

# Human-Centered. AI-Powered.

*A design practice by Mundo Ginez*

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# About Really Global

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A globally accessible mental health marketplace connecting licensed and non-licensed Behavioral Health Providers with Clients seeking therapy, online or in person.

## PROVIDER

### Licensed & Non-Licensed Behavioral Therapists

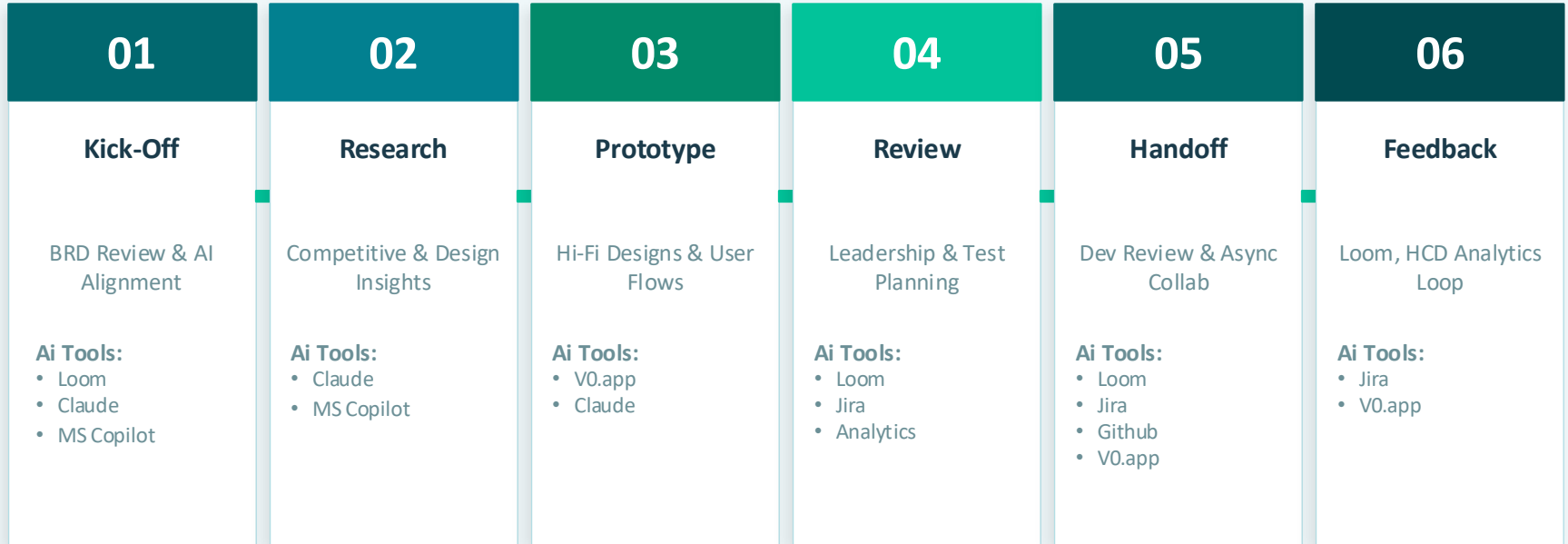
- Offer tele-conference or in-person sessions
- Create and manage their marketplace profile
- Access global client base

## CLIENT

### People Seeking Therapy Worldwide

- Search and connect with therapists online
- Book tele-conference or in-person sessions
- Access real-time translation support

# Workflow at a Glance



# Kick-Off: BRD Review & AI Alignment

1

## Review the BRD

Ingest the Business Requirements Document to understand scope, objectives, and constraints before any design work begins.

2

## AI-Assisted Requirements Review

Leverage Claude to analyze requirements, surface potential gaps, and generate clarifying questions, turning a static document into an interactive dialogue.

3

## Product Owner Alignment

Bring AI-generated insights to the Product Owner discussion. Resolve open questions, validate assumptions, and confirm priorities before moving forward.

# Research & Discovery

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## Competitive Analysis

Map the landscape of mental health platforms globally to identify patterns, gaps, and differentiation opportunities.

## Best-in-Class Examples

Curate standout UX patterns across healthcare, marketplace, and telehealth products to inform design direction.

## Design Principles

Establish guiding principles aligned to Human-Centered Design, accessibility, and Really Global's mission.

## Persona Development

Synthesize learnings into detailed personas for Providers (licensed & non-licensed therapists) and Clients (those seeking care).

# High-Fidelity Prototypes & User Flows

Research and persona insights drive the creation of detailed prototypes and user journeys, validated for both Provider and Client experiences.

1

## Provider Profile Landing Pages

Full profile flow: credentials, specialties, availability, and booking — optimized for discoverability and trust.

2

## Talk Now

Instant connection flow for clients needing immediate support, with real-time availability matching for Providers.

3

## Real-Time Translation

Multi-language session support enabling Providers and Clients worldwide to communicate without language barriers.

# Leadership Review & Test Planning

## LEADERSHIP REVIEW

- Present hi-fi concepts to leadership
- Identify experience gaps and edge cases
- Define testing methodology and success criteria
- Align on participant recruitment strategy

## CO-DESIGN & VALIDATION

- Apply best-in-class HCD practices throughout
- Co-design reviews with cross-functional team
- Build participant group for usability testing
- Iterative test plan with defined feedback loops

# Building the Design System with V0.app

## V0.app

Primary  
Design System  
Tool

AI-powered  
component  
generator



**Tokens → Patterns**

### Token Library

Use V0.app to build the design token library — colors, typography, spacing, and component specs consistent across the platform.

### Pattern Scraping

Leverage V0.app to scrape and analyze existing design patterns from the product, identifying what to standardize or evolve.

#### Ai Tools:

- Loom
- Jira
- V0.app

### Screenshot Workflows

Capture UI states with Snagit screenshots, then modify and annotate to document new design patterns and edge cases.

# Design Handoff & Developer Collaboration

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## 2 Review Sessions

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Structured sessions with leads to address open questions, align on design intent, and resolve ambiguity before build.

## Dev in the Room

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Development team is invited into design discussions early, reducing handoff friction and surfacing feasibility constraints.

## Jira + GitHub

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Designs and content are documented in Jira tickets and linked in GitHub for developers to reference during implementation.

## Slack Async

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A dedicated Slack channel keeps stakeholders aligned with async updates as designs move through development.

# Feedback Loops & Human-Centered Analytics

## LOOM — DESIGN FEEDBACK

Loom video recordings provide a rich, async feedback channel, enabling stakeholders to react to live prototypes with screen + voice annotations, eliminating interpretation gaps in written feedback.

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*Used for: Design walkthroughs, leadership reviews, async stakeholder sign-off*

## HCD ANALYTICS — IN PROGRESS

The team is actively defining the web analytics strategy and consumer feedback loop, grounded in Human-Centered Design principles to ensure measurement reflects real user outcomes, not just vanity metrics.

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*Status: Definition phase — analytics framework and tooling under evaluation*

# AI-Assisted Design Stack



**Claude**

*AI Assistant*

Requirements analysis, open question synthesis, research review



**ChatGPT / Codex**

*Code Generation*

Natural language to code workflows and AI-assisted development



**V0.app**

*Design System Builder*

Token library generation, pattern scraping, component prototyping



**Jira**

*Project Tracking*

Tickets tie designs to requirements; used in handoff review sessions



**MS Copilot**

*Productivity AI*

Microsoft 365 AI for documents, emails, and presentation workflows



**GitHub**

*Dev Collaboration*

Design specs and content reviewed directly in development workflow



**AWS Bedrock**

*Cloud AI Platform*

Managed AI/ML models for scalable, enterprise-grade AI workflows



**Slack**

*Async Communication*

Dedicated channel for stakeholder updates during design → dev

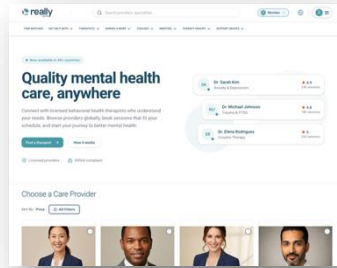


**Loom**

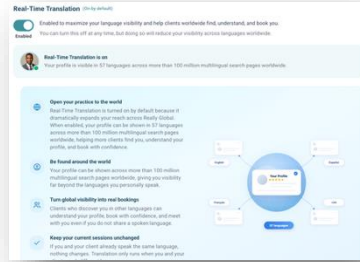
*Video Feedback*

Async design walkthroughs and stakeholder review recordings

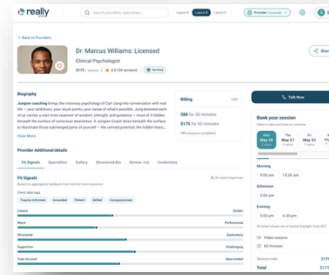
# Digital References



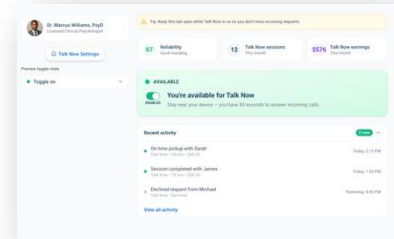
[Marketplace Phase 2](#)



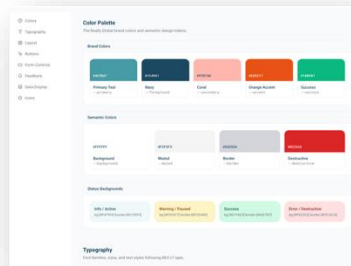
[Ai Real Time Translation](#)



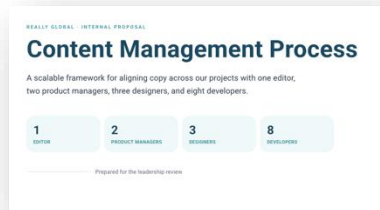
[Provider Detail Phase 2](#)



[Talk Now Experience](#)



[Design Components](#)



[Design & Content Process](#)

A Human-Centered Design Process

# Designed to Connect People with Care

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From BRD to feedback loop, this workflow puts Providers and Clients at the center of every design decision at Really Global.

MORE AI-DRIVEN WORK

# Additional Projects & Impact

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*PromoShare · NHL / NHLPA Innovation Competition*

# Hockey Innovation Competition – Full SDLC with AI

## THE CHALLENGE

Modernize the NHL/NHLPA Innovation Competition site to attract younger, more diverse participants — Bay Area students competing for \$5,000+ scholarships.

Conducted end-to-end analysis of the legacy site, then used AI to compose a prioritized task list covering SEO optimization, interactive page design, simplified registration flow, and an email nudge campaign.

**Partners: NHL · NHLPA · SAP · Sharks Foundation**

*AI-generated task list: SEO optimization & metadata · Interactive pages & animations · Streamlined registration flow · Email nudge campaign design*

## 2 wks

Concept to Deployment

## \$200M+

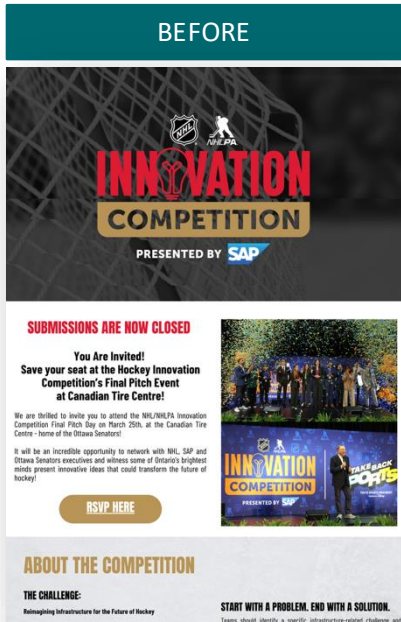
IGF Total Investment

## 13M+

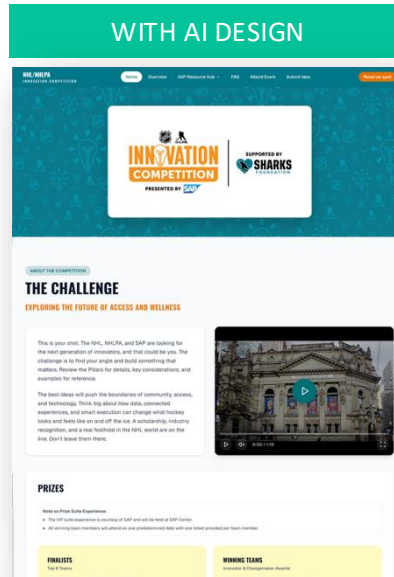
Participants Across N. America

*Built with V0.app · Deployed on Vercel · Ongoing ad maintenance*

# Hockey Innovation Competition – Full SDLC with AI



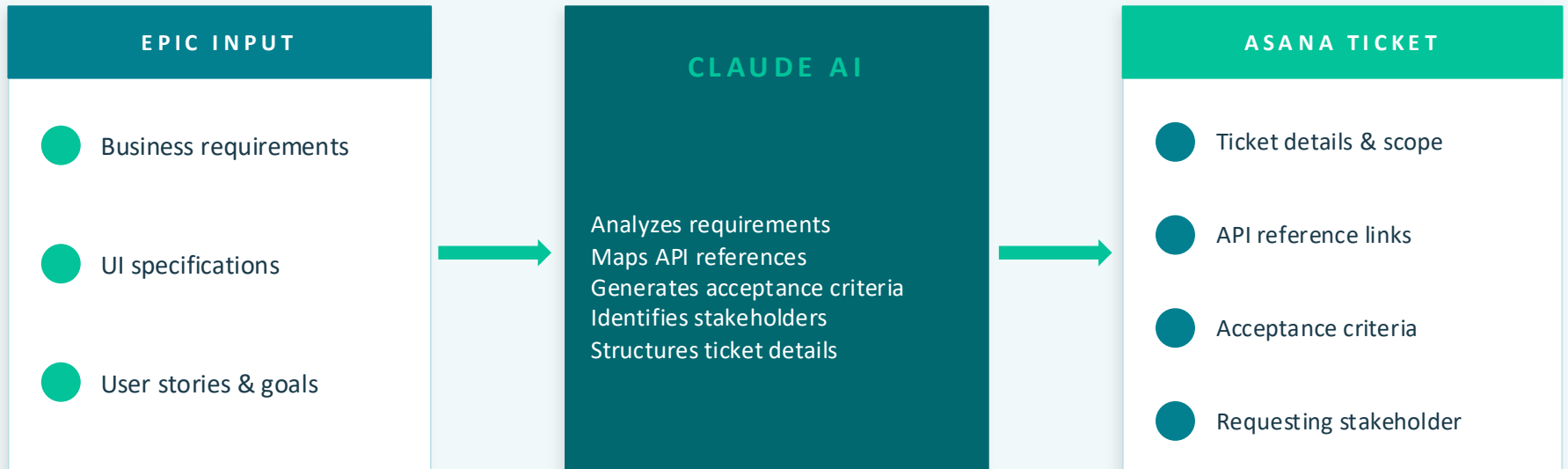
[2025 Innovation portal](#)



[2026 Innovation portal](#)

# AI-Powered Epic-to-Ticket Development Tool

Built a Claude-powered development tool that transforms high-level Epic requests into fully-structured Asana tickets — dramatically accelerating the path from business requirement to engineering task.

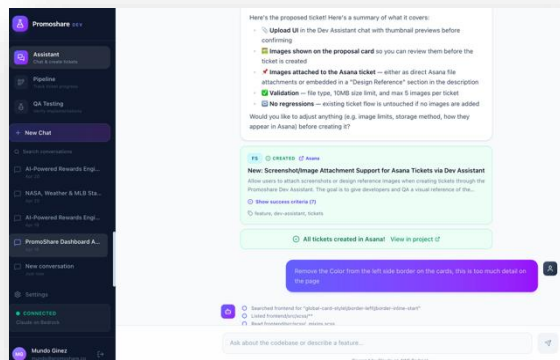


*Impact: Eliminates manual ticket writing, ensures engineering has all context at ticket creation, accelerates sprint planning.*

# AI-Powered Epic-to-Ticket Development Tool

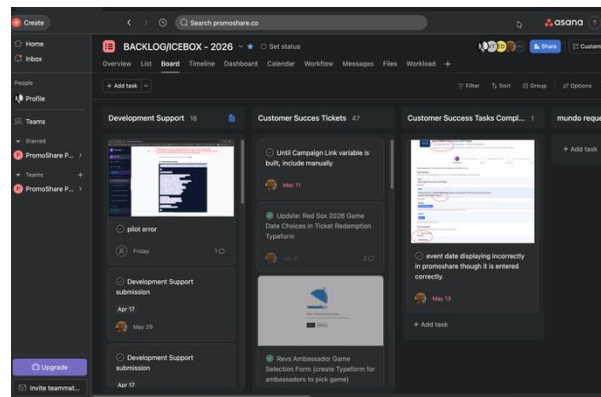
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## Claude Dev Tool



SENDING

## Asana Tickets



# AI Agentic Roadmap for Teams

A strategic framework guiding teams from manual workflows toward autonomous, AI-driven operations — ensuring adoption is phased, measurable, and human-centered throughout.

## PHASE 1 — AI Awareness & Tooling

Introduce teams to AI tools (Claude, Copilot, VO.app). Identify high-friction workflows and establish baseline metrics.

## PHASE 2 — Assisted Workflows

Embed AI into existing processes — ticket generation, research synthesis, design review — with human oversight at every step.

## PHASE 3 — Agentic Automation

Deploy autonomous agents for repeatable tasks: Epic-to-ticket pipelines, QA checklists, stakeholder communications.

## PHASE 4 — Continuous Optimization

Measure impact, iterate on agents, and expand coverage across teams — keeping humans in the loop for strategic decisions.

# AI Agentic Roadmap — 5-Year Journey



Human-led → Self-Scaling

Y1	Y2	Y3	Y4	Y5
<p><b>Foundational</b></p>	<p><b>Multi-Agent</b></p>	<p><b>Closed-Loop</b></p>	<p><b>Ext. Systems + APIs</b></p>	<p><b>Self-Learning</b></p>
<p><b>CAPABILITIES</b></p> <ul style="list-style-type: none"> <li>■ Research Agent: brief insights</li> <li>■ Creator Sourcing: ranking + fit</li> <li>■ Content QA: compliance checks</li> <li>■ Reporting Agent: draft summaries</li> </ul>	<p><b>CAPABILITIES</b></p> <ul style="list-style-type: none"> <li>■ Agents coordinate brief → QA</li> <li>■ Recruitment: auto-onboarding</li> <li>■ Publishing: content scheduling</li> <li>■ Incentive Agent: pacing</li> </ul>	<p><b>CAPABILITIES</b></p> <ul style="list-style-type: none"> <li>■ Agents run campaigns end-to-end</li> <li>■ Performance: incentives + creator mix</li> <li>■ Anomaly Detection Agent</li> <li>■ Narrative Insights: exec reports</li> </ul>	<p><b>CAPABILITIES</b></p> <ul style="list-style-type: none"> <li>■ Agents call CRM, DAM, social APIs</li> <li>■ Autonomous brief from goals+history</li> <li>■ Multi-agent: budget/reach negotiation</li> <li>■ Cross-campaign learning loops</li> </ul>	<p><b>CAPABILITIES</b></p> <ul style="list-style-type: none"> <li>■ Forecast outcomes before launch</li> <li>■ Autonomous budget allocation</li> <li>■ Multi-agent pricing negotiation</li> <li>■ Self-learning continuous models</li> </ul>
<p><b>OUTCOMES</b></p> <ul style="list-style-type: none"> <li>● Faster workflows</li> <li>● Reduced manual effort</li> <li>● Human-in-loop dominant</li> </ul>	<p><b>OUTCOMES</b></p> <ul style="list-style-type: none"> <li>● 40–60% activation automated</li> <li>● Managers: doers → reviewers</li> <li>● Reduced lifecycle friction</li> </ul>	<p><b>OUTCOMES</b></p> <ul style="list-style-type: none"> <li>● Self-optimizing campaigns</li> <li>● Predictive recommendations</li> <li>● Managers: strategic supervisors</li> </ul>	<p><b>OUTCOMES</b></p> <ul style="list-style-type: none"> <li>● PromoShare = digital worker</li> <li>● Multi-channel autonomous ops</li> <li>● AI-managed creator relationships</li> </ul>	<p><b>OUTCOMES</b></p> <ul style="list-style-type: none"> <li>● Predictive autonomous marketing OS</li> <li>● Goal-based execution</li> <li>● Human oversight: exception-based</li> </ul>