

Cerca: Finding, Saving & Sharing Places Instantly

Product Lead & Designer – TestFlight Release (<https://cerca.me>)

Most travel and recommendation apps rely on sponsored content rather than trusted, personalized recommendations. Users wanted a quick way to discover, save, and share local hotspots without relying on impersonal algorithms.

Challenges

- **Balancing simplicity and functionality** – Users needed a lightweight experience, but saving places had to feel seamless.
- **Building an MVP quickly** – The goal was to validate the idea within 3 months, prioritizing essential features.
- **Leveraging MapKit's limitations** – MapKit provided structured data, but lacked business metadata like hours of operation and robust categorization.

Solution

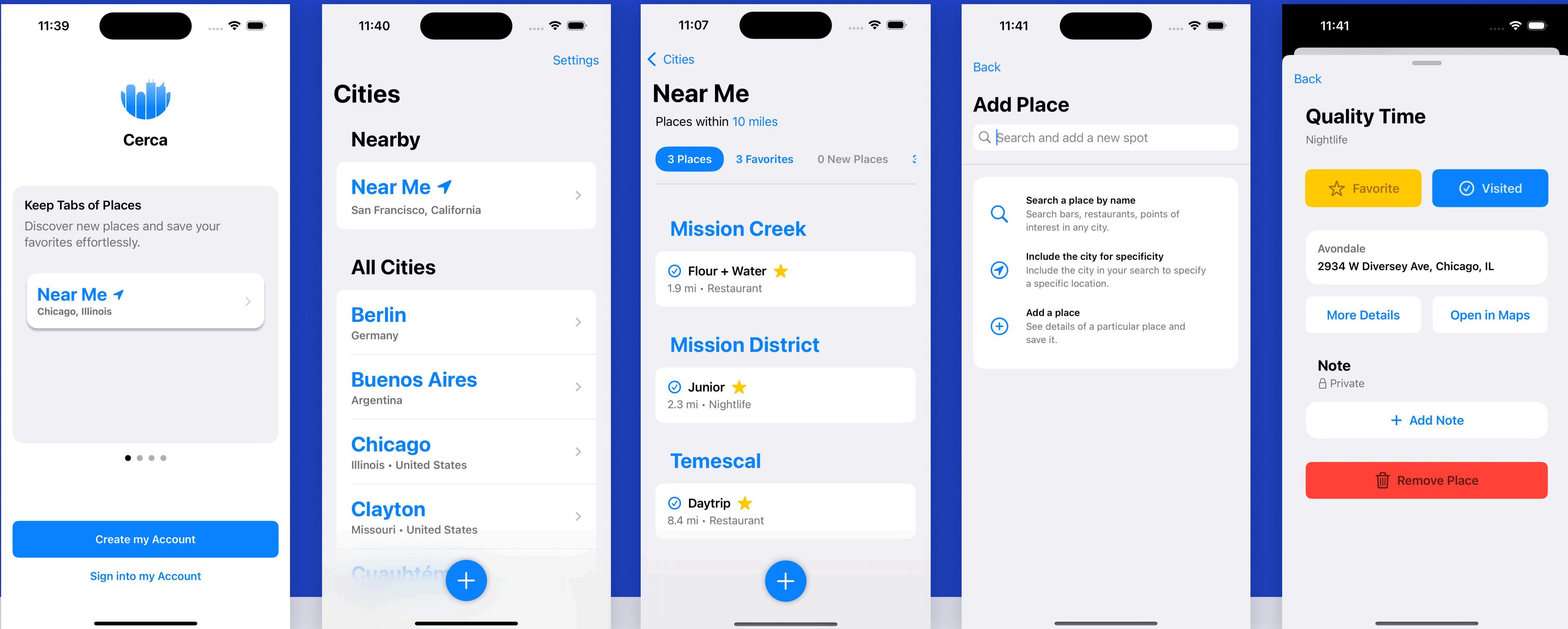
- Designed and developed an **MVP in Swift**, working closely with a Swift engineer and a Rails engineer.
- Created **auto-generated lists** by city & neighborhood, allowing users to build collections without manual organization.
- Simplified **onboarding** with an interactive preview and option to Sign in with Apple, reducing signup friction.

Impact & Next Steps

- Private beta in TestFlight with early adopters providing feedback.
- Plans for **collaborative lists** to follow.



PRIMARY SCREENS



Onboarding & Sign Up

Users hesitate to commit to new apps. Our onboarding lets them explore key features before signing up, reducing friction and improving conversion rates.

Cities Index

For new users, this screen provides a clear, empty state. As they save places, the app automatically organizes cities based on their saved locations, creating a seamless, structured experience.

Near Me

Places are grouped by neighborhood and displayed within a capped distance. Users can mark places as Visited or Favorited and see high-level categorizations from MapKit.

Adding a Place

Users search for a location, and MapKit returns details like name, address, and category. The app automatically checks if a place has been saved before, avoiding duplication.

Place Detail

Since MapKit provides limited metadata, we introduced an interstitial screen where users can mark a place as Favorited or Visited, before diving into external details like hours and reviews.

CLIENT
Bank

Last upload yesterday Upload EOT Input

Balance Sheet Summary

Filter by Business Group
Retail

PORTFOLIO BALANCE (Q4, 2021)		ASSETS
Retail	466,820,408	233,410,204 GBP
DATE OF PROJECTIONS		LIABILITIES
Q4, 2021		233,410,204 GBP
BUSINESS GROUP FINANCED EMISSIONS (MtCO ₂ e)		
Retail	1,999.75	
Home Loans	770.85	
Personal Credit	452.45	
Loan Brokers	318.40	
Other Home Loans	1,228.90	
Auto	1,999.75	
Auto Loans	770.85	
Personal Credit	452.45	
Loan Brokers	318.40	
Other Auto Loans	—	
Other Liability	—	
Mortgages	1,999.75	
Other A	1,999.75	
Other B	1,999.75	
Other C	1,999.75	

CLIENT
Bank

Upload SIM Cube

Economic Scenarios

Mapped Products

Title	Type	Business Group	Indicators	Edit	Remove
Product A	Asset	Retail	GDPGR.YOY CP IP PH ...	Edit	Remove
Product B	Liability	Retail	GDPGR.INDEX CPI Lever1	Edit	Remove
Product C	Asset	Retail	GDPGR.YOY CP IP PH ...	Edit	Remove
Product D	Liability	Retail	GDPGR.INDEX CPI Lever1	Edit	Remove
Product E	Asset	Retail	GDPGR.YOY CP IP PH ...	Edit	Remove
Product F	Liability	Retail	GDPGR.INDEX CPI Lever1	Edit	Remove
Product G	Asset	Retail	GDPGR.YOY CP IP PH ...	Edit	Remove
Product H	Liability	Retail	GDPGR.INDEX CPI Lever1	Edit	Remove
Product I	Asset	Retail	GDPGR.YOY CP IP PH ...	Edit	Remove
Product J	Liability	Retail	GDPGR.INDEX CPI Lever1	Edit	Remove

« < | 1 – 10 of 25 | > »

Sim Cube Breakdown

INDICATOR GDPGR.YOY (All Scenarios)

SCENARIOS

- 1B
- 2A
- 2B
- 3B
- 3C

The chart displays projected emissions impact (Range) from Q1 2021 to Q4 2021. Scenario 1B shows the highest impact, starting at approximately 1.75% and slightly decreasing. Scenario 3C shows the lowest impact, starting at approximately 0.75% and also slightly decreasing. Other scenarios fall in between.

Sim Cube Scenarios

Scenario	Name
1B	Constrained disruption with moderate policy response and temporary energy shifts
2A	Extended disruption with robust policy response and sustained energy policy shifts
2B	Extended disruption with moderate policy response and temporary energy shifts
3B	Severe, escalating disruption moderate policy response and temporary energy shiftst
3C	Severe, escalating disruption with restrained policy response and long term growth limitations

McKinsey: Harmonizing Environmental & Economic Rewards

Lead Designer & Researcher

Companies struggle to align financial decision-making with climate action. Industry-specific climate targets exist, but businesses lack a structured way to assess how financial strategies impact their sustainability goals.

Challenges

- Bridging finance and climate data** – Traditional financial modeling does not natively account for emissions, requiring innovative data integration.
- Scenario complexity** – Companies needed a flexible forecasting system to model various climate and financial strategies in parallel.
- Third-party data constraints** – Climate impact data varied in reliability, necessitating a custom mapping methodology for accuracy.

Solution

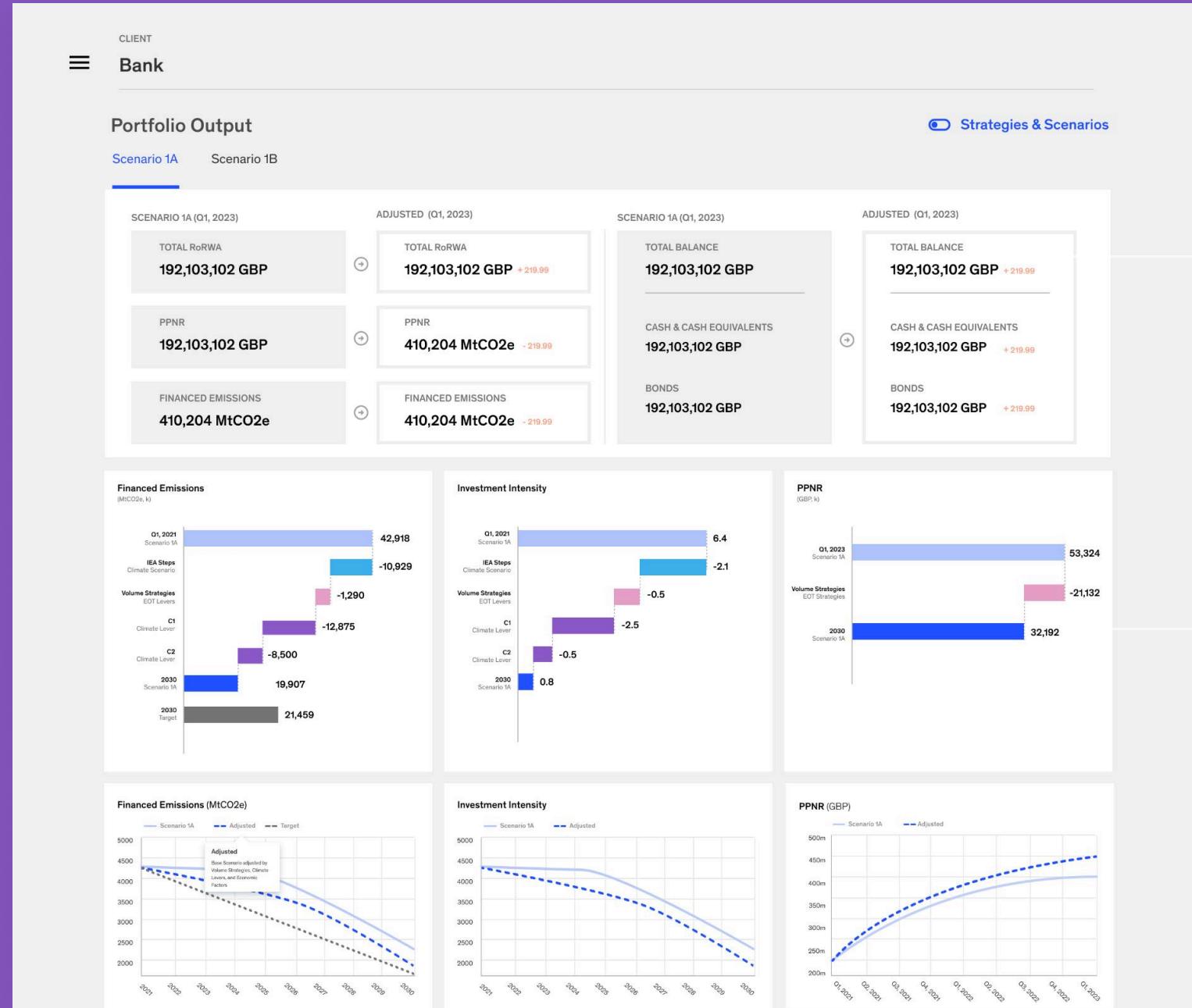
- Developed a financial-climate integration tool** that maps balance sheets against industry-specific climate targets.
- Designed an **interactive dashboard** allowing analysts to simulate various economic strategies and see projected emissions impact.
- Created a data-mapping system** that integrates external datasets to assess the climate effects of different business activities.

Impact & Next Steps

- Enabled real-time scenario analysis**, helping businesses visualize climate risk alongside financial performance.
- Provided actionable insights** for companies to align financial growth with sustainability goals.
- Future iterations may expand data sources and automation to further enhance forecasting accuracy.

ANALYTICS & OUTPUT

An analytics dashboard connects and links all provided datasets. This dashboard enables analysts to simulate various economic and financial scenarios, allowing them to project key financial KPIs and assess the impact of these decisions on climate goals, from the upcoming quarters up to the year 2030.

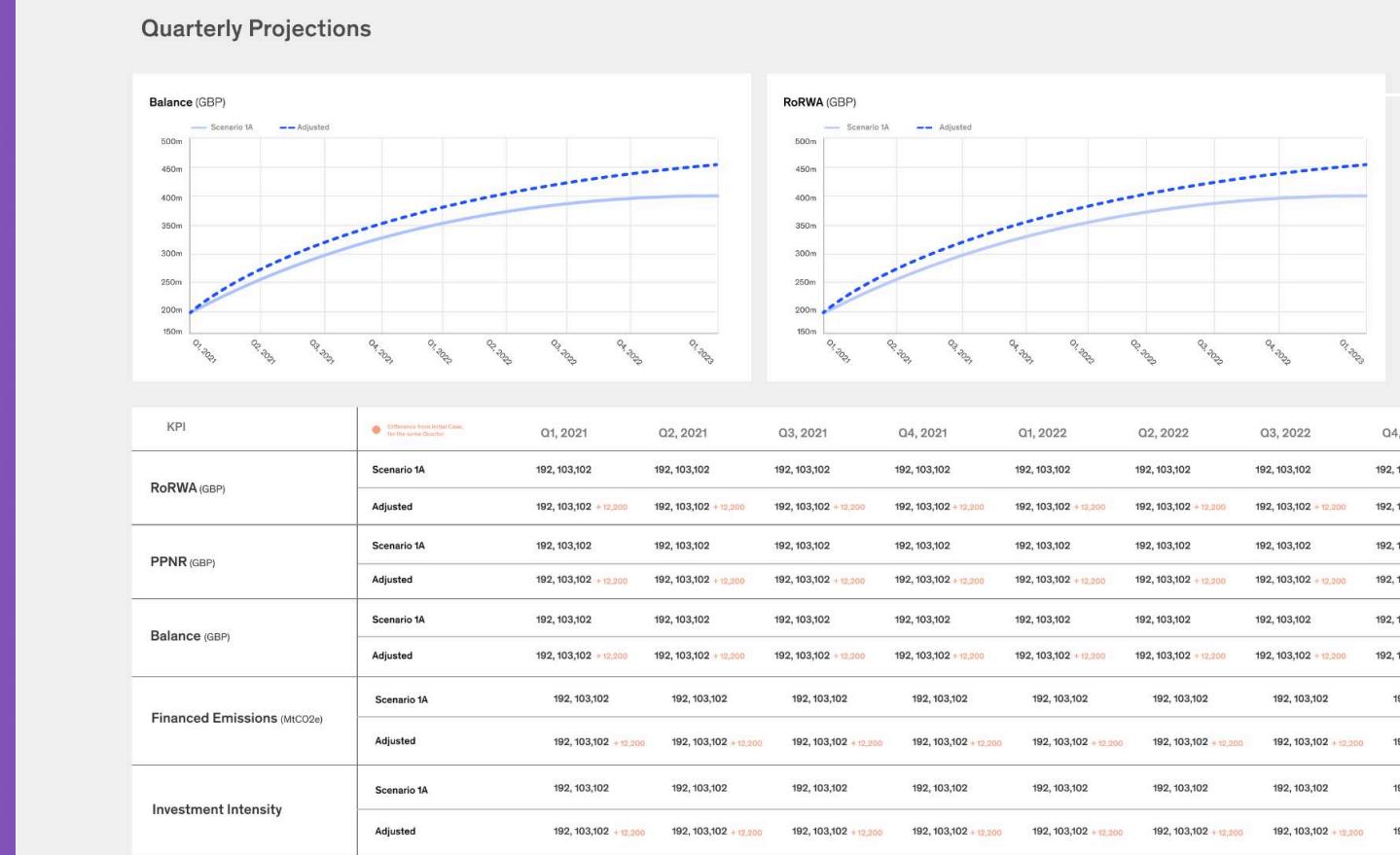


Delta

Calculations based on user selected economic scenarios, volume levers, etc show the diff between current and forecasted models.

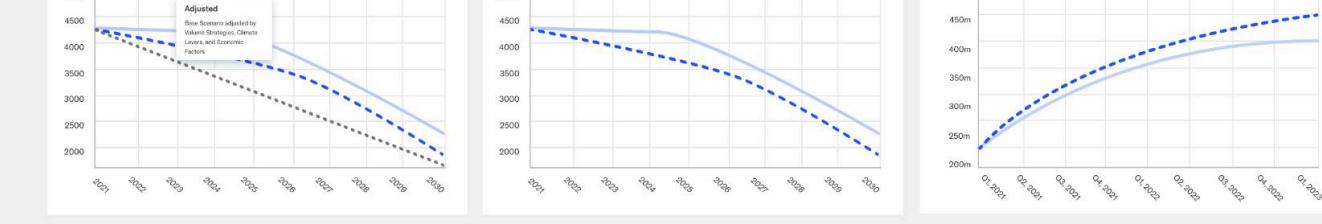
Projections

Based on the set criteria, analysts can see the gap in emissions required to meet a 50% reduction.

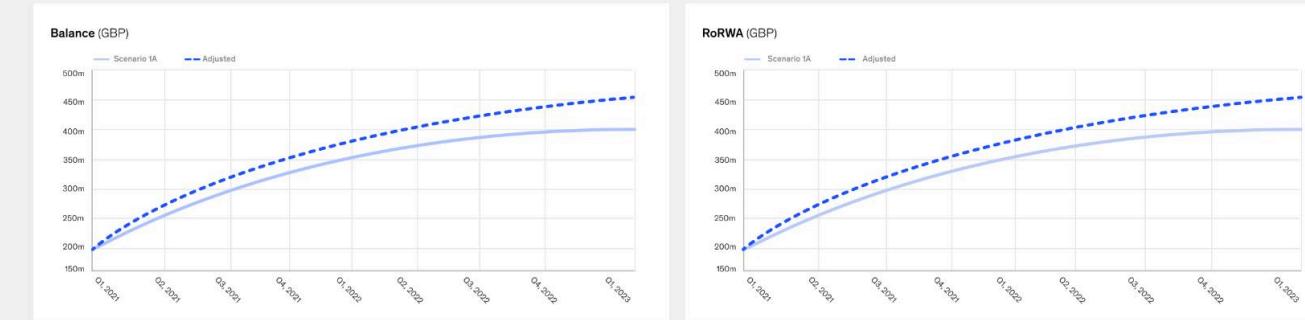


Quarterly Projections

While climate targets are forecasted out to 2030, financial targets can only be viewed a few years out.

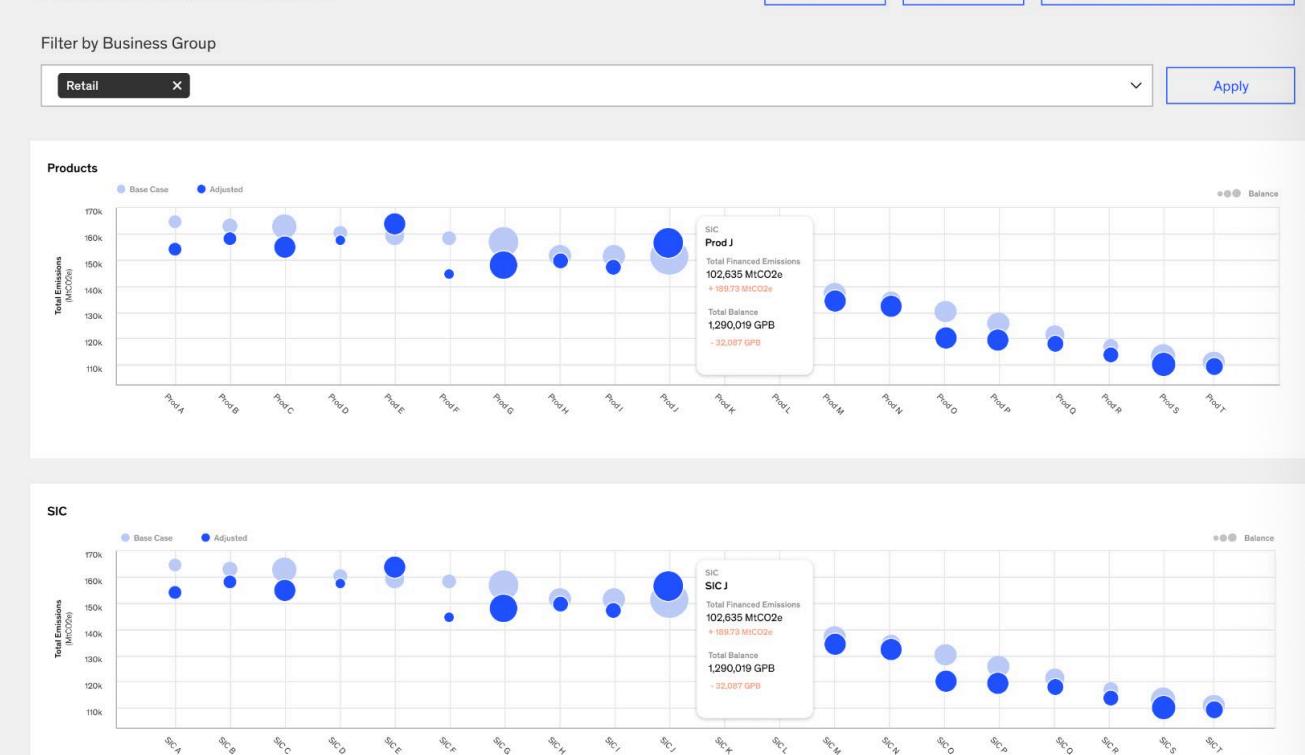


Quarterly Projections



KPI	Scenario 1A	O1, 2021	O2, 2021	O3, 2021	O4, 2021	O1, 2022	O2, 2022	O3, 2022	O4, 2022
RoRWA (GBP)	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102
PPNR (GBP)	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102
Balance (GBP)	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102
FINANCED EMISSIONS (MTCO2e)	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102
Investment Intensity	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102	192,103,102

Product & SIC Breakdowns



Emissions by Industry Code & Portfolio Size

Bubble graph to quickly assess the delta in emissions, by industry category (SIC) and portfolio size (Balance).

Levers & Scenarios

Users can toggle between the many economic and climate strategies initially inputted to assess differing conditions.

Strategies, Levers & Scenarios

Volume Strategies

STRATEGY

Climate Levers

LEVER

LEVEL OF ACTION

LEVER

LEVEL OF ACTION

Climate Lever

Economic Scenarios

SCENARIO

SCENARIO

AbbVie: Accelerating Drug Discovery

Lead Designer & Researcher – 9-Month Redesign & Development

Biologists and chemists at AbbVie used ARCH Search to identify drug candidates, but the system was overly complex, leading to declining user retention.

Challenges

- Data overload** – Researchers struggled to filter through large molecular datasets quickly.
- Inefficient workflows** – The tool required excessive user input, slowing down discovery.
- Updating the design system** – The redesign needed to align with AbbVie's limited internal design system.

Solution

- Minimized UI footprint** – Reduced header content, focused on hierarchy and consolidating actions.
- Smart filtering & molecule comparison** – Added a molecule comparison feature, combined with filters, to help researchers find patterns faster.
- New right-side toolbar** – Pulled from analogs like Figma, allowing for quicker access to relevant actions.

Impact & Next Steps

- Search time reduced by 67%**, improving researcher efficiency.
- Continued iteration on recommendations for molecule selection.

The screenshot shows the ARCH Search interface for drug A-1195425.0 (Venetoclax). The left sidebar provides navigation and search filters. The main area displays a grid of chemical structures for similar molecules, each with its name, reference ID, strength, and Tanimoto score. A 'Molecule Comparison' section on the right allows users to select multiple molecules for comparison. The interface uses a clean, modern design with a dark background and light-colored cards for each molecule entry.

Molecule	Reference	Strength	Tanimoto
Rifabutin + Amoxicillin + Omeprazole	A-921303.0	4	1.2
A-424097	A-921303.0	4	1.2
A-1702	A-921303.0	4	1.2
A-424097	A-921303.0	4	1.2
A-10042	A-921303.0	4	1.2
A-778168	A-921303.0	4	1.2
A-1702	A-921303.0	4	1.2
CHEMBL1201284	A-921303.0	4	1.2

FROM

Decreased Footprint

Minimized header content to prioritize essential data, allowing researchers to analyze more information at a glance.

Aggregated Actions

Consolidated complex views and forms into intuitive multi-select dropdowns, reducing clutter and improving usability.

TO

Action Sidebar

Inspired by Figma, we introduced a right-side toolbar providing relevant actions and details based on the user's selections.

Increased Molecule Detail

Larger molecule cards improve readability, making it easier for scientists to select relevant compounds and discard unnecessary data.

Foreground, Background

Enhanced visual hierarchy through drop shadows and layering, guiding user focus and improving the sense of structure.