



Portfolio

AVRAHAM RASKIN

Augmented Reality Designer

Hello



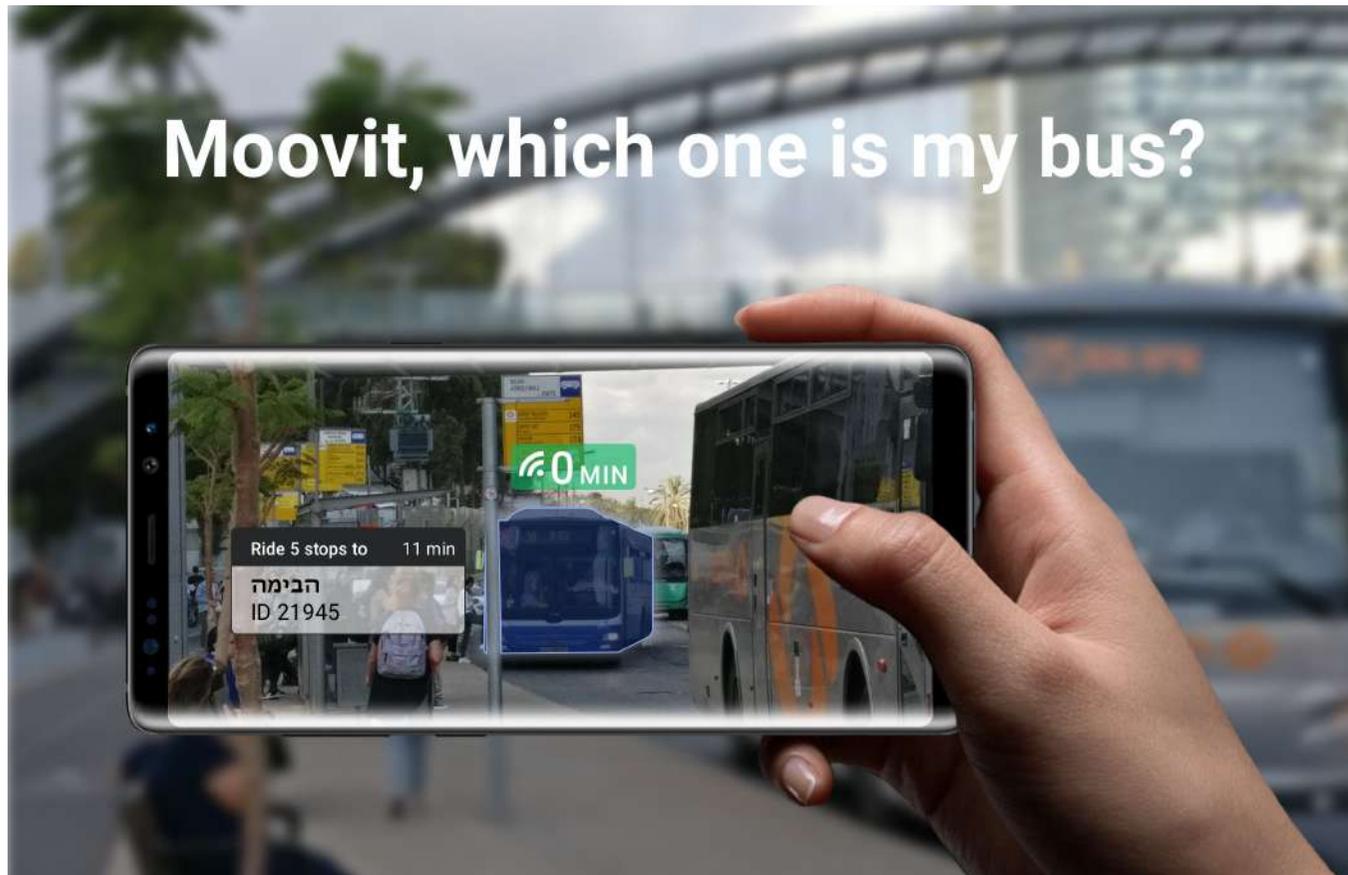
AVRAHAM RASKIN

Growing up I devoured mountains of Science Fiction novels about different worlds and different humans. It was through these books that I fell in love with Augmented Reality and the unlimited possibilities it will enable us as a species moving forward. Since then I have been obsessed with merging the two worlds, the world around us, and the digital, seamlessly together.

For the curious, I used to be a designer at Meta in the early days, we were building 'Iron Man'. I created the visual design language and put together the first design team with the phenomenal Jayse of actual Iron Man fame.

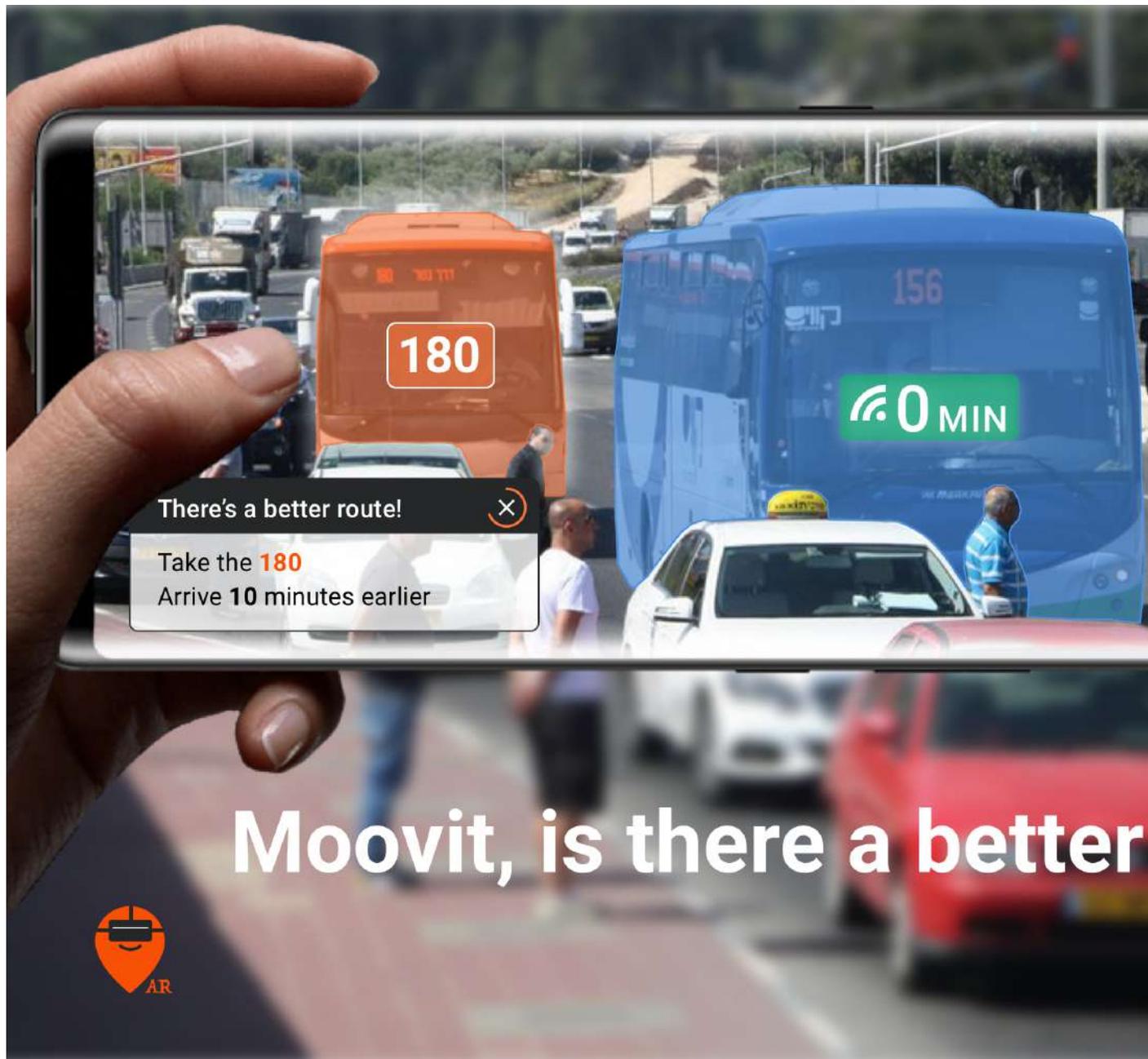
These days I'm split between AR Sound, where I am creating the first pair of earphones that you will never want to take off. Kind of like in the movie Her - minus the falling in love with your AI part. Also creating small, relatable AR vision concepts showing people that it is more than just Pokemon Go.

Moovit AR



The Moovit app has been a game changer bringing real-time bus schedules. Yet, after using this app for two years, I still miss busses and sometimes even find myself sitting at the wrong bus stop.

With this project I want to use AR to help you find your bus and stop much easier, so you can be sure you will catch it. I've worked on making the app easier to use, while also introducing new ideas to excite and delight.



MOBILE AR

I chose to start experimenting with mobile AR as I felt that this was something users would be able to get used to much easier.

This project really drove home how designing for mobile AR and full AR are incredibly different. The focus, and the style of information have to be approached very differently.

Moovit, is there a better way?



ARRIVAL

Finding the cleanest way to show the real time feature was one of the first things I started working on, and one of the last I nailed down.

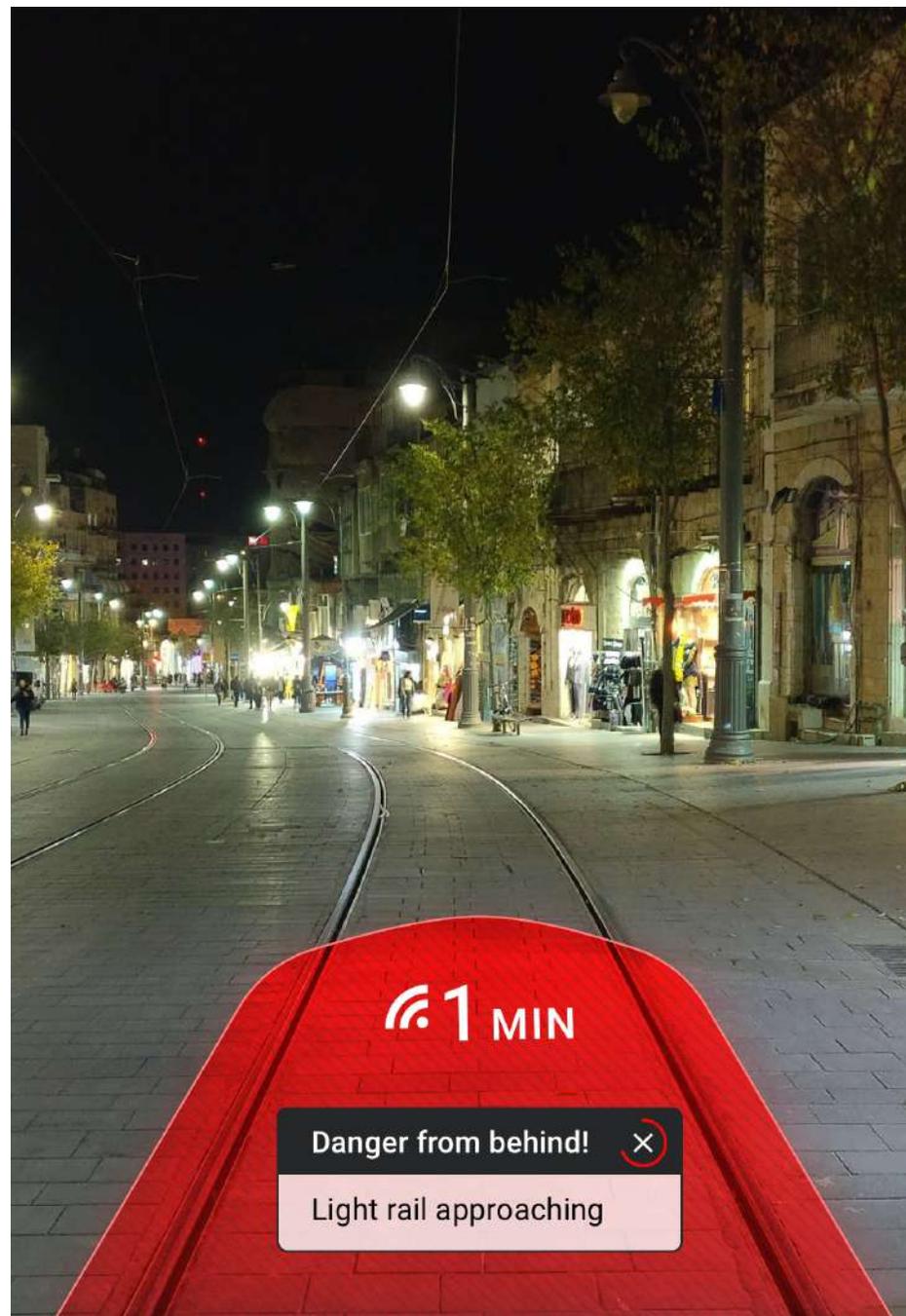




OLD AND NEW

I spoke to everyone on the commute with me, asking them about their rides, We had some amazing conversations about what they liked and what they found frustrating. Two weeks later I posted these to social media and the feedback has been amazing.

Most peoples reactions have been
'is this a new update?!'...
'Can I get this right now?!'



MetaSky



This project was started with the simple question 'what if I could look up at the sky for the weather?' and quickly grew into a very ambitious project, with an entirely new system of showing data.

TIME MACHINE

I tackled ideation and design and Alex was the coding ninja.

While working on this I started sketching a concept called 'The Three Layers' which became the backbone for our new design language.

This then led us into our third gen, and the one which I enjoyed the most. It was like stepping into a time machine, only the weather around you was the one changing.

I wasn't able to show the process or the work from this project, so when I found the first image, which was incredibly similar to what we had built, I had to share that. The iPhone image is a mobile concept using Siri.



{yellow} brick road



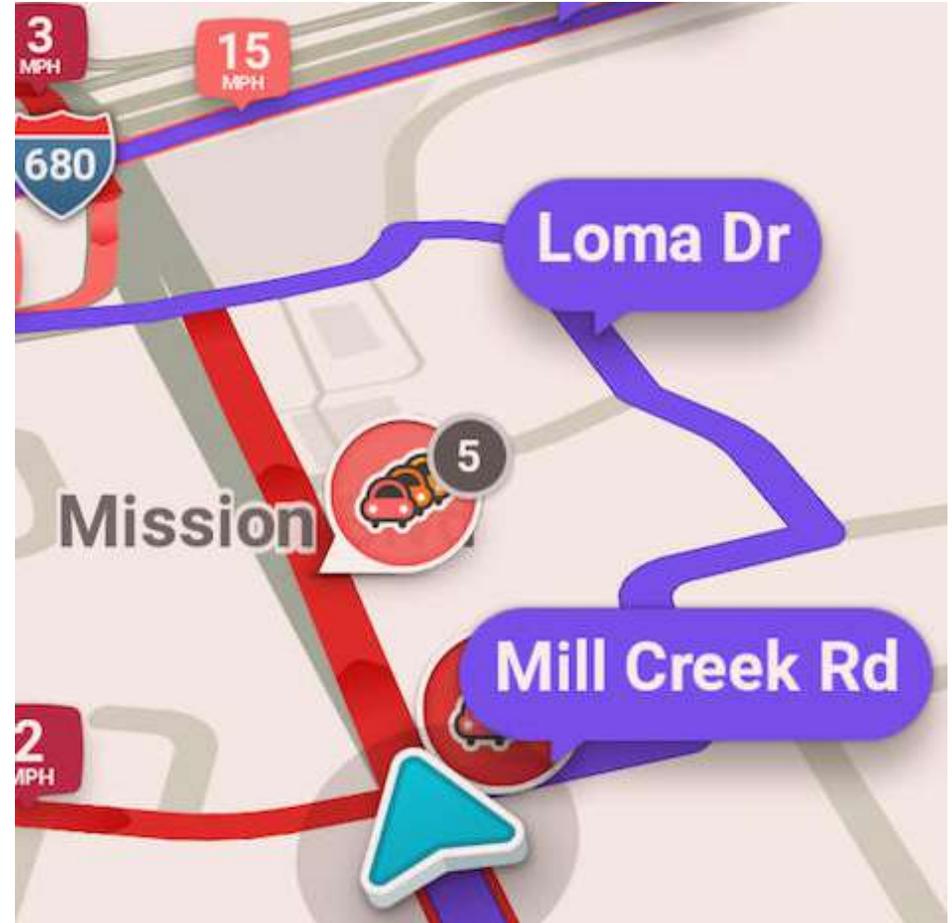
The GPS has made driving a lot easier, however, we are still taking our eyes off the road to check the screen. This is dangerous and can be fatal.

Advancements in HUDs and AR will soon make this a problem of the past. I'm looking at ways we can improve our drive using these new technologies. Think of it as Augmented Waze, or the Tesla Windshield.



FOLLOW THE {YELLOW} BRICK ROAD

A digital 'road-paint' that highlights the route you are meant to take. You literally just follow it. This takes away the whole concept of looking at a map, or following step by step directions. Cognitively, you're freeing up huge areas.



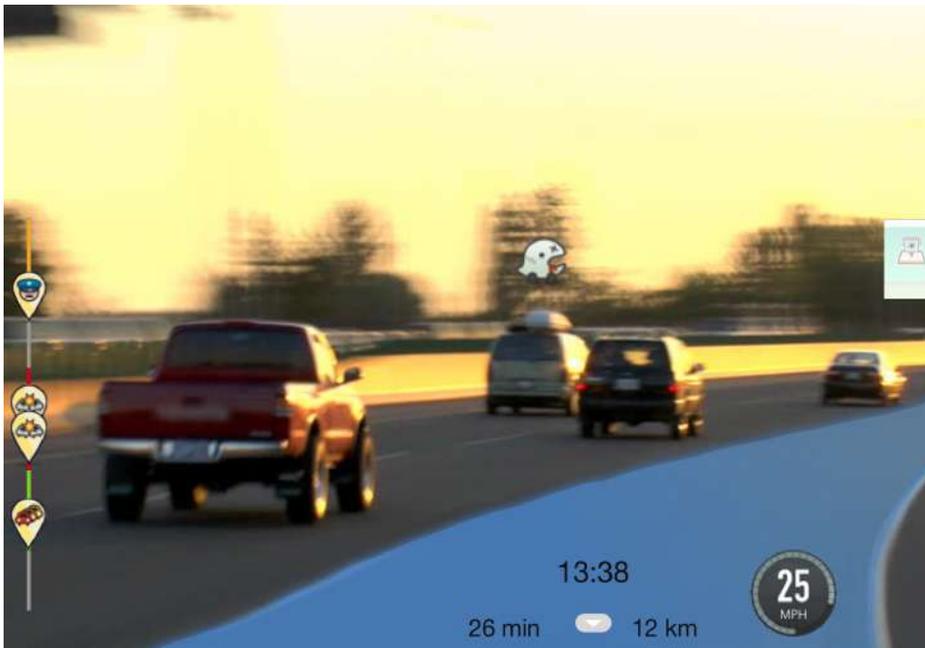
ALTERNATE ROUTE

This concept is years in the making and still a work in progress, but here I'm trying to figure out the most intuitive way to show that the route is being changed, in a safe enough manner that it does not confuse the driver, and they still take the appropriate action.

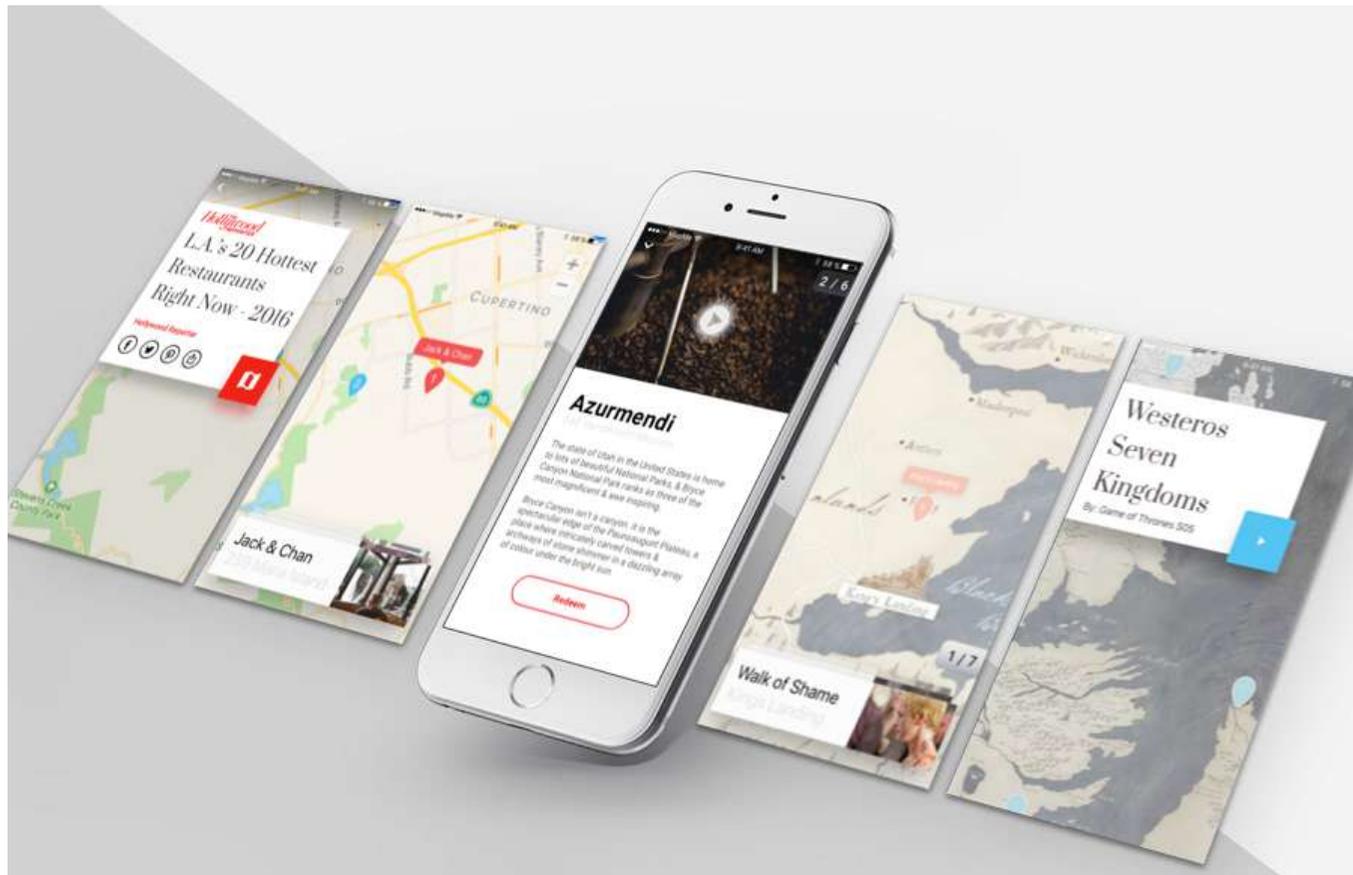


BRAINSTORMING

Further ideas I played around with while working on this project, started focusing on bringing AR to Waze.



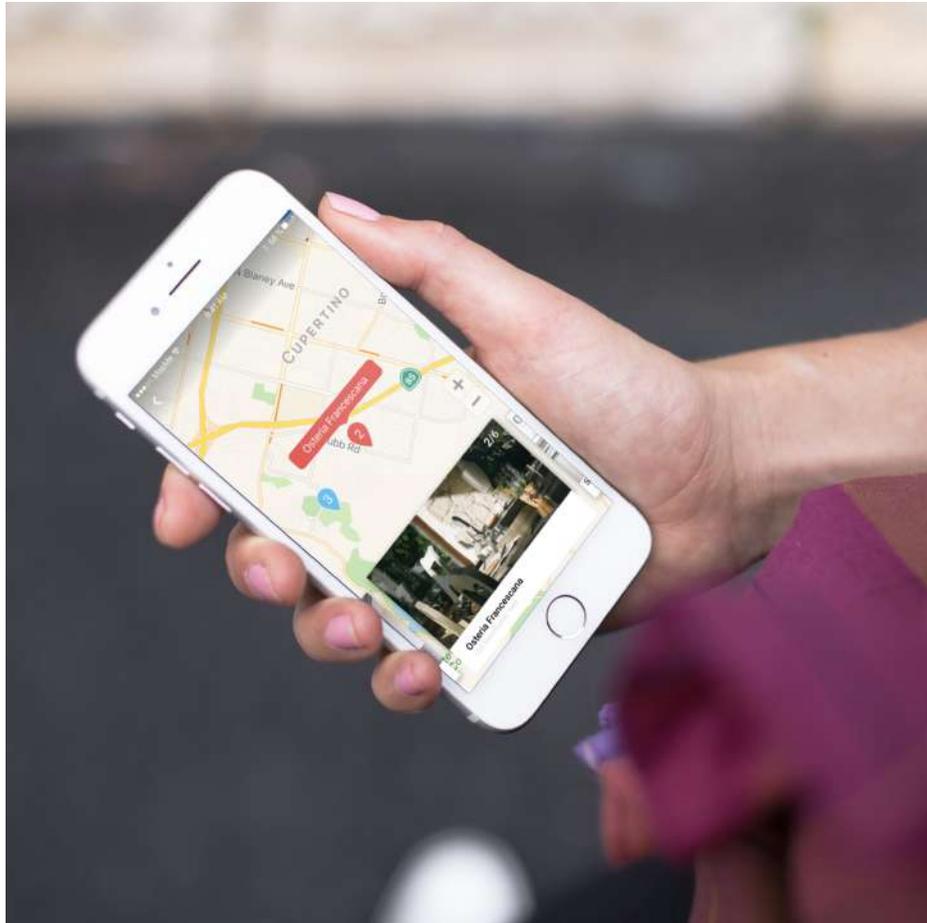
Mapme Stories



MapMe Stories are a media rich way to tell your story.

I was asked by MapMe to join for a project reimagining and redesigning both their web mobile apps.

Their old web was a mess of different designs and features added as an afterthought. The mobile app, was, like all designs back then, secondary to the web app.



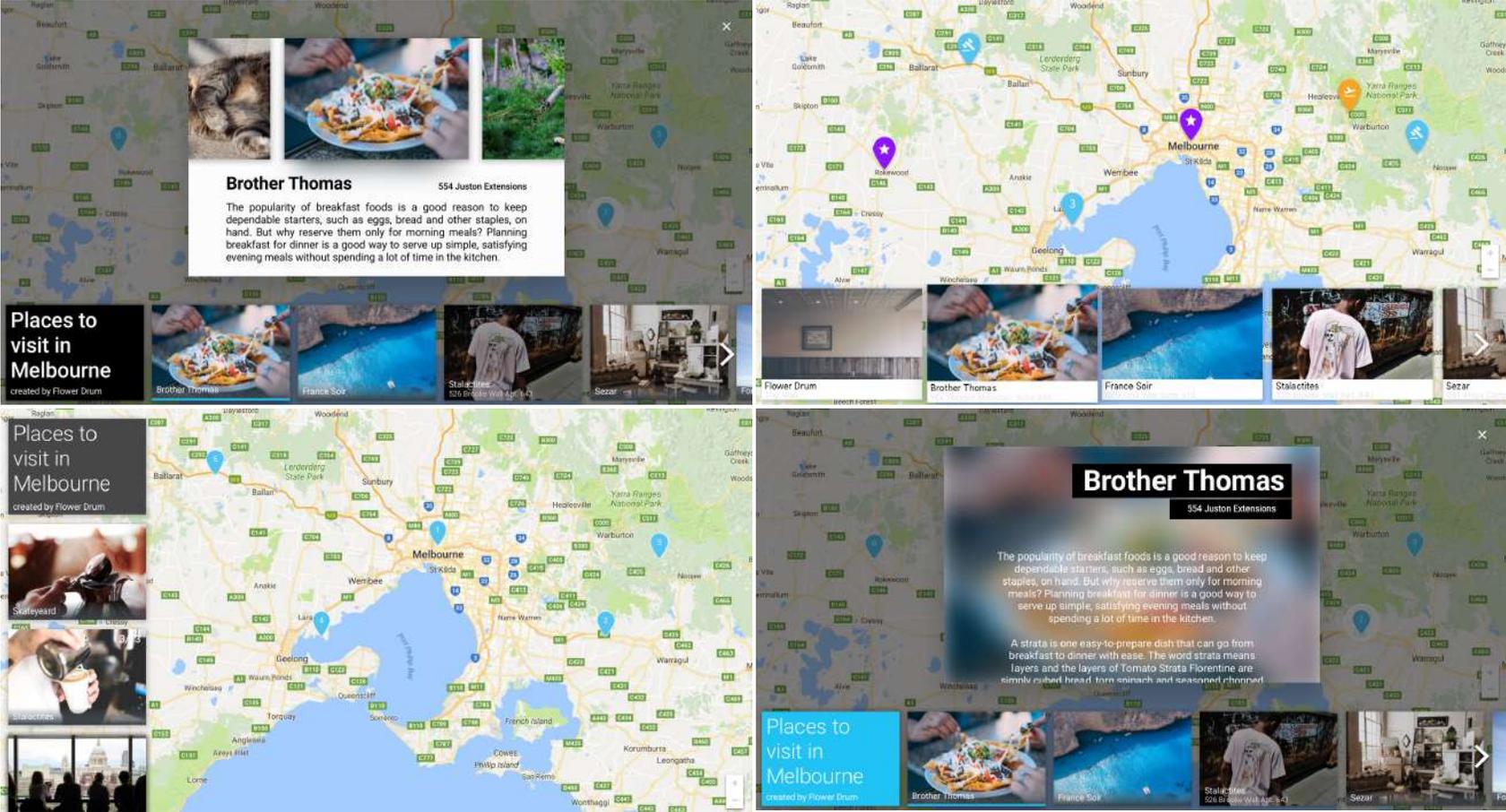
MOBILE FIRST



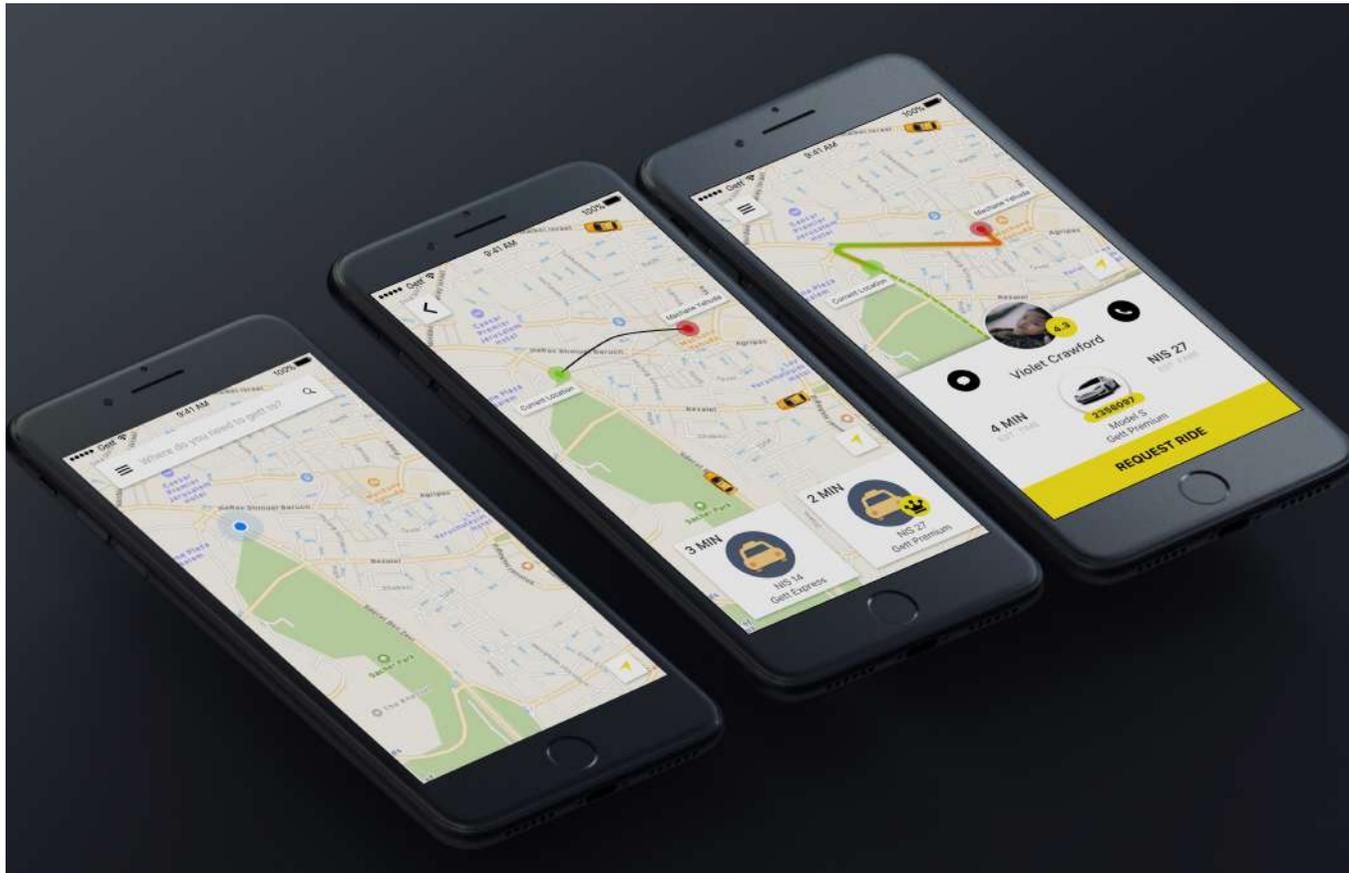
My main goal was to shift focus from web to mobile. We eventually settled on a new design that we loved, we opened up a beta to valued customers and five months later launched to the public. There were three of us involved in this project. A developer, myself and Philippe, our boss man.

SOME APPROACHES

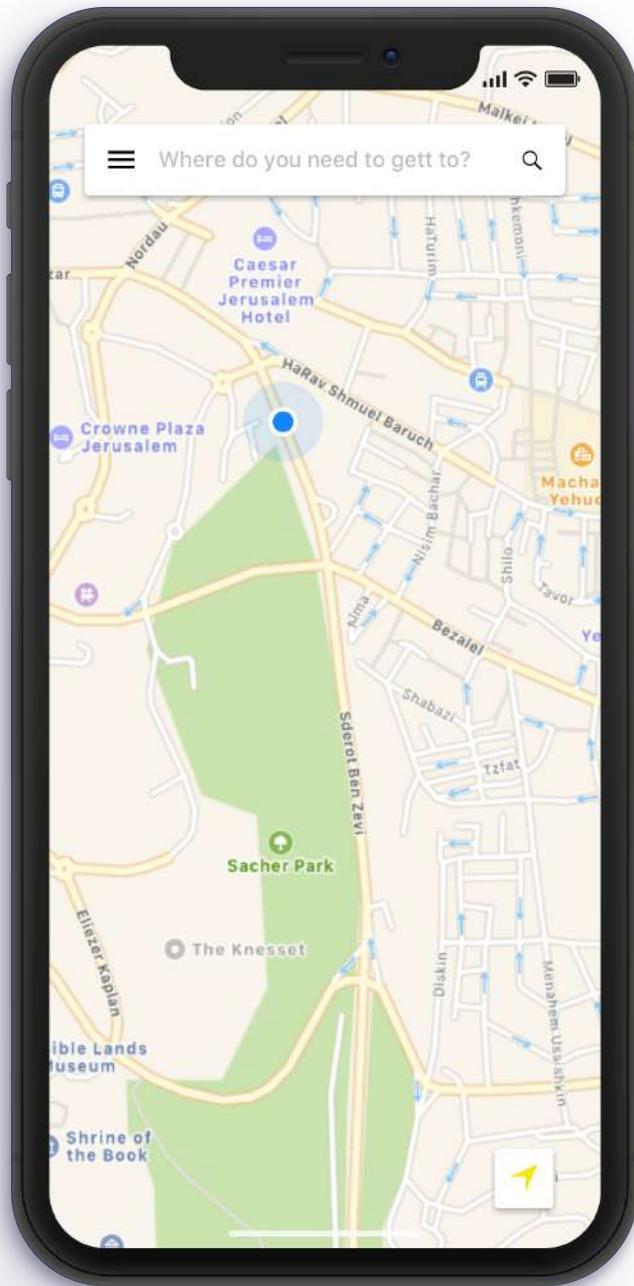
We pulled everything down and began from scratch, starting with tests of the old design finding all the pain points, and any competitors in our area. Armed with this data we started sketching dozens of new directions.



Gett



Gett is Israel's answer to Uber - only with taxis. The app's interface hadn't been updated in a long time, and considering most of the other transportation/ride-sharing apps had completely rebranded in the past year, Gett was looking pretty outdated and the entire experience needed to be rethought.

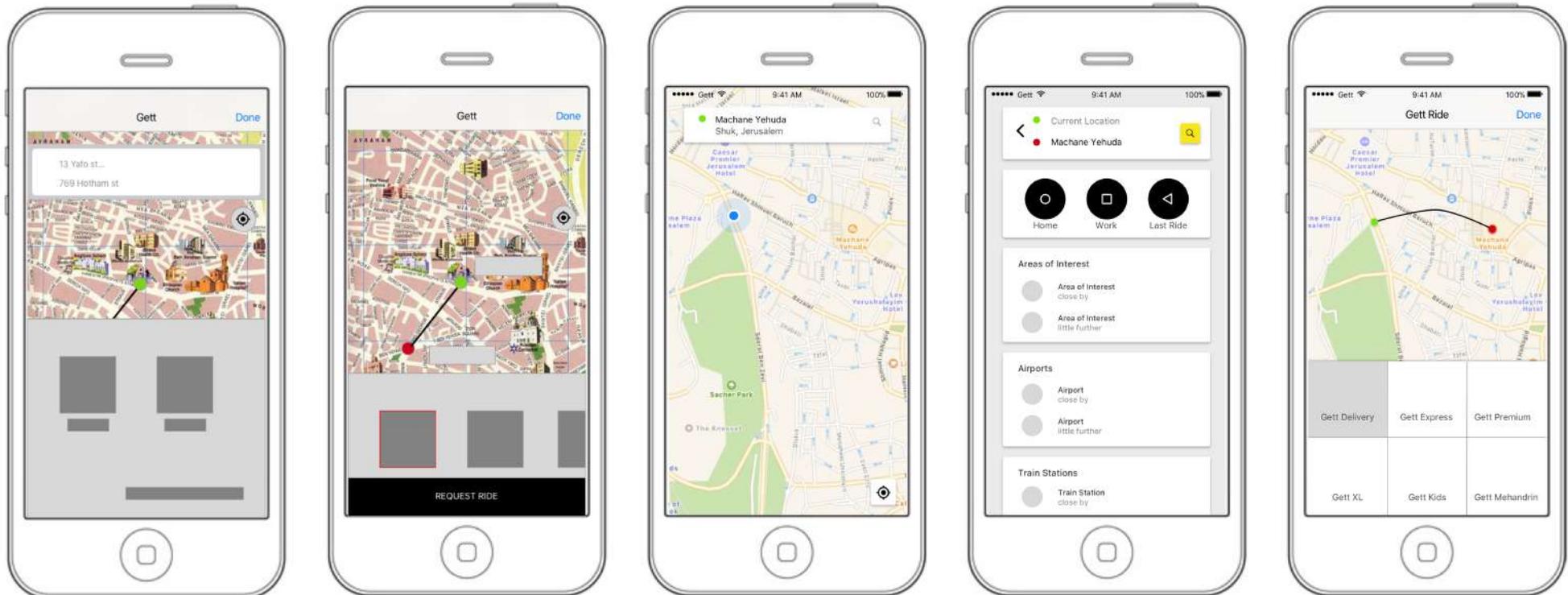


THE DESTINATION

This project was entirely experience driven. I didn't work hand in hand with any devs. The first I did on this project was research. I found most competitors had seemed to have flipped the whole experience on it's head.. they were asking some variant of **'Where to?'** so that's where I started. At the end.

MOCKUPS

I then went out to the streets asking people how they preferred getting around. Telavivians do not really own cars, nor are they public transportation crazy, so I couldn't have chosen a better place to start with. There were two rules, a) destination first, and b) the map was central.



Waze Tiltshift

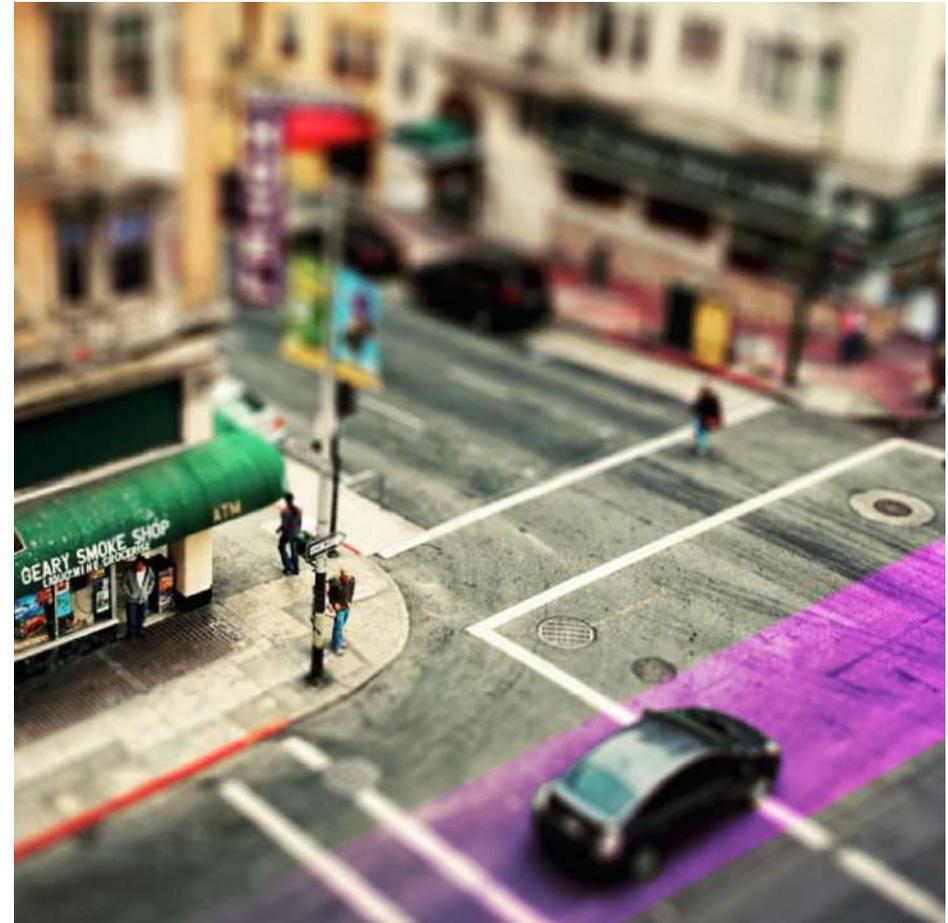


INSTAGRAM

avrahamraskin Who's hiding behind the next mountain?
I can't tell you.
#augmentedreality #waze #hidden #police
1fungrltravels Your photos get better and better



avrahamraskin Stuck by the side of the road?
Get #visible with #AugmentedReality #Waze
mirijw Would have been helpful the other day when we had a flat tire in the middle of the desert



avrahamraskin Follow the {yellow} brick road
👉👉
shimmyzigun Woah some sci fi shit



avrahamraskin What if crashes had little Patronus-like holograms floating above them so they could be seen and alert people from miles away?



chaya_k99 That would be so helpful



avrahamraskin Don't you hate it when you ask @waze to take you to '31 Lake Street South' and you end up here??

#augmentedreality #navigation #waze

sgroner 😂😂 that scene from the office where Michael Scott drives into a lake because the gps tells him to.



avrahamraskin

Don't Gett a taxi.

Grabb a taxi.



#augmentedreality #ar #carpool #city

baura_leth Howwww this is so cool



avrahamraskin Follow the {yellow} brick road



popcord We feel your stress! 😞 Battery problems are a huge inconvenience! Any advice on what would fix it?



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