

Human-Centered. AI-Powered.

A design practice by Mundo Ginez

About Really Global

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

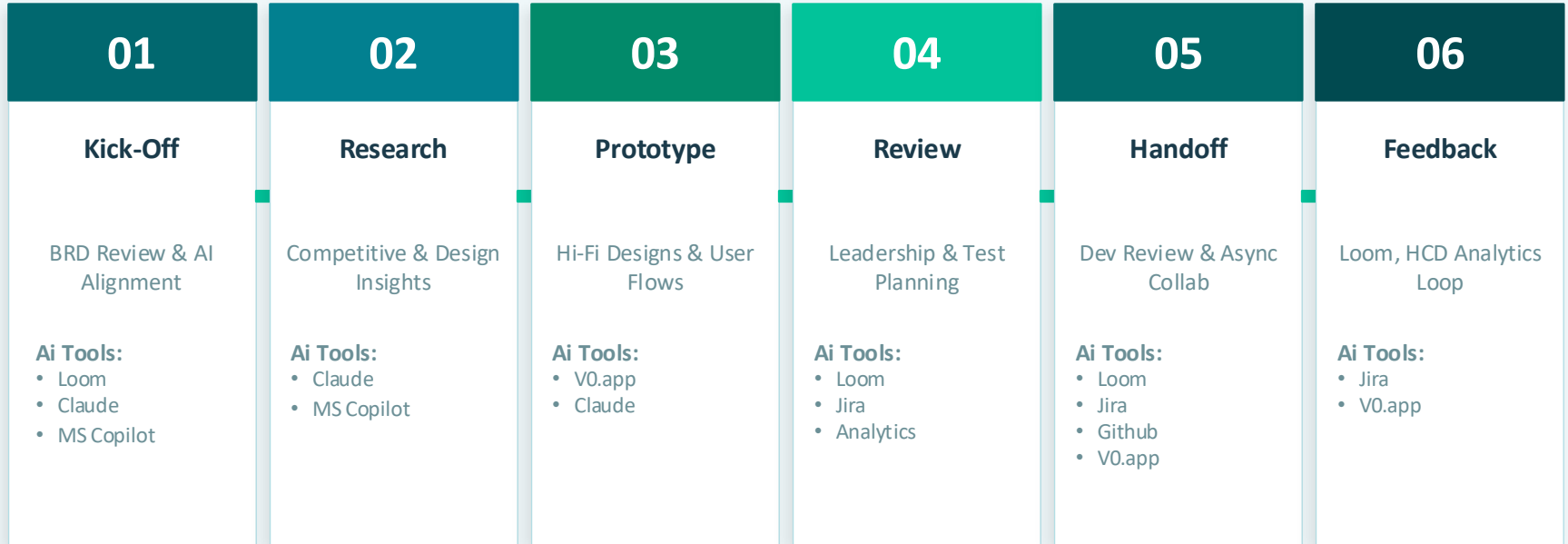
- Offer tele-conference or in-person sessions
- Create and manage their marketplace profile
- Access global client base

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

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.

Screenshot Workflows

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

Design Handoff & Developer Collaboration

2 Review Sessions

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

Dev in the Room

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

Jira + GitHub

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

Slack Async

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.

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.

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

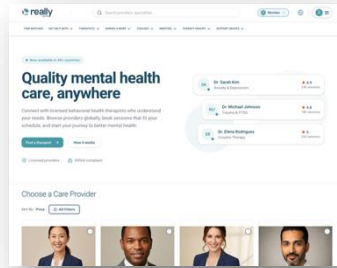


Loom

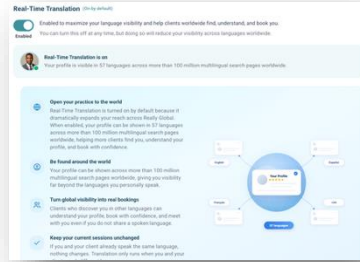
Video Feedback

Async design walkthroughs and stakeholder review recordings

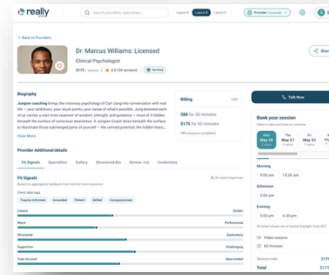
Digital References



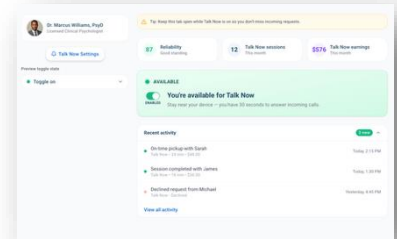
[Marketplace Phase 2](#)



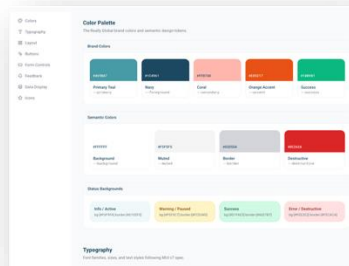
[Ai Real Time Translation](#)



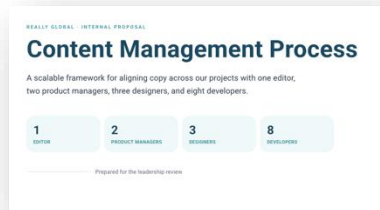
[Provider Detail Phase 2](#)



[Talk Now Experience](#)



[Design Components](#)



[Design & Content Process](#)

A Human-Centered Design Process

Designed to Connect People with Care

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

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+

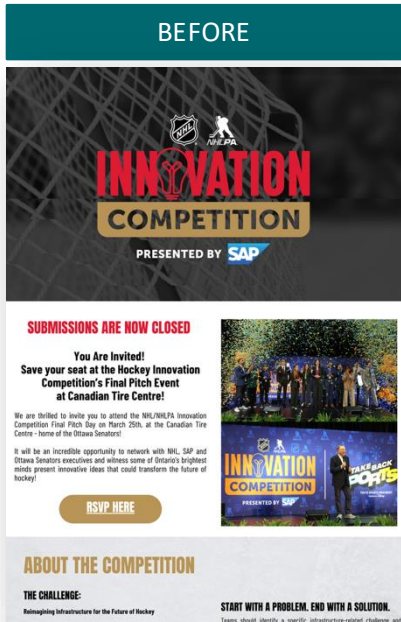
IGF Total Investment

13M+

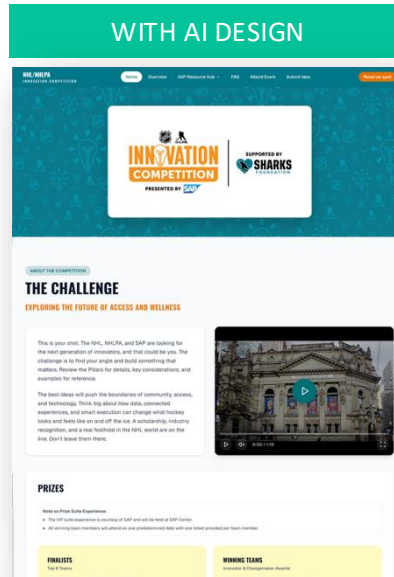
Participants Across N. America

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

Hockey Innovation Competition – Full SDLC with AI



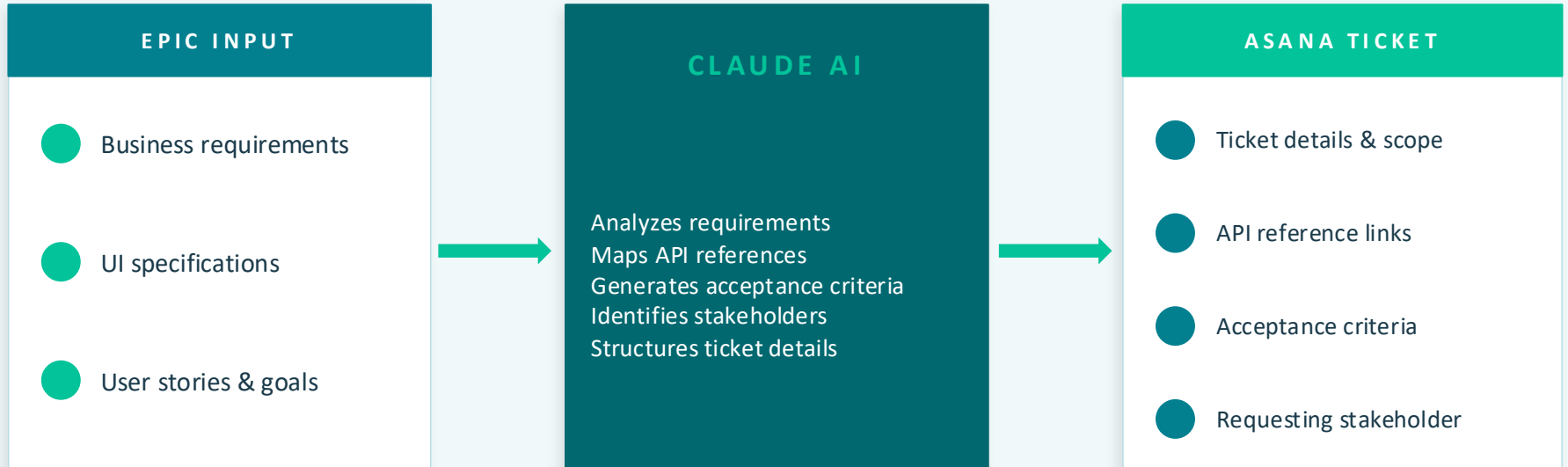
[2025 Innovation portal](#)



[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.

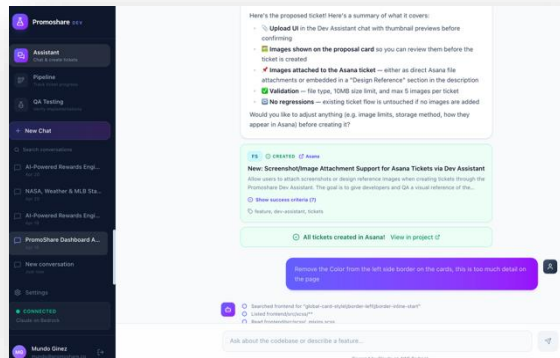


Impact: Eliminates manual ticket writing, ensures engineering has all context at ticket creation, accelerates sprint planning.

AI-Powered Epic-to-Ticket Development Tool

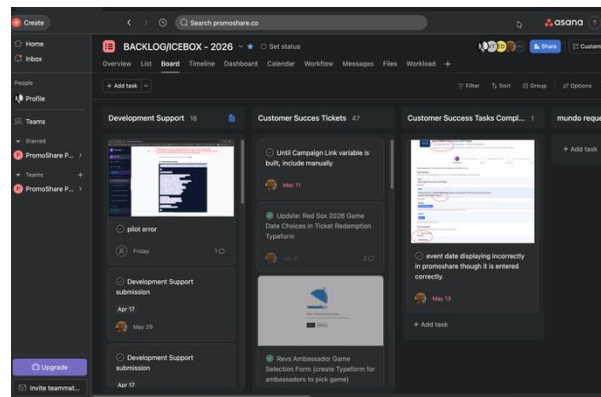
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Claude Dev Tool



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