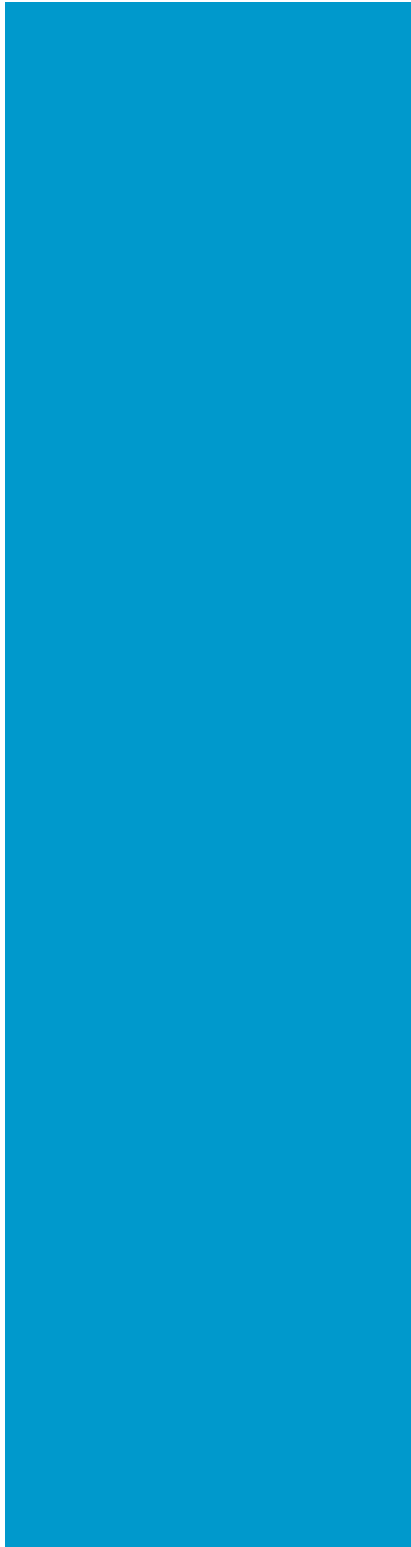


A day in the life
of **Ignacio Giri** at
Hello Innovation

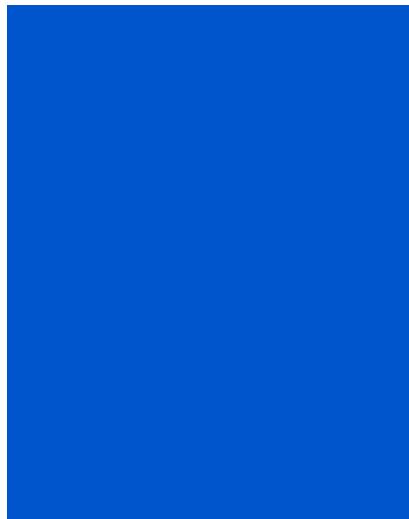
65%

Creative Work



20%

Management



15%

Strategy



Design

This is by far the most fun and intriguing part of my day. I love to solve problems and that is exactly what design is in my mind; to me design isn't just about the visual, but the overall problem to be solved. You will often find me collaborating with my team to discover a solution.

Once we have a great concept, I start by sketching it out and working through user flows and interactions. To test the idea I create a rapid prototype to get a feel for it in action.

If the idea sticks, I begin creating wireframes and layout ideas to guide the team. But, I don't stop there; I believe the best lead by doing and I love to get my hands dirty.

I ultimately jump into a software program like Photoshop, Illustrator or Indesign to help the team bring our ideas to life.

Planning & Admin

It can't be all fun and games, even though I try my best to make it that way. With every job there are things you simply have to take care of like checking and responding to email.

Even though it sounds mundane, I try to bring the same passion to these small tasks to show respect to those reaching out to me for answers.

I also set aside this time to improve project workflows and documentation, ensuring my projects run as smoothly and efficiently as possible.

Managing Teams & Projects

Since I'm responsible for multiple initiatives at any given time, it's important for me to keep up with the status of each project. My management style isn't limited to only guiding the team by providing key concepts, strategies and brand positioning; I also take pride on demonstrating creative leadership in a hands-on way. Leading by example helps to inspire and motivate the team to strive for excellence.

There is no better feeling than guiding a team from concept, to design and development, all the way through to a successful execution.

Self Education

I am a strong believer that you should never stop learning. There is a wealth of knowledge out there for me to further educate myself and keep up with the latest news, trends, strategies and technologies.

I also push myself to learn about things that are not necessarily related to my industry to soak up every piece of inspiration I can. My dedication to learning is what inspires me to introduce new and innovative methods for creative execution.

Exercise

Exercise is my escape. It helps me get my mind out of the weeds and think clearly about my goals by giving me time to focus and think through the challenges at hand.

Being active is important to me because I've found it helps my creativity, awareness, and overall well-being.

Food & Beverage

A pretty obvious human necessity but I take it very seriously. One of the few things that I have complete control over in my life is what I put in my body. If I had a super expensive and beautiful car, I wouldn't put cheap oil and gas in it.

I would treat it with respect. That is how I view the food and beverages that I consume. They should give me the best nutrition that my body requires.

Social Time

I really enjoy meeting new people. I believe that everyone has an interesting story to tell and it's up to me to seek it out. Whether it's going to a museum or an art gallery, meeting at a coffee shop, catching a concert or just staying in and enjoying laughter and good conversation, I believe friendship gives our lives substance and meaning.

Playing Guitar

I come from a family of musicians and I've been playing the guitar since I was a little kid. It's another form of creative expression for me, allowing me to convey ideas, emotions and tell stories in a different way. Playing the guitar is also a bit of therapy for me; when the guitar is in my hands, my cares seem to melt away.

Sleep

Admittedly, I don't always get enough sleep. It's not uncommon that I catch myself consumed in my creative passions as the hours pass by. But, just like everything else in my life, I'm always trying to improve and sleep is no different.

I'm making a conscious effort to get on a better sleep schedule, but it's challenging when there is so much to experience and explore!