



# Portfolio

Daniela Masihy Kowoll

for more info, material and works:

**Bē** [www.behance.net/danielamasihy](http://www.behance.net/danielamasihy)

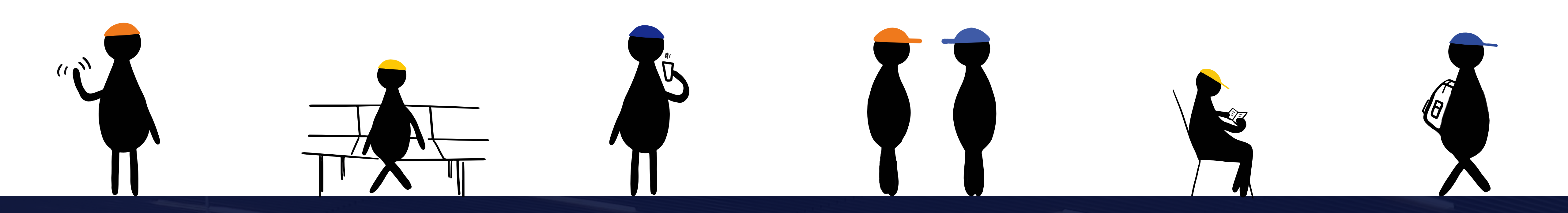
# Bachelor Thesis Project



2025



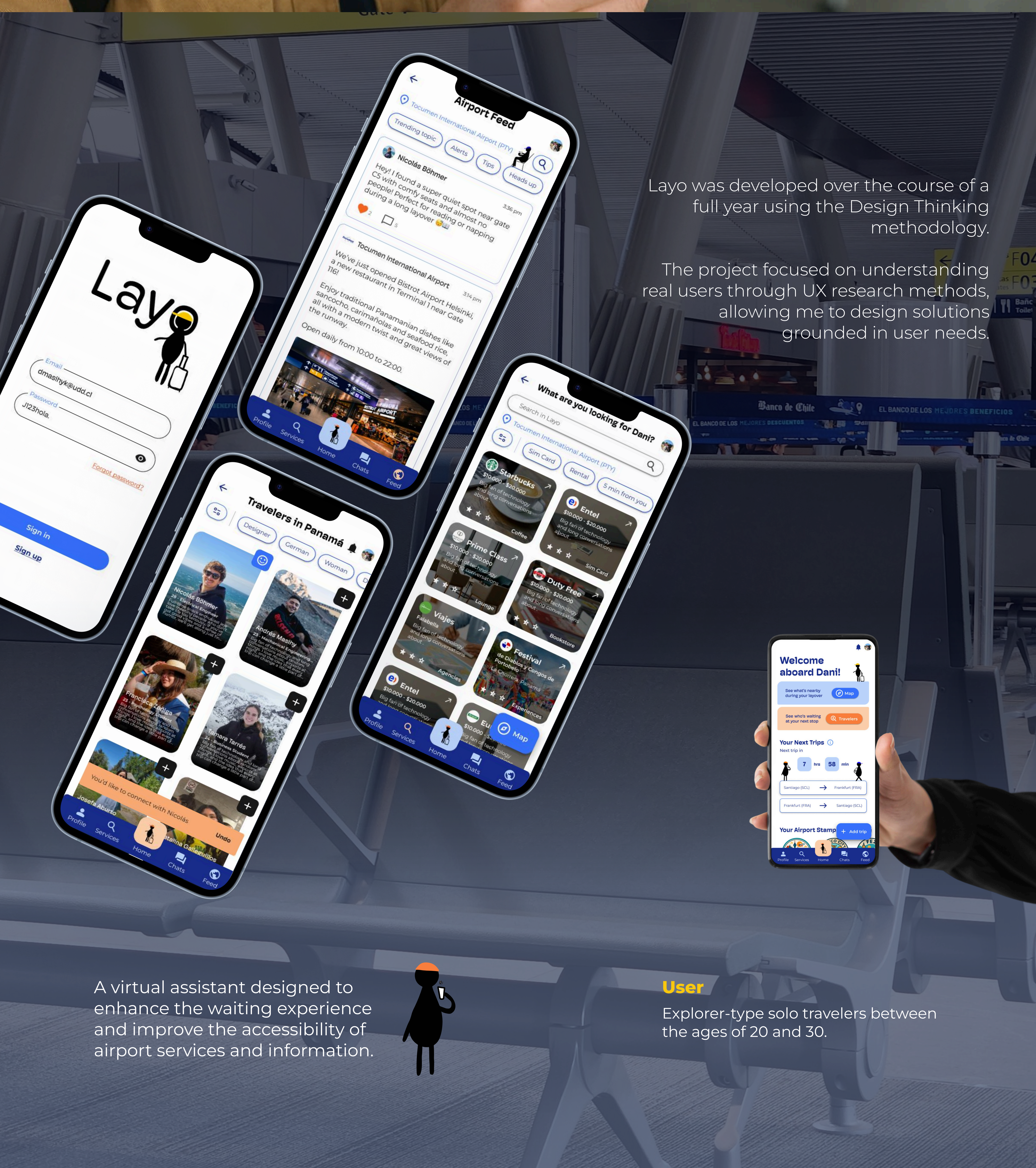
Transforming waiting into an **experience**



The sustained increase in the number of air travelers, driven by the rise of low-cost airlines, has led to greater congestion in airports. This has resulted in delays, missed flights, and longer layovers. The latter, often perceived as dead time in transitional and impersonal spaces, are further exacerbated by the way information and services are presented within the airport, making them difficult to access and fully utilize. This situation particularly affects travelers between the ages of 20 and 30 who tend to travel alone, experiencing boredom, stress, anxiety, and loneliness.



ChatGPT



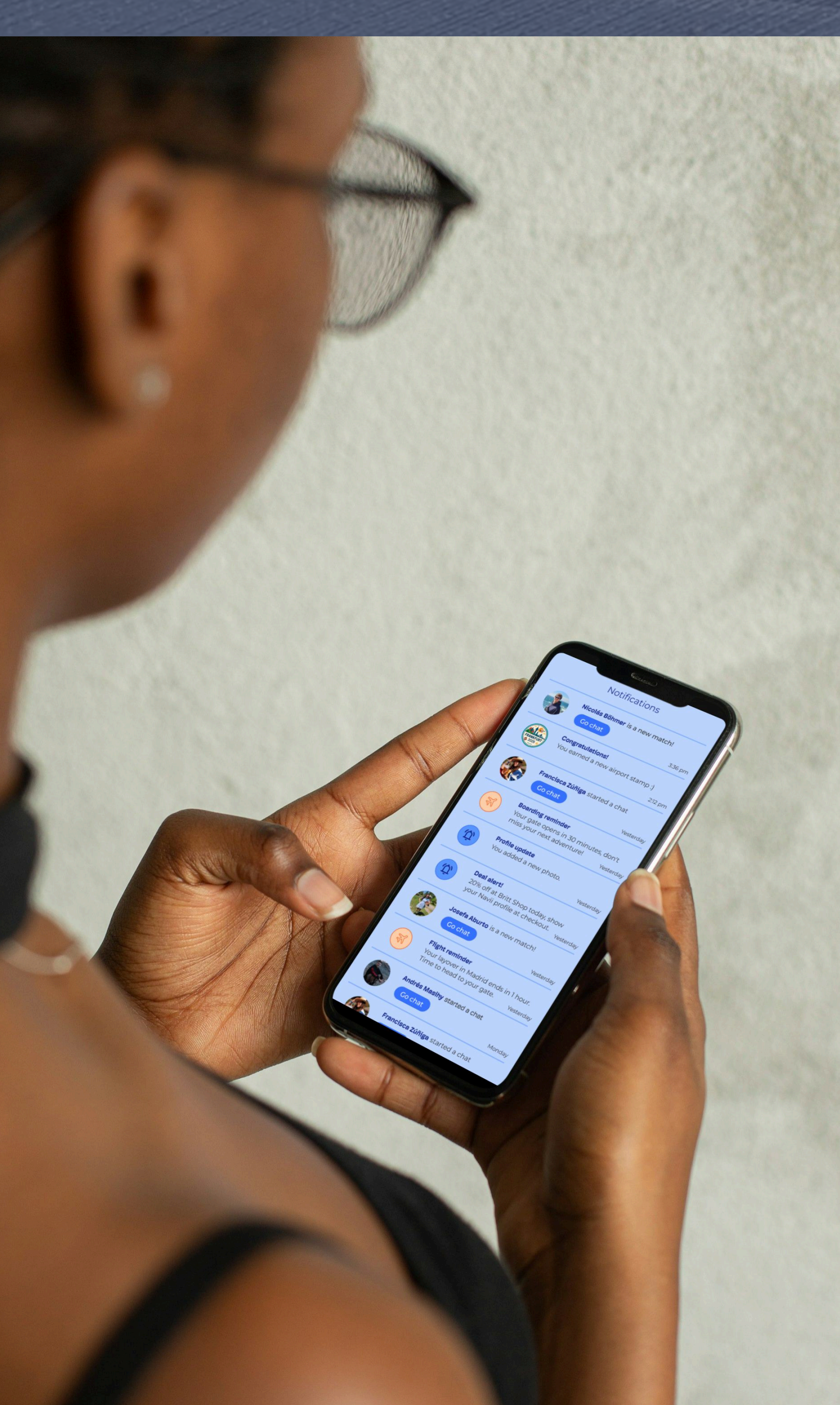
Layo was developed over the course of a full year using the Design Thinking methodology.

The project focused on understanding real users through UX research methods, allowing me to design solutions grounded in user needs.

A virtual assistant designed to enhance the waiting experience and improve the accessibility of airport services and information.



**User**  
Explorer-type solo travelers between the ages of 20 and 30.



ChatGPT



ChatGPT



ChatGPT



**Explore Layo**

[Interactive Prototype](#)

# Empathize

Guerrilla Testing (101)  
User Interviews (6)  
Empathy Map  
Personal Inventory  
Survey (90)  
Customer Journey Map  
User Persona

# Define

Key Pain Points Identified  
Problem & Opportunity  
Scope and Limitations  
Design Criteria Canvas  
PESTEL Analysis

# Ideate

SCAMPER Method  
Brainstorming  
Concept Proposal  
First Information Architecture

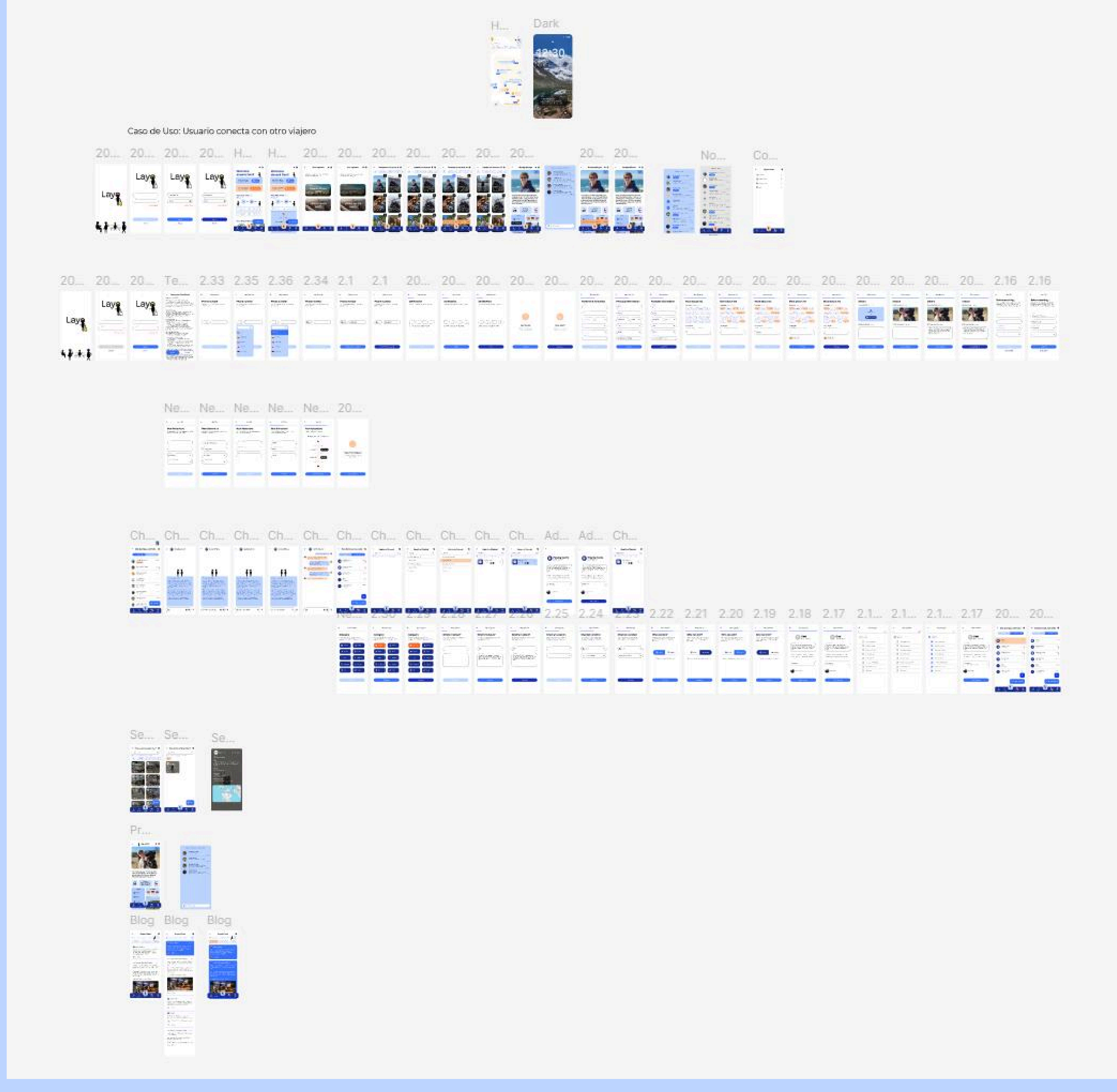
# Prototype

Paper Prototyping  
Brand Identity  
Design System  
Wireframes in Figma  
Information Architecture  
PX Diagrams

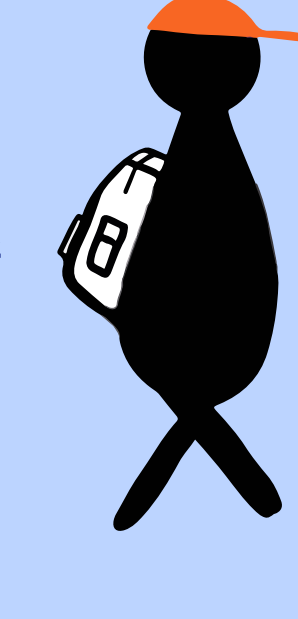
# Test

Service Design Lab Testing  
Arturo Benítez Airport  
Maze.co Testing  
Validation with Professionals

## Wireframes



[Wireframes Figma link](#)



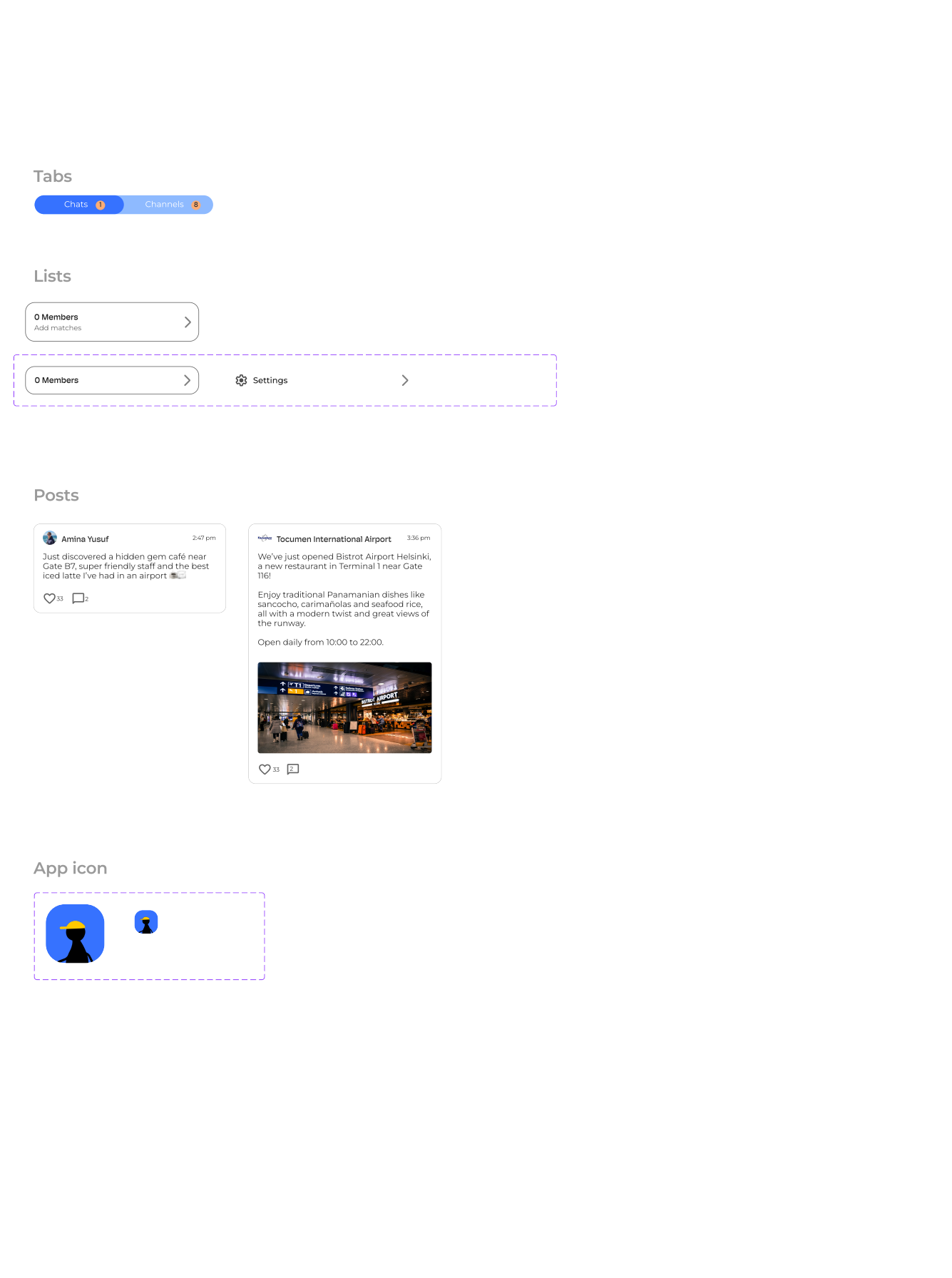
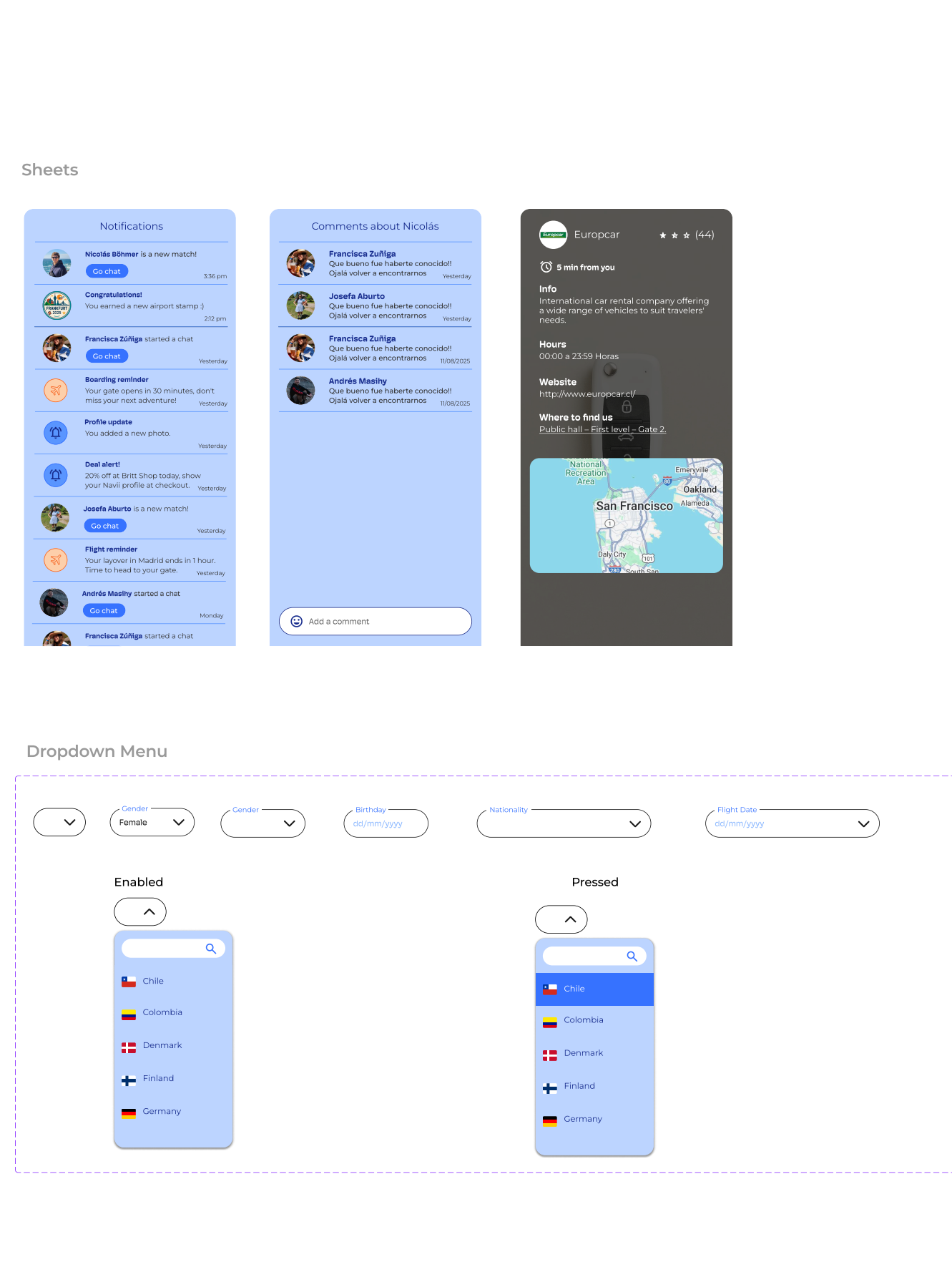
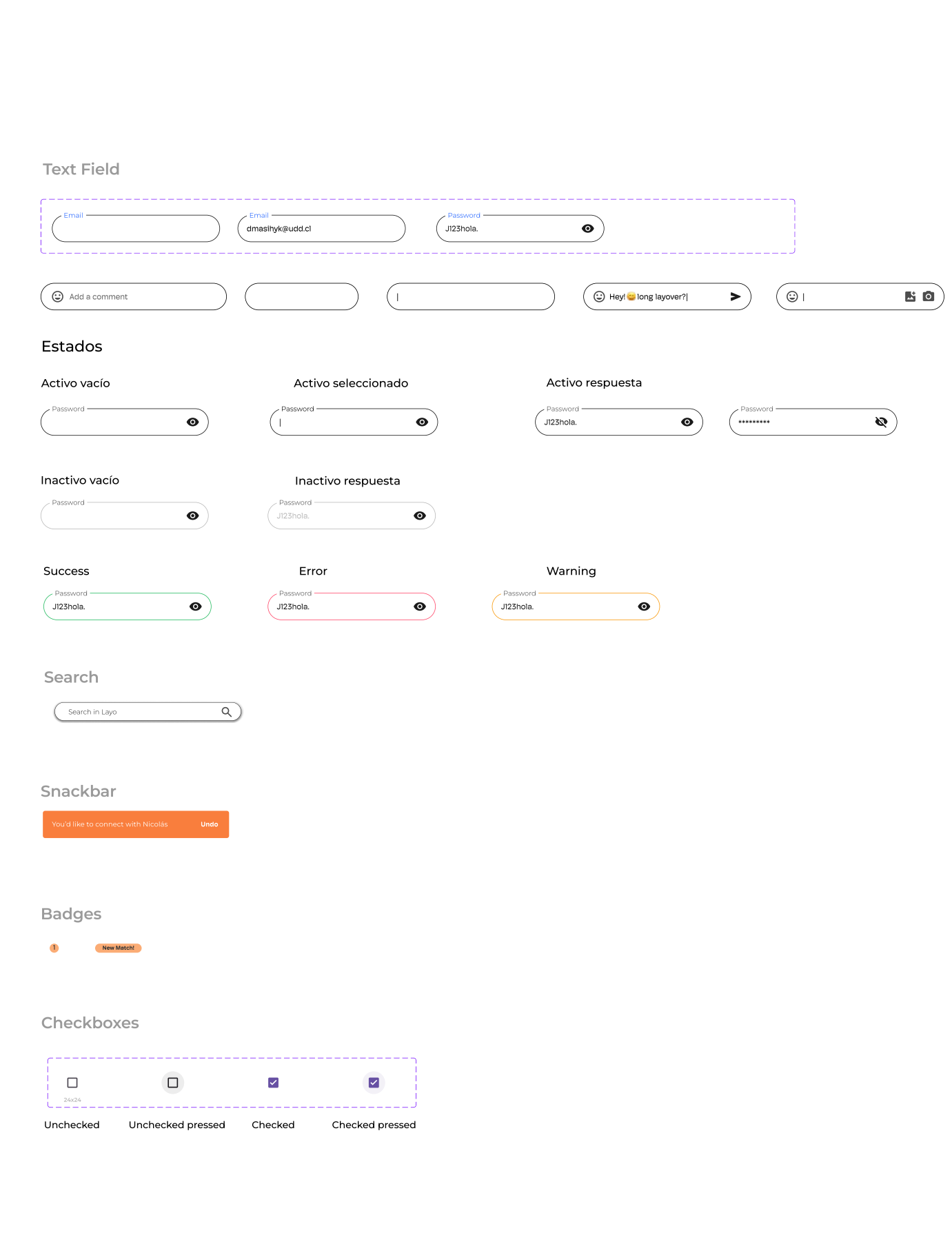
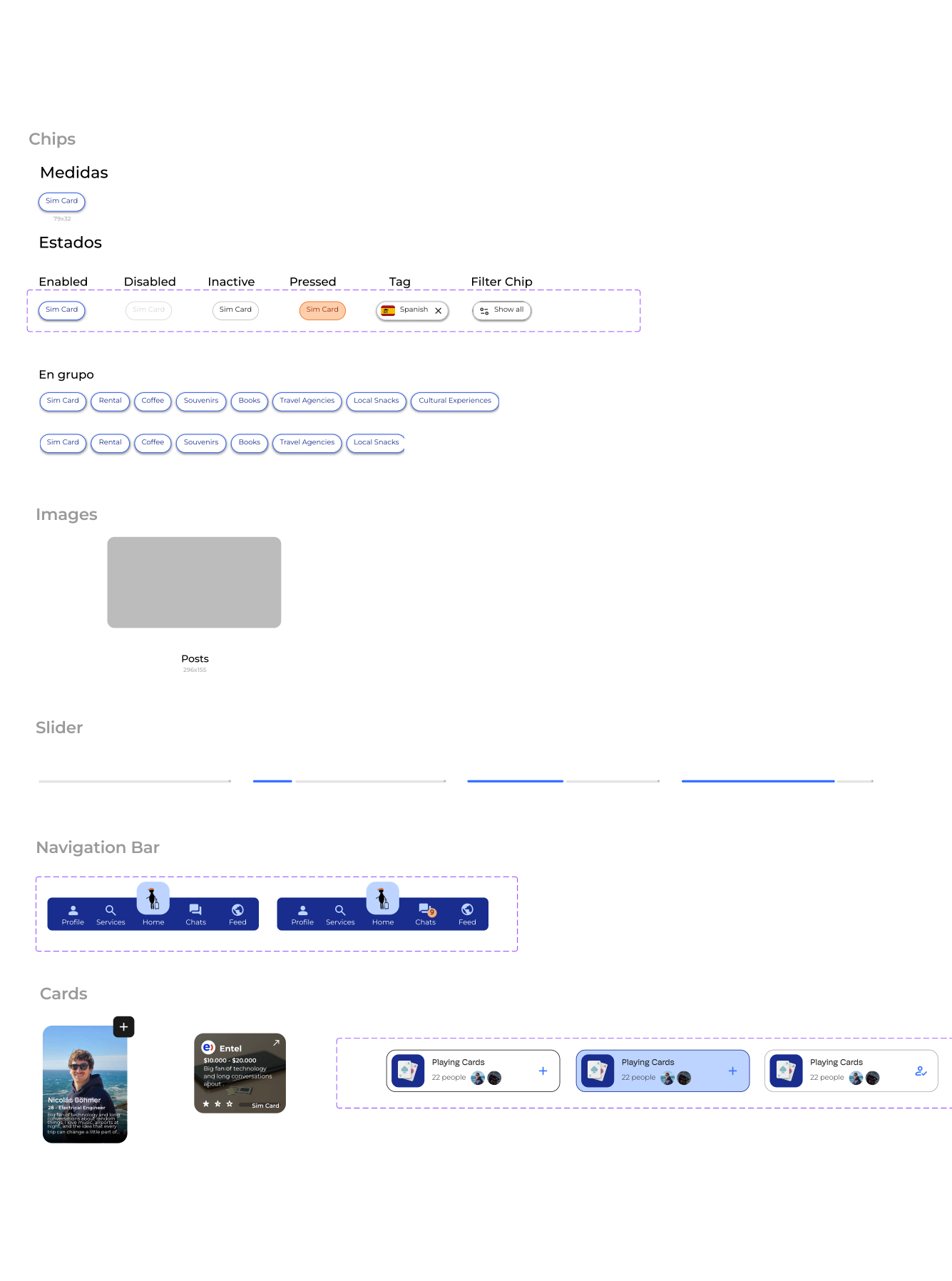
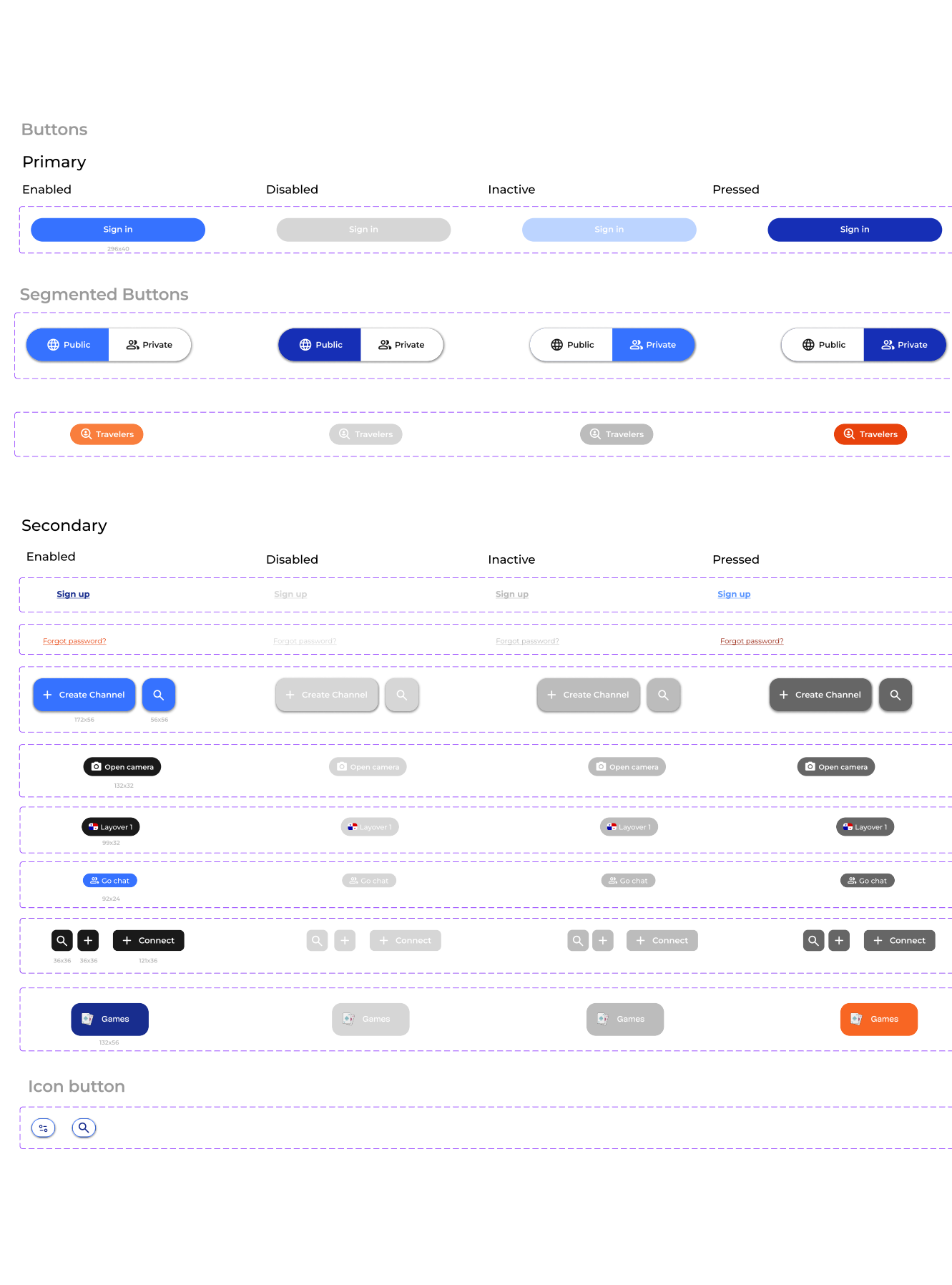
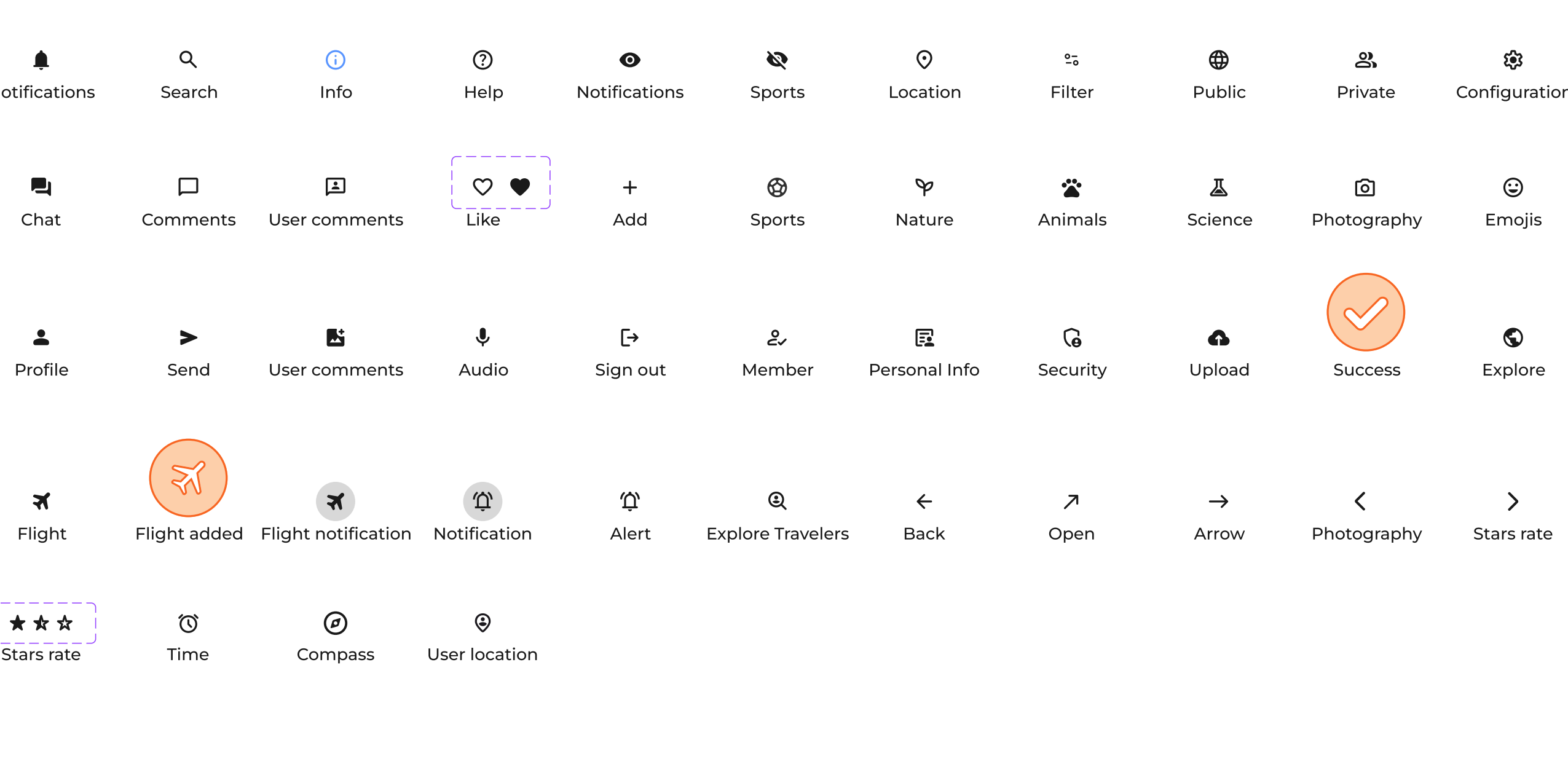
## Design System

Font: Hoss Round - Montserrat

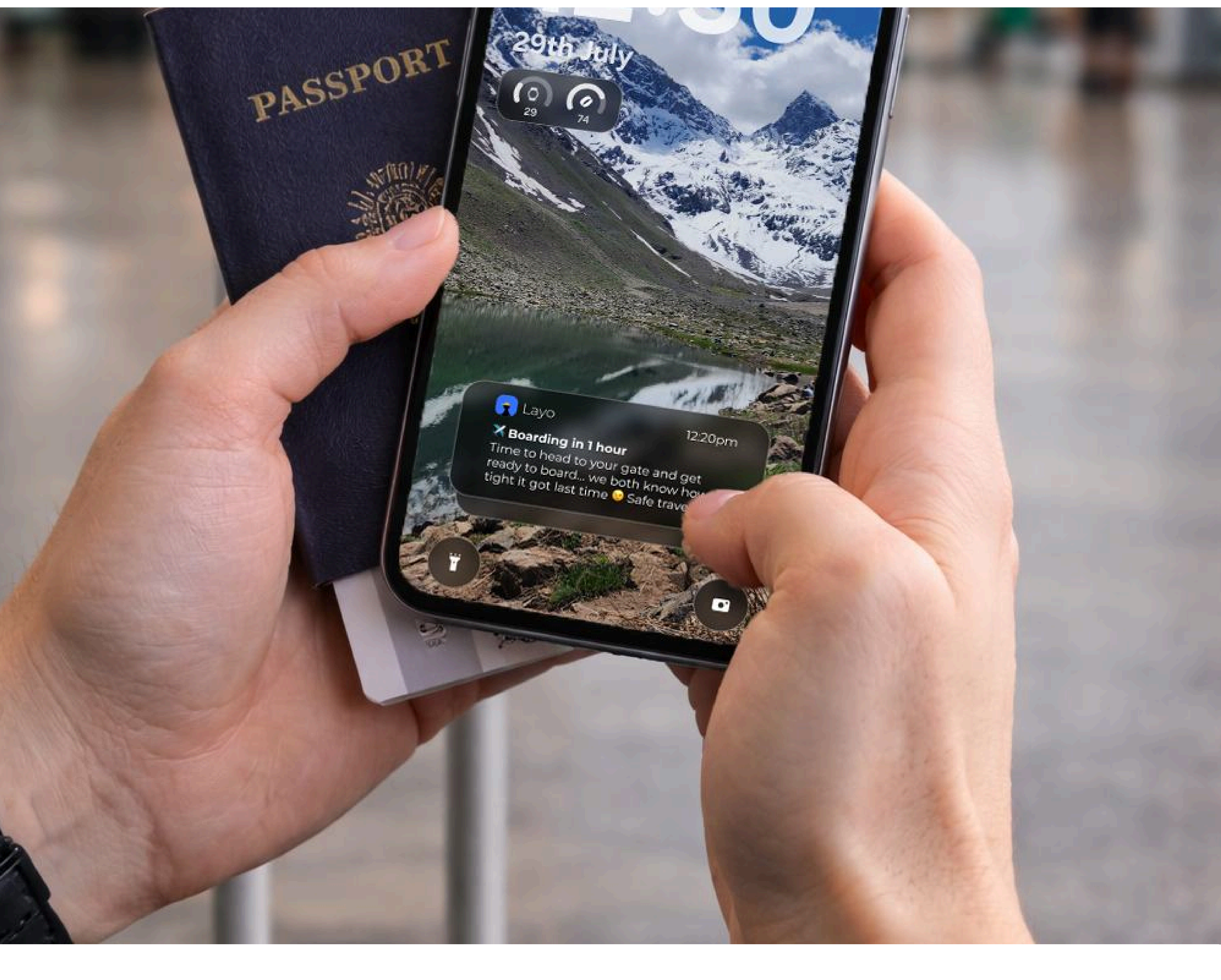
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Headline 2	Headline 2	Headline 2
Headline 3	Headline 3	Headline 3
Subtitles 1	Subtitles 1	Subtitles 1
Subtitles 2	Subtitles 2	Subtitles 2
Subtitles 3	Subtitles 3	Subtitles 3
Body 1	Body 1	Body 1
Body 2	Body 2	Body 2
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### ELEMENTS

#### Icons



[Design System Figma link](#)



Transforming waiting into an **experience**



## Investment App

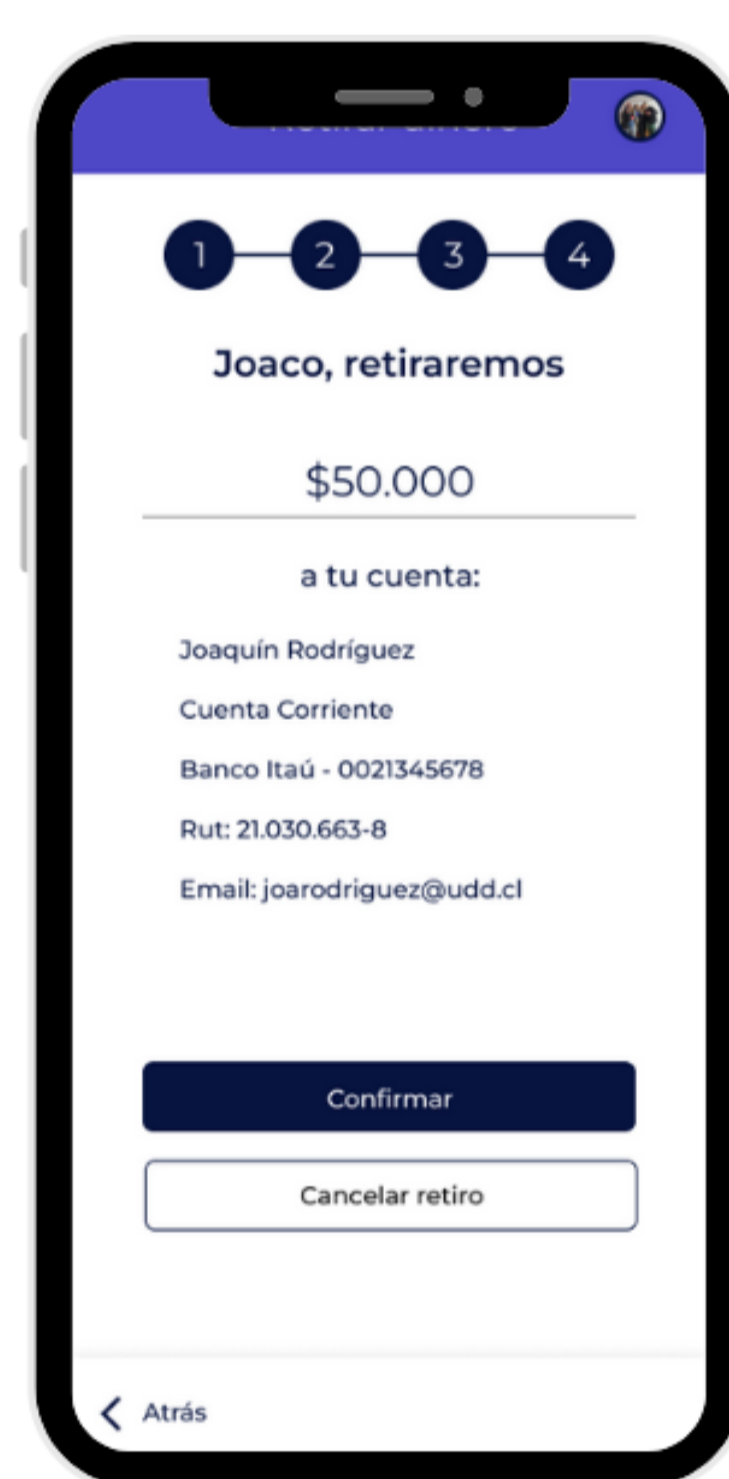
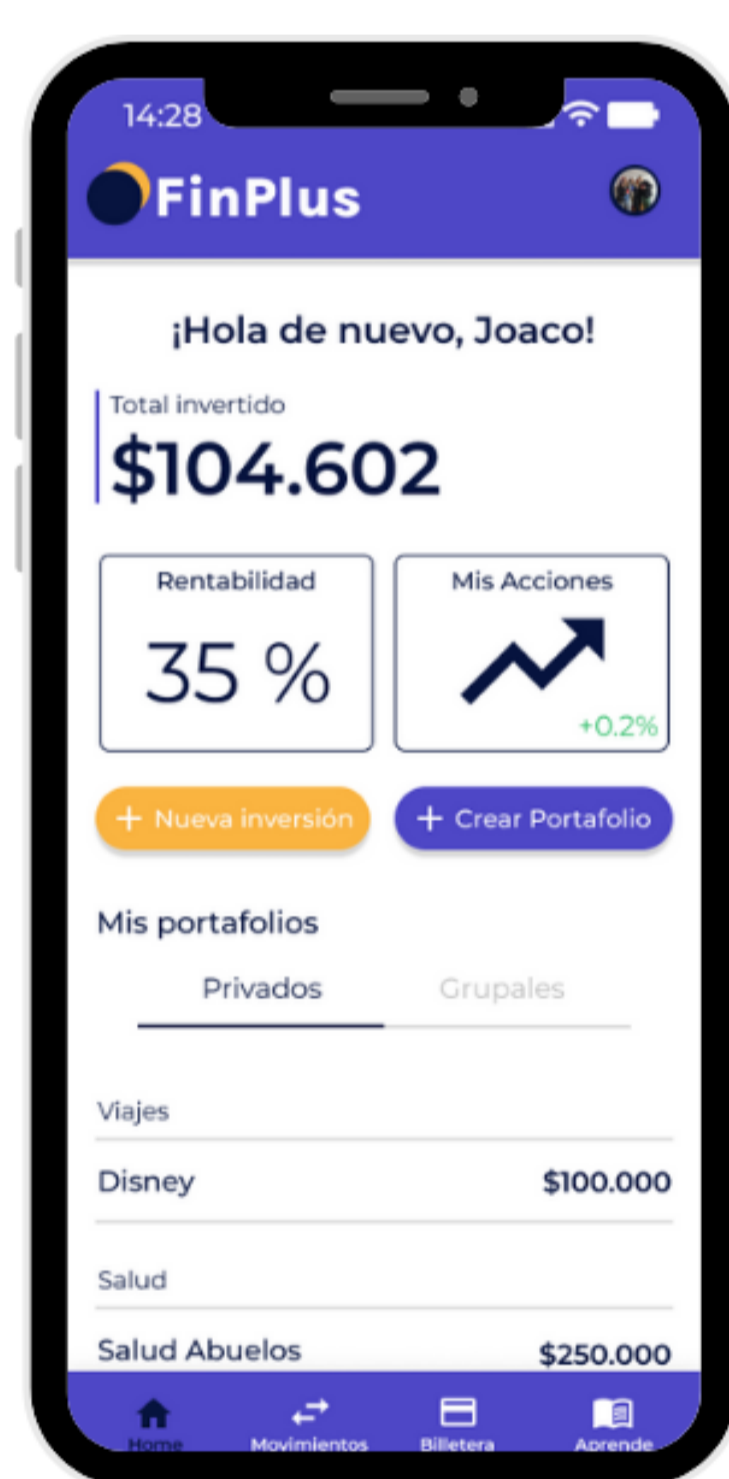
By Raffaella Albasini, Josefina Friedli,  
Daniela Masihy Kowoll & Joaquín Rodríguez

Professor José Santorcuato

2024

For this assignment, we were asked to design an application based on a provided theme. The requirements included conducting user research, performing a benchmark, creating paper prototypes, developing a design system, an inventory, wireframes, and the final prototype of the app in Figma. The project duration was approximately three and a half months.

### Wireframes y Prototipo Final - Examen



Our team was tasked with designing an investment application aimed at young individuals who want to invest but lack knowledge about stocks and financial markets. Throughout the project, we developed key competencies in user research by collaboratively understanding the specific needs and challenges faced by novice investors. We conducted interviews and surveys to gather insights that informed our design process.

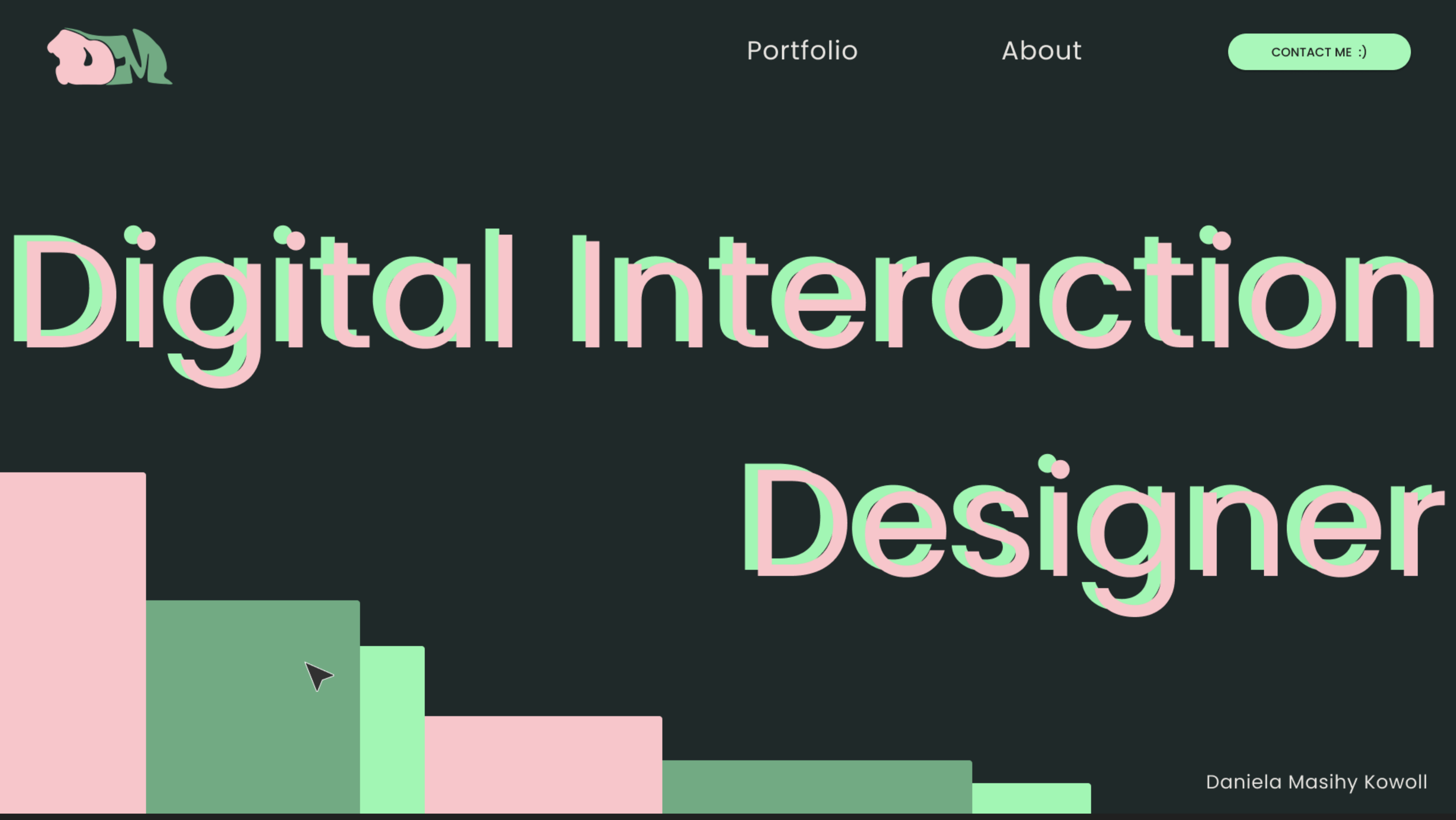
The project requirements included performing a benchmark analysis of existing investment apps to identify best practices and areas for improvement. We created paper prototypes to visualize the user journey and interaction flow, which led to the development of a comprehensive design system. This system ensured consistency in visual elements and user experience across the application.

Additionally, we developed an inventory to track design components and assets effectively. Wireframes were created as a team to establish the layout, followed by a high-fidelity prototype in Figma that showcased the app's functionality. The project, which lasted approximately three and a half months, culminated in a user-friendly app designed to empower young investors with the knowledge and tools necessary to make informed investment decisions.

# Portfolio Website

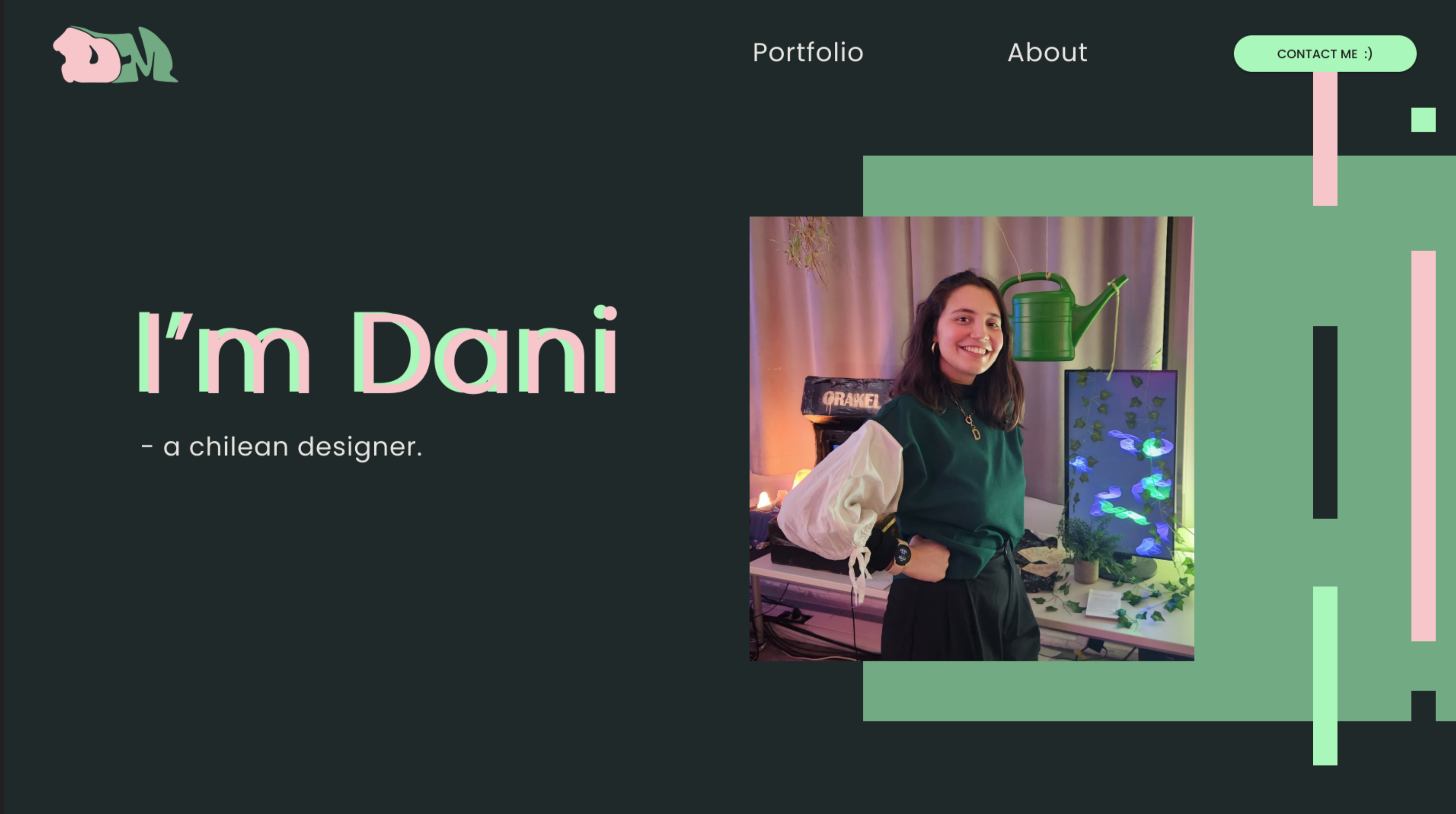
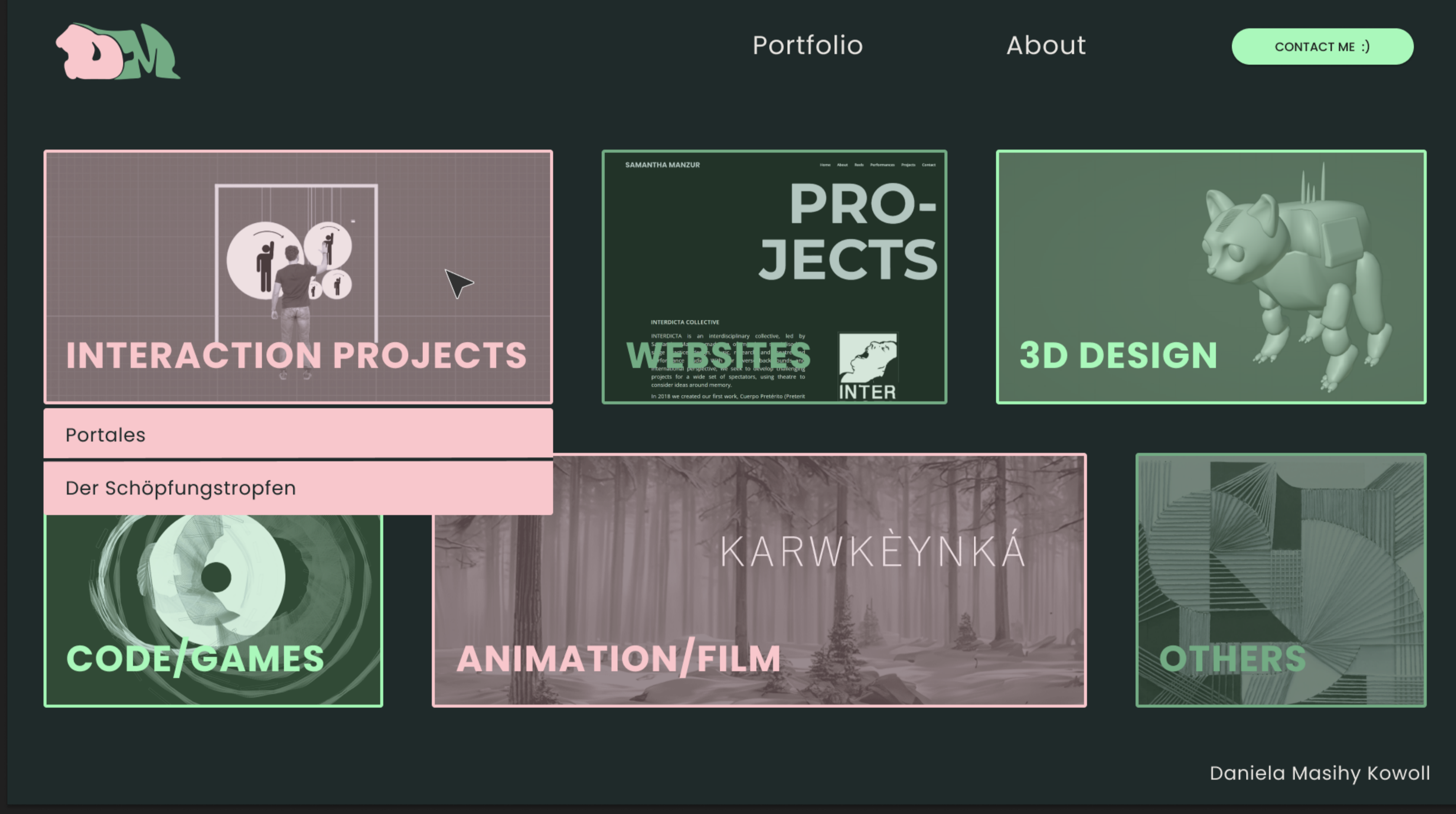
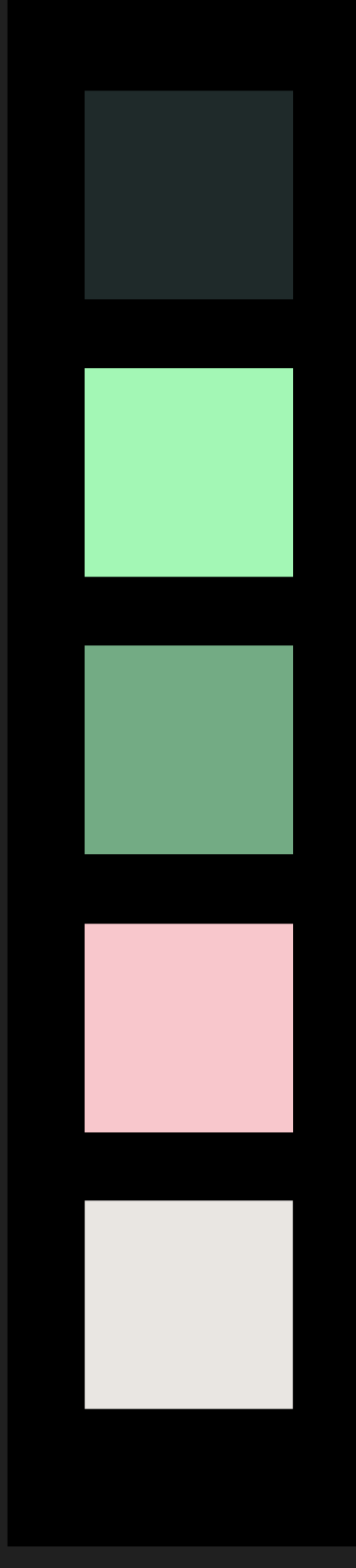
Web Development  
Professor Francisco Cortés

2024



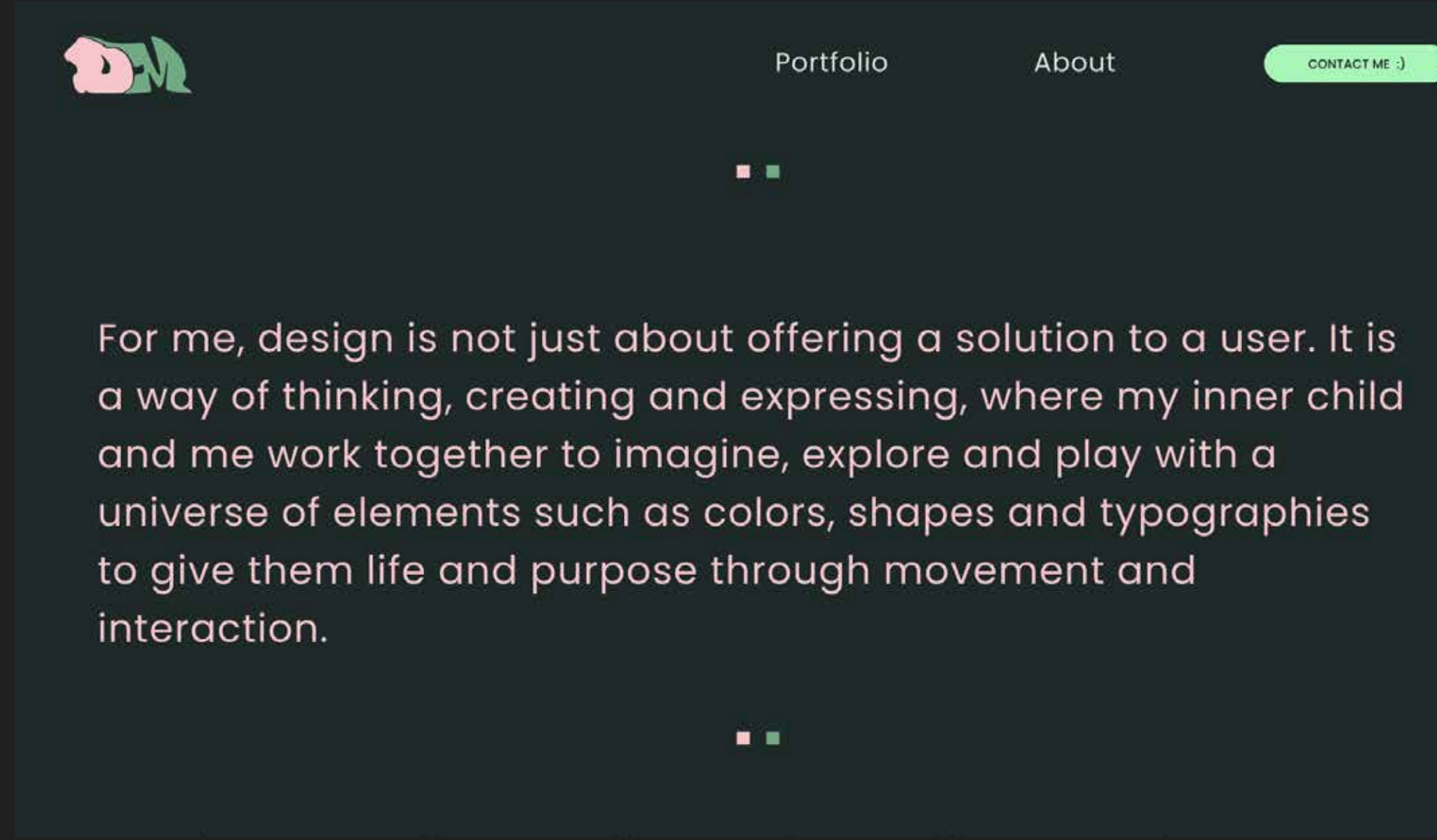
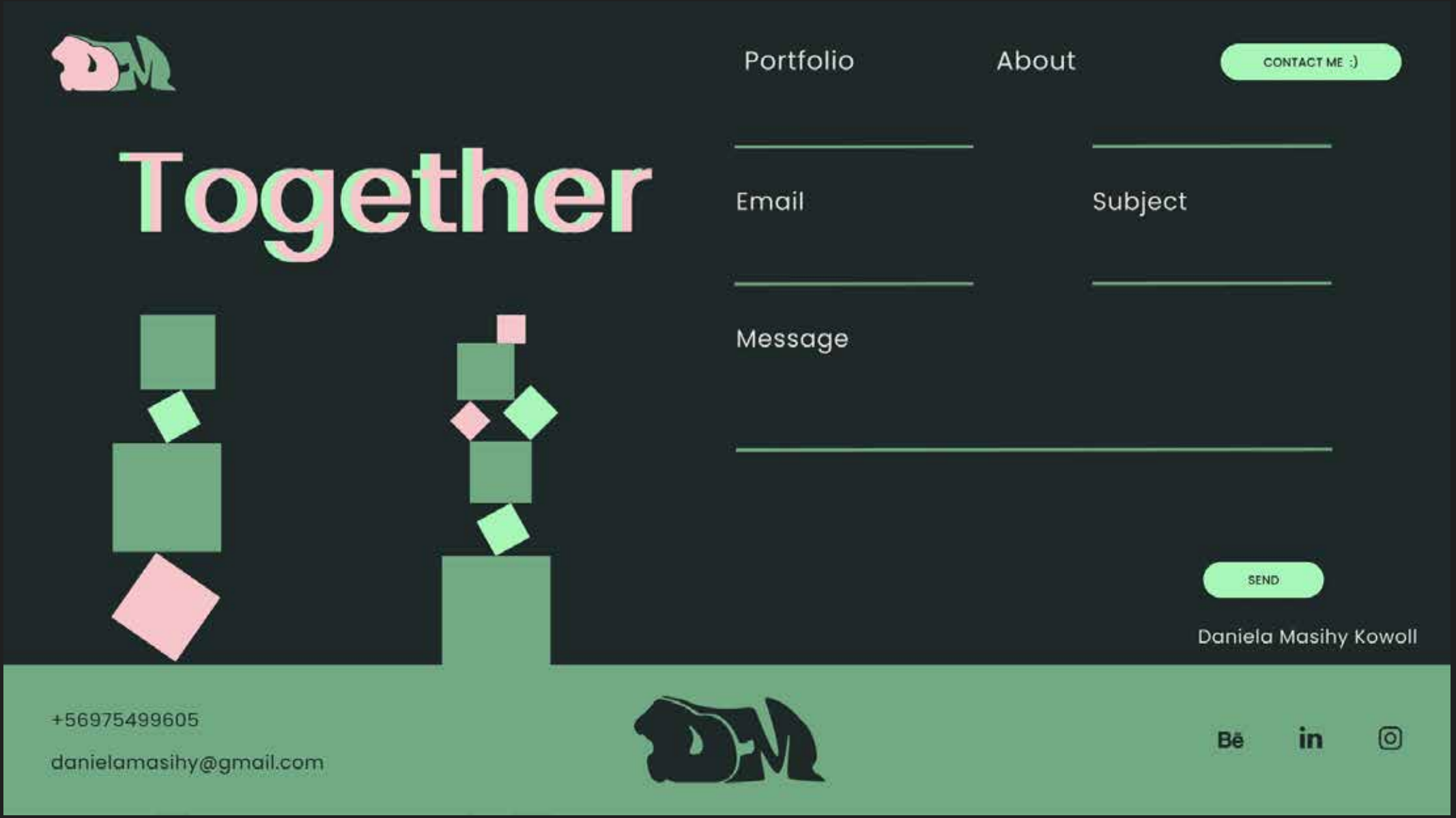
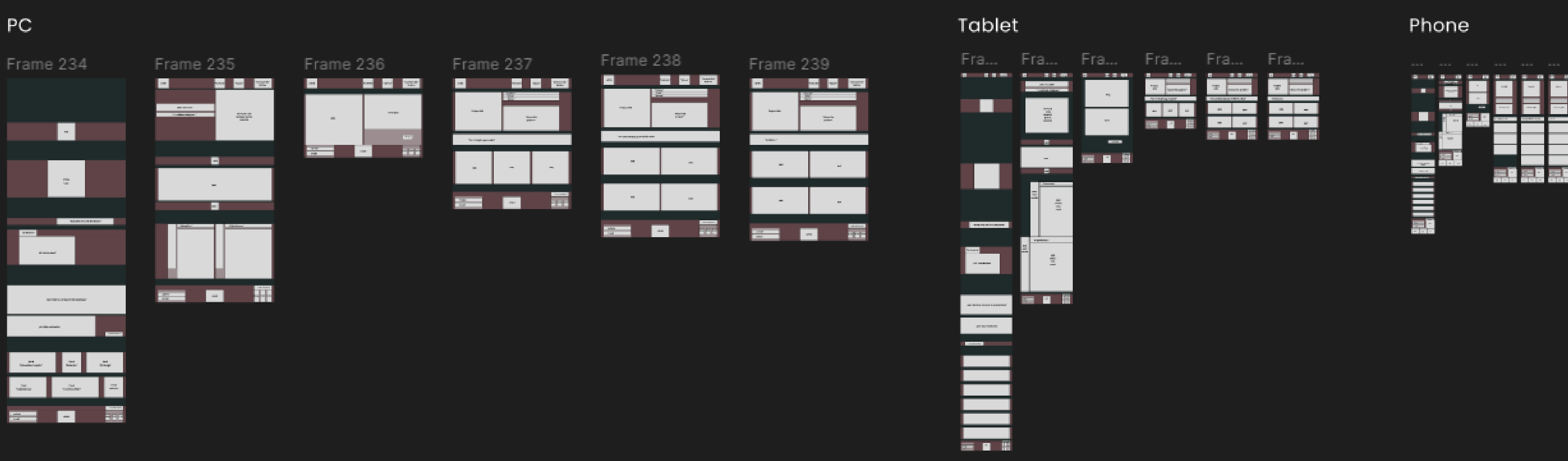
The brief involved designing and developing a personal portfolio website. The design requirements included selecting references from other web designs, creating six pages (home, bio, three services, and contact), designing wireframes for responsive layouts (desktop, tablet, and phone), and preparing the content.

The development requirements were to first build the structure using responsive, colored divs, and then implement it with Bootstrap. The project was divided into two phases: the first focused on the design requirements (1.5 months), followed by the development phase (1.5 months).



I am an extroverted and motivated person who has developed strong skills in both design and problem-solving throughout this project. My love for nature influenced the selection of colors, specifically pink and green, which I used to represent natural elements while maintaining a fresh and vibrant digital atmosphere. The pink and light green tones were applied strategically to highlight key sections of the website and reinforce its digital feel. To further emphasize the digital aspect, I incorporated a visual effect by doubling the titles in both pink and green, creating a layered and modern look.

During the design phase, I used Figma to create wireframes and visual representations, integrating interactive elements, such as using arrows. In the development phase with Bootstrap, I expanded my technical knowledge by learning how to embed videos and adapt configurations to meet responsive requirements. This hands-on experience allowed me to overcome challenges and create a fully responsive, user-friendly portfolio site that merges aesthetics with functionality.



# KARWKÈYNKÁ

Trailer with AI

2023

Professor Igor Posavec

Creative Thinking and Visual Development



For this assignment, I was tasked with creating a fantasy world, writing a story set in that world, and producing a trailer using AI. The requirements included designing the world as a map with a detailed description, writing the story, and generating images with Stable Diffusion. I then used AI to create videos and voices, followed by editing the trailer. The project had a duration of one and a half months.

Das neues Land der Selknam, einem Volk, das im südlichen Teil des Planeten beheimatet ist.



## TIERRA SELKNAM

Ahaleta, der Gott der Selknam, beschloss angesichts der Ankunft von Invasoren in Feuerland, mit der Hälfte seines Körpers ein neues Land für sein Volk zu schaffen. Er behielt die wichtigsten Aspekte des vorherigen Landes bei, wie die große Kälte, den Nebel, die Natur und die Höhen in bestimmten Teilen des Landes.

Noch sind keine Behausungen zu sehen, denn jeder ist auf der Suche nach seiner eigenen Karwkèynká, der spirituellen Energie, um mit dem Ort in Frieden zu sein. Von den Höhen des Ch'ón kann man die Silhouette von Ahaleta sehen, aber niemand kann dorthin gelangen. Diejenigen, die es versucht haben, sind verängstigt zurückgekehrt und hatten Halluzinationen. Auf dem Weg dorthin werden der Nebel, die Kälte und die Dunkelheit immer größer und schrecklicher.

I'm from Chile, a land rich in indigenous history, including groups like the Selk'nam, who inspired my project. For this assignment, I developed competencies in world-building, character design, and storytelling, all while incorporating cultural research. I designed a world inspired by Tierra del Fuego, centered around the Selk'nam god, and created a character with traditional Selk'nam features, such as their height and iconic body paintings with white and black lines and unique head shapes.

I further developed skills in structuring a narrative by creating a story and visualizing it through a story diagram. Once the structure was clear, I honed my ability to work with AI tools, generating images using Stable Diffusion and Adobe Firefly, though it was challenging to capture the exact visual style. I used Runway to animate the images into videos and ElevenLabs to generate a realistic voiceover.

Finally, I enhanced my video editing skills by assembling the trailer in Adobe Premiere Pro, ensuring a cohesive and visually compelling final product. This process helped me expand both my technical and creative abilities in AI-assisted design.



# DER SCHÖPFUNGSTROPFEN

(THE CREATION DROP)

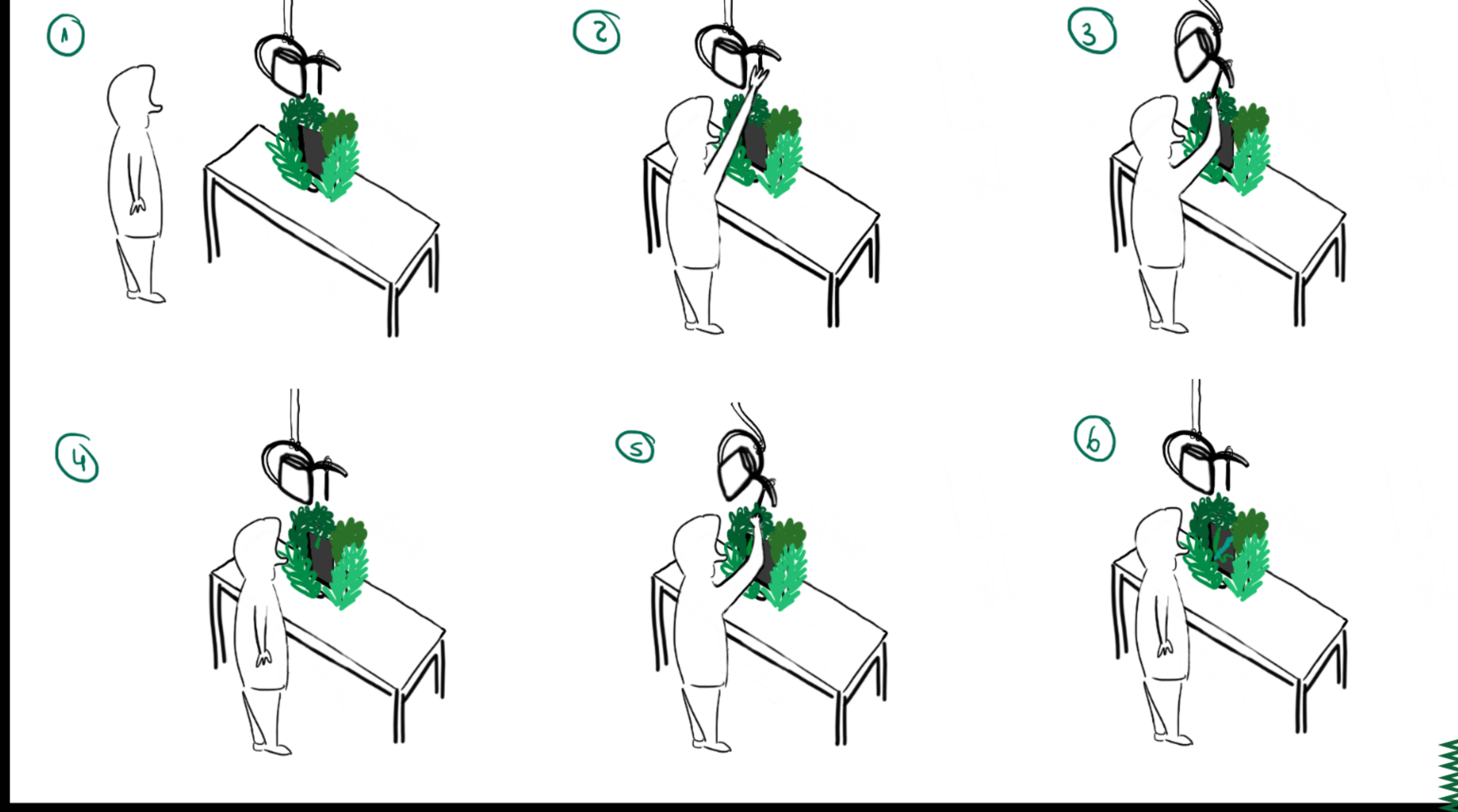
MULTIMEDIA INSTALLATIONS AND INTERACTIVE PROTOTYPING  
 PROFESSOR BENJAMIN HOHNHEISER

For this assignment, I was tasked with creating a media installation prototype using VVVV Gamma. The project required me to integrate additional methods, such as a Kinect camera, sensors, or marker tracking, to facilitate interaction with a digital creation, like an animation or generative graphics. I completed the work within a four-week timeline, allowing for both development and documentation.

Using a watering can, a mobile phone, and a computer, different figures can be generated with varying line thicknesses and shades of green and blue. The concept includes a rope that the user pulls the rope, which generates the figures. The more you pull the rope, the thicker the lines become ("more water"). However, it's important not to pull too much, as just a small amount is enough to visualize the figures on the screen. Each time you water, the number of generated figures increases, and every two minutes, the graphics reset.

How does it work? Modern smartphones come equipped with various sensors and apps to track data. In this project, a mobile phone with the "Sensors2OSC" app is placed inside the watering can to detect gyroscope data and send it to a computer. The computer runs VVVV Gamma 5.2, a visual live programming environment. When it receives the data, it processes the parameters and generates the figures accordingly.

The inspiration behind this project is the critical role water plays in our world. Without water, none of the most beautiful creations, life, or nature would exist. Therefore, no figures are generated unless you "water" the screen.



Devices

App/Software

