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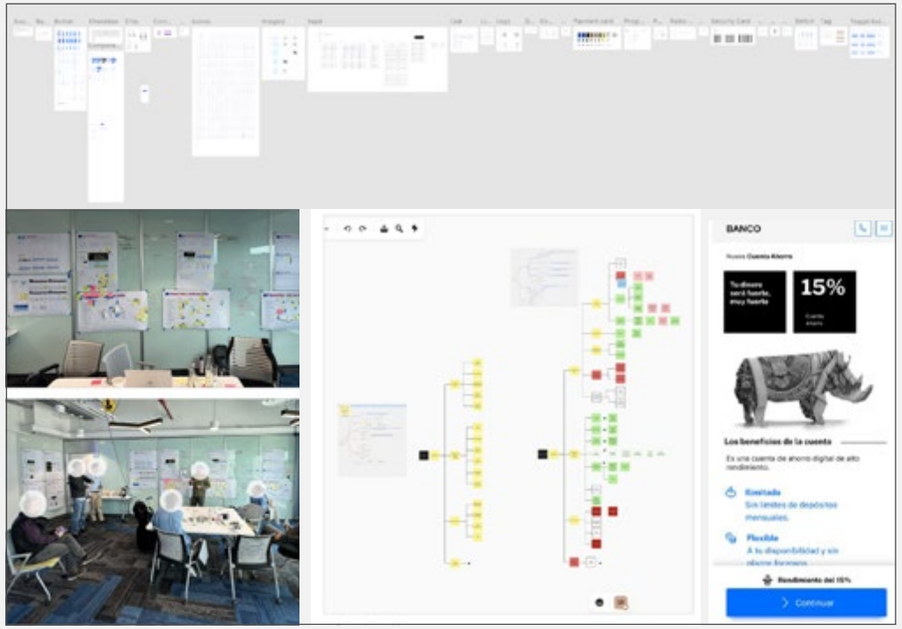
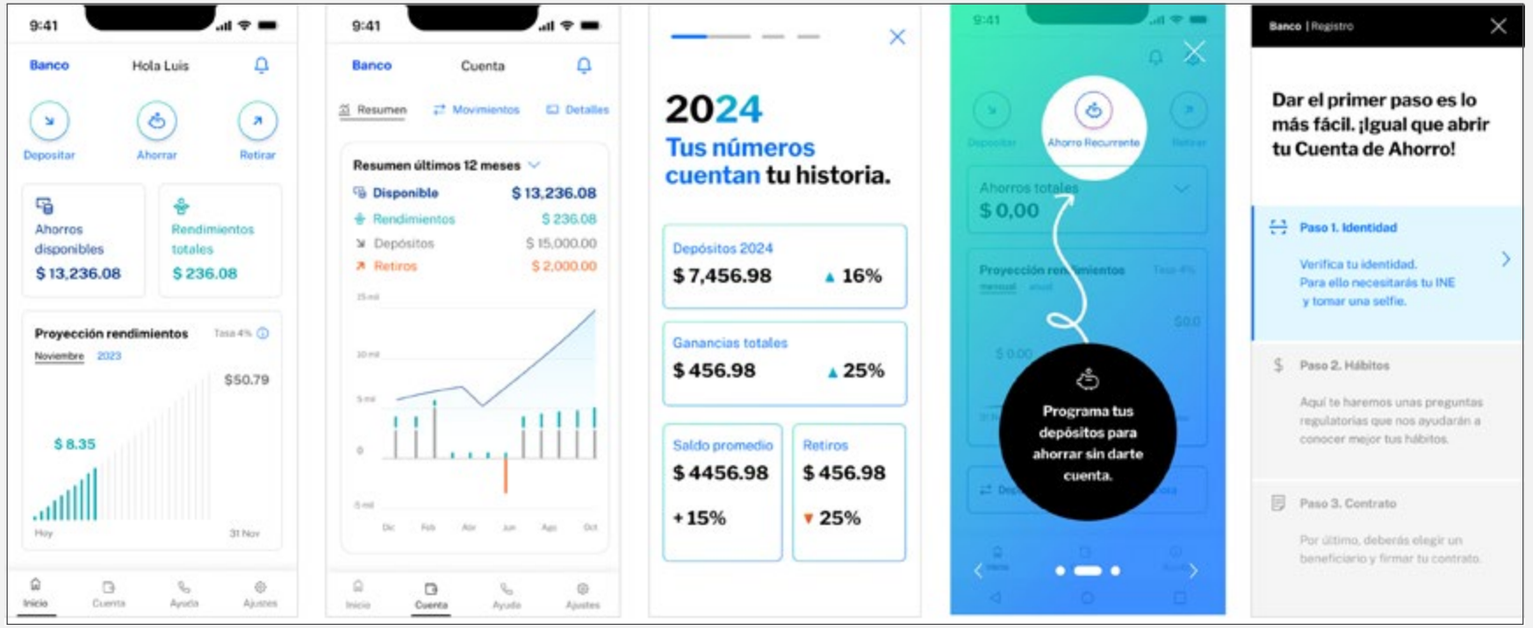
Savings Bank Case Study

Lead product designer
Mexico City
March 23 - June 24

REDUCING ONBOARDING FRICTION & ENHANCING NEW FEATURE ADOPTION IN A SAVINGS BANK PLATFORM





IMPACTS

Improved Customers Financial Health with increased digital platform adoption

- 100K+ Downloads from launch
- Increased app ratings from 2.3 to 4.4
- Secured x5 Assignments

RESULTS

Designed & launched a frictionless sign-up flow and a new Recurring Savings feature

CHALLENGE

The bank needed to improve abandonment rate during sign up process and increase adoption of new customer-centric features

ROL

Lead Product Designer: Owned E2E design vision (Discovery to Delivery) with human-centered, design thinking, and agile approaches.

- Aligned design/development with user needs, ensuring consistent value proposition delivery.
- Created intuitive Information Architecture from Heuristic Evaluation, reducing onboarding/new feature friction.
- Implemented Design Dev System from Branding, improving UX/UI consistency and optimizing development

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Keep in touch

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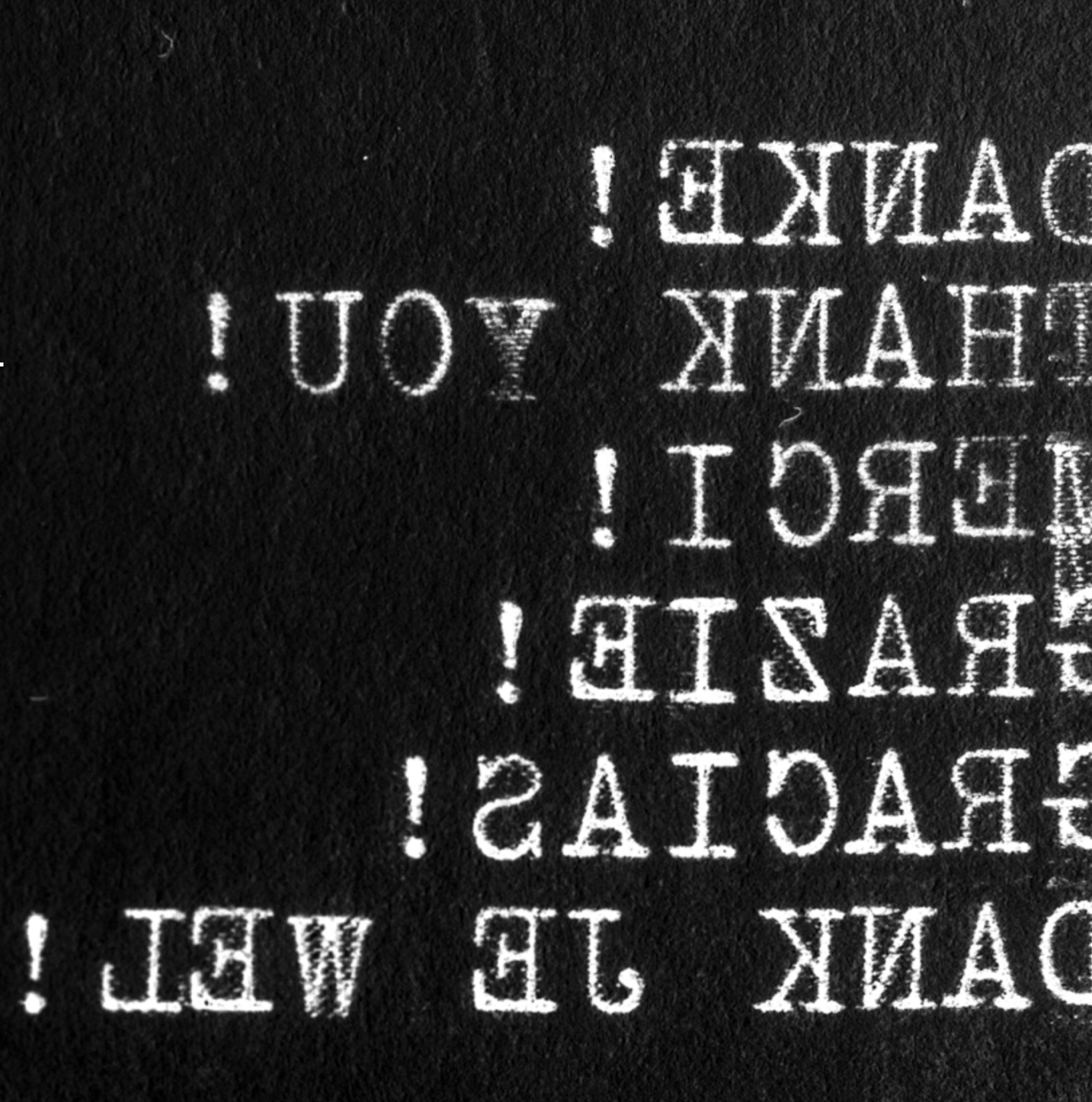
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