Reteki

2022

**\*Tags\***

1. E-commerce
2. User Research
3. User Experience Design
4. Interaction Design
5. Motion Graphics & Animation

[Visit Website](https://www.zonaherragro.com/app)

**About the Project**

Reteki is a dynamic company that offers rental and sales services for devices, catering to both individual consumers and companies. I was tasked with designing the user experience (UX) and user interface (UI) for their website and mobile app, creating distinct designs for two target audiences: individuals and businesses. Additionally, I contributed motion graphics designs, which brought the brand's vision to life.

One of the primary challenges was creating two separate designs that provided unique functionalities while maintaining a consistent brand experience. The consumer platform focused on simplicity and ease of use, ensuring a smooth flow from browsing to checkout. For the corporate platform, I developed a more robust system with advanced capabilities, including multi-account management, flexible payment options, and detailed analytics tools.

Throughout the project, I worked closely with the development team to ensure that the design vision was successfully translated into a functional and responsive platform. This collaboration was crucial in optimizing both the front-end and back-end user experience, ensuring the interfaces were both visually appealing and technically sound.

Next Project