SimpleTuition

Led and mentored a front-end development team and drove the direction of UI for SimpleTuition's products. Collaborated with designers and engineers in the development of products and supported the marketing team with email campaigns and SEO landing pages.

My Role

Lead UI Developer

Project Team

1 UX Designer, 1 Visual Designer and 2 UI Developers

Duration

4 years

Project Status

Went live into production

Design Methodologies

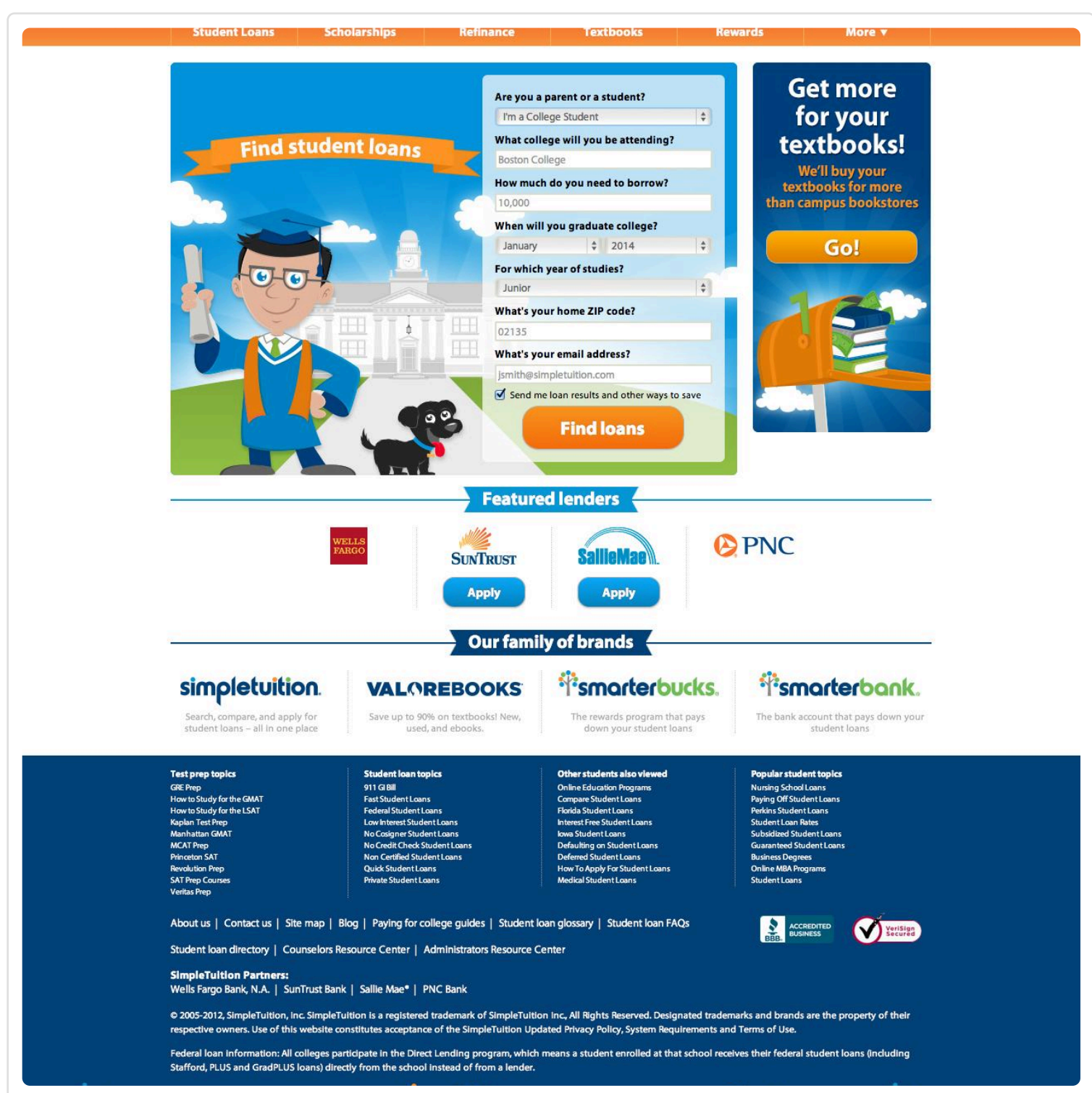Design a user experience to help students find, compare and apply for student loans.

Business Goals

Design and develop SimpleTuition's student load comparison product. Improve lead generation funnel through SEO and landing pages.

Actual Results

Product was successful as user experience, design and build created a very effective lead funnel to student loan issuers through the site, landing pages and third-party widgets.

Desktop Views

Mobile Views