

FinPulz

FinPulz is a modern, personalized finance platform designed to simplify how users consume financial news, track market insights, and learn through curated books and courses — all in one unified experience.

About FinPulz

FinPulz is a centralized, user-focused financial intelligence app that brings together real-time market updates, IPO insights, breaking news, and a learning library of e-books and courses. Its mission is to help both beginners and experienced investors stay informed without the complexity usually associated with finance platforms.

The platform unifies market information across key categories — Stocks, IPOs, Commodities, Mutual Funds, and personalized learning — making financial knowledge more accessible, clear, and actionable.

Problem

Most finance apps suffer from information overload, fragmented data, and lack of personalization. Users constantly switch between multiple apps for news, IPO details, market stats, and learning resources — resulting in confusion, effort, and poor decision-making.

Key problems observed:

- Market updates, IPO info, and financial learning are scattered across different apps.
- News platforms are cluttered and not personalized, making it hard for users to stay updated.
- Financial data feels too complex and overwhelming for beginners.
- No single platform combines news + market insights + learning in a coherent way.
- Users have no simple place to save books, courses, or bookmarked content.

This leads to inconsistent experiences, information gaps, and friction in financial learning.

Solution

FinPulz offers a unified, intuitive, and personalized financial experience in one app.

How FinPulz solves the problem:

- Brings together real-time financial news, IPO updates, market data, and learning resources.
- Presents market information in a clean, simple, and beginner-friendly way.
- Gives users a personalized content feed based on their interests.
- Offers a dedicated library where users can save and access books, courses, bookmarks, and orders.
- Ensures consistent design through a clean, modern UI system with light & dark themes.

With FinPulz, users experience finance without noise — everything organized, simplified, and optimized for meaningful understanding.

My Role

I worked closely with stakeholders to understand expectations, business needs, and end-user workflows. Based on this, I:

- Conducted UX research and defined user flows
- Designed wireframes, high-fidelity UI screens, and prototypes
- Built a modular design system (light & dark modes)
- Designed major modules like Home, Market, IPO, E-books, Courses, and Profile
- Collaborated with developers for smooth handoff and implementation
- Helped refine content, microcopy, and in-app messaging using tools like ChatGPT
- Ensured overall consistency, accessibility, and clarity throughout the product

Vision

FinPulz aims to make financial awareness accessible to everyone — from beginners to seasoned investors — through a human-centered design approach. It empowers users to stay updated, learn better, and grow confidently.

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