

Interbank.

The challenge.

Redesign the public portal for the 2nd biggest retail bank in Peru.

The insight.

Create an experience concept that would guide not only the new public portal, but also all the future digital initiatives.

The work.

After listening to users and stakeholders, we addressed the main pain points in a more user friendly and financial education driven portal. It's the first step to create a 100% digital experience, with online sales and customer relationship.

My contribution.

- 1. Interaction design**
- 2. UX strategy**
- 3. User research**