

# 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

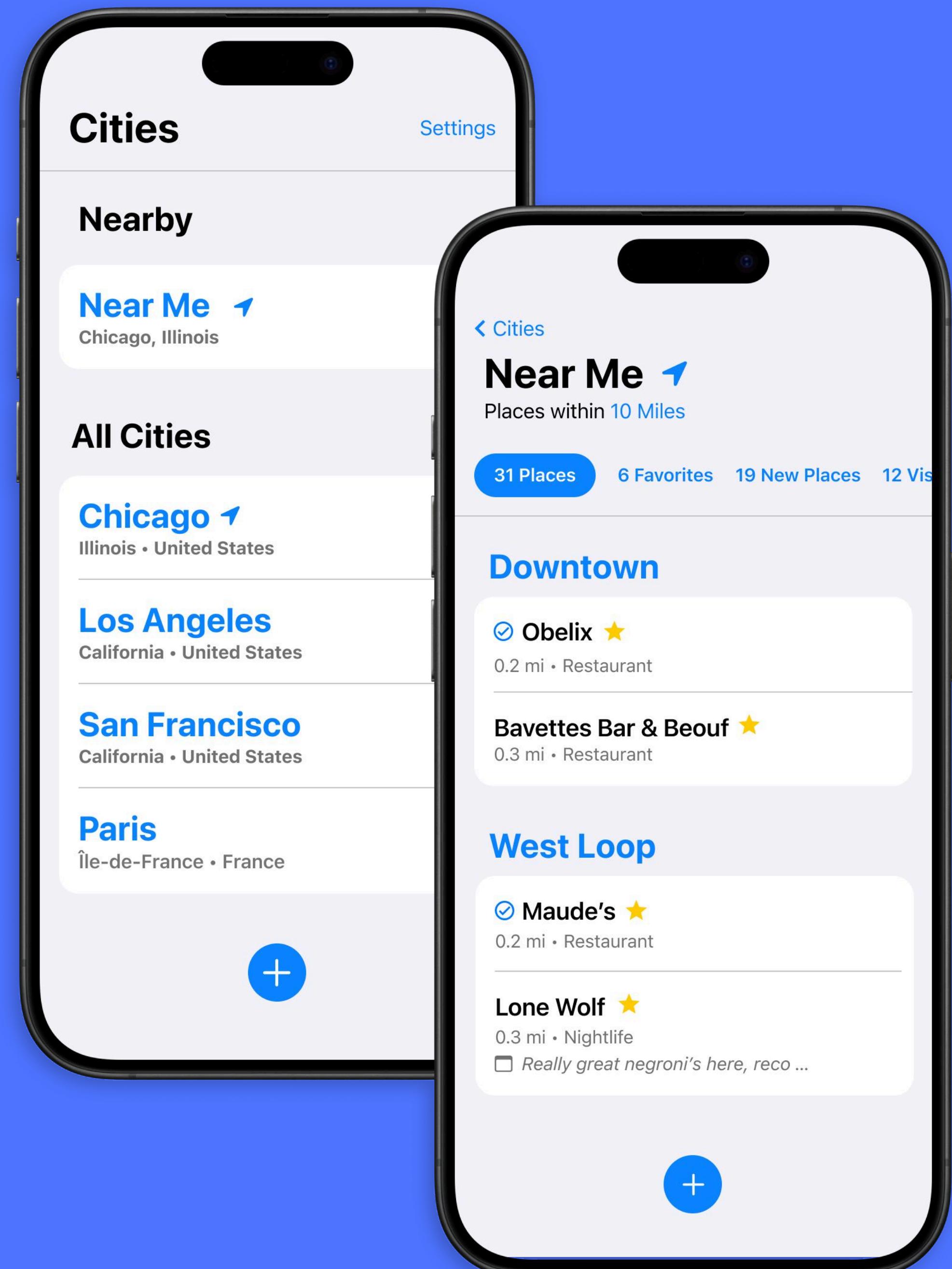
- **Balancing simplicity and functionality** – Users needed a lightweight experience, but saving places had to feel seamless.
- **Building an MVP quickly** – The goal was to validate the idea within 3 months, prioritizing essential features.
- **Leveraging MapKit's limitations** – MapKit provided structured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

## Solution

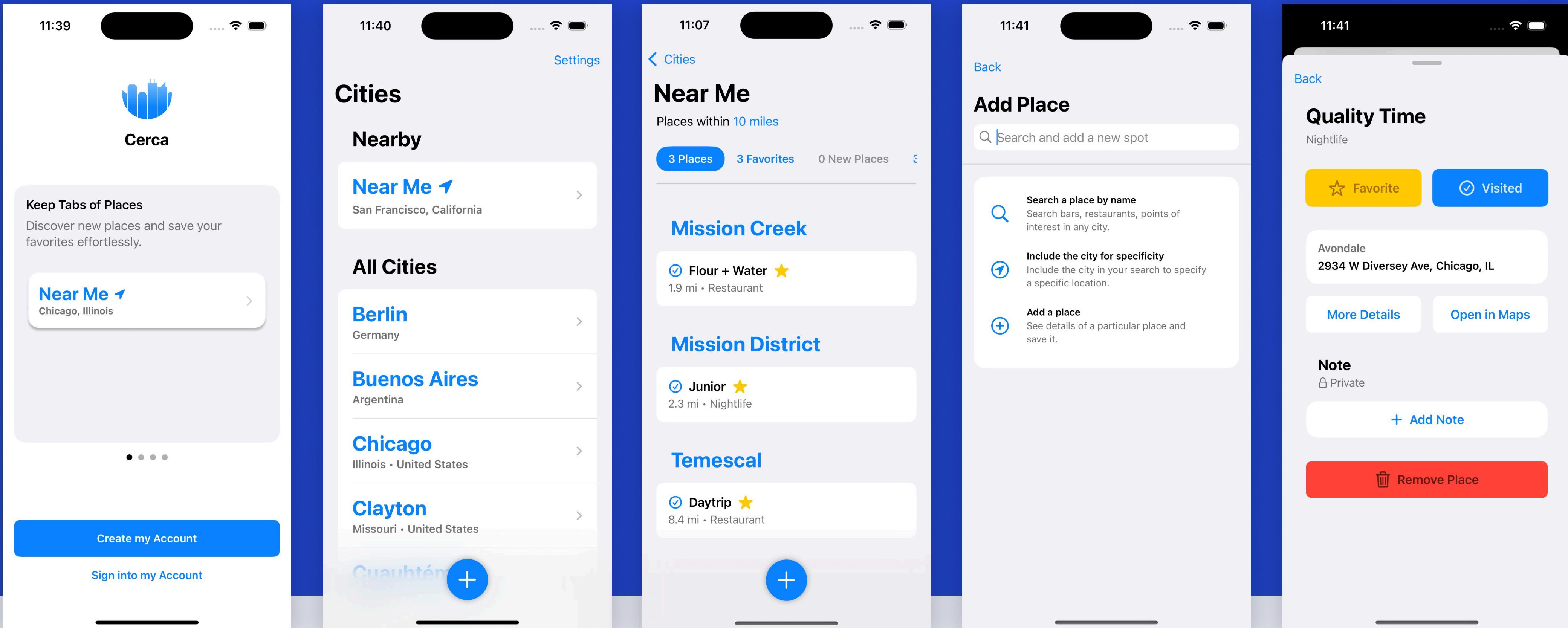
- Designed and developed an **MVP in Swift**, working closely with a Swift engineer and a Rails engineer.
- Created **auto-generated lists** by city & neighborhood, allowing users to build collections without manual organization.
- Simplified **onboarding** with an interactive preview and option to Sign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

McKinsey

DURATION

1 Year

TEAM

6 Engineers

1 Product Lead

1 Lead Designer +  
Researcher (Me)

LANGUAGES

Python

React

#### Summary View

Initial screen summarizes imported client balance sheet along with calculated KPIs.

The screenshot displays a web-based application interface for financial analysis. At the top, there's a header with 'CLIENT' and 'McKinsey' branding, followed by a navigation bar with 'Bank' and a 'Balance Sheet Summary' section. Below this, a 'Filter by Business Group' dropdown is set to 'Retail'. The main area shows a summary table with the following data:

Category	Value
PORTFOLIO BALANCE (Q4, 2021)	466,820,408 GBP
ASSETS	233,410,204 GBP
RoRWA (Q4, 2021)	100,281,293 GBP
PPNR (Q4, 2021)	100,281,293 GBP
FINANCED EMISSIONS (Q4, 2021)	160,676.50 MtCO <sub>2</sub> e

Below the summary are three detailed tables for different business groups:

- Retail:** Shows Home Loans, Personal Credit, and Loan Brokers with their respective FINANCED EMISSIONS, BALANCE (GBP), YIELD (%), and RWA (GBP).

BUSINESS GROUP	FINANCED EMISSIONS (MtCO <sub>2</sub> e)	BALANCE (GBP)	YIELD (%)	RWA (GBP)
Retail	1,999.75	474,564	7.2	67,890
Home Loans	770.85	415,208	1.2	23,193
Personal Credit	452.45	—	—	—
Loan Brokers	318.40	—	—	—
Other Home Loans	1,228.90	59,356	6.0	17,891
- Auto:** Shows Auto Loans, Personal Credit, and Loan Brokers with their respective FINANCED EMISSIONS, BALANCE (GBP), YIELD (%), and RWA (GBP).

BUSINESS GROUP	FINANCED EMISSIONS (MtCO <sub>2</sub> e)	BALANCE (GBP)	YIELD (%)	RWA (GBP)
Auto	1,999.75	474,564	7.1	67,890
Auto Loans	770.85	415,208	1.2	23,193
Personal Credit	452.45	—	—	—
Loan Brokers	318.40	—	—	—
Other Auto Loans	—	59,356	1.0	17,891
Other Liability	—	59,356	6.0	17,891
- Mortgages:** Shows Mortgages with their respective FINANCED EMISSIONS, BALANCE (GBP), YIELD (%), and RWA (GBP).

BUSINESS GROUP	FINANCED EMISSIONS (MtCO <sub>2</sub> e)	BALANCE (GBP)	YIELD (%)	RWA (GBP)
Mortgages	1,999.75	474,564	1.2	67,890
- Other A:** Shows Other A with their respective FINANCED EMISSIONS, BALANCE (GBP), YIELD (%), and RWA (GBP).

BUSINESS GROUP	FINANCED EMISSIONS (MtCO <sub>2</sub> e)	BALANCE (GBP)	YIELD (%)	RWA (GBP)
Other A	1,999.75	474,564	2.1	67,890
- Other B:** Shows Other B with their respective FINANCED EMISSIONS, BALANCE (GBP), YIELD (%), and RWA (GBP).

BUSINESS GROUP	FINANCED EMISSIONS (MtCO <sub>2</sub> e)	BALANCE (GBP)	YIELD (%)	RWA (GBP)
Other B	1,999.75	474,564	4.1	67,890
- Other C:** Shows Other C with their respective FINANCED EMISSIONS, BALANCE (GBP), YIELD (%), and RWA (GBP).

BUSINESS GROUP	FINANCED EMISSIONS (MtCO <sub>2</sub> e)	BALANCE (GBP)	YIELD (%)	RWA (GBP)
Other C	1,999.75	474,564	1.9	67,890

At the bottom, there are navigation controls: '<' and '>' symbols, a page number '1', and a total page count 'of 10 pages'.

# Harmonizing Environmental and Economic Rewards

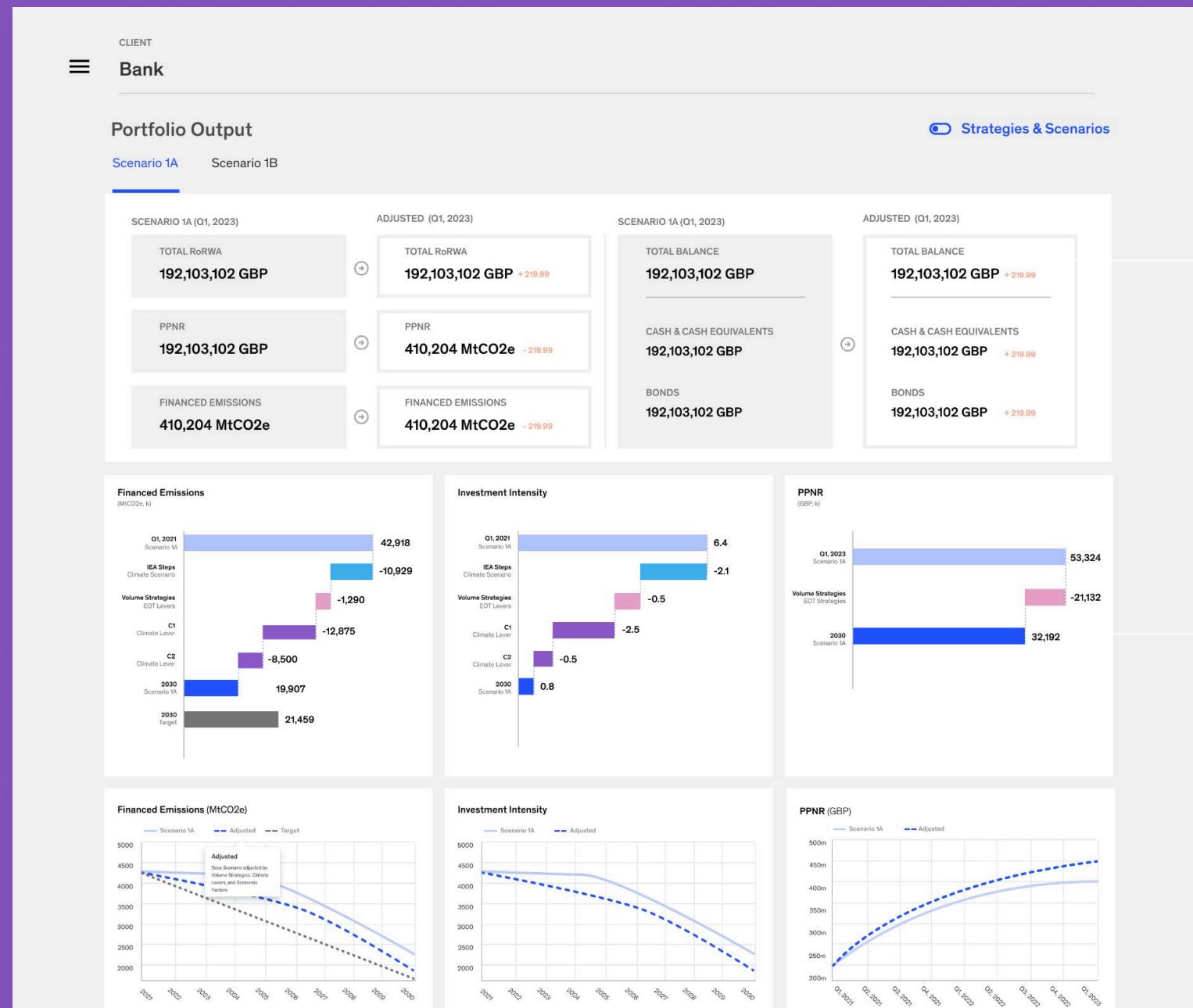
Our dedicated team alongside McKinsey & Company embarked on a pioneering project to integrate financial decision-making with climate action. We developed a sophisticated tool that allows us to take a client's balance sheet and align it with industry-specific climate targets. This tool is capable of generating various scenarios, illustrating how different financial strategies can directly influence a company's ability to meet climate objectives.

## KEY CONTRIBUTIONS

- 1. Led Financial Strategy Research:** This involved a comprehensive analysis of current market practices and an in-depth understanding of how companies formulate and implement financial decisions.
- 2. Led Climate Data Research:** This entailed researching and evaluating various datasets to ensure our tool was informed by accurate and relevant environmental information.
- 3. Innovative Mapping Methodology:** This involved creating a system to integrate data from third-party libraries, allowing us to assess the general climate impact associated with different business activities, such as fabric production, oil extraction, and real estate development.
- 4. Design and Development of the Product Solution:** As the sole designer on the project, I translated our strategic vision into a tangible product.

## ANALYTICS & OUTPUT

The final component is an analytics dashboard that integrates 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.

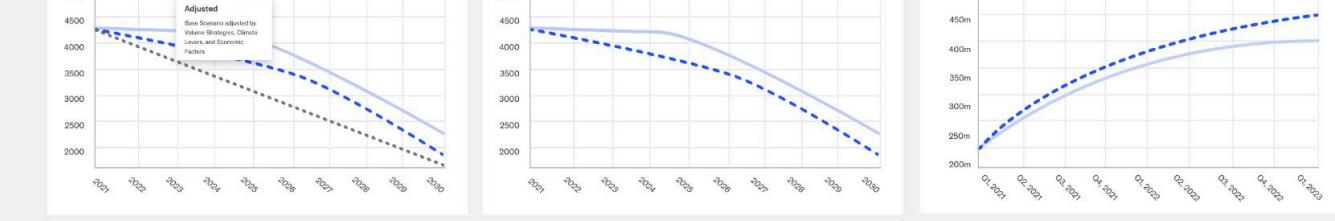
### Projections

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

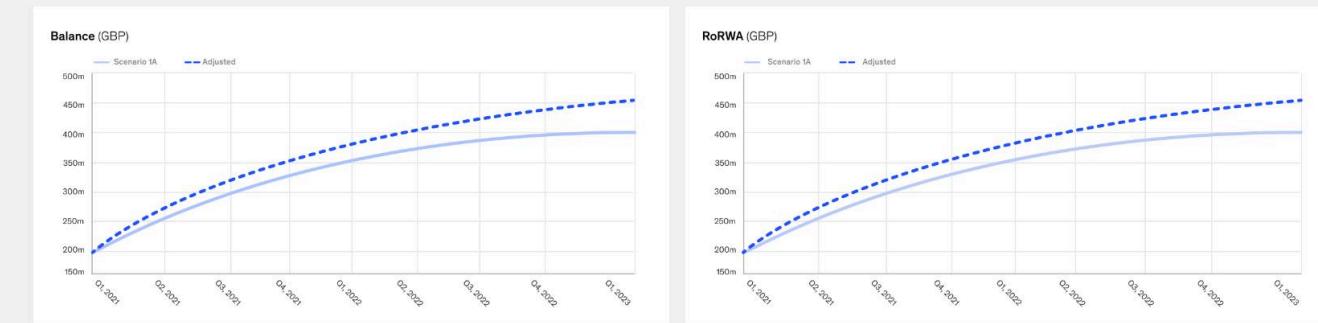
### Quarterly Projections

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

Cont ...

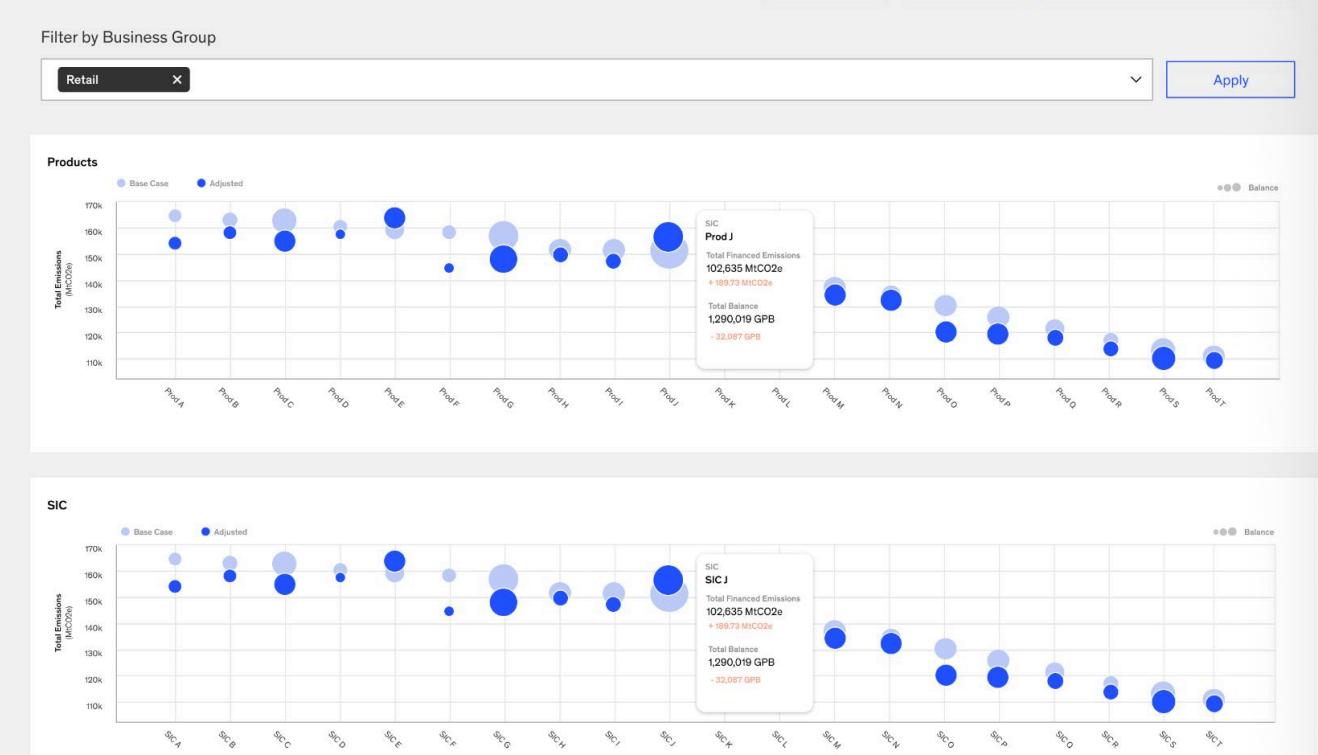


## Quarterly Projections



KPI	Difference from Initial Case For the next 6 Quarters	Q1, 2021	Q2, 2021	Q3, 2021	Q4, 2021	Q1, 2022	Q2, 2022	Q3, 2022	Q4, 2022
RoRWA (GBP)		192,103,102	192,103,102	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000
PPNR (GBP)		192,103,102	192,103,102	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000
Balance (GBP)		192,103,102	192,103,102	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000
Financed Emissions (MtCO2e)		192,103,102	192,103,102	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000
Investment Intensity		192,103,102	192,103,102	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000	192,103,102 +12,000

## Product & SIC Breakdowns



## Levers & Scenarios

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

## Strategies, Levers & Scenarios

Volume Strategies

STRATEGY

STRATEGY

Volume Strategy

Climate Levers

LEVER

LEVEL OF ACTION

LEVER

LEVEL OF ACTION

Climate Lever

Economic Scenarios

SCENARIO

SCENARIO  Scenario 1B

Economic Scenario

Apply

Cancel

## Emissions by Industry Code & Portfolio Size

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

# 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. The main area displays a grid of chemical structures for similar molecules. Each card includes the molecule name, reference ID, strength, Tanimoto score, and options to copy SMILE and view details. The sidebar on the right shows a 'Molecule Comparison' section with a list of selected molecules and a 'Run Comparison' button.

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.