

WILFERD GUENTHOER

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Product Manager and UX/UI Lead (Contract)

5/2021 - Current

HorecaMarket.Global; Haymarket, New South Wales, Australia

- Provide consultation to stakeholders for development of B2B PaaS ERP and marketplace product.
- Manage and direct UI design team for product deliverables across native apps, mobile and web.
- Produce/manage complete design system, user personas, user flows, write user stories, and create wireframes with accompanying low/high fidelity prototypes.
- End-to-end UX design of onboarding, user profiles, CRM, lead management, catalog, finance and logistics/shipping modules.
- Prepare investor pitch decks, product decks, sales collateral and branding assets.
- Conduct audits of industry market leaders and develop Product Requirements Documents.

UX/UI Designer (Remote Contract)

3/2021 - 5/2021

RT Reporting; Bayswater, Victoria, Australia

- Provided UX consultation to Co-founders and CEO.
- Designed website UX, UI assets and high fidelity prototypes for reporting and forecasting SaaS product.

Creative Executive

4/2016 - Current

OutGrowth Media; Irvine, California

- Develop and produce enterprise solutions using modern and emerging technologies in digital cinema, volumetric video, virtual/augmented reality, web/mobile app development, UX/UI design, digital photography and marketing collateral design.
- Direct client acquisition, consultation and project management.

President

1/2015 - 3/2016

StudioC4; North Hollywood, California

- Produced and distributed a diverse network of entertainment programming. Our content was created using virtual reality, live broadcasting, haptics, UX/UI design, photography, digital publishing, digital cinema, paid membership sites, web applications, mobile, social media and digital rights management.
- Runner-up startup dba MollieVR at VR Demo Day on July 13th, 2015, hosted by UploadVR.

Art Director and Photographer

11/2012- 1/2014 | 1/2014 - 3/2018 (freelance)

LFP Inc. — Hustler Magazine; Beverly Hills, California

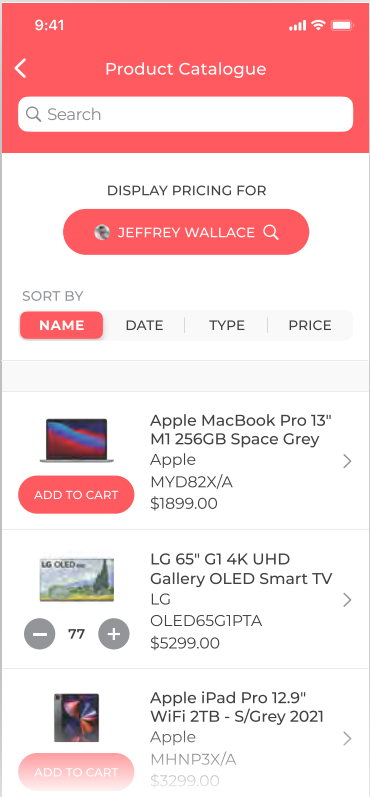
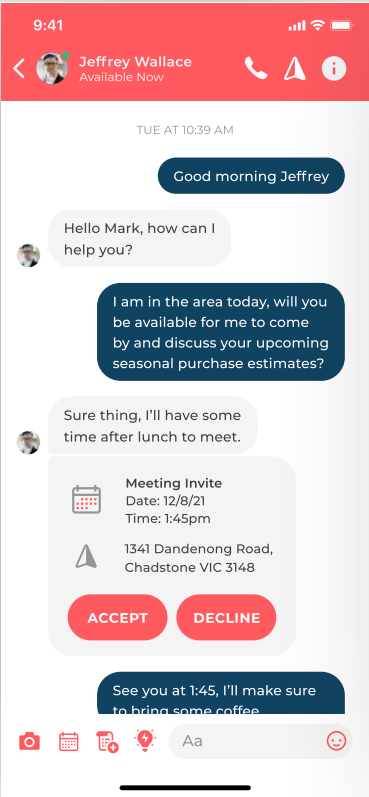
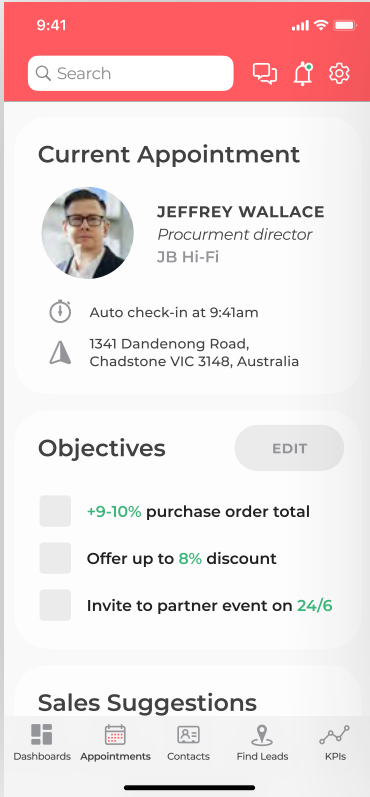
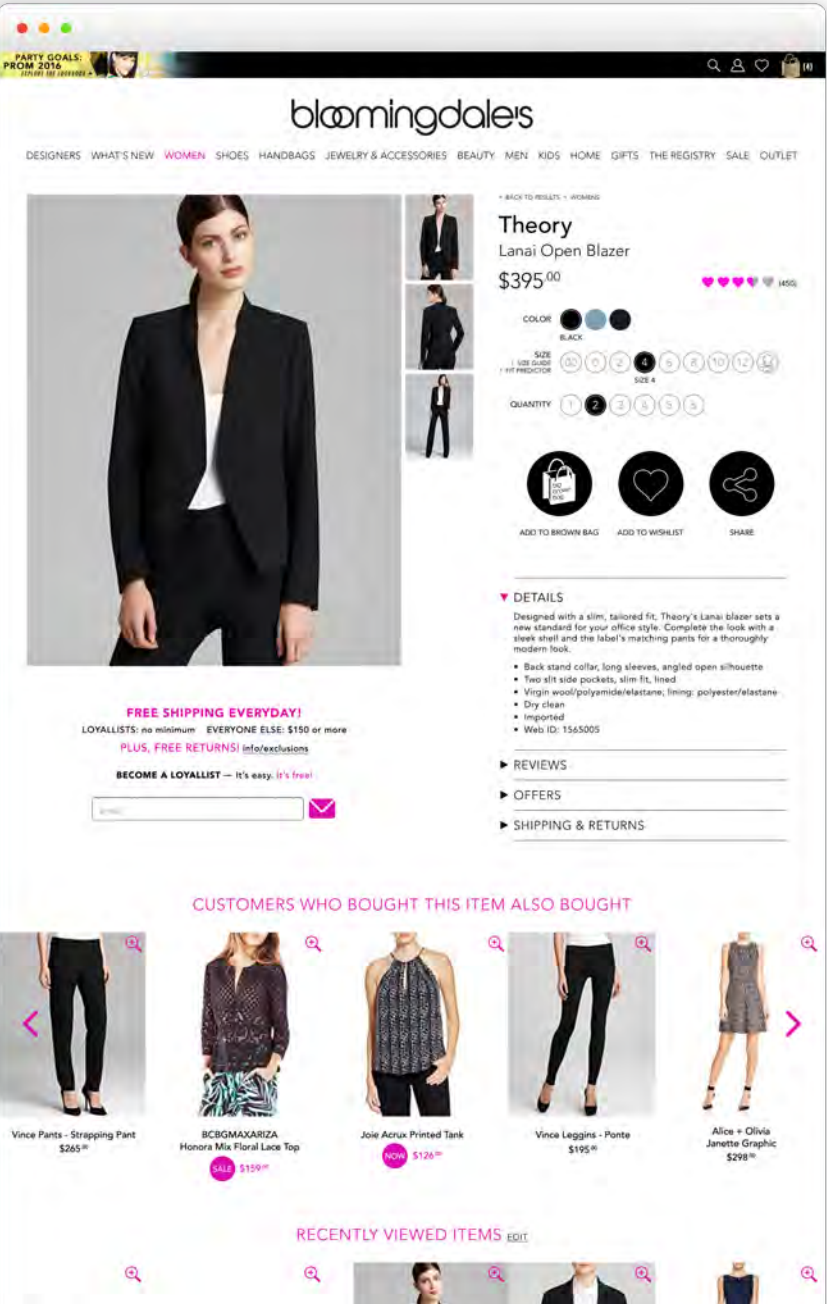
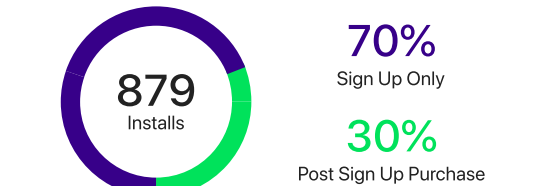
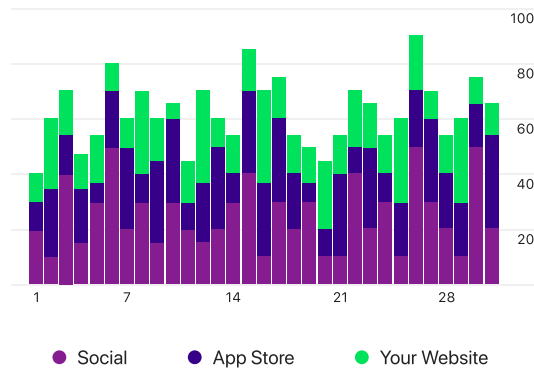
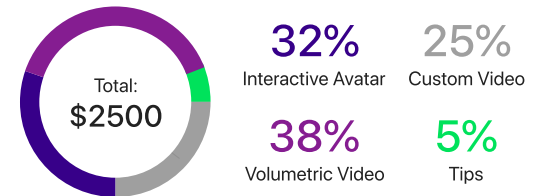
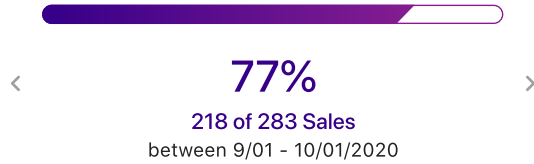
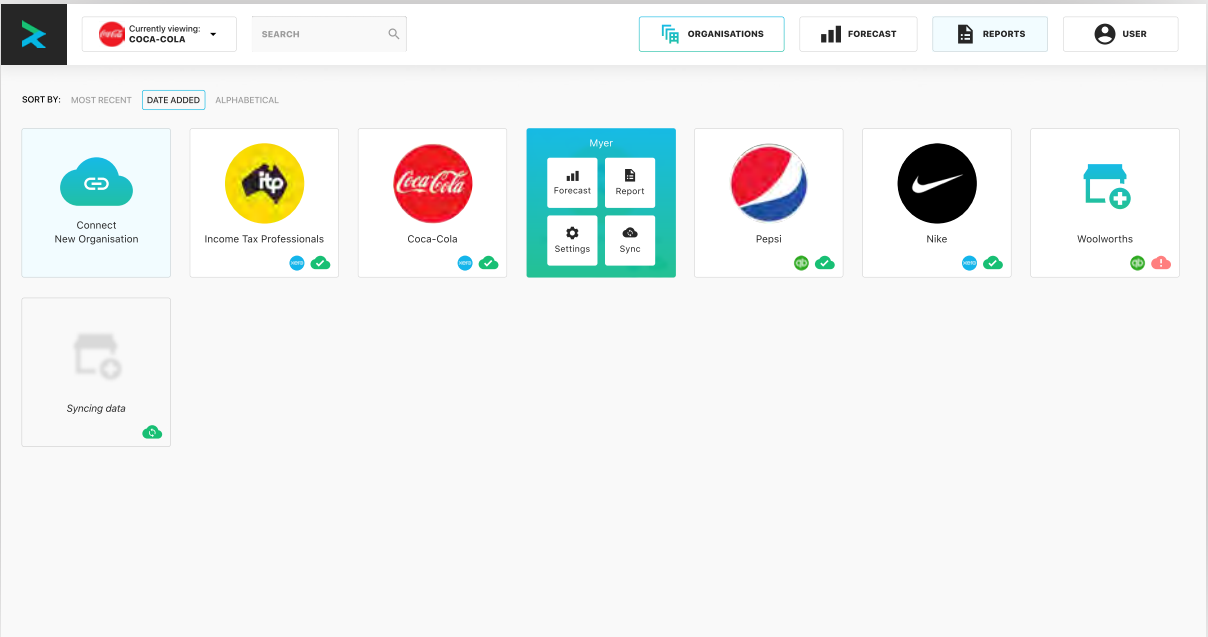
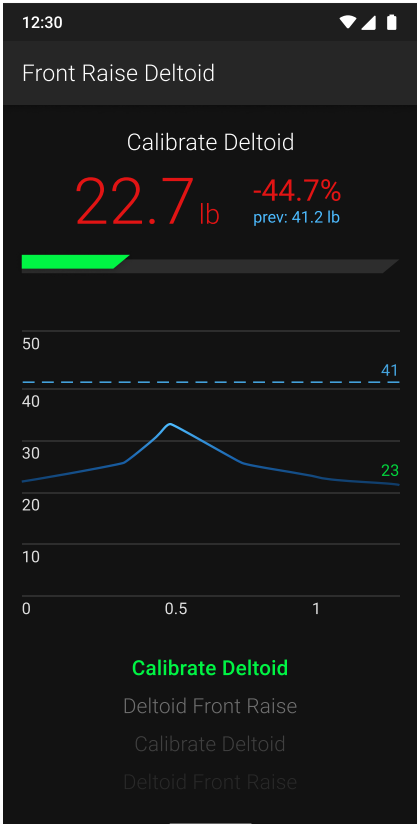
- Conceptualized, designed, and laid out monthly issue which included the cover, editorial features, Bits & Pieces section, parody advertisement, Hustler Honey photo sets, Hustler Video photo sets, Hustler Classic photo sets, coming soon section, in-house ads, and personal projects for Larry Flynt and Liz Flynt.
- Pitched covers, centerfolds and Hustler Honey photo sets directly to Larry Flynt for approval.
- Directed and photographed covers, photo sets, events, and editorial features including the 40th Anniversary Issue cover.
- Developed and managed relationships with photographers, modeling agencies, studios, public relations firms, managers, and models to collect photo sets and editorial content.
- Collaborated with vice president of publishing, editor-in-chief, research director and production director to determine pagination, cover lines, production deliverables and deadlines.
- Provided digital publishing UX/UI consultation to the vice president of publishing, vice president of internet, editor-in-chief and product developers.
- Updated the design style and layout elements for a modern, contemporary presentation that effectively connected with readers.
- Hired, trained and managed the associate art director as well as freelance contractors.
- Created digital markups for all photo sets in preparation for retouching. Performed additional final image retouching.

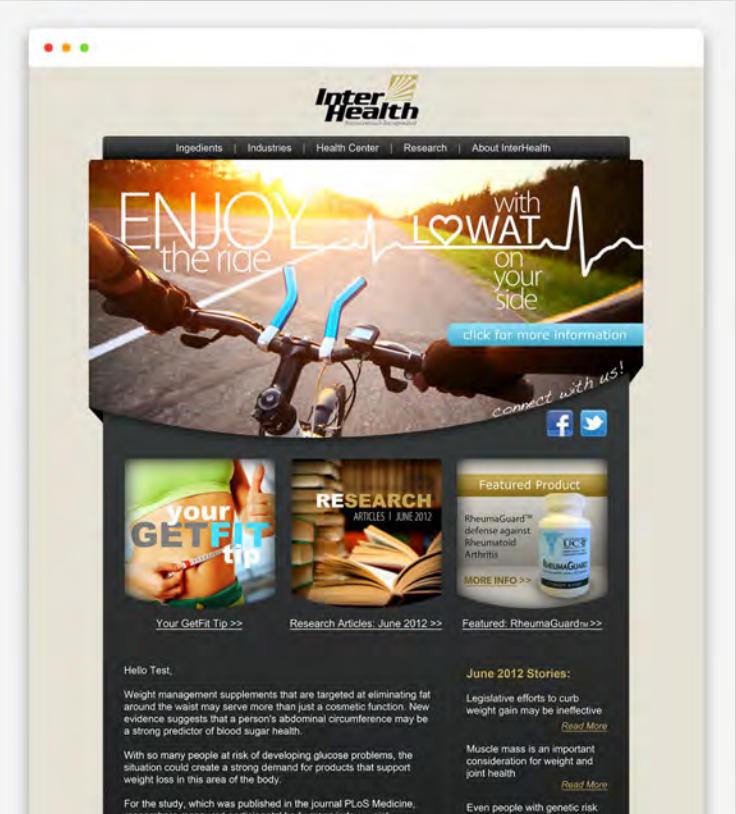
Graphics Manager

3/2011 - 1/2012

White Digital Media; Carlsbad, California

- Hired, trained, and managed a team of 7 magazine production designers, ad designers and client care staff to produce a total of 17 monthly publications that represented more than 14 industry sectors on 6 continents.
- Conceptualized, designed, and laid out monthly issue of Business Review Canada which included company reports, editorial features, and brochures. Each issue contained more than 400 pages of content.





Deck Design

2.1 ux/ui design
(default product page view)

Updated feature banner area to match current "what's new" content. Images mixed with short copy increases visibility.

Large product image with additional images placed to the right to keep interaction area elements close to each other. When the mouse hovers over the featured image, the area is filled in with a zoomed-in version of the same image with a mouse cursor follow.

Shipping specials and loyalty email collection moved from top of page to free up header space.

Removed padding between featured items and converted to fullwidth product carousel.

Customer service number moved to top of the footer and highlighted to increase buying confidence.

Changed text to icons to reduce distraction and draw eyes to feature banner as users navigate down the page.

Simple product customization buttons placed on the buying process by eliminating drop-down menus and unnecessary text fields. Large buy, wishlist, and share buttons draw attention and encourage profitable interaction: Click, click, click, BUY!

Product details area stripped down to reduce clutter which allows the eyes to continue naturally down the page and keep focus on product images and buy button.

"Feel" button converted to icon.

Additional opportunity for customer to sign up as a "vip" if they reach the bottom of the page and have not purchased an item.

2.1 ux/ui design
(expanded feature banner view)

When the feature banner is clicked, the area expands similarly to how it currently works, however I have increased the content area to allow for larger, effective advertisements.

2.1 ux/ui design
(sticky menu view)

When a user begins to scroll past the fold, the header menu is converted to a "sticky" menu that stays in a fixed position until you scroll back above the fold. This enables the header menu items to be visible at all times.

2.2 responsive design

Optimized mobile menu and logo.

Arrows encourage swiping to move to next product image. Tapping the thumbnails achieves the same effect.

Product customization options with adjusted spacing and font sizes for mobile screen resolutions.

Product carousels display two products at a time with the ability to scroll through multiple items.



2.5 products & services : MollieVR

MollieVR features live, 360 degree stereoscopic cam shows as well as volumetric VR experiences. We will provide a platform that includes interactive live chat, telepresence support and tipping components for performers. Using a custom capture and rendering work flow developed our tech partners, our user experience puts customers in a comfortable, familiar view environment while opening support for new technologies that deliver incredibly immersive, high quality adult content in a format compatible with popular head mounted displays and tracking hardware.

On July 13th, 2015, MollieVR became the first adult VR production company to compete in a world-wide, hand selected, mainstream VR demo day. The event was sponsored by UploadVR during which we were awarded 2nd place among 12 other highly competitive VR companies by Samsung Ventures, Google Ventures, Qualcomm Ventures, BoostVC, and many other industry investors.

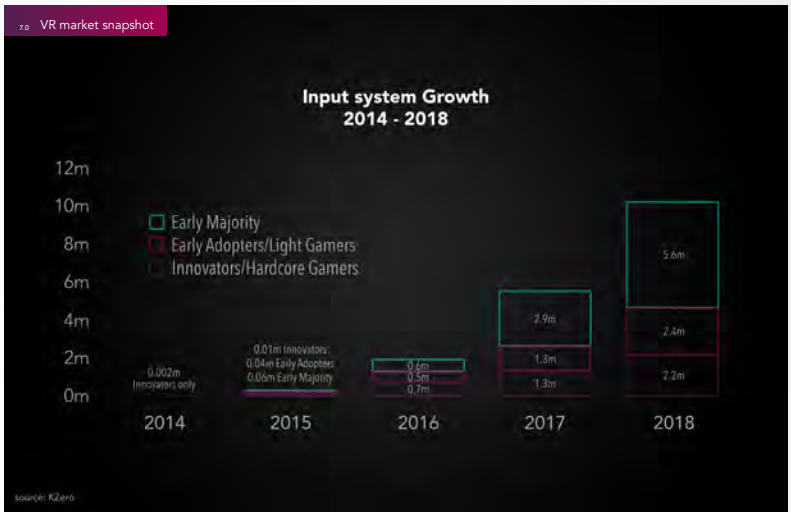
Full positional tracking

Stereoscopic 360 degree video

4D Teledildonics support

Interactive live streaming

Gear VR / Oculus Vive / Google VR



2.8 customer acquisition cycle

In exchange for a 60% revenue share and a signing bonus of \$5,000, performers will shoot for multiple formats including VR, digital cinema, still photography, prints/digital publications, live cam shows and product promotional videos. We will leverage multiple income streams and advertising channels throughout the shoot schedule to create a full year's worth of content and generate press for their payste. The rest of the year we will focus on active promotion through social networks, member only cam shows and events. Each performer will receive marketing collateral such as gear, banners, social media images, email templates, etc to ensure brand consistency and make it easy to promote their content. A live dashboard will provide full transparency and offer true ownership of their payste.

Pre-Production

Production

Payste Launch

Member Retention

Partnership contracts

Signing bonuses

Partnership PR releases

Scene planning with partner

Location scouting

PR/marketing campaign planning

Produce 65 scenes for one year worth of content in 21 shoot days over three months

Payste branding design and development

Affiliate program design

PR/marketing campaign production

Pre launch marketing via social media, behind the scenes videos/photos and live shows

Launch event

Affiliate program launch

Deploy PR/marketing campaigns

Weekly content and product releases

Weekly member only webcam/VR shows

Weekly social media contests

Visibility at adult VR/AR, gaming and entertainment industry events

Prepare for upcoming year of production based on partner and customer feedback

1 PAYMENT SOLUTIONS

Global credit management with scalable funding solutions.

30/60/90 Day Repayment Terms

Payment Analytics

SINGLE INVOICE FINANCE

SUPPLY CHAIN FINANCE

BUY NOW PAY LATER

EQUIPMENT FINANCE

LINE OF CREDIT

1 THE HORECAMARKET.GLOBAL PROCESS

1 Customer Places Purchase Order on eCommerce Platform

2 HORECA MARKET GLOBAL System checks: Inventory, Credit Limit, Payment Compliance, Procurement Requirements

3 Instantaneous Platform Decisioning

4 Order Approved

5 Customer Notified with Reason of Order Rejection

6 Vendor System Informed

7 Sales Order Generated

8 Invoice Generated*

9 Due Date Arrives & Triggers Direct Debit Automation

10 24 Hour - Direct Deposit into Vendor Bank

Order Not Approved

Order Approved

Vendor

Customer

3PL Order Sent to Warehouse

Delivery Effected by Vendor and POD Generated

Customer Advised of Delivery Dates

*Invoice generated directly into accounting software including, Xero, MYOB, Quickbooks, etc.

1 ONLINE STORE

The Online Store can be accessed on Desktop or Mobile App (Android and iOS).

View specific product ranges - by category or Vendor, pricing, availability, as well as place orders directly via the online store.

Products can be bundled to create digital catalogues that can be shared or printed out as a hard copy.

1 THREE YEAR FY FORECAST

Revenue

EBITDA

Cashflow

Cash At Bank

