

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

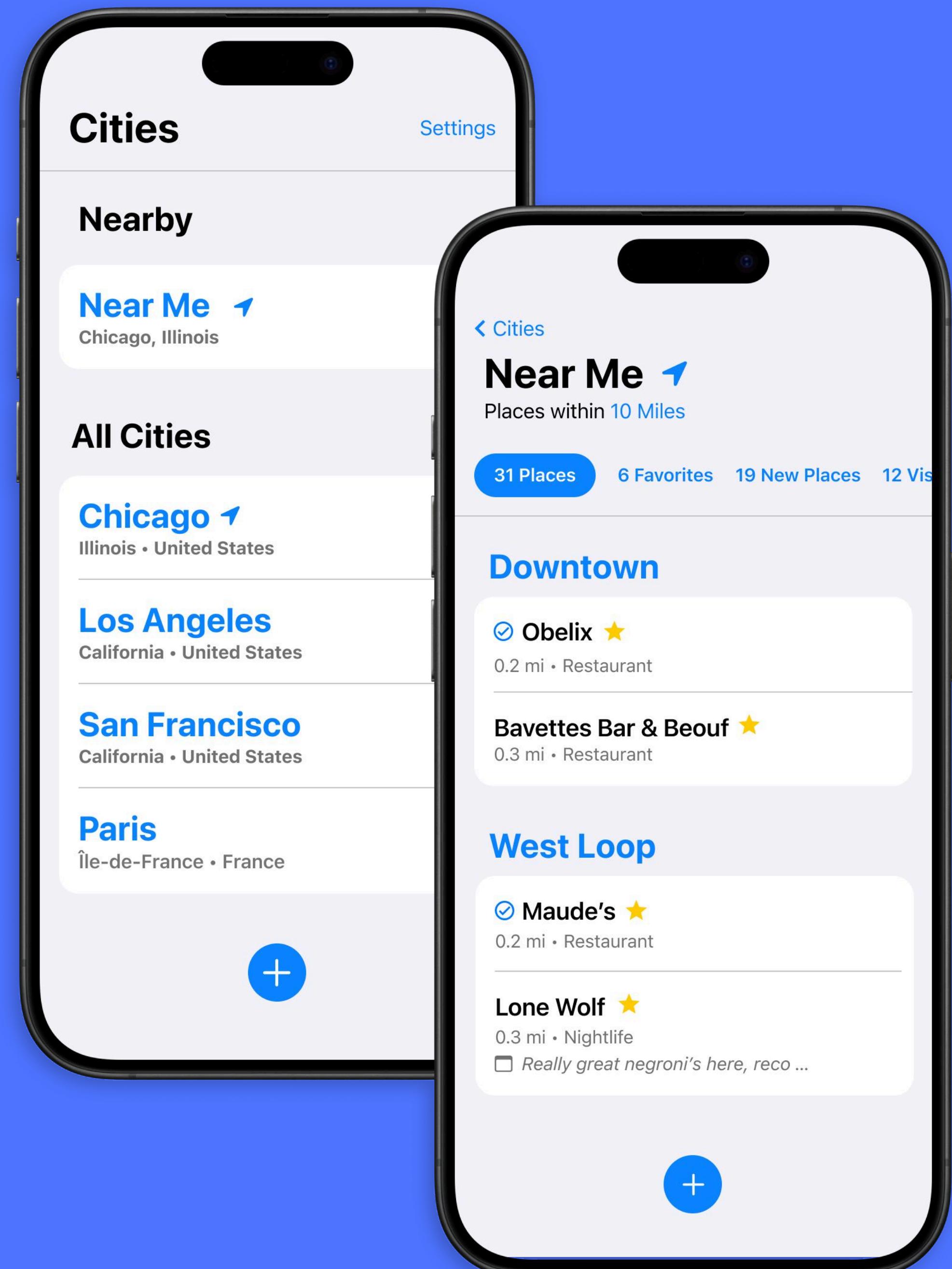
- **Balancing simplicity and functionality** – Users needed a lightweight experience, but saving places had to feel seamless.
- **Building an MVP quickly** – The goal was to validate the idea within 3 months, prioritizing essential features.
- **Leveraging MapKit's limitations** – MapKit provided structured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

Solution

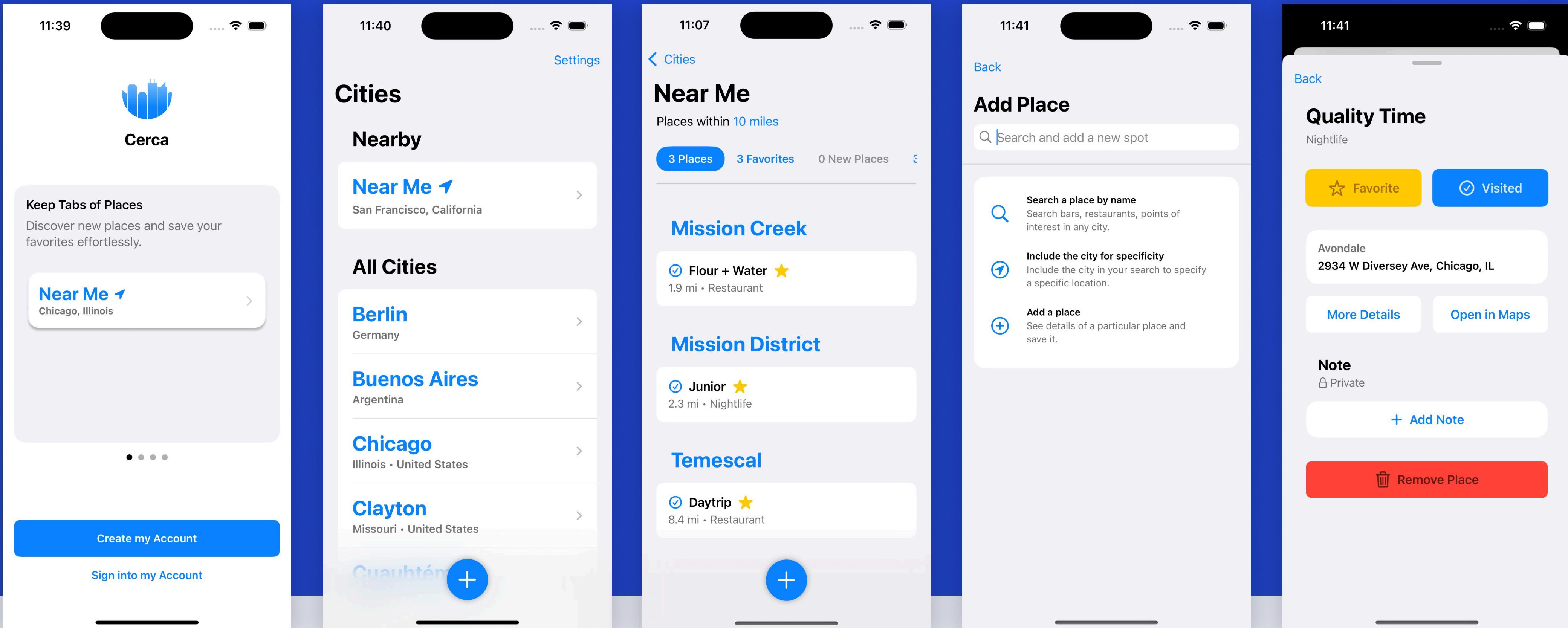
- Designed and developed an **MVP in Swift**, working closely with a Swift engineer and a Rails engineer.
- Created **auto-generated lists** by city & neighborhood, allowing users to build collections without manual organization.
- Simplified **onboarding** with an interactive preview and option to Sign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

CVS: Enhancing Prescription Management

Lead Designer – Prototype for Usability Testing

Managing prescriptions on mobile was confusing and frustrating for users. Refill workflows were cumbersome, notifications were poorly timed, and users relied on pharmacy calls for updates.

Challenges

- Compliance & security** – Healthcare data required strict adherence to HIPAA and legal constraints.
- Reducing cognitive load** – Many users were elderly or managing multiple prescriptions, so clarity was key.
- Balancing automation vs. control** – Users wanted automation (e.g., auto-refills) but also manual oversight.

Solution

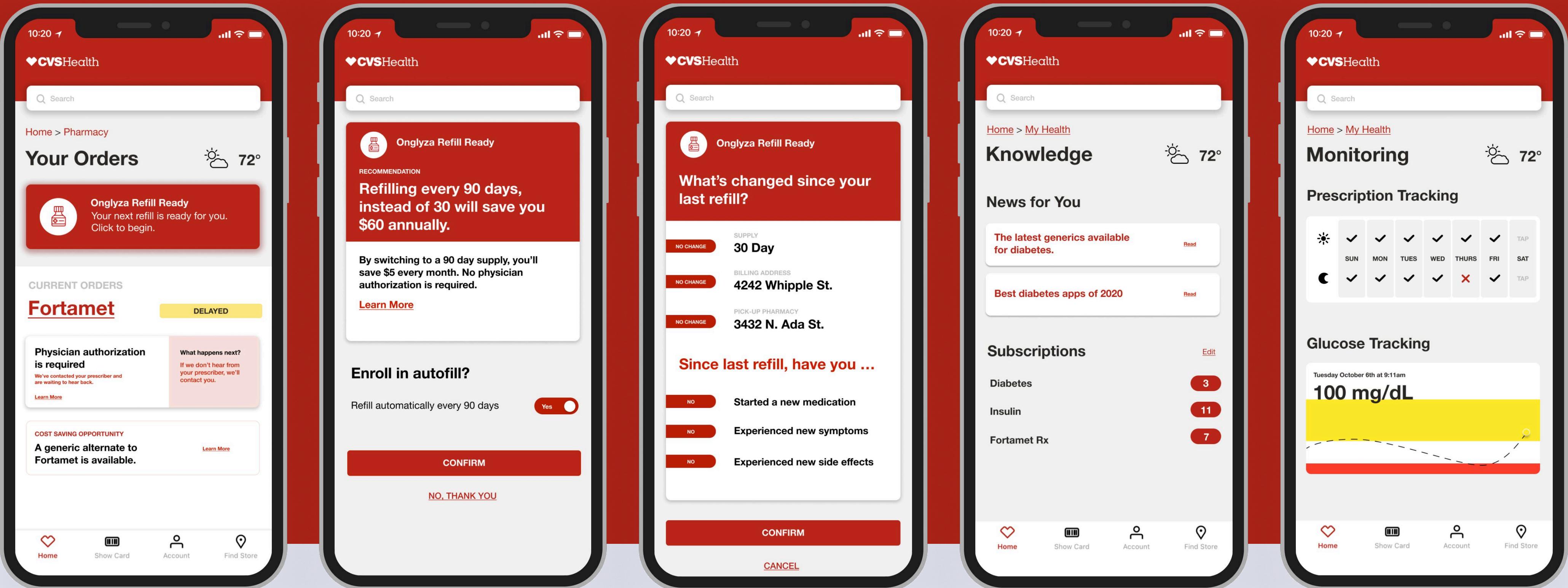
- One-tap refills** – Simplified the renewal process to eliminate redundancy.
- Clearer prescription status updates** – Reduced pharmacy calls by improving real-time tracking.
- Personalized health reminders** – Integrated medication adherence without third-party apps.

Impact & Next Steps

- Prototype tested with **real users**, validating improved usability.
- Next steps: **Integrating prescription comparison tools** for better medication choice and prescription cost reduction.



CONSUMER PROTOTYPE



Prescription Status

Users receive clear, real-time updates on prescription status, minimizing unnecessary pharmacy calls and improving the overall experience.

Autofill

Users can opt in for automatic prescription refills, reducing friction and ensuring they never run out of essential medications.

Easy Renew

Prescription refills should be effortless. Our one-click renewal process eliminates redundant steps, saving users time and reducing refill errors.

Knowledge Articles

Users can subscribe to specific medical topics and access prescription-related news, ensuring they stay informed about their medications.

Monitoring & Adherence

Instead of relying on third-party health apps, users can track medication adherence within the CVS app, simplifying their health management.

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 includes links for Summary, Relationships, Chemical Similars (32), Bioactivity (25), Adverse Events (802), Drug-Drug Interactions (16), Drug Indications (32), Data (In Vitro ADME/T (60), Pharmacokinetics (44), Pre-clinical Safety (530), Cardiovascular Safety (94), Biacore Kinetics (6), Clinical Trials Info (32)), and a 'Copy SMILE' button. 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' sidebar on the right lists selected molecules for comparison. The bottom navigation bar shows 'View: 10 20' and page numbers 1 through 7.

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

A-861695.0
Veliparib

Summary
Relationships
Chemical Similars (32)
Bioactivity (25)
Adverse Events (802)
Drug-Drug Interactions (16)
Drug Indications (24)
Drug Clinical Interactions (24)
Data
In Vitro ADME/T (60)
Pharmacokinetics (44)
In Vivo Pharm Data (32)
Preclinical Safety (530)
Cardiovascular Safety (94)
Biacore Kinetics (6)
Clinical Trials Info (33)
Liver Tox Data
Literature Associations
Drug Associations (21)
Gene Associations (302)
Phenotype Associations (21)

Chemical Similars

Views: Heatmap Grid Table

ECFP6 4096-bit Structural Similarity Bioprofile

No Data Strength 0 Strength 1 Strength 2 Strength 3 Strength 4

Molecule list: A-10042, A-26930, A-1702 (Drug Name), A-778168 (Drug Name), A-912483 (Drug Name), A-1753791 (Drug Name), A-1753731 (Drug Name), A-424097, A-10042, A-26930, A-1702, A-912483, A-778168, A-1753791 (Drug Name), A-1753731 (Drug Name), A-424097 (Drug Name), A-1702, A-10042, A-778168, A-10042

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.

ARCH

A-861695.0 - Chemical Similars > Select & Compare

Select Molecules to Compare (up to 10)

Selected Molecules (Limit 10)

Depasozolemic (A-43918.15) A-BT845 (A-BT845) A-BT858 (A-BT858) A-BT858 (Molecule) A-Molecule (Molecule) A-Molecule (Molecule) A-1023983 (A-1023983) Clear All

Search a Molecule or Drug Name

250 Total Chemical Similars for A-861695.0

Molecule cards (examples): A-861695 (Veliparib), CHEMBL1094636 (View Molecule), A-424097 (Exalamide), A-1702 (View Molecule), A-2910313 (View Molecule), CHEMBL3137308 (Peficitinib), CHEMBL1201284 (View Molecule), A-26830 (View Molecule), A-10042 (View Molecule), A-1702019 (View Molecule), A-2910313 (View Molecule), A-861695 (Veliparib), CHEMBL1094636 (View Molecule), A-424097 (Exalamide), A-1702 (View Molecule), A-1702019 (View Molecule), A-2910313 (View Molecule), CHEMBL3137308 (Peficitinib), CHEMBL1201284 (View Molecule), A-26830 (View Molecule), A-10042 (View Molecule), A-1702019 (View Molecule), A-2910313 (View Molecule), A-861695 (Veliparib), CHEMBL1094636 (View Molecule), A-424097 (Exalamide), A-1702 (View Molecule), A-1702019 (View Molecule), A-2910313 (View Molecule)

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.

TO

ARCH > A-861695.0 > A-1195425.0 - Adverse Events

A-1195425.0 Venetoclax Salt: All

Collapse Summary Relationships

Chemical Similars (32)

Bioactivity (25)
Adverse Events (802)
Drug-Drug Interactions (16)
Drug Indications (32)
Data
In Vitro ADME/T (60)
Pharmacokinetics (44)
Pre-clinical Safety (530)
Cardiovascular Safety (94)
Biacore Kinetics (6)
Clinical Trials Info (32)

Chemical Similars

Views: Grid

Rifabutin + Amoxicillin + Omeprazole (Peficitinib) Reference A-921303.0 Strength 4 Tanimoto 1.2

A-424097 (Peficitinib) Reference A-921303.0 Strength 4 Tanimoto 1.2

A-1702 (Peficitinib) Reference A-921303.0 Strength 4 Tanimoto 1.2

A-424097 (Peficitinib) Reference A-921303.0 Strength 4 Tanimoto 1.2

A-10042 (Peficitinib) Reference A-921303.0 Strength 4 Tanimoto 1.2

A-778168 (Peficitinib) Reference A-921303.0 Strength 4 Tanimoto 1.2

A-1702 (Peficitinib) Reference A-921303.0 Strength 4 Tanimoto 1.2

CHEMBL1201284 (Peficitinib) Reference A-921303.0 Strength 4 Tanimoto 1.2

Molecule Comparison

Learn More Spotfire

Filters Molecule Comparison Run Comparison

Rifabutin + Amoxicillin + Omeprazole (Peficitinib) Reference A-921303.0 Strength 4 Tanimoto 1.2

A-424097 (Peficitinib) Reference A-921303.0 Strength 4 Tanimoto 1.2

A-1702 (Peficitinib) Reference A-921303.0 Strength 4 Tanimoto 1.2

A-424097 (Peficitinib) Reference A-921303.0 Strength 4 Tanimoto 1.2

A-10042 (Peficitinib) Reference A-921303.0 Strength 4 Tanimoto 1.2

A-778168 (Peficitinib) Reference A-921303.0 Strength 4 Tanimoto 1.2

A-1702 (Peficitinib) Reference A-921303.0 Strength 4 Tanimoto 1.2

CHEMBL1201284 (Peficitinib) Reference A-921303.0 Strength 4 Tanimoto 1.2

View: 10 20 325-350 of 450