

DESIGN PORTFOLIO



ATIB CHOWDHURY
PRINCIPAL DESIGNER

Selected Examples (2024)

A QUICK OVERVIEW

Hi, I'm Atib a UX Designer based in London.

OVERVIEW

With over 10 years of design experience, my passion for user experience and interface design focuses on creating visually engaging, highly functional digital products, concentrating on intuitive solutions for complex systems.

I have focussed on improving user interactions, workflows and products within Big Data, AI, finance and the renewable energy sectors. Over the past 8 Years I've specialised in financial systems designing intuitive solutions for complex trading environments.



PROJECT OVERVIEWS

Quick glance at the examples in this portfolio.

CASE STUDY 1

BBOXX CRM Tool for Rural Environments (BBOXX Pulse)

Designing and building a lightweight CRM for first-time computer users, with a user interface optimised for speed and efficiency specifically tailored to perform well on a 3G connection.

CASE STUDY 2

Citi Order Monitor

Enhancing the current system to enable users to acknowledge orders, specifically Call Level Orders, ensuring it allows users to readily recognise and act on orders.

CASE STUDY 3

Refinitiv Collaborative Dealing

Tasked with re-defining the trading experience for Reuters Dealing, introducing NLP into trading workflow.

CASE STUDY 4

LSEG Historical Returns Analysis

Assigned to design a streamlined application that enables users to effortlessly consume and navigate large volumes of data comparing historical stock information.

CASE STUDY 5

LSEG FX Aggregator

Led the redesign of the FX aggregation experience, introducing new features aimed at attracting new clients and retain existing clients within LSEG Workspace.

BBOXX PULSE CRM TOOL

UX DESIGNER / UI DEVELOPER

OVERVIEW

BBOXX is a solar energy company, when I joined the company in 2015 I was tasked with revamping their CRM System, which they used to monitor solar energy systems installations, repossessions and payment information of their customers.

THE CHALLENGE

The goal was to create a customer relationship management tool for area managers, retail supervisors and sales people.

The primary challenge was to create a system that would allow users to administer and use an application in the remote areas of developing countries. The application needed to be lightweight and have low latency to accommodate the limited mobile internet coverage in remote parts of Rwanda, Uganda & Kenya.

The existing system relied on an offline form that updated only once every few days, causing a logistical nightmare for the company. This delay made it difficult to track customer installations or repossession, as well as to verify the accuracy of payment information.

THE PROCESS & MY ROLE

I collaborated with developers, product managers, retail supervisors and area managers. I began by gathering requirements with one of the product managers, the CTO, and the developers of the previous system.

Next, I created process flows for installations, repossession and viewing payment & account information. I used Axure, Adobe Illustrator and Photoshop & Keynote to create the designs and present a rough walkthrough / prototype of the WebApp.

Shop Manager Ndhiwa

Next Actions

- Customer Information
- Record Installation
- Record Repossession
- Record Technical Issue
- Record Collection

SWITCH TO RETAIL SUPERVISOR

Customer Information

personal details

Country KENYA	Name
Shop	Gender
Customer ID	Age
National ID	Address
	Phone Number
	Alternate Phone Number NO ALTERNATE PHONE NU

package / product details

Package Name SUPER LIGHTS 2	Control Unit Serial Number	Total Package Price 32040
Date Signed Up FRI JUN 03 2016	Product Status	Outstanding Balance 67220
Date Installed MON AUG 29 2016	Seizure Status	NOT SEIZED
Products Installed ENERGY SERVICE FEE V0, WELCOME PACK V1, LED BULB SET, LED BULB SET		

NEXT ACTIONS

FILTER

- ALL ACTIONS
- INSTALLATIONS
- REPOSESSIONS

REFRESH **UPDATE**

NAME	ACTION STATUS	ADDRESS	PACKAGE	ACTION
KABANO PAUL	34 DAYS OVERDUE	KIRABO BUSENG GAKENKE NORTH	BB7 LIGHTS	REPOSESS CUSTOMER
CUSTOMER ID RWANDAGAKENKE39	PHONE NUMBER 0783124112	ADDRESS UMUDUGUDU: KIRABO CELL: BUSENG SECTOR: GAKENKE DISTRICT: NORTH		
DATE TO BE COMPLETED BY MON APR 11 2016	CONTROL UNIT SERIAL NUMBER BB7-2014-MAR19-00605			COMPLETE FORM
+ RUCYEBESA EMMANUEL	2 DAYS REMAINING	MAREMBO RULINDO	IKAZE	INSTALL CUSTOMER
+ NTEZIMANA XXX	3 DAYS REMAINING	KIREBE KARAMBO GAKENKE NORTH	BB7 LIGHTS	REPOSESS CUSTOMER
- NTAWUZYIANDEMYE VINCENT	34 DAYS OVERDUE	GITARE,BASE,RULINDO,NORTH	BB LIGHTS	INSTALL CUSTOMER
CUSTOMER ID RWANDAGAKENKE528	PHONE NUMBER 0783698321	ADDRESS UMUDUGUDU: GITARE CELL: BASE SECTOR: RULINDO DISTRICT: NORTH		
DATE TO BE COMPLETED BY MON APR 11 2016	CONTROL UNIT SERIAL NUMBER NO SERIAL NUMBER ASSIGNED			COMPLETE FORM

PAGE 3 < >

PULSE
TODAYS DATE 12 MAY 2016
SHOP MANAGER

CUSTOMER DETAILS

PERSONAL

CUSTOMER ID RWANDAGAKENKE528	ADDRESS UMUDUGUDU: KIRABO CELL: BUSENG SECTOR: GAKENKE DISTRICT: NORTH	SHOP GAKENKE
NAME UWIZEYEMARIYA MARIE GORETTE		AREA AREA 1
PHONE NUMBER 0783678321	NATIONAL ID 1900 B 0162251 0 80	COUNTRY RWANDA
ALTERNATE PHONE NUMBER NO ALTERNATE PHONE NUMBER GIVEN		
GENDER FEMALE		
AGE 45		

THIS CUSTOMER CAN NOT UPGRADE

PULSE
TODAYS DATE 12 MAY 2016
RETAIL SUPERVISOR

After completing my initial designs, I travelled to Rwanda to gain a deeper understanding of the users as well as the limitations they faced using the current system. I supervised focus groups, user testing, observed users in different locations around Rwanda and had one-to-one sessions, speaking in both English and Kinyarwanda. The outcome of the various interactions and observations was that I was able to refine the design to show more information and added more functionality.



HOME

CUSTOMER

PERFORMANCE

PULSE

TECHNICIANS **SALES AGENTS**

FILTER

SALES

LEADS

CONVERSION RATIOS

NAME	TODAY (12/05)	11/05	10/05	09/05	WEEK 1	WEEK 2
- AREA 1	63	54	45	42		
- MUSANZE	14	16	14	13		
JEAN-CLAUDE	6	7	6	5		
MELANIE	5	4	6	3		
ERIC	3	5	2	5		
+ KIRAMBO	20	16	12	6		
+ GAHINGA	19	11	7	10		
+ VUNGA	10	11	12	13		

EVALUATION & IMPACT

Upon the launch of the CRM, we observed a significant increase in both installations and repossession. The data collected demonstrated a marked reduction in errors, leading to improved user satisfaction with the system. Its streamlined design contributed to a better overall user experience.

The project's success was evaluated based on worker productivity, measured by the speed and volume of tasks completed compared to the previous system.

We achieved a remarkable 1000% increase in the number of customers served, along with a rise in payments and a more organised payment recording process.

If given the opportunity to redo the project, I would collaborate more closely with the end users who engage with the system daily. This would enable me to gain a deeper understanding of their user journey and customer interaction, ultimately guiding a more user-centred design approach.

ORDER MONITOR

UX DESIGNER

OVERVIEW

The order monitor allowed users to efficiently track their positions, providing a centralised view of all trades executed on the single-dealer platform, with the capability to perform secondary actions when necessary.

THE CHALLENGE

Users had no way to acknowledge, view, or act on Call Level Orders, a critical issue that came to light during a client call. Upon further investigation, it became clear that this order type was a major source of frustration. Users couldn't determine when these orders were triggered, leading to missed opportunities or dormant orders, severely impacting their workflow.

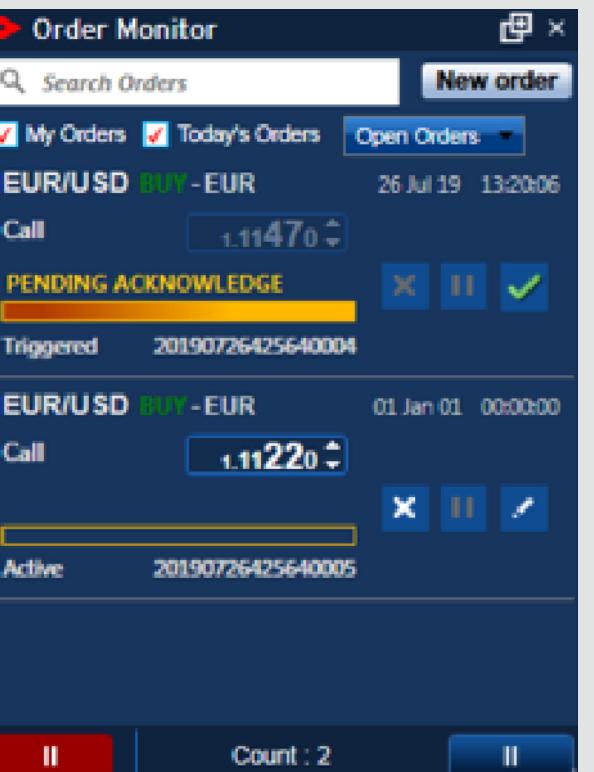
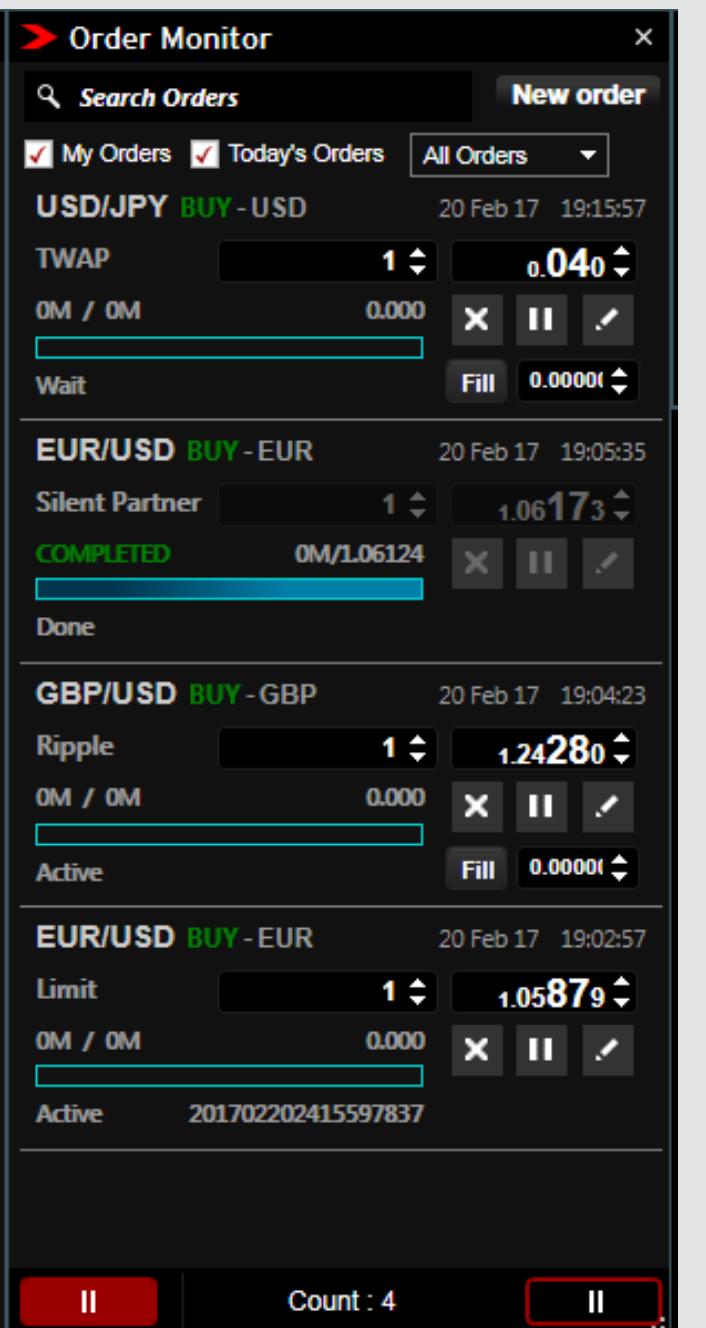
We leveraged the existing order monitor but needed to implement key modifications. This involved updating the status bar, refining status messaging, and highlighting actions available to users depending on whether the trade was active, pending, or triggered. These changes ensured users had a clear understanding of the order's status and could take action when needed.

THE PROCESS & MY ROLE

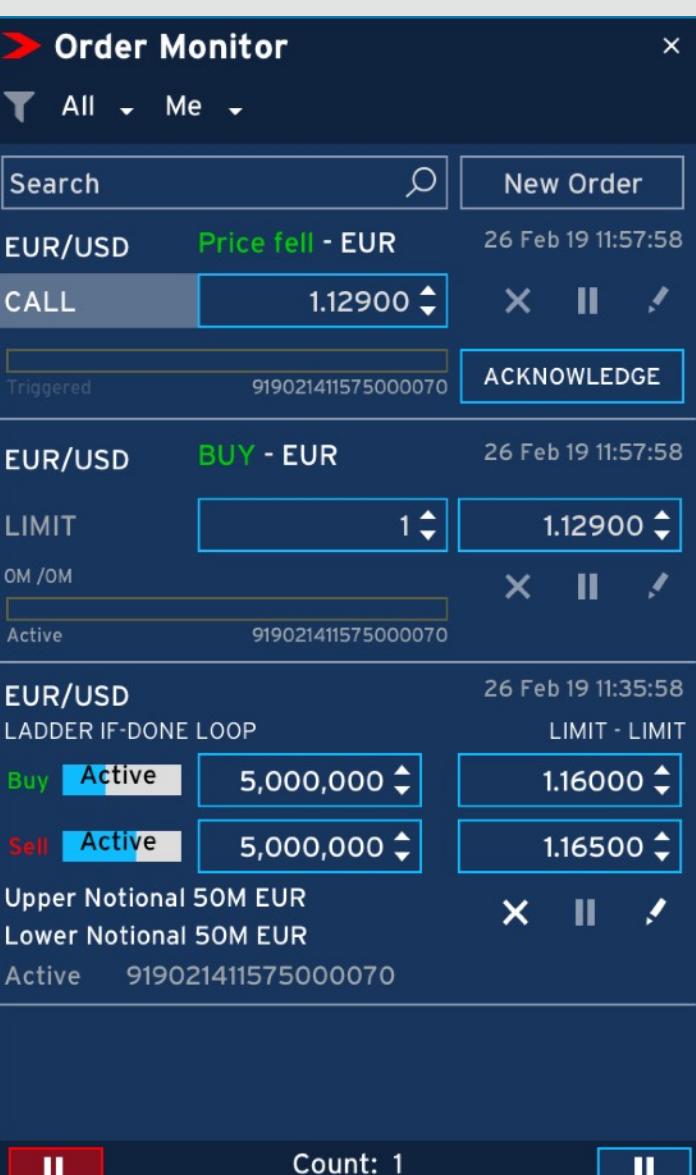
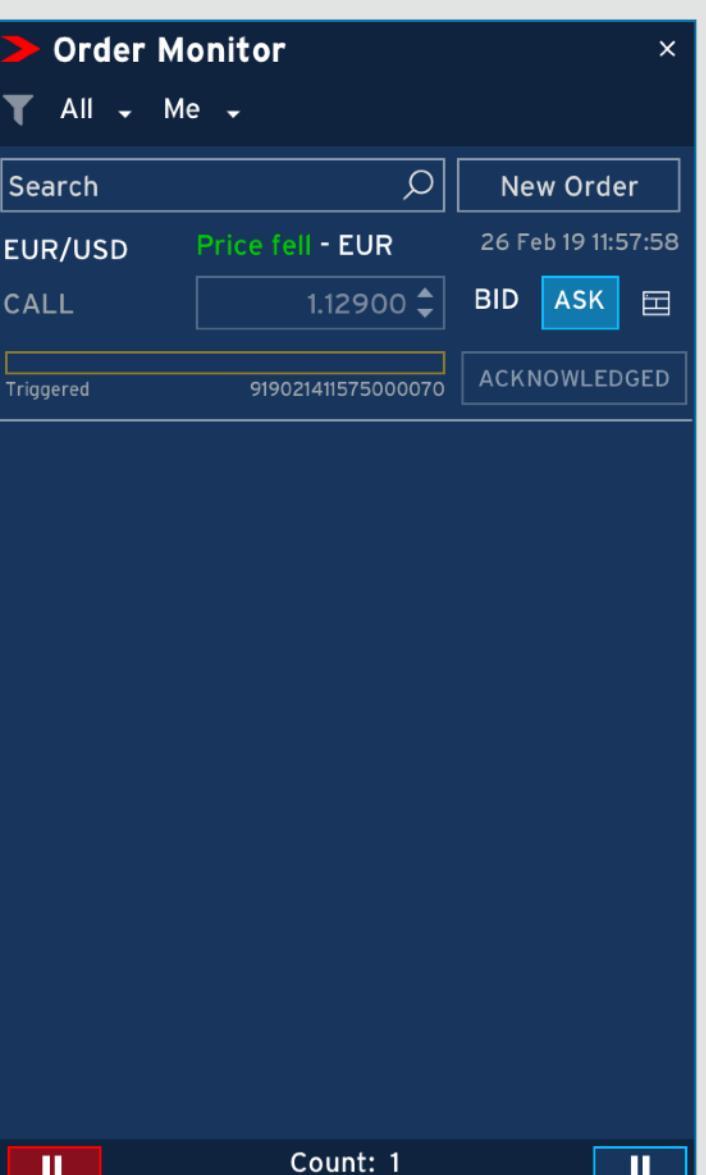
I collaborated closely with the product manager and one of the lead designers throughout the project. My primary focus was to understand the requirements provided by the product manager and explore how the current design could be adapted to meet those needs.

The design went through multiple iterations, largely driven by conversations between myself and the lead designer. Once we finalised a direction, we presented the design to the product manager, explaining the rationale behind our decisions and ensuring alignment with the overall product vision.

Before development began, we showcased the design to a select group of clients to ensure we had addressed the pain points they previously highlighted. We used open-ended questions, asking users how they would navigate the panel and interact with the features, gathering valuable insights into their experience and make any necessary adjustments based in their feedback.



The screens here highlight the initial order monitor on which the additional features and enhancements were added.



The screens below showcase the first and second iterations of the designs.

EVALUATION & IMPACT

We observed an increase in the number of 'Call Level Order' trades being processed, along with a noticeable drop in complaints to the support desk regarding the order monitor.

While the immediate improvements impacted call orders, the design enhancements extended beyond that. The order monitor itself received a significant uplift, aligning it with the rest of the product suite.

The key lessons from this project revolved around how different order types are displayed, the information presented, and what's relevant depending on the data available. In hindsight, I would have prioritised the information architecture and ensured early collaboration with the product owner to avoid unnecessary iterations and save time.

The screenshot shows the 'Order Monitor' interface with the title bar 'Order Monitor'. It has two tabs: 'Mine' and 'All Orders', with 'Mine' selected. Below the tabs are search and new order buttons. The main area displays two orders:

- EUR/USD** (26 Feb 19 11:57:58)
CALL 1.12900 X II ⚡
PENDING ACKNOWLEDGE ACKNOWLEDGE
Triggered 919021411575000070 QL13263
- EUR/USD** (26 Feb 19 11:59:58)
Price fell - EUR
CALL 1.12960 X II ⚡
Active 919021411575000070 QL13263

At the bottom, there are two red and blue double arrow icons labeled 'Count: 2'.

The screenshot shows the 'Order Monitor' interface with the title bar 'Order Monitor'. It has two tabs: 'Mine' and 'Done Orders', with 'Mine' selected. Below the tabs are search and new order buttons. The main area displays two orders:

- EUR/USD** (26 Feb 19 11:57:58)
CALL 1.12900 X II ⚡
ACKNOWLEDGED ACKNOWLEDGED
Done 919021411575000070 QL13263
- EUR/USD** (26 Feb 19 11:59:58)
Price fell - EUR
CALL 1.12960 X II ⚡
Active 919021411575000070 QL13263

At the bottom, there are two red and blue double arrow icons labeled 'Count: 2'.

COLLABORATIVE DEALING

SENIOR UX DESIGNER

OVERVIEW

A revamped dealing platform with a 40-year history, now updated to incorporate NLP into the workflow, creating a streamlined experience tailored to the fast-paced environment of the trading community.

File Trading Window Help Aggregator - Majors

Y B O M CA CI CL H R H1 H2 H3 H4 H5 H6 G1 G2 G3 G4 G5 G6 W1 W2 W3 W4 W5 W6 MT ST AM

Negotiations Blotter

Filter:

Ticket/Conv

Date	Time	Rate	Swift	Deal Type	Code	Maker	Taker	CounterParty	User	Period	Direction	Status	Volume
14-Sep-2021	12:27:45	???????	USD/PLN	SPOT	FXTI	FXTI	FXTI	TUAB	SPOT			NODEAL	10 MIO
14-Sep-2021	12:27:45	???????	USD/PLN	SPOT	FXTI	FXTI	FXTI	TUAB	SPOT			NODEAL	10 MIO
14-Sep-2021	12:09:52	1.1814	EUR/USD	SPOT	FXTI	FXTI	FXTI	TUAB	SPOT			EXTRACTED	3.125 MIO
14-Sep-2021	12:09:52	1.1814	EUR/USD	SPOT	FXTI	FXTI	FXTI	TUAB	SPOT			EXTRACTED	3.125 MIO
14-Sep-2021	12:09:04	+3/+124	EUR/USD	SWAP	FXTI	FXTI	FXTI	TUAB	3M			NODEAL	756.87 M...
14-Sep-2021	12:09:04	+3/+124	EUR/USD	SWAP	FXTI	FXTI	FXTI	TUAB	3M			NODEAL	756.87 M...
14-Sep-2021	09:52:17	1.1812	GBP/USD	SPOT	FXTI	FXTI	FXTI	TUAB	SPOT			FROZEN	6 MIO
14-Sep-2021	09:52:17	1.1812	GBP/USD	SPOT	FXTI	FXTI	FXTI	TUAB	SPOT			EXTRACTED	6 MIO
14-Sep-2021	09:50:51	???????	GBP/USD	SPOT	FXTI	FXTI	FXTI	FXTI					
14-Sep-2021	09:50:51	???????	GBP/USD	SPOT	FXTI	FXTI	FXTI	FXTI					
14-Sep-2021	09:46:05	.24	GBP	DEPO	FXTI	FXTI	FXTI						
14-Sep-2021	09:46:05	.24	GBP	DEPO	FXTI	FXTI	FXTI						
14-Sep-2021	09:44:04	???????	GBP	DEPO	FXTI	FXTI	FXTI						
14-Sep-2021	09:44:04	???????	GBP	DEPO	FXTI	FXTI	FXTI						
14-Sep-2021	09:43:40	???????	GBP/USD	SPOT	FXTI	FXTI	FXTI						
14-Sep-2021	09:43:40	???????	GBP/USD	SPOT	FXTI	FXTI	FXTI						
14-Sep-2021	09:40:44	222222	JPY	DEPO	FXTI	FXTI	FXTI						

FX

FY 09:52GMT 14SEP2021 FXTI FXTI c17176 <TUAB>

Deal

SPOT GBP / USD SELL AT 1.1812

USD 7,067,200.00 GBP 6,000,000.00

THU 16SEP2021 THU 16SEP2021

<our pay> <our pay code> Sell Currency

<clearinghouse> <our clearing member>

<reporting party> <comment-1>

+ User Data
- FX/Base Rates

Bank Base Rates <currency> <rate> <currency> <rate>
FX Market Rates GBP/USD 1.3858 USD 1.0000

Best Price <best bid> <best offer>
Mid Price <mid price>

End Quit Print

Suspect fields: Deal rate

CONTACTS

Find a contact

- Missed Calls
 - FXTI 09:32:24GMT 14SEP2021 GBP/JPY IN 5M
 - FXTI 14:43:12GMT 09SEP2021 EURUSD 3M
- test
 - FXBI
 - XXJD
 - XXJB
- EURUSD
 - FTXA
 - FTXE
 - XXJA
- Dealing Contacts
 - FXTI
 - FXIT
 - XBNB
 - FTXT
 - FTXI
 - XXDC
 - CITL CITIBANK LONDON
 - HSBC HSBC - HK
 - SWISSY
 - FXCO

CONTACT

Signed On

File Trading Window Help Aggregator - Majors

Y B O M CA CI CL H R H1 H2 H3 H4 H5 H6 G1 G2 G3 G4 G5 G6 W1 W2 W3 W4 W5 W6 MT ST AM

NEGOTIATIONS

RECV TO FXTI FXTI 15:49 GMT 1 SEND FROM FXTI FXTI 15:49 ... 2 RECV TO FXTI FXTI 15:50 GMT 3 SEND FROM FXTI FXTI 15:50 ... 4

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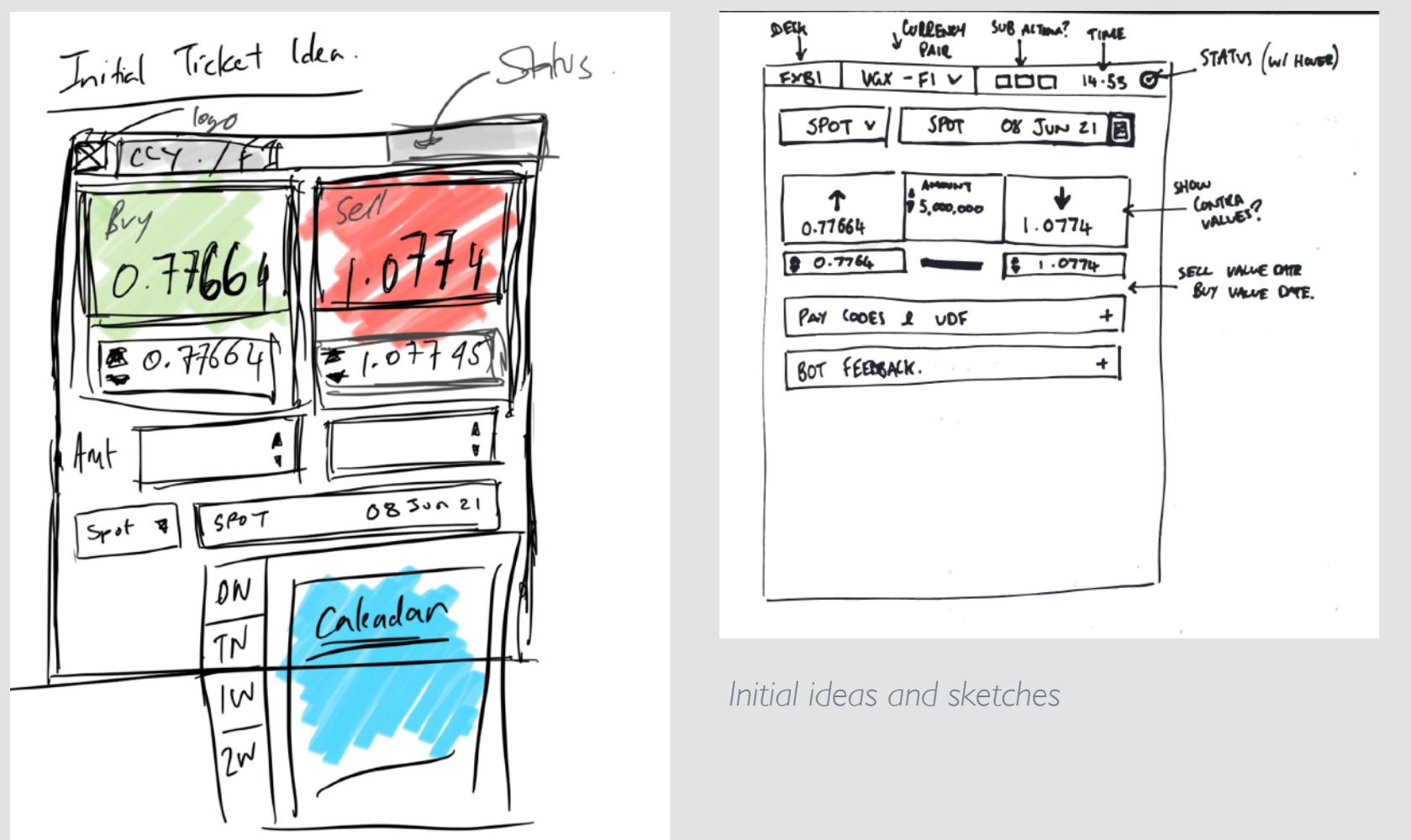
THE PROCESS

I took advantage of the blank slate to analyse the current landscape of dealing platforms, including competitor analysis both within and outside the financial sector, such as the energy sector.

I sketched initial ideas on how users could interact with the new dealing platform, incorporating:

- Storyboarding
- Mapping out various touch-point
- Understanding user journeys and identifying pain points for traders
- Conducting workshops with product owners to align on their vision for the platform.
- Performing a heuristic evaluation of the existing dealing platform to identify current issues.
- Collaborating with product owners and dev leads to create sketches and low-fidelity wireframes, refining workflows.

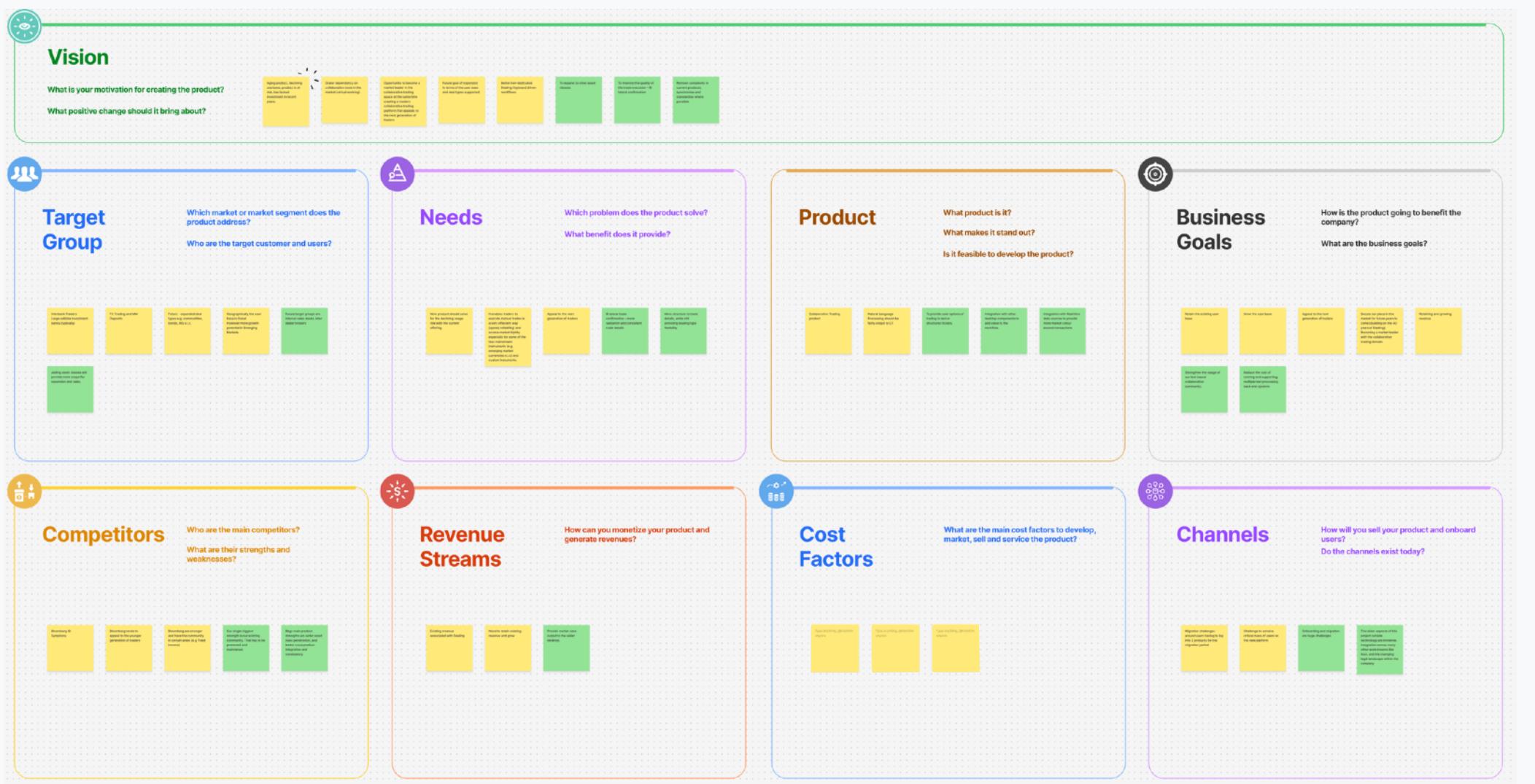
After finalising the wireframes, we transitioned to high-fidelity designs. During this process, the lead designer and I realised there was no existing design library for trading, which led us to create a design language for trading at LSEG while simultaneously developing the new dealing platform.



Initial ideas and sketches

Common themes from London dealing research (2019)

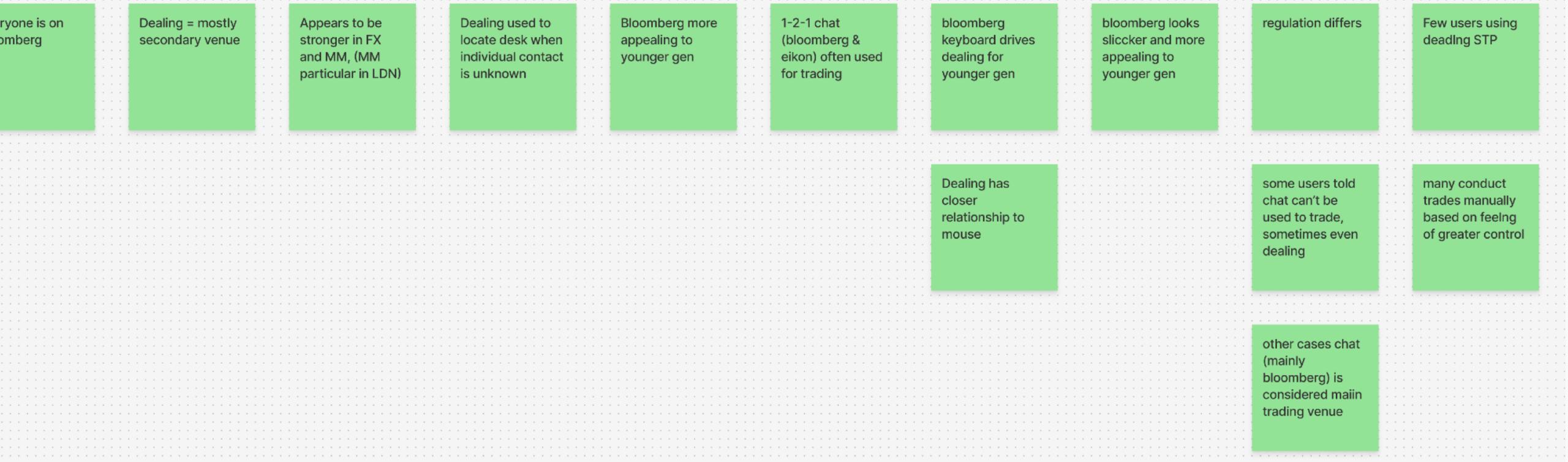
THE PROCESS CONTINUED



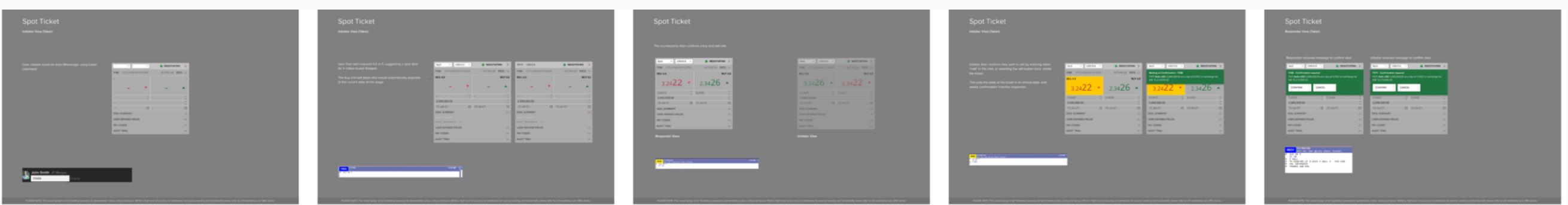
During the workshop with the product team, we used this template to gain a clear understanding of their needs while also exploring the business aspects of the application.



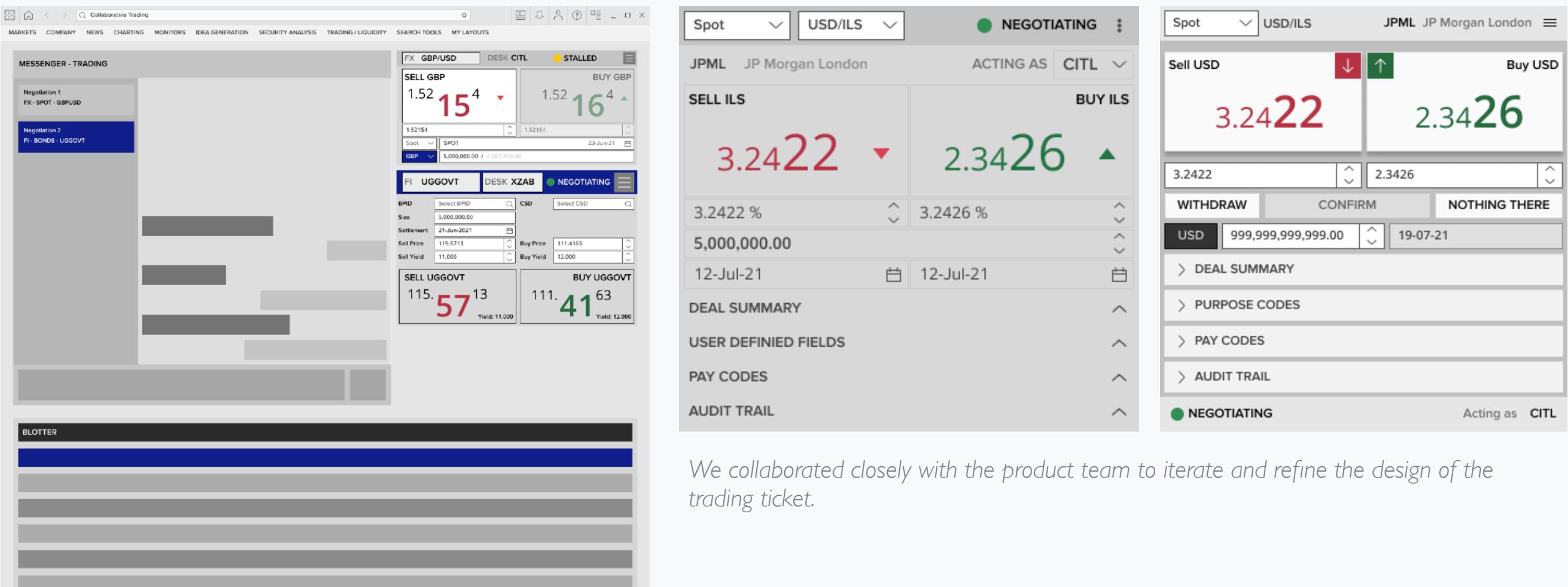
Story boarding - sketching out the workflow to understand how users may interact with the platform.



Whilst talking to clients, product and parts of the business, we realised there were common themes presented when conducting research for Dealing.



The flow of the ticket including the messages, this was done to understand how the NLP engine should work.



We collaborated closely with the product team to iterate and refine the design of the trading ticket.

Example of a Lo-fi wireframe looking at the layout of the messenger, ticket and blotter.

EVALUATION & IMPACT

Since the MVP launch in June 2022, the platform has experienced a steady increase in its user base, with central banks across Asia and Africa adopting it as their primary trading tool. The feedback has been overwhelmingly positive. Several phases have been successfully released since the initial launch, with the most recent phase introducing FX Options.

Although there were challenges in getting the product off the ground, the process of designing, building, and deploying a fully functional NLP trading platform within 18 months was both challenging and rewarding. As the UX Designer, I played a key role in bridging previously disconnected business units, facilitating essential conversations that helped drive the project forward.

The screenshot displays a sophisticated NLP-based FX trading application interface. At the top, a navigation bar includes 'CONTACTS', 'CHATS', 'BLASTS', and a selected 'TRADE' tab. The main area shows a conversation with Morgan Lee from ACME London. The interface is dark-themed with blue and green highlights for user roles. On the right, a 'Spot' market view shows USD/JPY rates at 111.71 (Sell) and 111.76 (Buy). A 'CONFIRM' button is visible. Below the main chat, a 'FX SPOT BLOTTER' section lists two recent trades:

ID	Date	Time	User	Desk	Trade Type	Currency	Rate	Amount	Status	Start Date	End Date	Initiator	Recipient	Comments
FXTA141	13-SEP-21	14:32:48	sara.kha	ACME Lo	ACML	morgan.le	USD/JPY	Spot	Sell	111.71 / 111.76	15-SEP-21	Confirm Init	13-SEP-21	13-SEP-21
FXTA141	13-SEP-21	14:30:31	sara.kha	ACME Lo	ACML	dan.andre	GBP/USD	Spot	Buy	1.2345	15-SEP-21	Negotiating	13-SEP-21	13-SEP-21

At the bottom, pagination controls show '1 - 2 of 2 trades' and 'Page 1 of 10'.

HISTORICAL RETURNS ANALYSIS

SENIOR UX DESIGNER

OVERVIEW

The application enables users to effortlessly compare historical data for two instruments, featuring integrated data visualisation for enhanced clarity and insight.

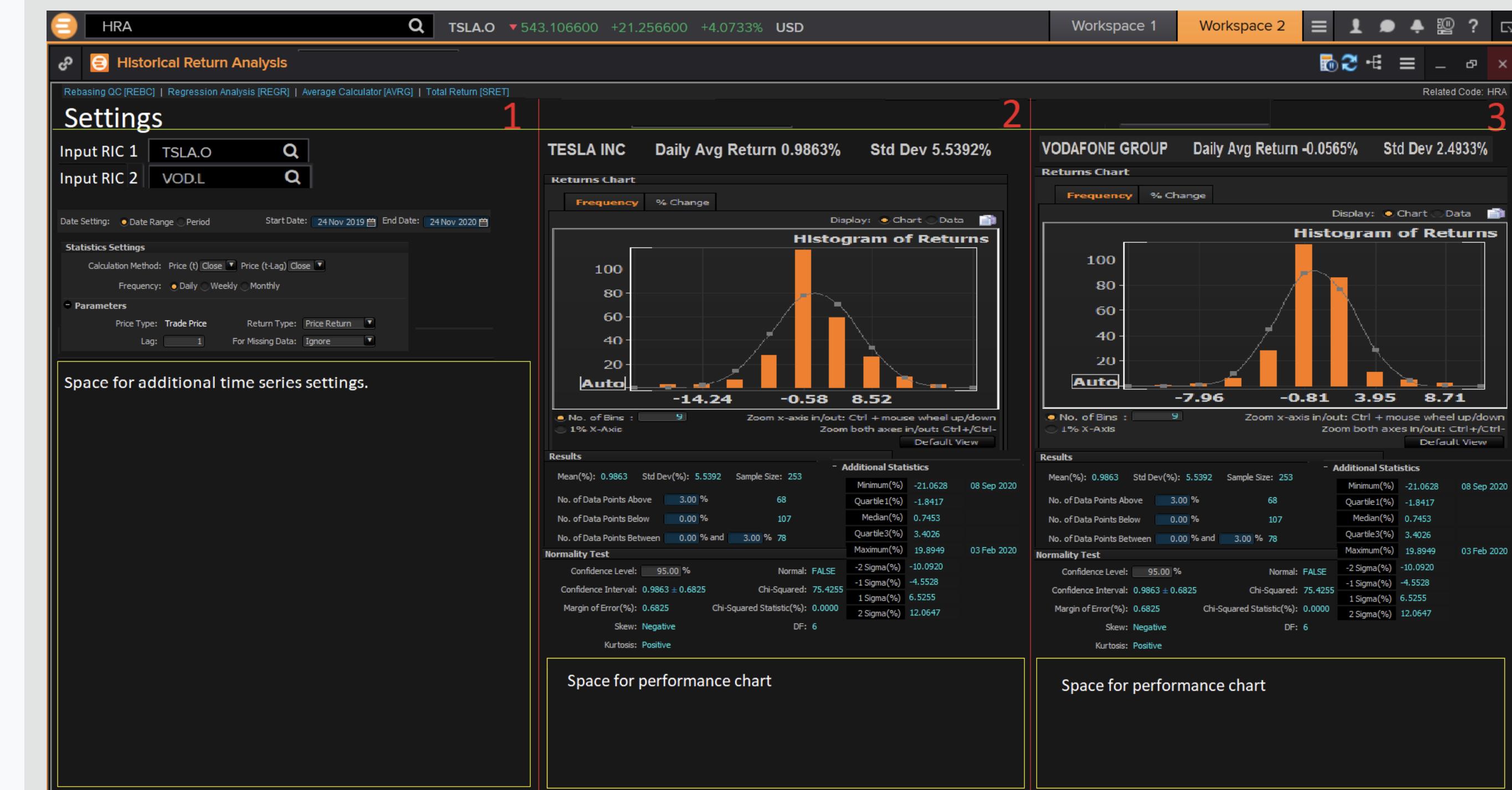
THE CHALLENGE

Users expressed a need for a more efficient way to compare historical analyses between two instruments, as the existing process required them to contact an analyst and wait for an email containing the information. This method was insecure and lacked interactivity, resulting in clients wasting valuable time in back-and-forth communication.

MY ROLE

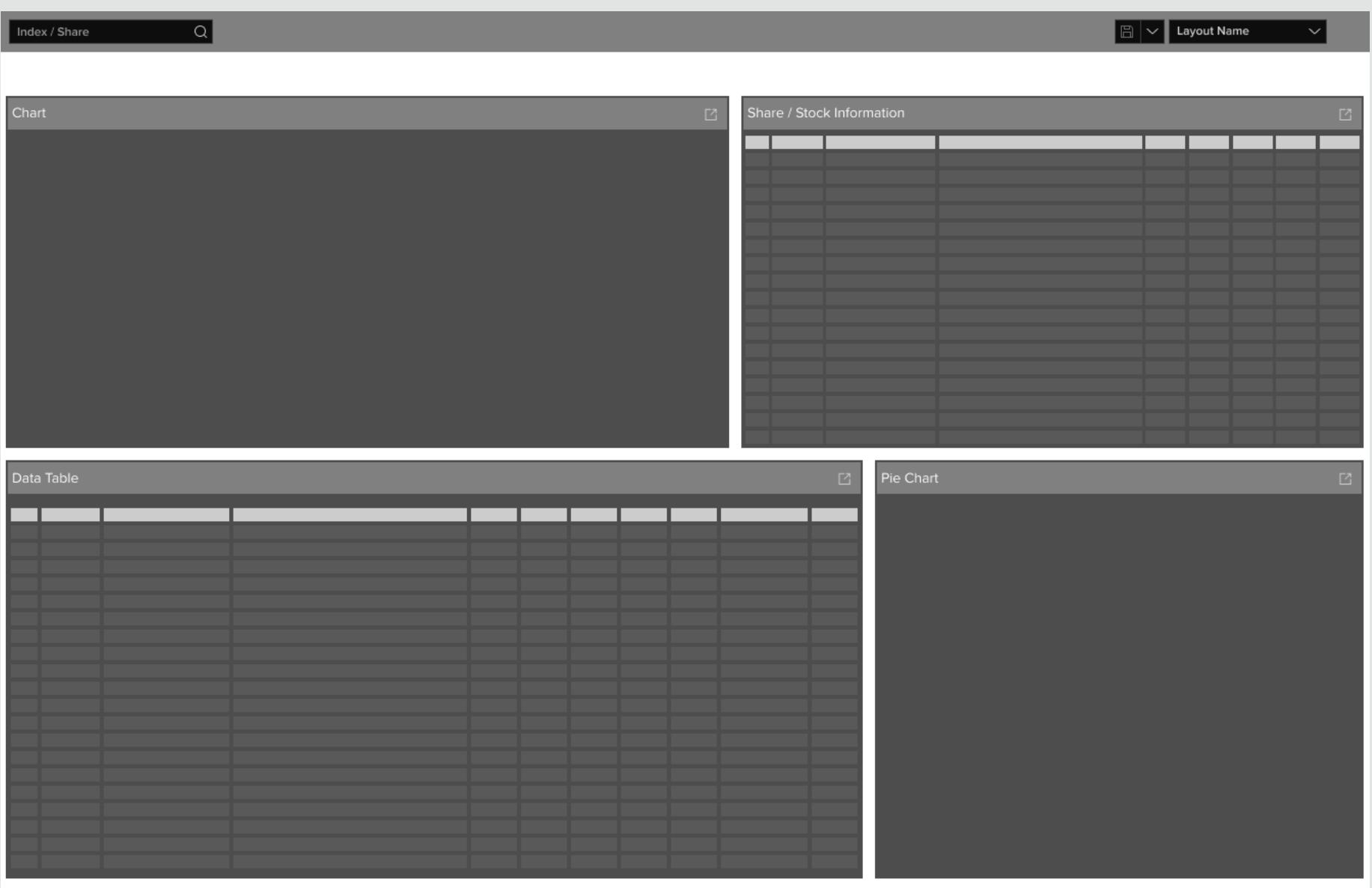
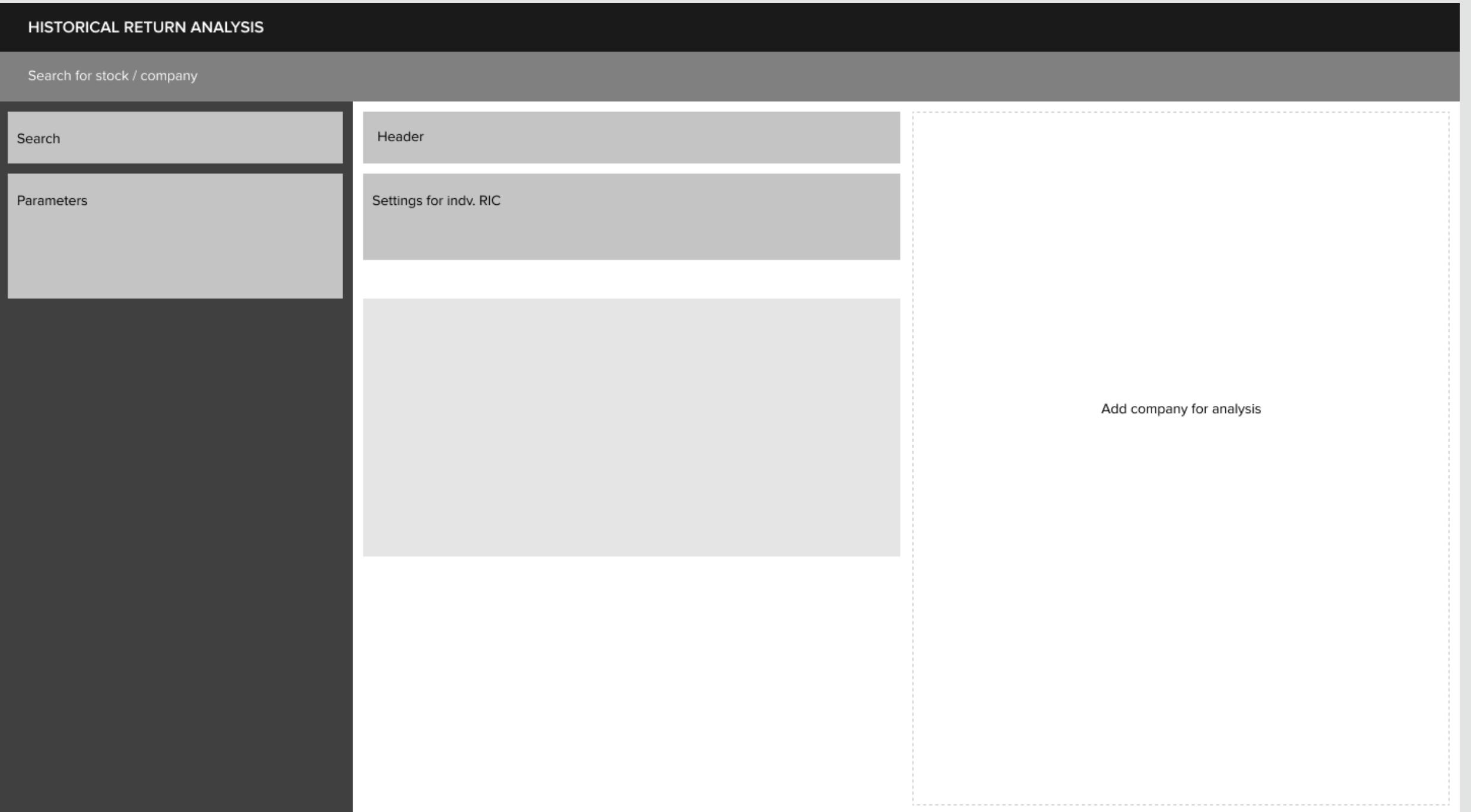
As the sole designer on the project, I collaborated closely with the product owner, technical leads and developers. I focused on providing design expertise in data visualisation and optimising the user experience for intuitive navigation through filters and settings.

I led the design of the HRA application, overseeing its development to ensure it aligned with the original design vision. I provided detailed feedback on user behaviour and the implementation of progressive disclosure, enhancing the overall user experience.



THE PROCESS

- Developed grayscale wireframes to facilitate discussions among product, development, and design teams.
- Collaborated with the Head of Equities to understand his vision and requirements for increasing the client base through the analysis tool.
- Iterated designs in collaboration with the Business Analyst and Tech Lead to address technical limitations.
- Managed a fast-paced project, progressing from low-fidelity to high-fidelity designs within a week.
- Worked closely with developers to ensure the final product matched the approved design.



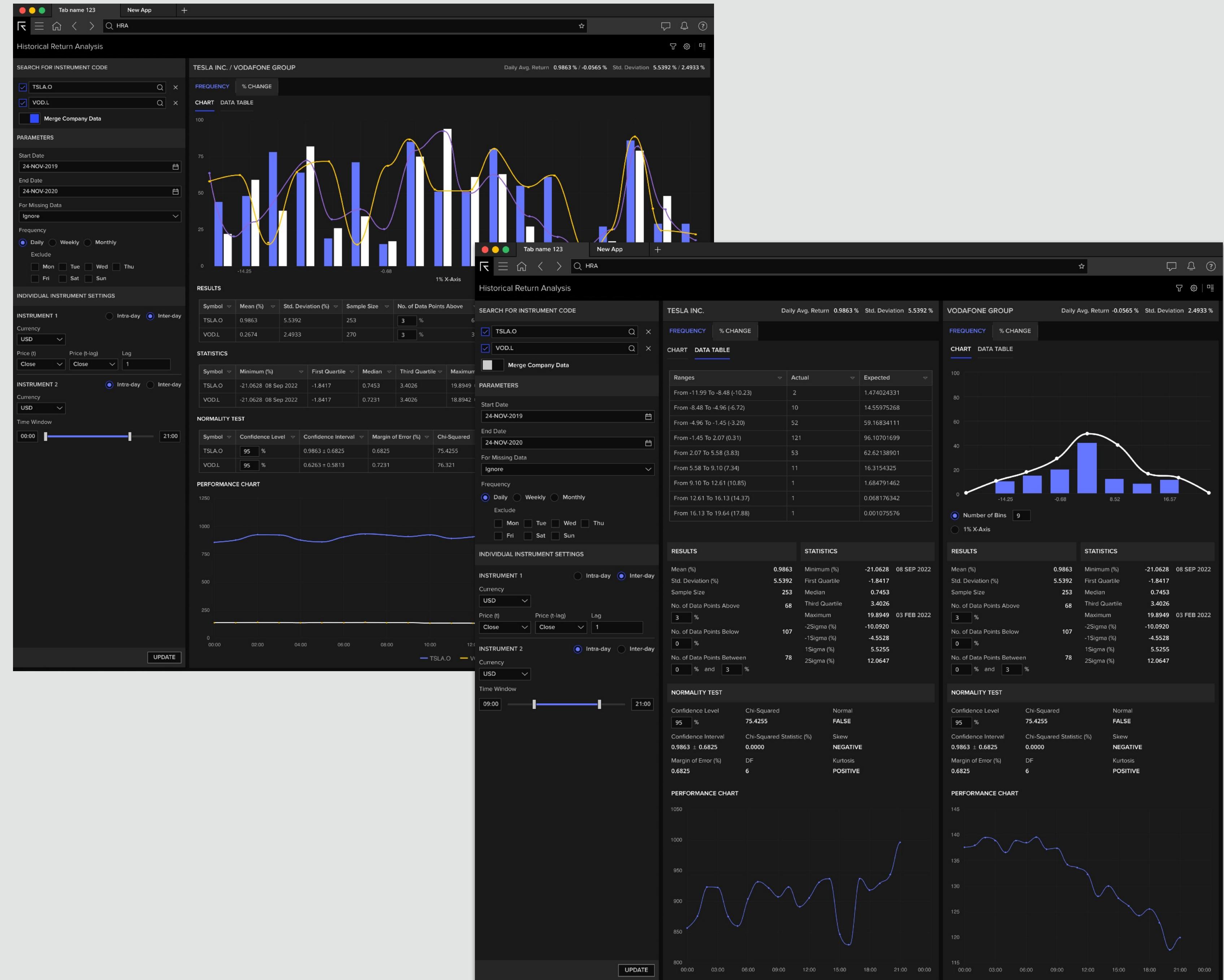
Initial ideas and sketches

EVALUATION & IMPACT

Following the launch of the initial version of the application, feedback from internal teams was overwhelmingly positive, as it significantly reduced the number of requests directed to analysts.

This enhancement enabled the business to concentrate on delivering a more nuanced and tailored approach, ultimately providing clients with a superior, bespoke experience.

Given the tight timeline and pace of the project, I was unable to fully conduct an analysis or research on the previous application. Instead, I relied on input from the product manager and the Head of Equities. In the future, when working on designs within such a short timeframe, I'll make sure to carve out time for a heuristic evaluation and gain a firsthand understanding of the user's pain points.



FX AGGREGATOR

PRINCIPAL PRODUCT DESIGNER

OVERVIEW

Consolidates rates from various venues, providing traders and salespeople with the ability to trade multiple currencies using a variety of algorithms.

THE CHALLENGE

The platform was underutilised, with clients favouring alternative aggregation products like EBS Direct, FlexTrade, and DealHub. As a result, the business was losing key clients, and with the future of trading moving towards algorithmic solutions, the firm needed to adapt. They aimed to leverage advanced algorithms for a new platform, but the existing system was outdated, slow, and inefficient. Implementing a single algorithmic trading model took over six months, making it hard to remain competitive and meet the industry's growing demands.

The business asked us to modernise, simplify, and reduce barriers for traders. The goal was to make it seamless for users to add, remove, and trade currency pairs with ease. A key focus was the multi-currency trading grid, as 80% of traders were using basic algorithms, while only 20% utilised the complex features. However, that 20% contributed a significant portion of the revenue, so the challenge was finding the right balance—allowing users to quickly access the advanced algorithms while still catering to the majority of users who didn't use them.

MY ROLE

As the design lead for the project, I spearheaded the design team, collaborating closely with the product owner and senior stakeholders. Together, we aligned on the roadmap to develop a strategy that integrated design thinking into the project. I took ownership of co-ordinating between the development team and product, working with the business analyst to create user stories and JIRA tickets to guide development. Alongside the product owner, I prioritised requirements and navigated budget constraints to determine which features could be built or moved to the backlog. I regularly presented design progress to the wider team, ensuring transparency, while mentoring junior members and overseeing the overall design direction to maintain quality and consistency.

FILTER: Basket=default, Wave=VAAS...							TRADED: 100M / 125M		
Side	Symbol	Qty	Price	Avg Px	Stat	Dest	% Filled	Executed	
Sell	EUR/USD	500,000	1.08950	1.08950	F	TRDA-BANK1	100%	500,000	
Sell	EUR/USD	500,000	1.08950	1.08950	F	Refinitiv Pricestream	100%	500,000	
Sell	EUR/USD	500,000	1.08950	1.08950	F	BKQ3	100%	500,000	
Sell	EUR/USD	500,000	1.08950	1.08950	F	Refinitiv Pricestream	100%	500,000	
+	EUR/USD	500,000	1.08950	1.08950	F	QEMSP1	100%	500,000	
+	EUR/USD	500,000	1.08950	1.08950	F	BKQ2	100%	500,000	
+	EUR/USD	500,000	1.08950	1.08950	F	TRDA-BANK1	100%	500,000	
+	EUR/USD	500,000	1.08950	1.08950	F	BKQ2	100%	500,000	
+	EUR/USD	500,000	1.08950	1.08950	F	BKQ3	100%	500,000	
+	EUR/USD	500,000	1.08950	1.08950	F	BKQ2	100%	500,000	
+	EUR/USD	500,000	1.08950	1.08950	F	QEMSP1	100%	500,000	
+	EUR/USD	500,000	1.08950	1.08950	F	BKQ2	100%	500,000	
+	EUR/USD	500,000	1.08950	1.08950	F	TRDA-BANK1	100%	500,000	
+	EUR/USD	500,000	1.08950	1.08950	F	Refinitiv Pricestream	100%	500,000	
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+	EUR/USD	500,000	1.08950	1.08950	F	BKQ2	100%	500,000	
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+	EUR/USD	500,000	1.08950	1.08950	F	BKQ2	100%	500,000	
+	EUR/USD	500,000	1.08950	1.08950	F	TRDA-BANK1	100%	500,000	

THE PROCESS

I held sessions with the product owner to fully understand the current aggregator—what it is, how it works, and why a trader would choose to use it over going direct with an RFQ. As part of the process, I explored competitor solutions (though information was difficult to find) and began sketching scenarios and workflows. After every few iterations, we involved the product owner to ensure we were heading in the right direction.

There were times when I disagreed with the product owner on the application's direction, but I always backed my reasoning with evidence to support or challenge specific features. Each feature went through multiple iterations and user testing. While it was difficult to bring in external participants, I did conduct a workshop with one of our major clients, a strong proponent of the aggregator. Their feedback highlighted critical everyday user scenarios we had initially overlooked, influencing features we might have otherwise missed.

When external testers weren't available, I turned to colleagues at LSEG, including ex-traders, customer support managers, and those with extensive experience using FXT, our legacy trading platform. I relied on their expertise to assess whether features would work in practice. For example, we introduced a new way for users to input favourite amounts and adjust them for each currency pair. When tested with users, there was collective relief, with feedback that it "felt natural."

I scheduled twice-weekly design catch-ups with the entire team (product, tech, design, and BA) to keep everyone aligned on design updates, helping them plan estimates accordingly. Additionally, I kept the global product heads and the head of sell-side FX in the loop, as they had a vested interest in the project. Cultivating these relationships allowed me to lean on their deep industry experience, which directly influenced key design decisions and helped make the experience uniquely tailored to the LSEG FX Aggregator.

This screenshot shows the Refinitiv Aggregator interface in TRADE mode. It displays a grid of currency pairs (e.g., GBP/USD, EUR/GBP) with their respective bid and ask prices. The interface includes dropdown menus for 'Venue' (set to 'Auto'), 'Order Entry' (checked), 'Amount (Base ccy)' (8m), 'Show' (3m), and 'Slip' (Top of Book). The 'Take' button is set to 'Top of Book'. The grid shows various price levels with numbers like 1.39, 1.2, 1.1, etc., and colors indicating different market conditions. To the right, there are additional sections for 'SELL' and 'BUY' orders, with status indicators like 'All Out!', 'Out!', and 'Out!'.

This screenshot shows the Refinitiv Aggregator interface with an 'Aggressive Watch' section added. The layout is similar to the previous screen, with currency pairs in the main grid and a separate section on the right for tracking aggressive orders. The 'Aggressive Watch' section includes a 'SELL' button with an 'All X' option and a 'BUY' button.

This screenshot shows the Refinitiv Aggregator interface with a 'HEADER' section at the top. It includes fields for 'ADD CCY PAIR', 'VENUE' (set to '12/12'), 'VWAP', and 'TOP OF BOOK'. Below this is a grid of currency pairs (CCY PAIR) with columns for 'Total Amt.', 'Show Amt.', and 'Slip'. The grid shows various price levels with numbers like 1.3925, 1.3, 1.3926, etc.

This screenshot shows the Refinitiv Aggregator interface in GRID mode. It displays a grid of currency pairs with detailed market data. The columns include 'Currency Pair', 'Total Amt.', 'Show Amt.', 'Slip', and 'Take'. The grid shows various price levels with numbers like 1.2, 1.1, 1.0, etc., and includes additional columns for 'MULTI', 'BAML', 'JPML', 'CITL', 'BNPP', and 'HSBL'.

Initial ideas and sketches

THE PROCESS CONTINUED

v0.1

HEADER

ADD CCY PAIR VENUE 12 / 12 VWAP TOP OF BOOK

ALGO STRATEGY TAKE

CCY PAIR	Total Amt.	Show Amt.	Slip	13925 ⁹	1.3	13926 ¹
CCY PAIR				13925 ⁹	1.3	13926 ¹
CCY PAIR				13925 ⁹	1.3	13926 ¹
CCY PAIR				13925 ⁹	1.3	13926 ¹
CCY PAIR				13925 ⁹	1.3	13926 ¹
CCY PAIR				13925 ⁹	1.3	13926 ¹
CCY PAIR				13925 ⁹	1.3	13926 ¹
CCY PAIR				13925 ⁹	1.3	13926 ¹
CCY PAIR				13925 ⁹	1.3	13926 ¹
CCY PAIR				13925 ⁹	1.3	13926 ¹
CCY PAIR				13925 ⁹	1.3	13926 ¹
CCY PAIR				13925 ⁹	1.3	13926 ¹
CCY PAIR				13925 ⁹	1.3	13926 ¹
CCY PAIR				13925 ⁹	1.3	13926 ¹
CCY PAIR				13925 ⁹	1.3	13926 ¹

RefID: 2265

Refinitiv Aggregator

Select Currency Pair / Currency Group

Search

Insights & feedback

How do we switch between tile and grid?
How can the user add currency pairs or groups ?

How do we introduce the trade and ticket tabs ?
How can we display the analytics of the price ?

Can we use the hover over to show the counterparty and analytics?

Quick filter options agreed with PO.

Decisions made

v0.2

RefID: 2272

Refinitiv Aggregator TRADE GRID

TRADE TICKET

VWAP TOP OF BOOK

Currency Pair	Total Amt.	Show Amt.	Slip	Take
AUD/USD	1M 3M 10M	1.2	0.03364	1.2 0.0337 ⁹ 0.9
USD/SEK	1M 3M 10M	1.2	0.06454	0.6 0.0646 ¹ 0.8
HKD/USD	1M 3M 10M	1.2	0.08849	0.6 0.0885 ¹ 0.9
GBP/USD	1M 3M 10M	1.2	0.13257	1.2 0.1326 ¹ 0.9
USD/CAD	1M 3M 10M	1.2	0.26747	0.6 0.2675 ¹ 0.9
USD/CHF	1M 3M 10M	0.3	0.92775	1.6 0.9278 ¹ 0.9
USD/HKD	1M 3M 10M	1.2	0.07447 ⁹	0.6 0.0745 ¹ 0.9
USD/JPY	1M 3M 10M	1.2	0.20237	1.3 0.2024 ¹ 0.9
USD/SGD	1M 3M 10M	1.2	0.37588	1.1 0.3759 ¹ 0.9
NZD/USD	1M 3M 10M	0.3	0.00107	1.4 0.0011 ¹ 0.9
EUR/SEK	1M 3M 10M	0.3	0.01101	1.4 0.0111 ¹ 0.9
USD/CZK	1M 3M 10M	0.3	0.22533 ⁹	0.6 0.22534 ¹ 0.9

RefID: 2274

Refinitiv Aggregator TRADE TICKET

Insights & feedback

With the streaming price, we have decided to do accessibility testing to measure the contrast of the analytics data.

We will also be doing A/B testing with a small user group for switching between grid/tile.

Implement a 'global' favourite notional, so users are able to apply these notional amounts quickly.

Reduce the amount of 'white' / blank space

Update the show amount / slip to be either/or. Reason being they will not be used together.

Possibly have the option to delete ccy's on hover

Style's for streaming price and the Grid/Tile switch has been agreed with PO.

Will be using those patterns to test for outcomes with users.

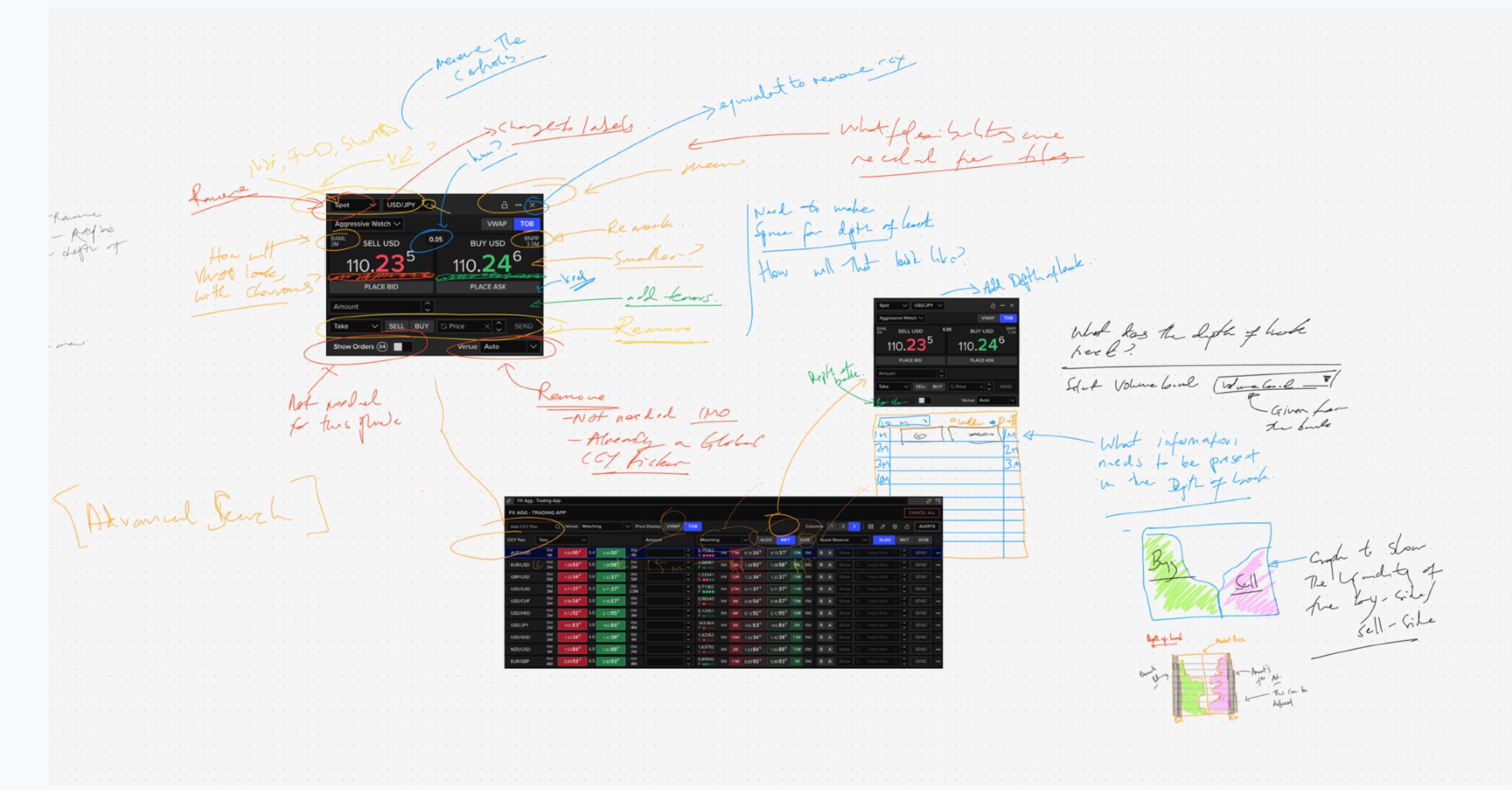
VWAP / TOB only apply to a single column.

Decisions made

Remove vwap/top of book from global settings and place into column.

Allow traders to switch between show amount / slip.

Keeping track of design changes, the reasons why they were made and the insights and feedback for every version change



Dissecting the multi-currency grid to build single tile window, and add other features such as depth of book & market rates

EVALUATION & IMPACT

I designed the multi-currency trading grid to improve usability for traders and developed the advanced algo ticket, giving users greater control over complex algorithmic trades. Additionally, I added to the initial trading design library, creating components that are still in use across LSEG's trading applications, such as FXALL and TORA.

While the application has yet to be fully rolled out to clients, it has undergone multiple demo sessions with both existing and prospective users. The feedback has been overwhelmingly positive, with some clients remarking, "It just works—I don't have to think," highlighting the platform's intuitive design and seamless functionality.

FX AGG - TRADING APP

CANCEL ALL

Add CCY Pair Q Venue All Price Display VWAP TOB Columns 3 ALERTS

CCY Pair	Take (VWAP)	Amount			Matching	ALGO	MKT	DOB	EURUSD		
AUD/USD	0.79 pips	0.6600 ⁰	0.05	0.6600 ⁵	1.7 pips >>	2M	0.66000 G ■■■■■	RM 0.79 pips	0.6600 ⁰	0.6600 ⁵	1.7 pips RM
EUR/USD	1.2 pips	1.0893 ⁰	5.0	1.0898 ⁰	1.45 pips >	1M	1.08970 P ■■■■■	RM 1.2 pips	1.0893 ⁰	1.0898 ⁰	1.45 pips RM
GBP/USD	0.79 pips	1.2234 ⁰	3.0	1.2237 ⁰	2.8 pips >>>	2M	1.22335 G ■■■■■	RM 0.79 pips	1.2234 ⁰	1.2237 ⁰	1.7 pips RM
USD/CAD	0.91 pips	0.7137 ⁵	0.5	0.7137 ⁰	1.4 pips	1M	0.71360 P ■■■■■	RM 1.2 pips	0.7137 ⁵	0.7137 ⁰	1.4 pips RM
USD/CHF	1.2 pips	0.9654 ⁰	3.0	0.9657 ⁰	1.4 pips	5M	0.96535 G □□□□□	RM 0.91 pips	0.9654 ⁰	0.9657 ⁰	2.8 pips RM
USD/HKD	0.7 pips	0.1292 ⁰	3.0	0.1295 ⁰	1.7 pips >>	2M 5M 10M 20M	1.2 pips	0.1292 ⁰	0.1295 ⁰	0.1295 ⁰	1.45 pips RM
USD/JPY	0.79 pips	143.83 ⁰	3.0	143.86 ⁰	2.8 pips >>>	1M	143.865 P ■■■■■	RM 0.79 pips	143.83 ⁰	143.86 ⁰	1.7 pips RM
USD/SGD	0.91 pips	1.4234 ⁰	4.0	1.4238 ⁰	1.45 pips >	5M	1.42385 P ■■■■■	RM 1.2 pips	1.4234 ⁰	1.4238 ⁰	1.45 pips RM
NZD/USD	0.79 pips	1.6384 ⁰	4.0	1.6388 ⁰	1.7 pips >>	2M	1.63845 G ■■■■■	RM 0.91 pips	1.6384 ⁰	1.6388 ⁰	2.8 pips RM
EUR/GBP	1.2 pips	0.8993 ⁰	0.5	0.8993 ⁵	2.8 pips >>>	5M	0.89930 P ■■■■■	RM 0.91 pips	0.8993 ⁵	0.8993 ⁰	1.7 pips RM

Algo Strategy Reserve SELL BUY Amount 2,000,000 Rate 1.08930 X Venue All Max Shown 0 Max Refresh 0 Good From Immediate HH : MM Good Until Cancelled HH : MM : SS RESET TO DEFAULT SEND CLOSE

FX AGG - TRADING APP

CANCEL ALL

USD/INR-N 1M Tenor / #Rows: 2M Q Venue All Price Display VWAP TOB Columns 3 ALERTS

CCY Pair	Take	Amount			Aggressive Watch	ALGO	MKT	DOB	Quick Reserve		ALGO	MKT	DOB		
AUD/USD	RM 3M 0.6600 ⁰	0.05	0.6600 ⁵	RM 2M	SELL BUY	Target Rate	3	SEND	B A	Show	Target R.	0	SEND	...	
EUR/USD	RM 3M 1.0893 ⁰	5.0	1.0898 ⁰	RM 2M	SELL	Dir	Amt	Price	SELL	Buy	Target Rate	0	SEND	...	
GBP/USD	RM 3M 1.2234 ⁰	3.0	1.2237 ⁰	RM 2M	SELL	Sell	1M	0.6599 ⁵	X	Buy	3M	0.6601 ⁰	X	...	
USD/CAD	RM 3M 0.7137 ⁵	0.5	0.7137 ⁰	RM 2M	SELL	Sell	6M	0.6600 ¹	X	SELL	BUY	Target Rate	0	SEND	...
USD/CHF	RM 3M 0.9654 ⁰	3.0	0.9657 ⁰	RM 2M	SELL	SELL	BUY	Target Rate	0	SELL	BUY	Target Rate	0	SEND	...
USD/HKD	RM 3M 0.1292 ⁰	3.0	0.1295 ⁰	RM 2M	SELL	SELL	BUY	Target Rate	0	SELL	BUY	Target Rate	0	SEND	...
USD/JPY	RM 3M 143.83 ⁰	3.0	143.86 ⁰	RM 2M	SELL	SELL	BUY	Target Rate	0	SELL	BUY	Target Rate	0	SEND	...
USD/SGD	RM 3M 1.4234 ⁰	4.0	1.4238 ⁰	RM 2M	SELL	SELL	BUY	Target Rate	0	SELL	BUY	Target Rate	0	SEND	...
NZD/USD	RM 3M 1.6384 ⁰	4.0	1.6388 ⁰	RM 2M	SELL	SELL	BUY	Target Rate	0	SELL	BUY	Target Rate	0	SEND	...
EUR/GBP	RM 3M 0.8993 ⁰	0.5	0.8993 ⁵	RM 2M	SELL	SELL	BUY	Target Rate	0	SELL	BUY	Target Rate	0	SEND	...

**THANK
YOU**