

will araya*

PRESENTATION DESIGN / PORTFOLIO

Presentation Designer

Barcelona - Spain

WILL ARAYA

Ideas, made clear on every slide.

Dumb Studio / Founder & Head of Art

SELECTED WORK

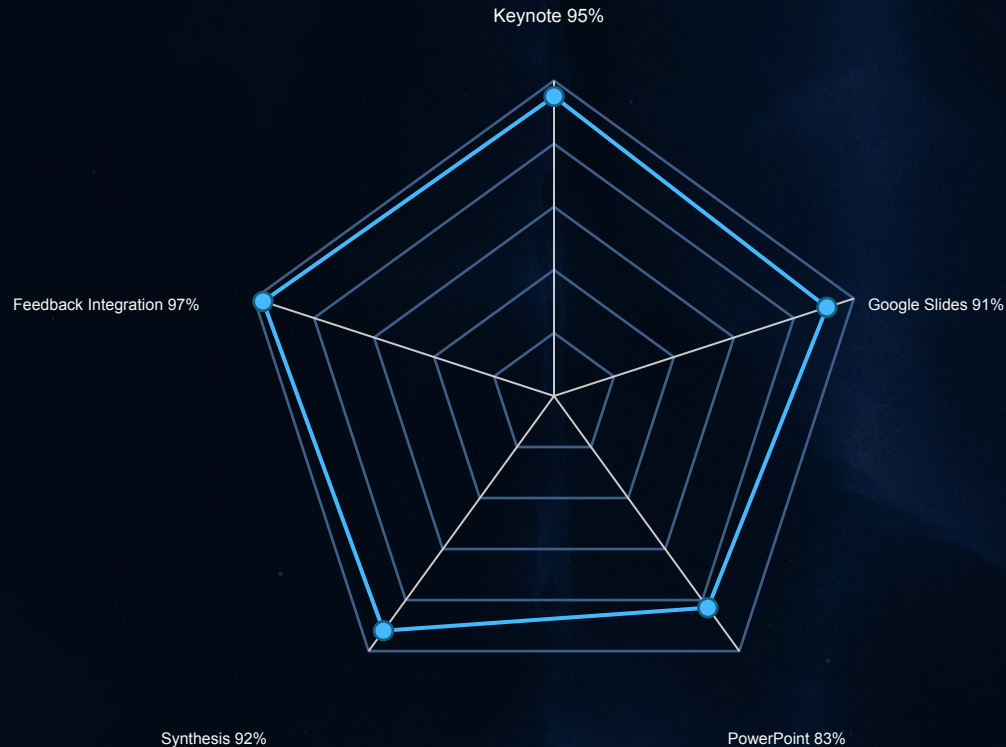
Clear story. Strong slides.

I'm Will Araya, a Presentation Designer based in Barcelona.

I turn complex ideas into clear narratives and design the slides that carry them from first outline through feedback to final delivery.

MY PRESENTATION DESIGN TOOLKIT / SELF-ASSESSMENT

Personal estimates / 0–100% scale



BARCELONA HUB

VIDEO TALENT ACQUISITION



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.

A testimonial video
explain us in first p
working in the new
in a city with such a

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

BARCELONA HUB

SCRIPT

BEGINNING

○ TheCreative

03

We switch to full screen and see frontal close-up of the [redacted] 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.**





Música Fiesta Artistas Cultura Arte

+

Un festival que este año contará con **Natos y Waor, Bizarrap, Badgual, 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 LIAHON NATOS & WAOR

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

Música Fiesta Artistas Cultura Arte

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.

THE CREATIVE

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

Música Fiesta Artistas Cultura Arte

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**.



THE CREATIVE

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

SECTION TITLE

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



SCORELY CONFIDENTIAL DO NOT FORWARD

03

CONTENT Sub content

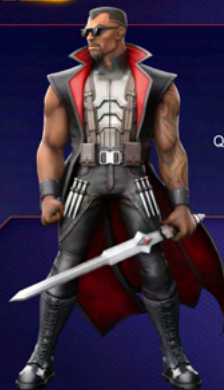
Subtitle area

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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

SCORELY CONFIDENTIAL DO NOT FORWARD



Blade

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VS

Blade Mighty

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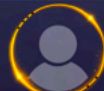
TEAM / PEOPLE

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.

SCORELY CONFIDENTIAL DO NOT FORWARD



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

TheCreative

NaturaBisse

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.

TheCreative

NaturaBisse

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



TheCreative

NaturaBisse



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.

TheCreative

NaturaBisse



COMMUNITY STRATEGY

FOR NEW GAME LAUNCHES



SCOPELY



CHANNEL STRATEGY

Priority #1: Connection & Discovery

DISCORD



The living heartbeat of Thunder Struck

Where players connect, squads unite, and the universe comes alive

Largest Gaming Discord Server

TIKTOK



The discovery engine of Thunder Struck

Where Stormfall IP moments and fan creativity go viral beyond the game

#1 most viewed game

YOUTUBE



The cinematic hub of Thunder Struck

Where lore, creators, and the Stormfall IP universe come to life

#1 most watched game

Priority #2: Knowledge & Live

REDDIT



The knowledge core of Thunder Struck

Where strategy, lore, and fandom are shared, mentored, and preserved

Highest engagement gaming subreddit

TWITCH



The live studio of Thunder Struck

Where updates, devs, and players bring the Stormfall IP universe to life in real time.

#1 Most watched game channel

Priority #3: Culture & Influence

INSTAGRAM



The visual heart of Thunder Struck

Where players showcase identity, art, and Stormfall IP culture

Most visually iconic and culture defining gaming brand

X



Real-time pulse of Thunder Struck

Where announcements, memes, and Stormfall IP moments connect fans, creators, and devs instantly

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: track 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.



SCOPELY



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



SCOPELY





SCOPELY MARKETING



LAUNCH
Build global scale
from day one



GROW
Build the brand through
measurable 360° campaigns

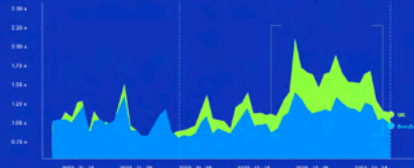


THRIVE
Drive ongoing relevance
through cultural relevance
market by market

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

PROVING TV INCREMENTALITY THROUGH MARKET-BASED TESTING

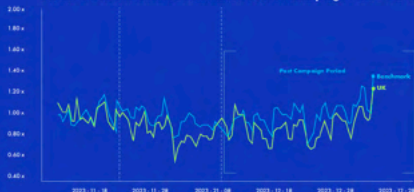
UK Installs Index Evolution VS Bench - Lift +28%



- **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

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



- **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

ADVOCATE

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

JOIN

Convert audience into owned communities
eg. join Facebook group

PARTICIPATE

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

HYPER ENGAGED PLAYERS

CONTRIBUTE

Empower players to create value for other players
eg. give a new player tips

Every step in the community journey is intentionally designed to encourage the next meaningful action.

Atimundi's Atelier

BVLGARI

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

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.

1.1. Search for inspiration



BVLGARI

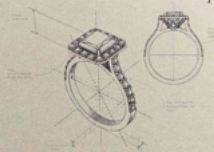
1.1. Search for inspiration

BVLGARI

Sotirio Bulgari's
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's
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



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



From [WWE Fan Overview/Core Fans & Gaming](#)

**PLAYERS
ARE LOOKING
FOR FUN, REALISTIC
GRAPHICS AND
SUPERSTARS**



From [WWE Fan Overview/Core Fans & Gaming](#)

**LIVE
BROADCAST
IS A KEY AREA
OF INTEREST**



54%

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

From [Panda RPG Segmentation Study](#)



Let's make every detail count.

Will Araya

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Barcelona - Spain

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PRESENTATION DESIGN / SELECTED WORK