

MAG7

Visual proposal for Reserve

Catalina Vásquez

Visual direction and illustration

A visual proposal about holding a stake in seven major tech companies through one onchain fund.



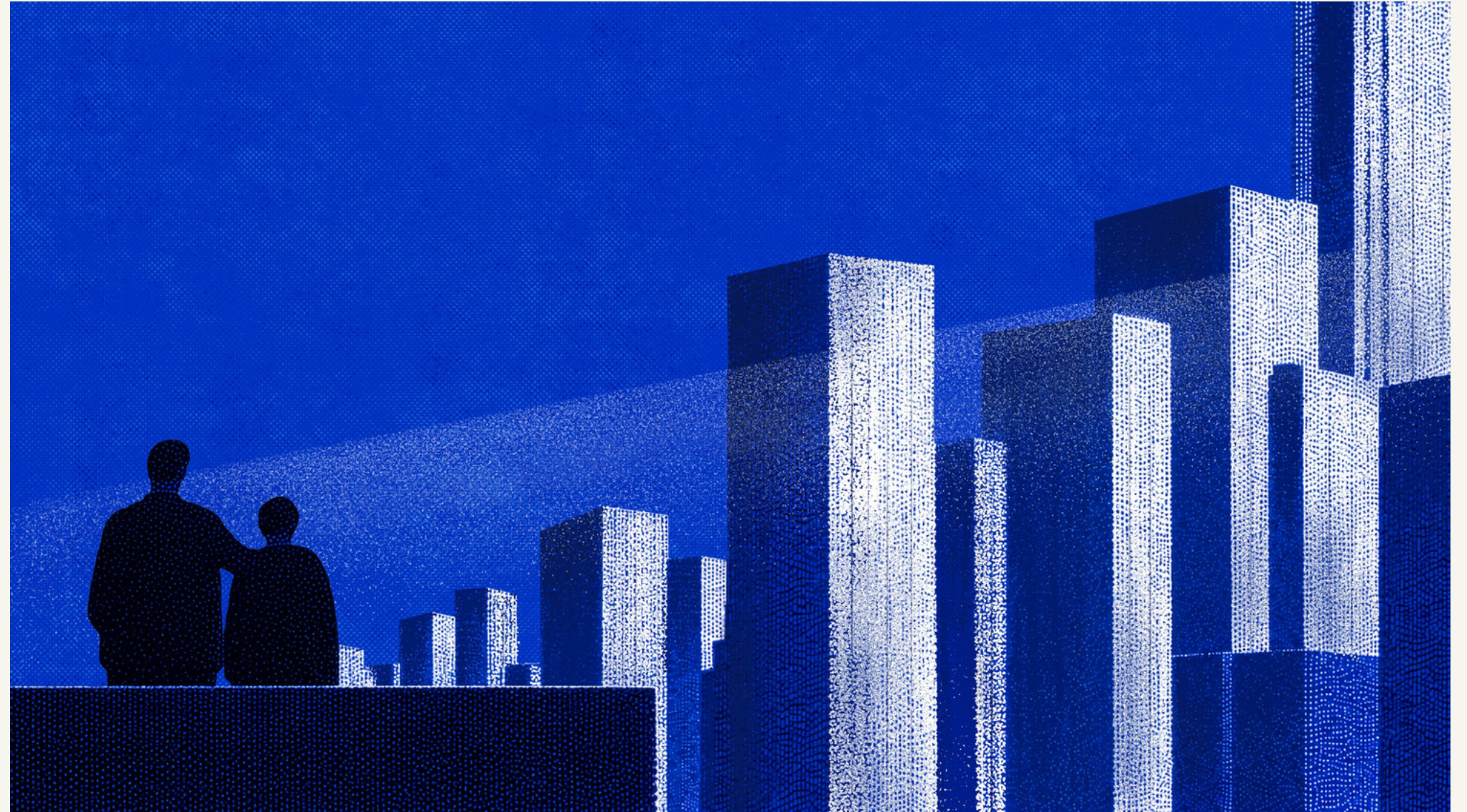
Making ownership feel personal

The brief

Rino Arreaza's commercial concept used a father and child to tell a story about ownership. The brief was to explain exposure to seven major tech companies through one fund.

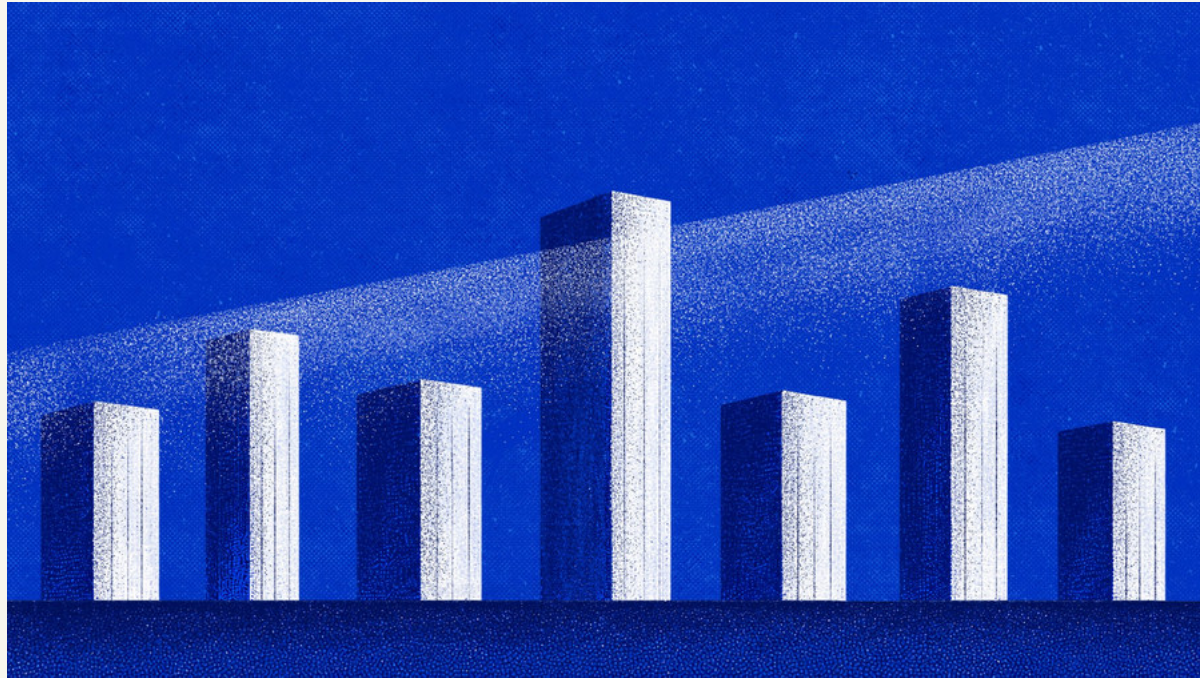
My contribution

I developed the visual direction around the contrast between the characters and the scale of the companies. Seven towers make that scale visible; the relationship between father and child gives the financial idea a personal context.



Cobalt blue, cream, stippled texture and hard-edged shadows extend Reserve's identity into the story. AI-assisted illustrations, refined in Procreate.

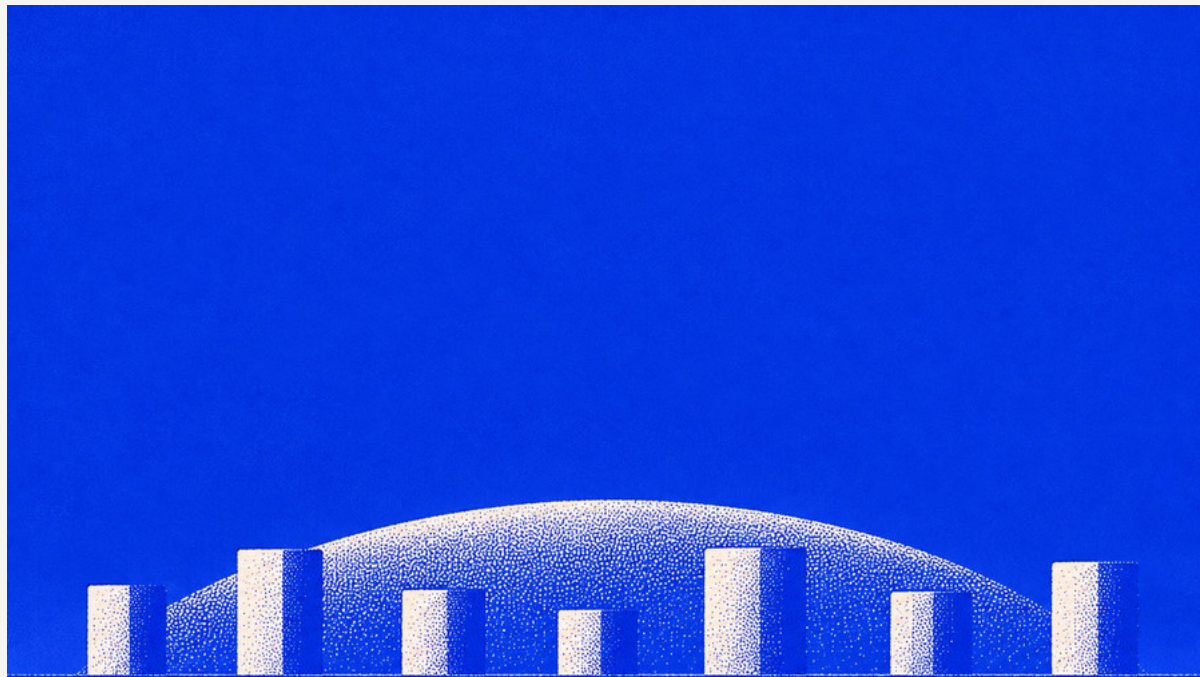
Storyboard studies



Light across the seven towers



Father and child: a closer view



An arc brings the towers together



Closing study with the fund's mark

Refining the direction

One visual language

Feedback identified a break in style between parts of the sequence. I worked on a revised storyboard proposal to bring the shots into a more consistent treatment.

Less interface

The revised proposal reduced the app interface's role, keeping attention on the characters, the skyline and the idea of ownership.

Preparing the transitions

With Rino and Tzu, I worked through the transitions between shots and the separation of illustration layers for animation.

Scope shown: visual proposal and storyboard studies, before animation.

Visual direction, illustration and storyboard studies: Catalina Vásquez.

Commercial concept and script: Rino Arreaza.

Developed with Reserve's design and marketing team.