

We think design,
and feel strategy.



This might
interest you



CASOS DE ÉXITO

Yo Me Animo

Bringing working
holiday services
to first class

BRAND

UX&UI

ILLUSTRATION

YO ME ANIMO!

From a fan blog to the largest community of travelers in Latin America. YoMeAnimo is a clear example of passion, professionalism, and evolution.

Its creator and visible face is Bernardo, an entrepreneur who started his adventure more than 10 years ago when he traveled to work as an engineer in New Zealand.

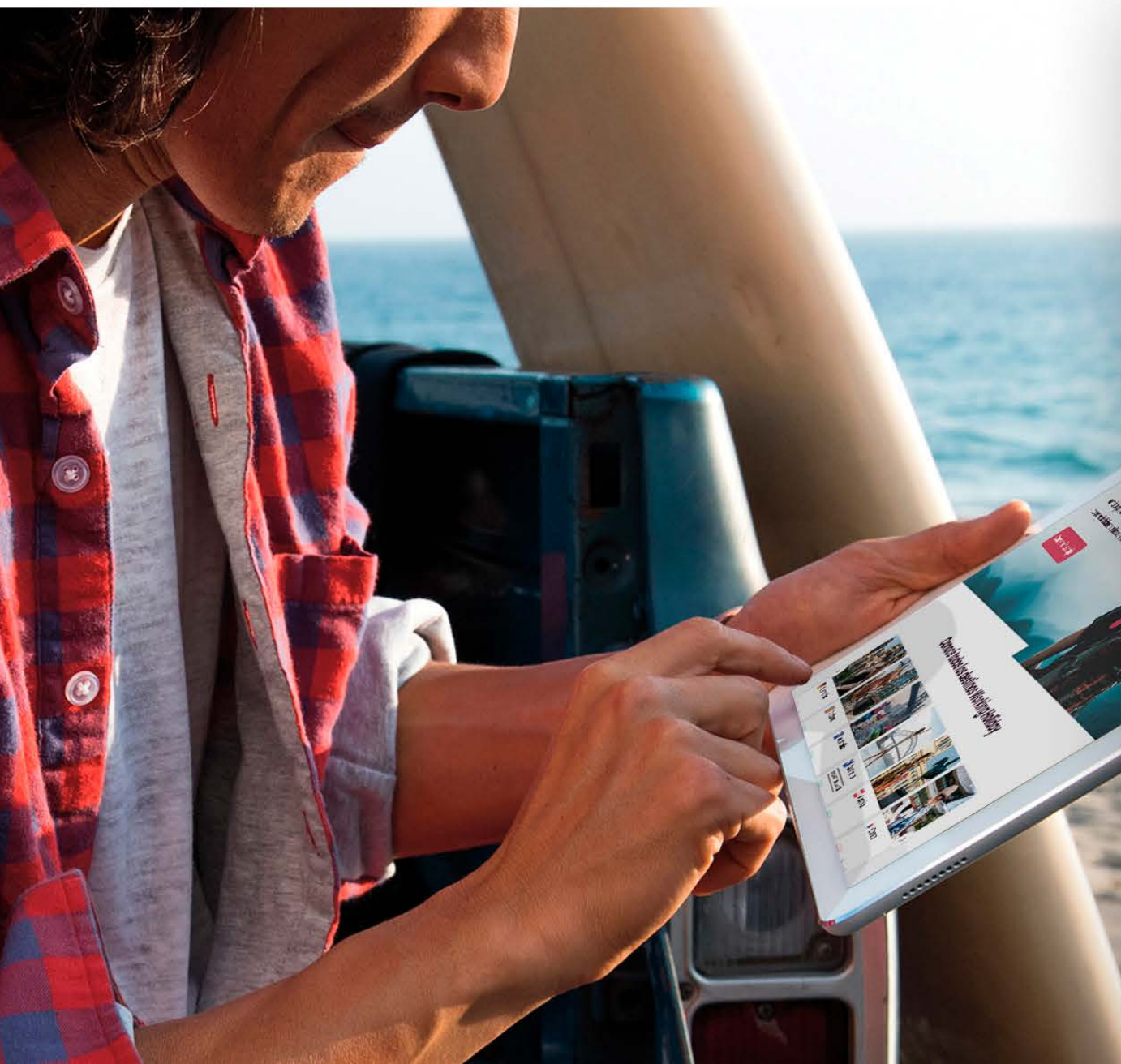
YoMeAnimo celebrates 10 years of being the most complete source of information, motivation, and services to obtain Working Holiday Visas, Work & Travel, and travel around the world.

awwwards.

YO ME ANIMO!

Strategy

This renovation that YoMeAnimo undertakes goes beyond the aesthetic. The search for renewal and professionalization had the objective of being the expression of the evolution of this enterprise that became a company. To do this, we began to reimagine the brand experience in a "complete" way, encompassing its brand and digital identity, the tone of its communication, its graphic systems, as well as the interface and user experience of its website, which is the central element for the company's business.



The screenshot shows the YoMeAnimo website with a navigation bar containing 'Comenzá aquí', 'Destinos', 'Servicios', 'Comunidad', 'Blog', and a search bar. The main hero section features a woman in a blue dress and hat with arms raised, with the text 'Vivi la experiencia de viajar y trabajar por el mundo' and a 'Comenzá tu viaje' button. Below this is a section titled 'Conocé todos los destinos Working Holiday' with a carousel of destination cards for Alemania, Andorra, Australia, Australia (PASAPORTE ITALIANO), Austria, and Corea. A 'Ver más destinos' button is located below the carousel. At the bottom, there is a section titled '¿Cómo armar tu propia experiencia Working Holiday?' with the subtitle 'Solo 5 pasos' and five colorful icons representing different steps of the process.

YO ME ANIMO!

YO ME ANIMO!

YMA!

YMA!

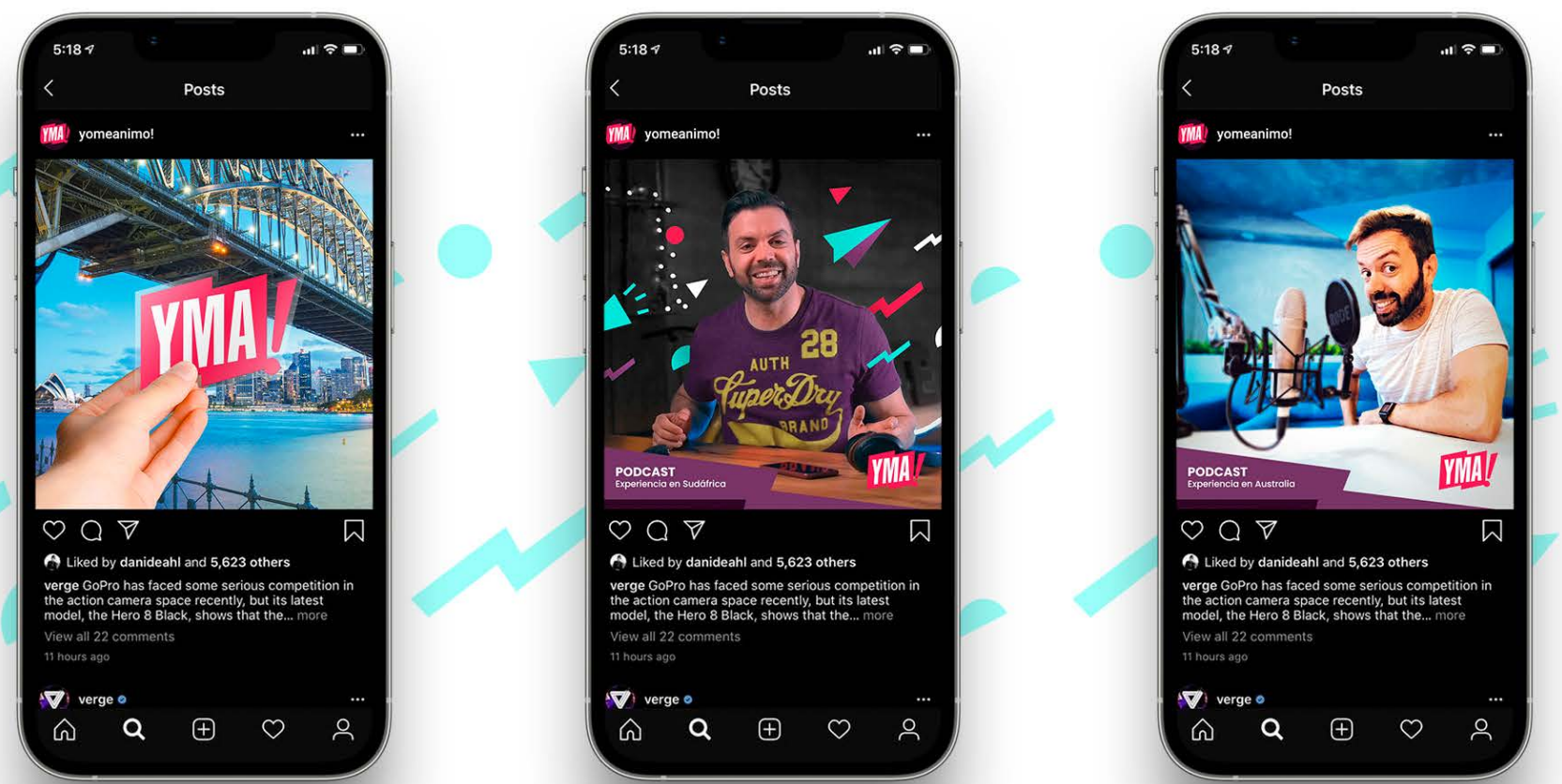


Brand

We created a brand that rescues the essence of its origins and gives it new life and strength so that the message is heard further away! Yomeanimo is a community-based brand, and the sense of belonging was an element, not only to maintain but to enhance.

Synthesis and iconicity, and the strong responsive nature of the brand identity are the strategic characteristics that Disruptive incorporates in this rebranding.

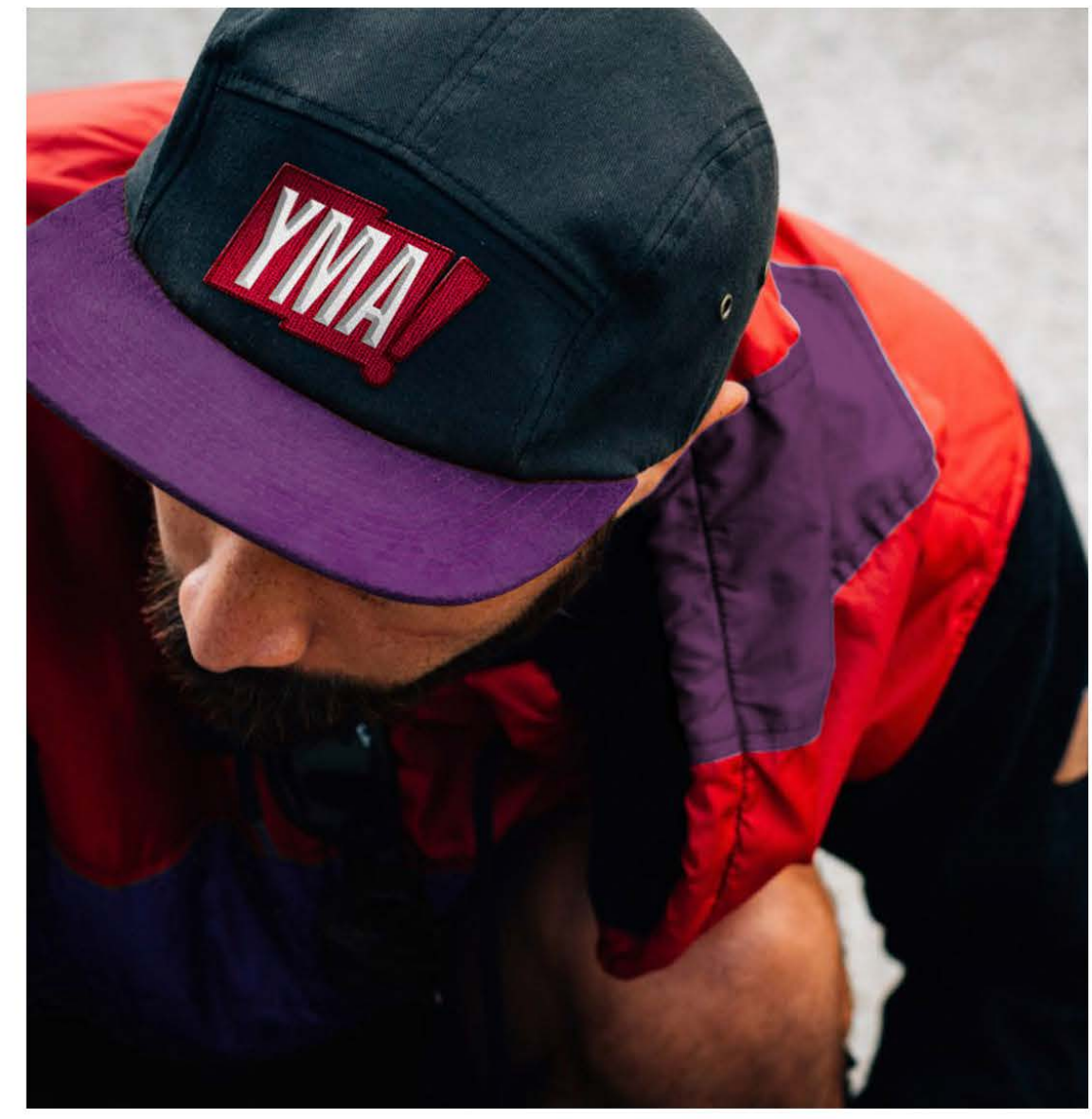
YoMeAnimo is a brand prepared for a digital environment, social networks, multi-device, and multi-platform, which must inform, motivate and generate trust.

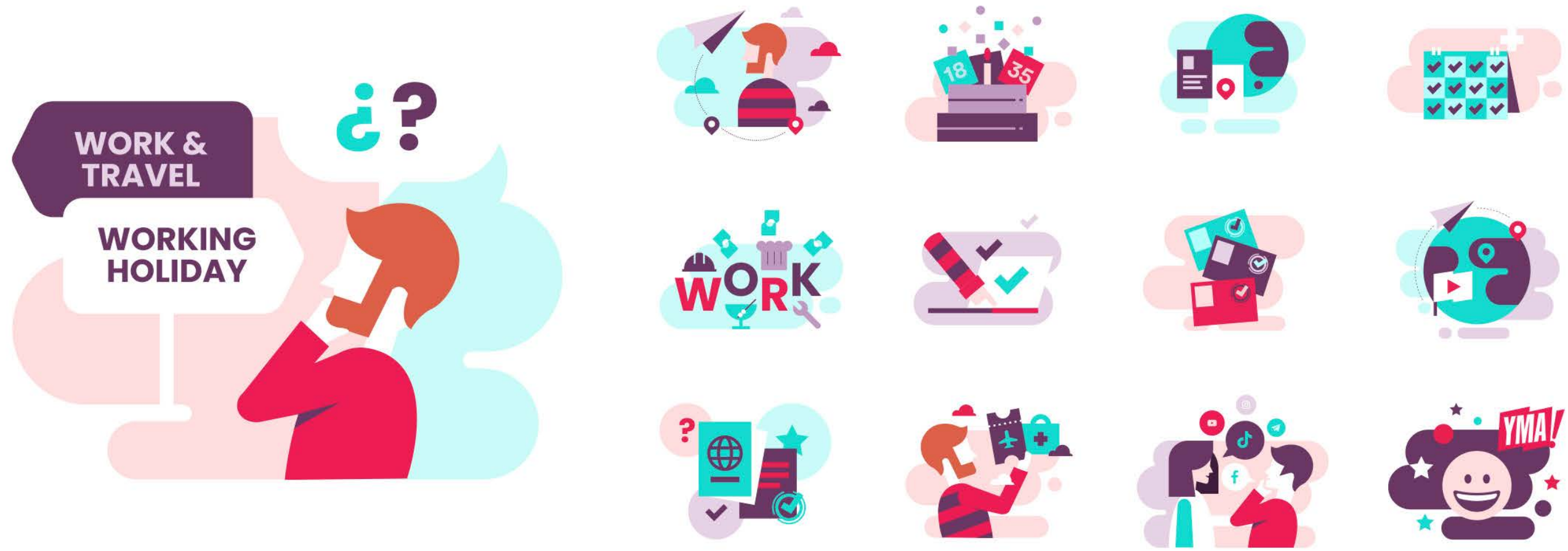


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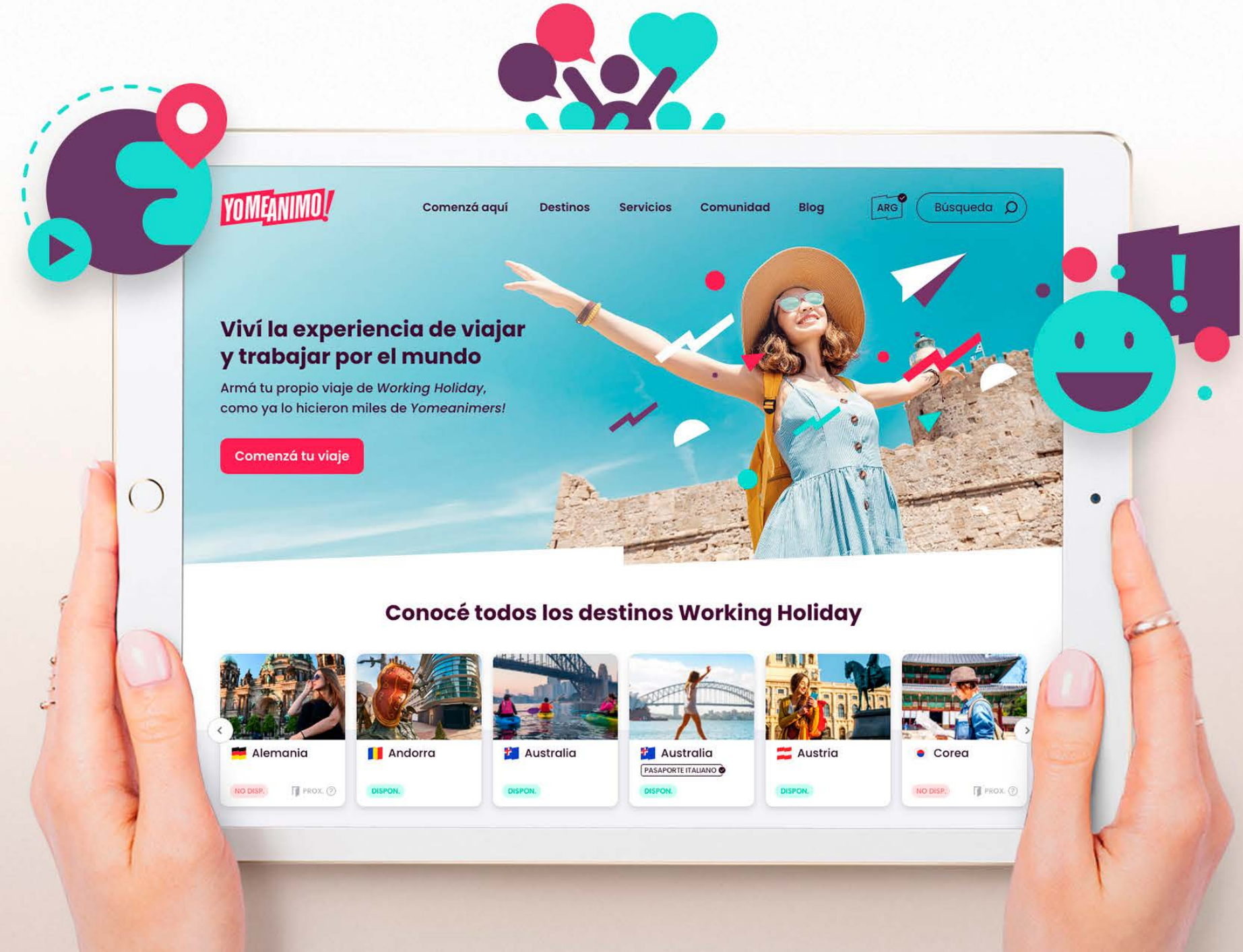




Illustrations

To accompany the high degree of humanization required on the website, we created a system of illustrations and identity iconography based on the graphic language of the brand to achieve a more immersive, effortless, and enjoyable user experience.



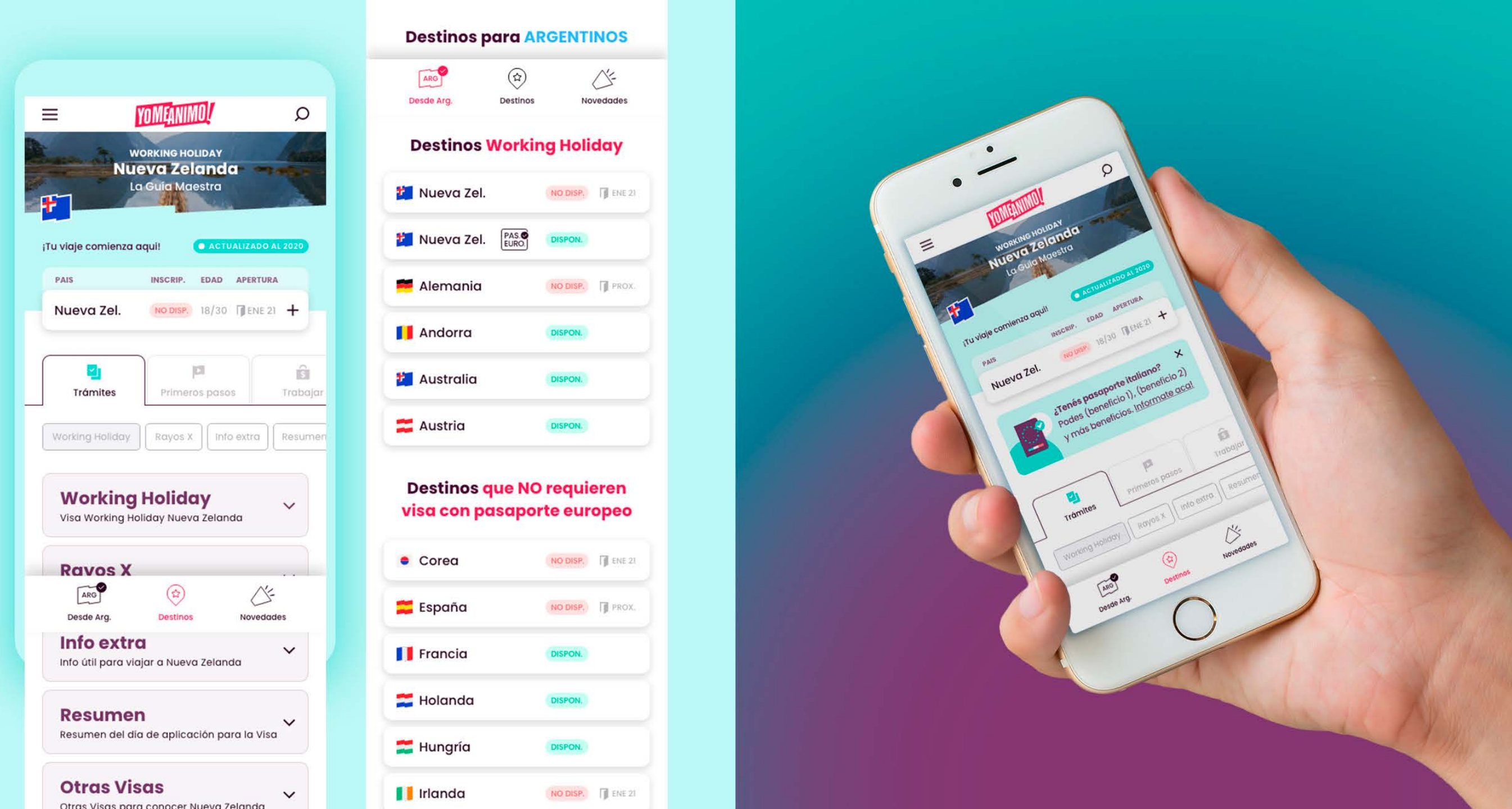


Digital Product

Reimagining the experience and user interface of this site had many obstacles that made it extremely complex. At the beginning, the amount of information and content needed to be ordered and prioritized, in turn, we worked with the client to rethink navigation and clarify the service offer.

After surveying all the information architecture, an extensive wireframing stage was essential to determine the nature of the sections that the site needed. This led us to orient sections with an experience closer to an application, and a focus on the mobile version of the site, considering a user between 18 and 35 years old.

The result is a site of great vitality, clarity of communication, with a visual identity that does not lose coherence despite the wide variety of functional, informative, and commercial content with which it coexists. It's a website that at times functions as an app for consultation, and that is always presented as a pleasant and positive experience for the user.





Our **Services**

Everything we do is intersected
by our love for brands, design
and innovation.

1. STRATEGY

- Brand strategy & DNA
- Experience reinvention
- Opportunity exploration
- Proposition design
- Innovation & Disruption

2. BRAND

- Naming
- Brand Storytelling
- Brand Identity Systems
- Brand voice & messaging
- Brand architecture
- Illustration and Icon Systems
- Packaging
- Label design
- Environments
- Social Branding

3. DIGITAL PRODUCT

- User experience design (UX)
- User interface design (UI)
- Interaction design (IxD)
- Web & App design
- Content strategy & storytelling
- UI & UX Audit

4. PHYSICAL DESIGN

- Product Strategy
- Product Design
- Concept & Ideation
- Structural Packaging Design

Why Us

We focus on what you need.

We believe in design as a response to clear and well-defined needs, whether is the clients, the product, the user, or the brand experience needs.

We think design and feel strategy.

Innovation is in our mindset and is always best that it happens by design rather than by accident.

We are Boutique.

You will work with founders, nimbler, trained and experienced people throughout the entire project. No vendors or outsourcing.

We deliver Results.

Our commitment is with your brand and business success. Giving our 100% is just the ground floor for us, we always are going to over-deliver to exceed your expectations.

More than just Digital.

You can think of us as the merge of Design, Branding, and UIUX agencies, because we started as Industrial and Graphic designers, then specialized and trained en Branding and Usability Design, Marketing, and Strategy. We are the result of our passion and experience, not a trend.

For Brands of all sizes.

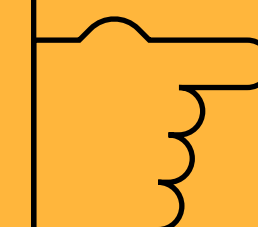
We've worked with entrepreneurs, startups, and big companies, always with the same commitment, the growth of our client's business.

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BRAND
& STRATEGY
AGENCY

We are here to create, to play, to be the curious ones, to connect the dots, to think and breathe design, to be strategists and storytellers... **To go further.**



www.disruptivebrand.io