



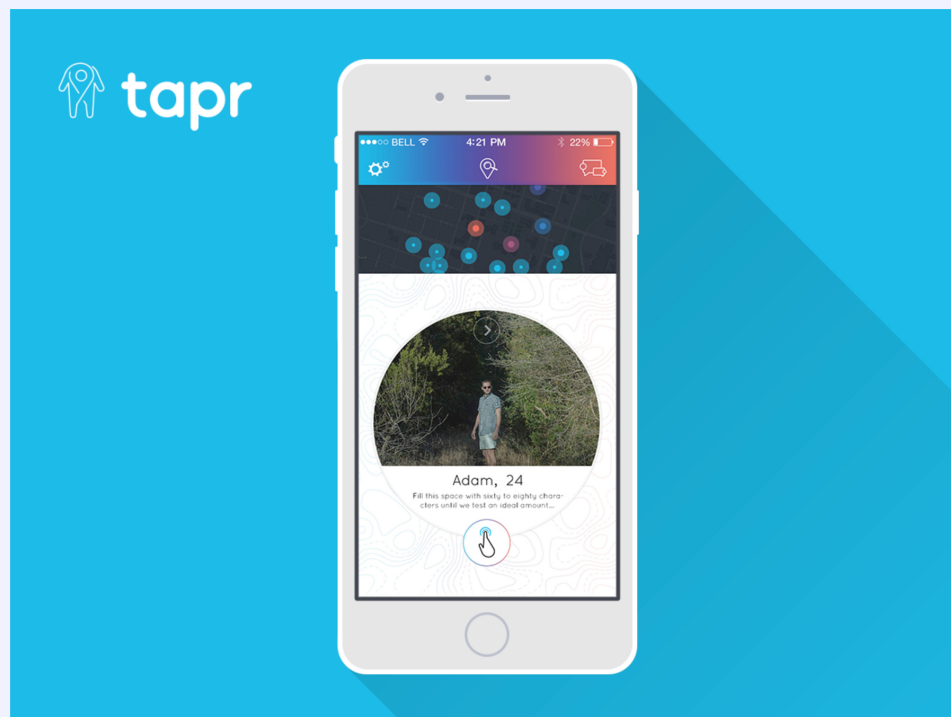
Tapr mobile application Product and Brand Design

Client: Tapr
Role: Design Partner

2014 - 2015

what's de:zein?
ahhh ok, de:zein
extended resume, pseudo CV
(a)vocation; 2021 onward
(a)vocation; 2018 - 2020
(a)vocation; 2016 - 2018
(a)vocation; 2013 - 2016
community engagement
arts works
writing

[Following](#) (8)



Tapr was an iOS application I spent the better part of 2014 and 2015 working on with a team co-located in Austin and San Francisco.

The core feature set designed against focused on connecting users with others near-by while providing a real time visualization of a city's social pulse.

After a year of design and development and rounds of alpha testing we took a good hard look at what we'd built and made the difficult decision to dive back into the trenches. In the summer of 2015 we pivoted our efforts and shifted our focus to a core feature set focused on helping adults initiate platonic friendships.

This new opportunity gap we decided to focus our attention on aimed to ease the process of making friends as an adult a few years out of college, a difficult task to begin with, compounded by relocating to somewhere new without an existing social network.

I parted ways with the Tapr team in the Fall of 2015 to pursue other endeavors.



