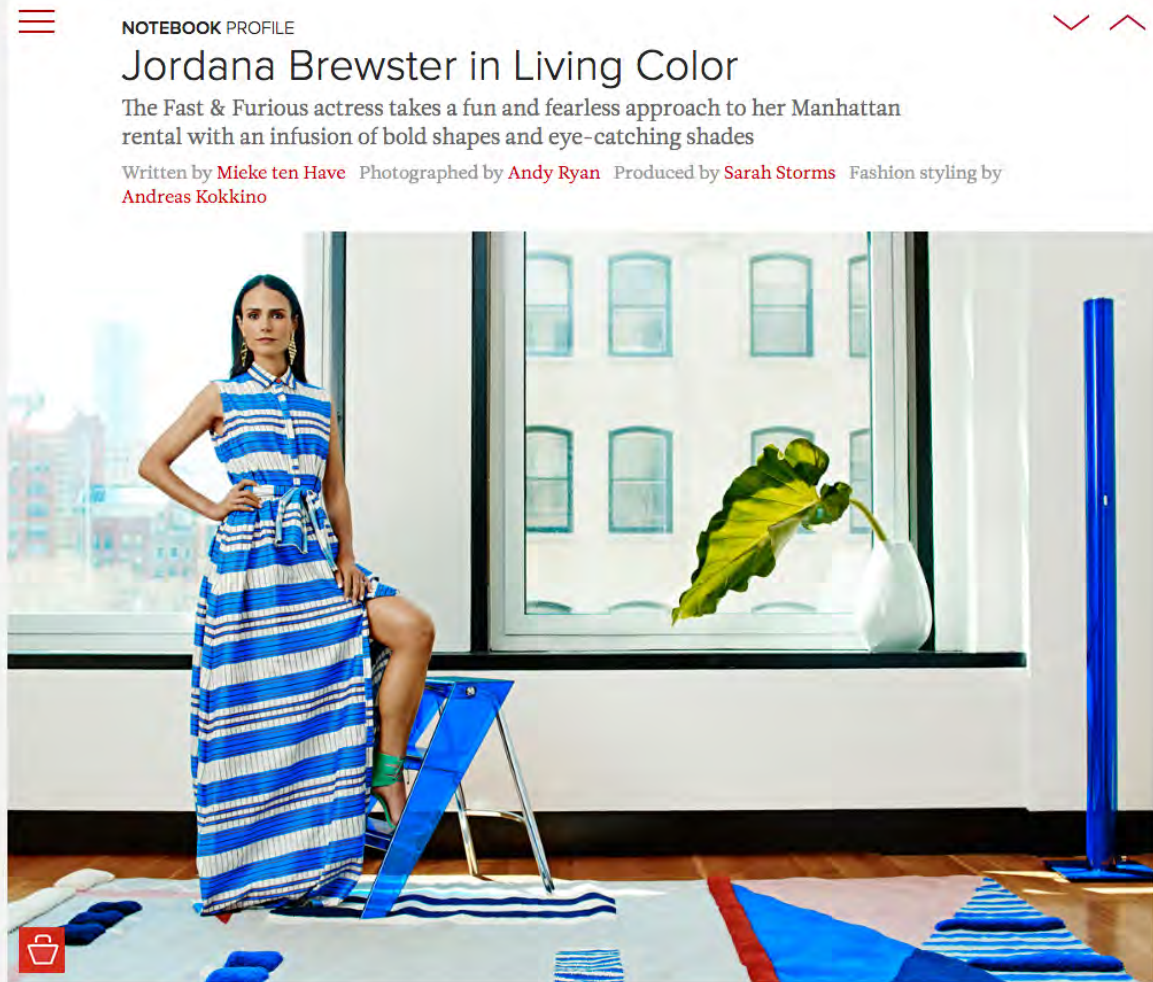
**BRING IN
COLOR!**

JORDANA
BREWSTER
AT HOME IN NYC

START
▼

☰ IN THIS ISSUE





Actress Jordana Brewster in her Manhattan pied-à-terre. Novis dress, Ohne Titel heels, and earrings by Arme de L'Amour. Aelfie x Studio Proba rug; Kartell Upper ladder; Artemide floor lamp; Spin Ceramics vase. Hair by Johnny Lavoy. Makeup by Jenna Menard. Floral styling by Kaylei McGaw.

Jordana Brewster is standing in her light-drenched apartment in New York City's Tribeca neighborhood, surrounded by pieces in vibrant, look-at-me hues. From angular Eric Trine stools and Aelfie rugs to oversized paintings by up-and-coming artist Jacob Hanson, the actress is flirting with a design alter ego—a noncommittal, short-term affair with a boundary-pushing palette. "It's incredible how far a bit of color will go," says Brewster, resplendent in a floor-length dress with a graphic stripe that echoes the aesthetic direction of the assembled props. In between shots, makeup, and fashion changes on set, she feeds her 19-month-old son, Julian, and speaks to him soothingly in Portuguese. Cradling her toddler in her arms while balancing one stiletto-clad foot on a cobalt Kartell stepladder, the 35-year-old Brewster is the very image of a multitasking mother: strong and seemingly capable of anything.

“
RIGHT NOW I AM
DRAWN TO
WHAT IS CLASSIC AND
HARMONIOUS.

JORDANA BREWSTER

childhood living in a prewar apartment building on Manhattan's Upper East Side. Her former home, a 1962

<p>Teach Your Kids to Code: Learn to Program Python at Any Age!</p> <p>from \$12</p> <p>Take This Course</p>
<p>Game Development and Coding for Children</p> <p>from \$12</p> <p>Take This Course</p>
<p>Kids Coding - Beginner HTML</p> <p>from \$12</p> <p>Take This Course</p>

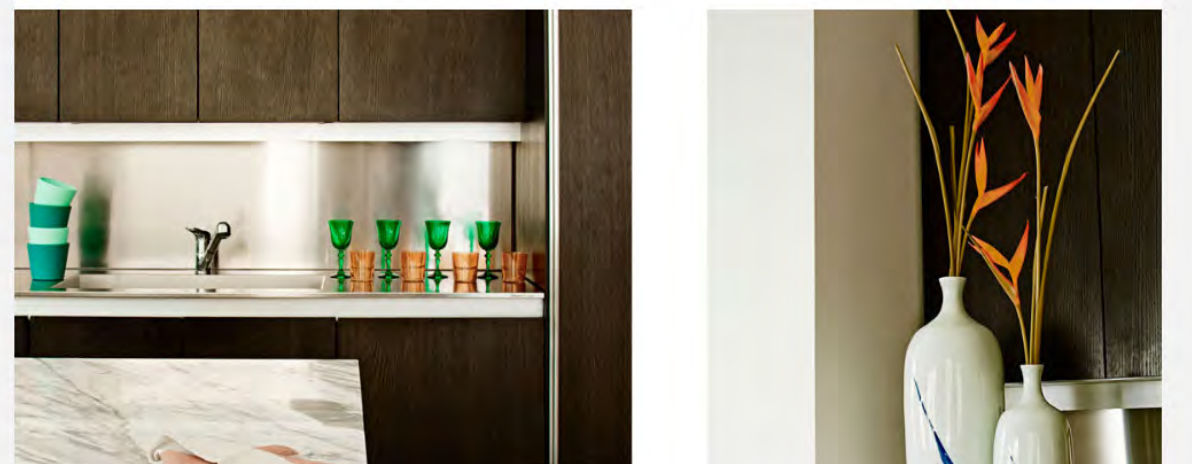
It's a look that comes naturally to a woman known for her costarring role in the hit action franchise *Fast & Furious*. The daughter of Brazilian swimsuit model Maria João and American banker Alden Brewster, she spent much of her



A vintage Plexi-Craft chair from Vlyet acts as a vibrant counterpoint to a dramatic elephant-ear leaf in a Spin Ceramics vase.

ON HER SHOPPING SCORES

As befits a woman with a keen appreciation for atmosphere, the actress has a shortlist of favored home decor purveyors on both coasts. Among them is BDDW, the SoHo showroom that commands an obsessive following among design lovers for its American-made, hand-hewn yet refined wood furniture. "BDDW marries classicism with modernity so well," Brewster says. "We have dining chairs, side tables, and a chest from them; I love so many things they do." Other go-to resources include Christian Liaigre for beautifully tailored upholstery and West Coast design darling Nathan Turner's eponymous store on Melrose Avenue. "His shop is everything I gravitate toward—eclectic, bohemian. I love the way he'll mix old pieces with straw baskets and colorful napkins."





Actress Jordana Brewster in her Manhattan pied-à-terre. Novis dress, Ohne Titel heels, and earrings by floor lamp; Spin Ceramics vase. Hair by Johnny Lavoy. Makeup by Jenna Menard. Floral styling by Kaylei McGaw.

SHOP THIS STORY

Plexi-Craft Blue Beveled Z Chair \$990; <i>Viyet</i>	Upper by Alberto Meda & Paolo Rizzatto In Blue \$450; <i>Kartell</i>	Small Net Side Table by Moroso \$1,495; <i>ABC Home</i>	I Shine by Eugeni Quitllet \$189; <i>Kartell</i>
Wire Side Table \$129; <i>CB2</i>	Ceramic Garden Pot \$15; <i>ABC Home</i>	Punch Hurricanes \$19.95-\$39.95; <i>CB2</i>	Acrylic Tripod Easel \$199; <i>CB2</i>
China Blue Pear Vase \$200; <i>Spin Ceramics</i>	U Shine by Eugeni Quitllet \$189; <i>Kartell</i>	Tinware Mug In Teal \$12; <i>Canvas Home</i>	Small China Blue Standing Vase \$227; <i>Spin Ceramics</i>
Hand-painted Acanthus Dinner Plate (similar)	Cheval Aqua Wine Glass \$5.50; <i>CB2</i>	Marta Orange Double Old-Fashioned Glass	Proba Print Rug by Aelfie X Studio

Jordana Brewster is standing in her light-drenched apartment in New York City’s Tribeca neighborhood, surrounded by pieces in vibrant, look-at-me hues. From angular Eric Trine stools and Aelfie rugs to oversize paintings by up-and-





CASE STUDY

Cryptocurrency Cross-Border Money Transfer

Mobile Wallet

Fluyo Money

ABSTRACT:

Fluyo intended to improve upon the current system immigrant diasporas in the U.S. use to send money to their friends and families in other countries. The wallet served as the primary means of training for transactions using cryptocurrencies.

ROLE:

Founder, CEO, Product Design, Brand Design

CONTRIBUTION:

Responsible for all aspects of visual and experience design of the Fluyo Wallet

NOTES:

Cryptocurrencies remain largely the domain of über-geeks, which is reflected by the complicated design paradigms that burden the applications available in the space. The Fluyo wallet aims to simplify the experience and elevate it to the level of mainstream banking applications to foster more widespread use of cryptos for transactions.

PLATFORM:

Mobile

LIVE URL SAMPLE


(MOBILE PORTRAIT ONLY!):

ninth-floor.com/fluyo_demo

PREZI PITCH ON BLOCKCHAIN:

prezi.com/fluyo

Español



Quick sign up



SIGN UP


[SIGN IN](#)

© 2018 Fluyo, Inc.

1 LTC: 159.23 USD

Your Wallet


	0.00000000	0.00 USD
	0.00000000	0.00 USD

 **Pro Tip**
Send your wallet Address and QR Code to clients, customers and friends to get paid in coins.


© 2018 Fluyo, Inc.


1 LTC: 159.23 USD

Your Litecoin

 0.00000000
LTC 0.00 USD

NICKNAME:
FluyoLTCWallet


ADD FUNDS TO THIS ADDRESS:
2NB9Tu6xeiocHQR4b5Wq4Lk6GNrsHkkLLA9 



PAY WITH LTC


REQUEST A PAYMENT

© 2018 Fluyo, Inc.


 1 BTC: 15,699.00 USD

You've Got Money!

You received the following payment from **oogabooga**:

 **+0.0581**
912.11 USD


Rate Your Experience with **oogabooga**

★★★★★ 

Thank you for rating this transaction!

[GO TO YOUR WALLET](#)


© 2018 Fluyo, Inc.

 1 BTC: 15,699.00 USD


Your Favorites


Add **oogabooga** to your list of favorite wallets:

4b5Wq4Lk6GNrsHkkLLA92NB9Tu6xeiochQR





[NOT NOW](#)

 0.015



 1 BTC: 15,699.00 USD



Your Wallet



 **1.0000000**
159.23 USD >



 **0.1000000**
1584.34 USD >

Transaction History

 **0.0581** 

oogabooga ★★★★★ 
4b5Wq4Lk6GNrsHkkLLA92NB9Tu6xeiochQR 

 **-0.0293** 

CoffeeSpot ★★★★★ 
2NB9Tu6xeiochQR4b5Wq4Lk6GNrsHkkLLA9 



CASE STUDY

Media Management Platform
CinemaNow

ABSTRACT:

The CinemaNow media player was among the first of its kind. It allowed users to legally download and watch movies and TV shows.

ROLE:

Associate Creative Director
Product Design, User Experience, User Interface

CONTRIBUTION:

Back in 2006, CinemaNow was pioneering the concept of legal movie downloads. As a subsidiary of Lionsgate, it set the template for the purchase of digital movie purchases and rentals used by the industry to this day. I designed the CinemaNow Media Player to serve this new segment of media consumer.

NOTES:

After a number of acquisitions, CinemaNow has been phased out of the marketplace.

The screenshot displays the CinemaNow Media Player Home interface. At the top, there is a menu bar with 'File', 'View', 'Tools', 'Actions', and 'Help'. The main navigation bar includes 'NOW PLAYING' (highlighted in red), 'MY VIDEO LIBRARY', and 'DOWNLOAD QUEUE'. The central video player shows a scene from 'X-Men The Last Stand' with Halle Berry. Below the player is a progress bar and playback controls. To the right of the player, the movie's details are shown, including the title 'X-Men The Last Stand', a synopsis, director 'Brett Ratner', and a list of stars. Below the details is a 'LIBRARY QUICK PICK' section with a row of movie thumbnails: 'Click', 'The Fast and The Furious: Tokyo Drift', 'Inside Man', 'Thank You For Smoking', 'V for Vendetta', 'X2', 'Underworld Evolution', and 'Syriana'. At the bottom, there is a status bar showing 'DOWNLOADS' (29 Active (28%), 34 Queued), 'LIBRARY' (938 Videos / 987.6 GB), and 'SPACE AVAILABLE' (459.9 GB).

File View Tools Actions Help

CINEMANOW

NOW PLAYING MY VIDEO LIBRARY DOWNLOAD QUEUE

X-Men The Last Stand

In the climax of the X-Men motion picture trilogy, a "cure" for mutancy threatens to alter the course of history – for the first time, mutants have a choice: retain their uniqueness, though it isolates and alienates them, or give up their powers to fit in.

DIRECTOR
Brett Ratner

STARRING
Hugh Jackman, Halle Berry, Ian Mckellen, Famke Janssen, Anna Paquin, Kelsey Grammer, Rebecca Romijn, James Marsden

PRODUCER
Stan Lee, Kevin Feige, John Palermo

WRITER
Simon Kinberg, Zak Penn


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© 2006 Twentieth Century Fox Film Corporation.

LIBRARY QUICK PICK

Click The Fast and The Furious: Tokyo Drift Inside Man Thank You For Smoking V for Vendetta X2 Underworld Evolution Syriana

DOWNLOADS 29 Active (28%) 34 Queued LIBRARY 938 Videos / 987.6 GB SPACE AVAILABLE 459.9 GB

File View Tools Actions Help



TO CINEMANOW

NOW PLAYING **MY VIDEO LIBRARY** DOWNLOAD QUEUE

FILTER	Title	Length	Quality	Viewing	Genre	My Rating	Type	Access	Action	Delete
	X3 The Last Stand	01:44:00	1200Kbit/s	PC	Action	★★★★★	Purchase	Unlimited	Playing...	✖
	X2: X-Men United	02:14:00	1200Kbit/s	PC	Action	★★★★★	Purchase	Unlimited	WATCH NOW	✖
	V for Vendetta	02:25:00	700Kbit/s	PC	Action	★★★★★	Rental	18 Hours Remai...	WATCH NOW	✖
	Underworld: Evoluti...	02:25:00	1200Kbit/s	PC	Action	★★★★★	Purchase	Unlimited	WATCH NOW	✖
	United 93	01:46:22	700Kbit/s	PC	Drama	★★★★★	Rental	Expired	RENT AGAIN	✖
	The Sentinel	01:25:00	DVD (fluxDVD)	PC, DVD	Action	★★★★★	Purchase	Unlimited	WATCH NOW BURN DVD	✖
	Silent Hill	01:46:22	700Kbit/s	PC	Drama	★★★★★	Rental	Expired	RENT AGAIN	✖
	Original Sin	02:25:00	1200Kbit/s	PC	Action	★★★★★	Purchase	Unlimited	WATCH NOW	✖
	O Brother, Where Ar...	01:46:22	700Kbit/s	PC	Drama	★★★★★	Rental	Expired		✖
	Other Side of the Bed	01:25:00	DVD (fluxDVD)	PC, DVD	Action	★★★★★	Purchase	Unlimited	WATCH NOW BURN DVD	✖
	Poseidon	02:25:00	700Kbit/s	PC	Action	★★★★★	Rental	18 Hours Remai...	WATCH NOW	✖
	Plan B	01:46:22	700Kbit/s	PC	Drama	★★★★★	Rental	Expired		✖
	Phone Booth									
	National Treasure									
	Natural Born Killers									
	Network									
	Manhattan									
	Melvin Goes to Dinn...									
	Munich									
	Leaving Las Vegas									

00:56:23 01:44:00 DOWNLOADS 29 Active (28%) 34 Queued LIBRARY 938 Videos / 987.6 GB SPACE AVAILABLE 459.9 GB



CASE STUDY

Next Generation Entertainment Operating System

TiVo, FanTV

ABSTRACT:

Consumers are faced with a fragmented content consumption landscape, often having to jump around between vendors in order to find a movie or TV show to watch. FanTV, a subsidiary of TiVo, solves this problem by starting with the specific piece of content viewers want to watch, then showing them every option they have to watch it.

ROLE:

Head of Design at FanTV, UX/UI Consultant at TiVo

CONTRIBUTION:

Designed the original UI and was named as inventor in 5 design patents awarded to FanTV by the USPTO.

NOTES:

After the acquisition by TiVo (formerly Rovi), the original FanTV UI needed to be refreshed to conform with current design standards. I was brought in to contract for a year to create the latest version being tested by cable companies in various markets throughout the United States.

PLATFORM:

Television, tablets and mobile devices.



12:08 PM

MY TV

LIVE TV

BROWSE

APPS

SEARCH

SETTINGS



Principal Brown.

BROWSE

Movies

Shows

Apps

12:08 PM



MY MOVIES

- Recommended For You
- Watch List
- Seen It
- I'm a Fan
- SciFi

WHAT'S HOT

- New Releases
- Now Streaming
- Free Movies
- Popular Movies
- Required Viewing

- Action
- Adventure
- Animation
- Comedy
- Crime



Principal Brown.

MOVIES My Movies – Recommended For You

12:08 PM



Trailer

Google Play \$2.99+

Inception

2 hr 01 min **PG-13** 2010 86%

Action, Thriller, Science Fiction, Mystery

Cobb, a skilled thief who commits corporate espionage by infiltrating the subconscious of his targets is offered a chance to regain his old life as payment for a task...

Principal Brown.



MOVIES Inception

12:08 PM




WATCH NOW

TRAILER


Watch Trailer ▶

KABLETOWN

 On Demand ▶

HD


RENT

 Google Play

HD

\$2.99+

BUY

 Google Play

HD

\$9.99+

ADD TO

MOVIE DETAILS

Inception



PG-13

2 hr 28 min

Released: Jul 14, 2010

Action, Thriller, Science Fiction, Mystery, Adventure

Cobb, a skilled thief who commits corporate espionage by infiltrating the subconscious



Principal Brown.

MOVIES Inception

12:08 PM

MOVIE DETAILS

Inception



PG-13 2 hr 28 min Released: Jul 14, 2010

Action, Thriller, Science Fiction, Mystery, Adventure

Dobb, a skilled thief who commits corporate espionage by infiltrating the subconscious

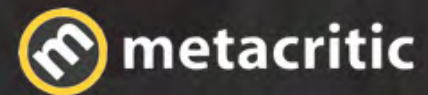
REVIEWS



Critic Score
86%



Audience Score
91%



74

Metascore
Generally favorable reviews based on 42 Critics

8.7

User Score
Generally favorable reviews based on 3730 ratings

CAST & CREW

DIRECTOR



Christopher Nolan
Producer

CAST



Leonardo DiCaprio
as Dom Cobb



Ken Watanabe
as Saito



Joseph Gordon-Levitt



Principal Brown.

DVR

3:15

MY DVR

NEW RECORDINGS

SCHEDULED RECORDINGS

MANAGE RECORDINGS

| 35% Full

CONTINUE WATCHING



NEWLY RECORDED



DVR

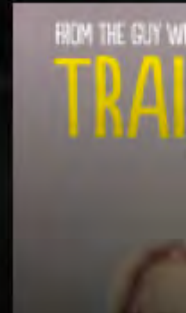
3:15

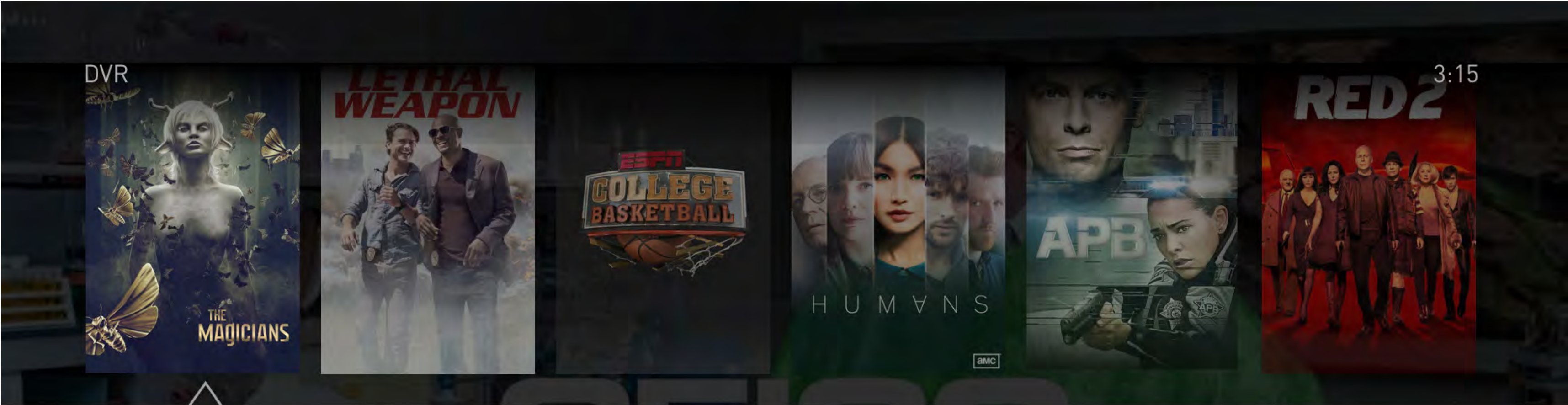
NEWLY RECORDED



The Magicians 74

ALPHABETICAL





The Magicians 74 S02-E03 Divine Elimination

<p>S02-E02</p>	<p>FEB 08 2017 S02-E03</p>	<p>FEB 15 2017 S02-E04</p>	<p>FEB 22 2017 S02-E05</p>	<p>MAR 01 2017 S02-E06</p>
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WATCH OPTIONS EPISODE DETAILS DELETE SERIES OPTIONS

ALPHABETICAL