Presentation Designer

Barcelona - Spain

WILL ARAYA

Dumb Studio / Founder & Head of Art

Clear story.
Strong slides.

Will Araya / Presentation Designer / Barcelona
A creative practice connecting visual thinking and technical craft.

Narrative & hierarchy

Structure ideas and create a clear sequence of slides.

Tools in practice

Keynote, Google Slides and PowerPoint for presentation design.

Selected work

The following pages show presentation layouts from the existing portfolio.

BARCELONA - 2023

TheCreative

AstraZeneca ALEXION

BARCELONA HUB

VIDEO TALENT ACQUISITION

INTRO

TheCreative

It's full of history, *culture* and *magic*. The sea, the mountains, the food, but also the culture, the creativity, the science, the technology.



ALEXION | AstraZeneca BARCELONA 2023 BARCELONAHUB

SINOPSIS

TheCreative

A testimonial video to focus on opportunities through a link to light. ***4 employees*** will show us how it is to ***live in a city so special as Barcelona*** and how it is to work in the new global hub of Alexion-Astrazeneca.

SCRIPT BEGINNING

TheCreative

03

We switch to full screen and see frontal close-up of the employees faces, they are at home and we see how the morning light is hitting their faces, one by one

VOICE-OVER: **These are Frank, Caroline, Per and Kat.**

Boombastic

ARE YOU F#*KING BOOMBASTIC

★ VEN A PASARLO BOOMBASTIC ★

Música Fiesta Artistas Cultura Arte Boombastic

UNDER THE SKY



Un documental humano donde descubrir que un festival puede ser mucho más que música y transformarse en el lugar en el que conocerás a las personas que formarán parte del resto de tu vida.

TheCreative

ARE YOU F#*KING BOOMBASTIC ★ VEN A PASARLO BOOMBASTIC ★

Música Fiesta Artistas Cultura Arte Boombastic

Un festival que este año contará con **Natos y Waor**, **Bizarrap**, **Badgyal**, **Quevedo**, **Delaossa** o **Eladio Carrión**, entre muchos otros de los nombres más potentes de la escena urbana internacional:



¡EL PXTX MEJOR FESTIVAL DEL AÑO!

CLICK PARA DESCUBRIR LA QUE LIARON NATOS & WAOR

Música Fiesta Artistas Cultura Arte Boombastic

Una Serie documental donde podrás descubrir los orígenes y el making off del **Boombastic 2024**, de la mano de LA SANTA y de uno de sus integrantes: **Jaime Lorente.**



SECTION TITLE

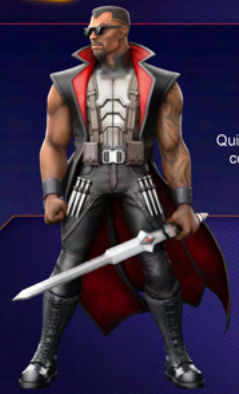
Optional one-line summary of what this section covers, to orient the room before you dive in.

03



SCOPELY CONFIDENTIAL DO NOT FORWARD

COMPARE - HORIZONTAL OPTION



Blade

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VS

Blade Mighty

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SCOPELY CONFIDENTIAL DO NOT FORWARD

CONTENT

Sub content



Subtitle area

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Compact Destiny

- First supporting point, kept tight.
- Second pont, one line each
- Third point with details
- First supporting point, kept tight.
- Second pont, one line each
- Third point with details

TEAM / PEOPLE

Full Name
Role / Title
One line on focus area.

OUR TEAM

Full Name
Role / Title
One line on focus area.

Full Name
Role / Title
One line on focus area.

Full Name
Role / Title
One line on focus area.



LA **ROSÁCEA** ES UNA AFECCIÓN DE LA PIEL QUE CAUSA **ENROJECIMIENTO**, E INFLAMACIÓN DE NARIZ Y OJOS.

BCN/23 MP

COMO EN EL **"RETRATO DE ANCIANO CON NIÑO"**, DONDE YA PODEMOS APRECIAR LA ROSÁCEA EN LA NARIZ DEL ANCIANO.



TheCreative / Natura Bissé

BCN/23 MP

ADEMÁS, LANZAREMOS LA CAMPAÑA EN **WEB** Y **RRSS**, A TRAVÉS DE LOS SIGUIENTES FORMATOS.

LANDING

El museo digital de Natura Bisse. Una galería de arte donde podremos descubrir **todos los cuadros** intervenidos, así como una explicación del tratamiento que han recibido.

VIDEOCASE

Nuestra carta de presentación. Una explicación de la idea, desde el contexto hasta la ejecución.

RRSS

Llenaremos las redes de Natura Bisse de nuestros **cuadros sin rosácea.**

BCN/23 MP



LA CREMA **"TOLERANCE RECOVERY CREAM"** ES EL COSMÉTICO PERFECTO PARA AQUELLOS QUE SUFREN ROSÁCEA, YA QUE APORTA CONFORT AL INSTANTE, HIDRATA EN Y RECUPERA LA BELLEZA DE LA PIEL.



CHANNEL STRATEGY

Priority #1: Connection & Discovery			Priority #2: Knowledge & Live		Priority #3: Culture & Influence	
DISCORD	TIKTOK	YOUTUBE	REDDIT	TWITCH	INSTAGRAM	X
The living heartbeat of Thunder Struck	The discovery engine of Thunder Struck	The cinematic hub of Thunder Struck	The knowledge core of Thunder Struck	The live studio of Thunder Struck	The visual heart of Thunder Struck	Real-time pulse of Thunder Struck
Where players connect, squads unite, and the universe comes alive	Where Stormfall IP moments and fan creativity go viral beyond the game	Where lore, creators, and the Stormfall IP universe come to life	Where strategy, lore, and fandom are shared, mentored, and preserved	Where updates, devs, and players bring the Stormfall IP universe to life in real time.	Where players showcase identity, art, and Stormfall IP culture	Where announcements, memes, and Stormfall IP moments connect fans, creators, and devs instantly
Largest Gaming Discord Server	#1 most viewed game	#1 most watched game	Highest engagement gaming subreddit	#1 Most watched game channel	Most visually iconic and culture defining gaming brand	Most active gaming presence

SCOPELY

X RESOURCES & TOOLS

RESOURCES

Social Lead: Oversees daily posting, tone, and campaign coordination.

Community Manager: Runs live Q&As, AMAs, and real-time reply threads; bridges dev ↔ player communication.

Moderation Support: Filters toxicity, monitors hashtags, and maintains brand-safe engagement spaces.

STUDIO SUPPORT

Scheduling & Publishing: Manage timing, scheduling, and multi-platform coordination.

Analytics & Listening: rack sentiment, share of voice, and viral trend velocity.

Engagement & Automation: Custom AI-powered Bot Framework (Zapier / Tweepy API): Auto-reply with lore quotes, jokes, or event countdowns.

DISCORD INNOVATION LAYERS - WHERE TECHNOLOGY AND COMMUNITY COLLIDE

SMART SYSTEMS - Automation that Fuels Discovery

INTEGRATED BOTS
Game stat trackers for leaderboards and guild ranks.

Event countdowns and reminders.

Dynamic "loot drops" in chat to spark engagement.

GAME x DISCORD One Living Ecosystem

Spotlight top Discord community MVPs directly in-game

Exclusive codes, cosmetics, and rewards tied to Discord participation

HYBRID EVENTS Turning Moments Into Shared Experiences

Dev livestreams hosted in Discord with interactive watch-along chat

Global community challenges tracked live in-server

Barcelona /2023 –

New Serie



TheCreative

NETFLIX

Barcelona /2023 –

New Serie

NOS ENCANTA SALIR DE NOCHE

TheCreative

NETFLIX

Barcelona /2023 –

New Serie

PERO...¿POR QUÉ UN PROGRAMA ASÍ LO PETARÁ?

Los porteros de discoteca están **MUY de moda** Lo han demostrado los últimos meses, subiendo **contenido constante de todo lo que enfrentan cada noche.** Videos didácticos que nos demuestran que tras la apariencia de estos personajes, **hay mucha más nobleza de la que parece.**

Y los números y los likes que están consiguiendo, solo nos indican una cosa: **¡La gente quiere más!**

Barcelona /2023 –

New Serie

POLICIAS EN ACCIÓN

Si alguien sabe de los peligros que esconde la noche, son los policías. Y si hay un formato potente sobre policías, ese es "policías en accion"

¡Click para ver referencia!



SCOPELY

MARKETING

LAUNCH
Build global scale from day one

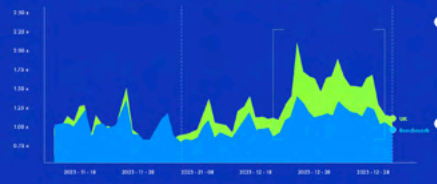
GROW
Build the brand through measurable 360° campaigns

THRIVE
Drive ongoing relevance through cultural relevance market by market

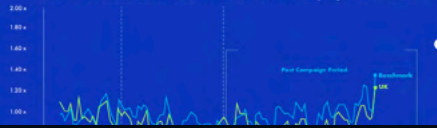
Scopely Marketing creates enduring franchises by combining world-class creative, data-driven decision making, and global execution

PROVING TV INCREMENTALITY THROUGH MARKET-BASED TESTING

UK Installs Index Evolution VS Bench - Lift +28%



UK CPI Index Evolution vs Benchmark Post TV Campaign - Lift + -12%



- **TEST & LEARN**
  Three separate TV tests run (UK, France, Canada) resulted in lift in daily installs vs. benchmark (15% - 28% incremental)
- **BENCHMARKING METHODOLOGY**
  Using comparable markets to measuring results, so that lifts have some context and comparison to validate results
- **HALO EFFECT/ POST-CAMPAIGN PERFORMANCE**
  Continue to measure after campaign has ended and we are not spending

IN 2023, SCOPELY LAUNCHED ONE OF THE BIGGEST MOBILE GAMES EVER IN MONOPOLY GO



PUBLISHING & MARKETING CAPABILITIES

"MONOPOLY GO! achieved an unprecedented milestone by becoming the fastest game to reach $3 billion in worldwide consumer spending, accomplishing this feat in just 473 days after its official global launch on April 11, 2023... In comparison, the next two fastest games "Genshin Impact" took 594 days, while "Monster Strike" reached this mark in 998 days, making "MONOPOLY GO!"'s achievement even more remarkable."

MILESTONE

MONOPOLY GO!
Fastest mobile game ever to gross $3 billion

Number of Days to Reach $3 Billion Gross Revenue — Sensor Tower
Worldwide, iOS and Google Play



Source: Sensor Tower
*Note: iOS and Google Play combined. iOS only for China. Excludes third-party Android stores in China.

WE TURN COMMUNITY MEMBERS INTO ACTIVE PARTICIPANTS



DISCOVER
Reach players where they already spend time
eg. Facebook, Twitch

JOIN
Convert audience into owned communities
eg. join Facebook group

PARTICIPATE
Create opportunities for measurable engagement beyond gameplay
eg. redeem a promo code

ADVOCATE
Turn passionate community members into a sustainable growth engine
eg. become a creator

Every step in the community journey is intentionally designed

Actimundi's

Atelier

BVLGARI

1.1. Search for inspiration

Barcelona

Barcelona is a cosmopolitan city, dynamic and full of life.

A city open to the Mediterranean Sea, a focus of new trends in the world of culture, design, fashion and gastronomy.

A European capital, a pole of attraction for creators, artists and designers that has managed to maintain its local traditions.

One of its main standards is modernism, a movement widely represented in the city with iconic buildings visited by millions of people every year.

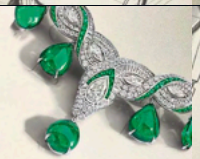


BVLGARI

Round & oval Diamonds

A handcrafted Jewel

1. Creative process
   - 1.1. Search for inspiration
   - 1.2. Idea & Design
2. Selection of raw materials
3. Assembly
4. Delivery to the customer



1.1. Search for inspiration

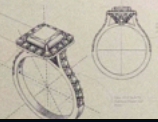
BVLGARI

Sotirio Bulgari

Sotirio Bulgari: Founder of the brand and master jeweler pioneer of his time.

Mixture of different and innovative techniques, materials and colors in the process of creating jewelry.

Great richness of colors in his creations.



Modernism

Antoni Gaudí

Antoni Gaudí: Universal figure of modern architecture and pioneer in the use of new techniques and materials.

Integration of different artistic disciplines and introduction of technological innovations and new materials.

Color as the protagonist in facades and stained-glass windows.



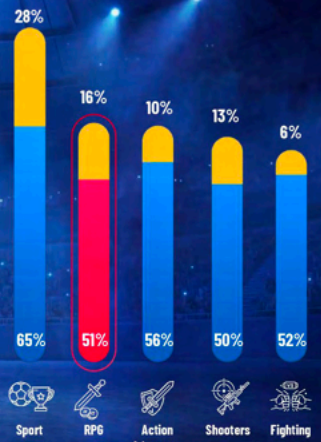
WWE Generations GTM

STRATEGY

PIXELTOYS



RPG IS THE #2 GAMING GENRE played by fans of WWE



PIXELTOYS

From WWE Fan Overview/Core Fans & Gam

PLAYERS ARE LOOKING FOR FUN, REALISTIC GRAPHICS AND SUPERSTARS



LIVE BROADCAST IS A KEY AREA OF INTEREST



54% of WWE Generations' Primary Audience is interested in **WWE Broadcasts influencing gameplay**

Let’s make every detail count.

Will Araya

Presentation Designer / Dumb Studio

will.araya@me.com