Ricardo Adame.

Design Portfolio

March 2023

I’m Ricardo Adame.

Digital designer with 9+ years of experience on executing, shaping and strengthening the creative practice in the startup ecosystem.

I’ve helped to deliver design solutions for different types of companies and products such as **invoicing**, **digital payments**, **financial services**, **health-tech**, **buy-now pay-later** and **hardware**, impacting millions of people and businesses everyday.

Currently, Product Design Manager @ **Clip**.

Credit Card Application.

Nu Mexico

Challenging the status quo in financial services for Mexico and Latin America in 5 minutes or less.

nu.com.mx ↗

Credit Card Application.

A bit of context

Nubank (Nu, in Mexico) is one of the most innovative and biggest financial services companies in the world.

With more than 70M clients in 3 different countries in Latin America, the company has become a reference in fintech ecosystem of innovation in technology, design and customer experience.

In 2019, Nubank arrived to Mexico to create a new personal credit product aligned to the expectations and needs of the Mexican population.

Credit Card Application.

My Role

Senior Product Designer

- Understand needs and pain points related to traditional banking and financial services, specifically when requesting a credit product.
- Define user flows and user interactions and align to the project scope, business needs and legal requirements.
- Evaluate with engineering development efforts, technical constraints. Follow up during and after the design handoff.
- Align the visual solution to our design guidelines and Nu Design System, providing a consistent easy to use and delightful experience.

Credit Card Application.

The problem(s)

- Users didn’t had enough information or guidance about the steps to follow in the application process.
- The website didn’t had enough information about benefits to allow the visitor understand why our product is the best option for them versus other players in the market.
- Big drop-off during the application process. Technical constraints for users needing to move from website (Browser) to an email client (G-Mail mobile app) during the process.
- Legal constraints with Mexican credit regulator’s requirements (Double NIP to authorize terms & conditions and credit history check).

Credit Card Application.

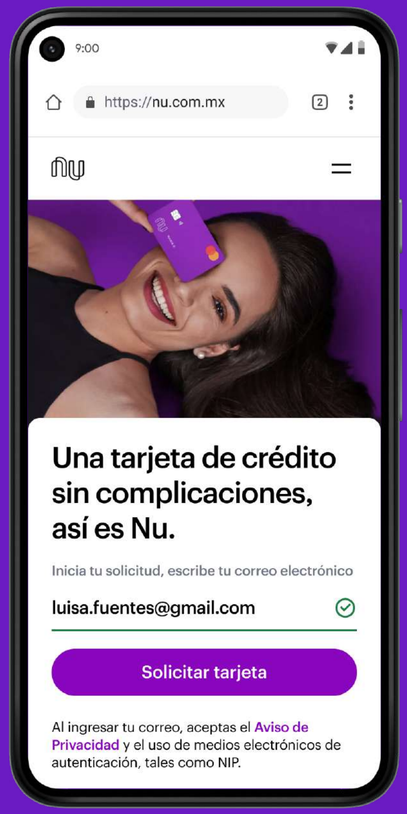
Team challenges

- Help change people’s perspective about one of the most hated experiences for the Mexican population: Ask for a credit card (in person and online).
- Offer a 100% digital, delightful and consistent experience, easy to use and accesible for everyone, helping prospects during key moments in the process.
- Be compliant with the mexican credit regulators requirements (Buró de crédito and Círculo de crédito).
- Help to improve our MGM (Member Get Member) internal company metrics.
- Achieve all of this during the raise of a pandemic.

Credit Card Application.

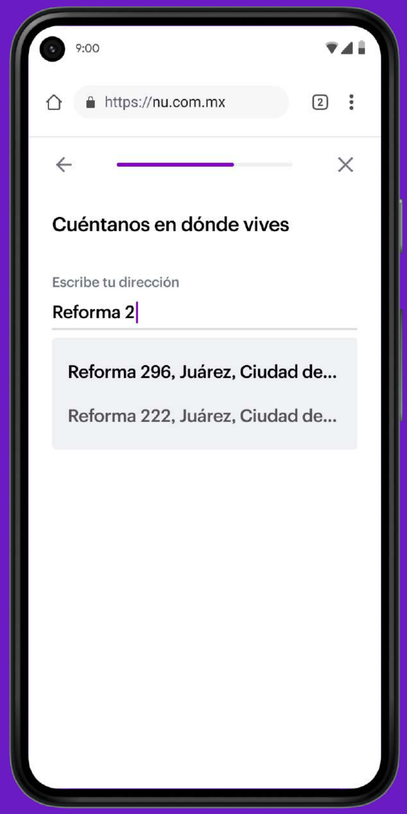
The solution

- Optimize the application process, removing unnecessary steps and reducing the cognitive load when asking for information to users.
- Have clear and concise content on the Homepage to let people know about benefits and features we want to push at a company strategy level.
- Find creative ways to ask twice the same information avoiding being repetitive (NIP validations required by Buró de Crédito and Círculo de Crédito).
- Create a meaningful moment after the application process, even if the prospect is not accepted, helping avoid frustration and keep a good brand experience.


9:00
https://nu.com.mx
Una tarjeta de crédito sin complicaciones, así es Nu.
Inicia tu solicitud, escribe tu correo electrónico
luisa.fuentes@gmail.com
Solicitar tarjeta
Al ingresar tu correo, aceptas el Aviso de Privacidad y el uso de medios electrónicos de autenticación, tales como NIP.

9:00
https://nu.com.mx
Escribe o pega en NIP que enviamos a:
luisa.fuentes@gmail.com
Pega o escribe el NIP
1234
Enviar de nuevo el NIP
Continuar

9:00
https://nu.com.mx
Cuéntanos un poco sobre ti
Nombre (s)
Luisa
Primer apellido
Fuentes
Segundo apellido
García
Fecha de nacimiento
11
04
1987
Revisa que tu RFC esté correcto
XAXX010101000
Si encuentras un error, puedes editar tu RFC seleccionando el campo.


9:00
https://nu.com.mx
Cuéntanos en dónde vives
Escribe tu dirección
Reforma 2
Reforma 296, Juárez, Ciudad de...
Reforma 222, Juárez, Ciudad de...

9:00
https://nu.com.mx
Cuéntanos en donde vives
Calle
Paseo de la reforma
Número exterior
296
Número interior (opcional)
1601
Colonia
Juárez
Código postal
06600

9:00
https://nu.com.mx
Confirma el NIP que te enviamos
Al ingresar el NIP que te enviamos, autorizas la Consulta de tu Historial crediticio a favor de NU BN Servicios México S.A. de C.V
Número de autorización (NIP)
1234
Copiar
Escribe o pega el NIP
1234
Continuar

9:00
https://nu.com.mx
Analizando tu información

9:00
https://nu.com.mx
¡Muy bien, Luisa!
Tu tarjeta de crédito está aprobada. Enviamos un código de invitación al correo luisa.fuentes@gmail.com.
Ahora solo necesitamos que descargues la app para terminar tu regístro en ella.
Descarga la app para continuar:
Disponible en Google Play
Disponible en App Store

Credit Card Application.

Impact and Results

3 minutes

Average application time.

18% of increase

User conversion.

120,000 new clients

Originally projected 75,000 for 2020.

Credit Card Application.

Key Learnings

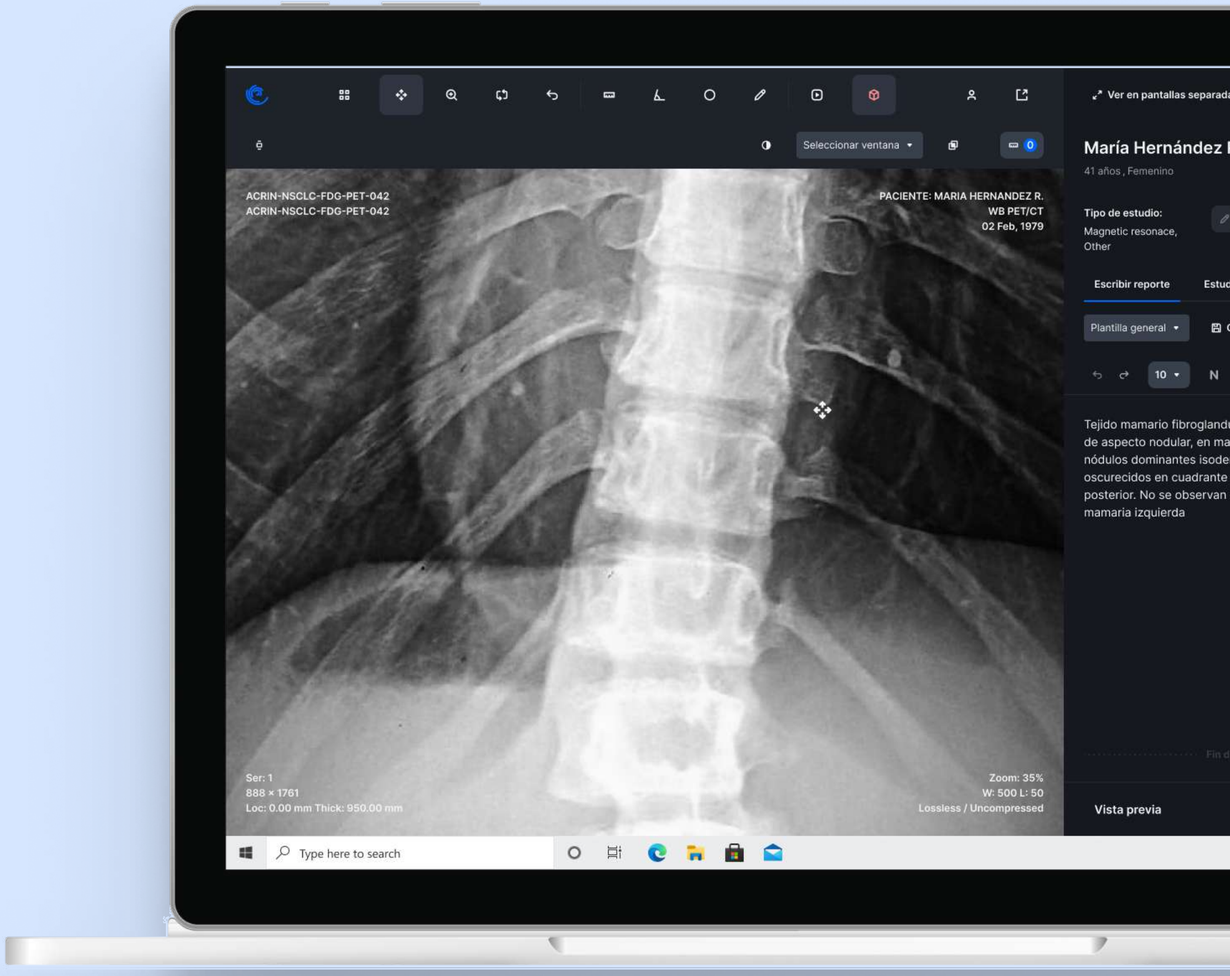
- **Break the rules in the user’s favor.** You could give a creative approach to a tedious and complex process.
- **Help as much as you can.** Don’t try to reinvent the wheel, understand and take advantage from technology in order to add value for the users.
- **First impression matters.** We helped change the people’s mindset, implementing an easy application process, no bank branch visit required (ever...).
- **There's no I in team.** Design is an iterative, collaborative and massive team effort, there are no wrong or bad ideas.

Picture Archiving & Communication System

Eva Center

Helping to provide outstanding and effective health services for everyone in emerging markets.

evacenter.com



Picture Archiving & Communication System

A bit of context

Eva is a Mexican health-tech Y Combinator backed startup founded by Julián Ríos Cantú and named one of the 30 most promising businesses of 2018 by Forbes Magazine.

During 2021 the company switched from a B2C product (cabins and hardware to help detect breast cancer in young woman) to a B2B solution for individual radiologists and laboratories.

The cloud based solution known as PACS, help laboratories to improve health services with modern technology, with big benefits for end users (patients) with best, accurate and early diagnosis.

Picture Archiving & Communication System

My Role

Head of Design, Product Designer

- Understand our customer needs and pain points, executing foundational research.
- Define a simple, clear workflow to build the solution in record time (3 months to have a functional MVP), aligning with engineering, product and Management teams.
- Help create artifacts, such as Eva Design System to provide consistency in the final product and help increase the speed of the overall process.
- Collaborated with Kristine Arth (Paypal, Nivea, etc), during the rebranding process to help define the best identity for the new business model.

Picture Archiving & Communication System

The problem(s)

- Users afraid of using modern technologies, using non specialized technologies (word, excel, etc) in their day to day work, affecting their productivity.
- An average of 12-18 hours in front of a computer everyday (causing big eye strain).
- Specialized radiological tools made only for profit without considering user needs, also with a big learning curve.
- Archaic and inefficient ways to deliver results (burning CD’s, printed tomographies) when every minute is critical and could mean helping save a life.

Picture Archiving & Communication System

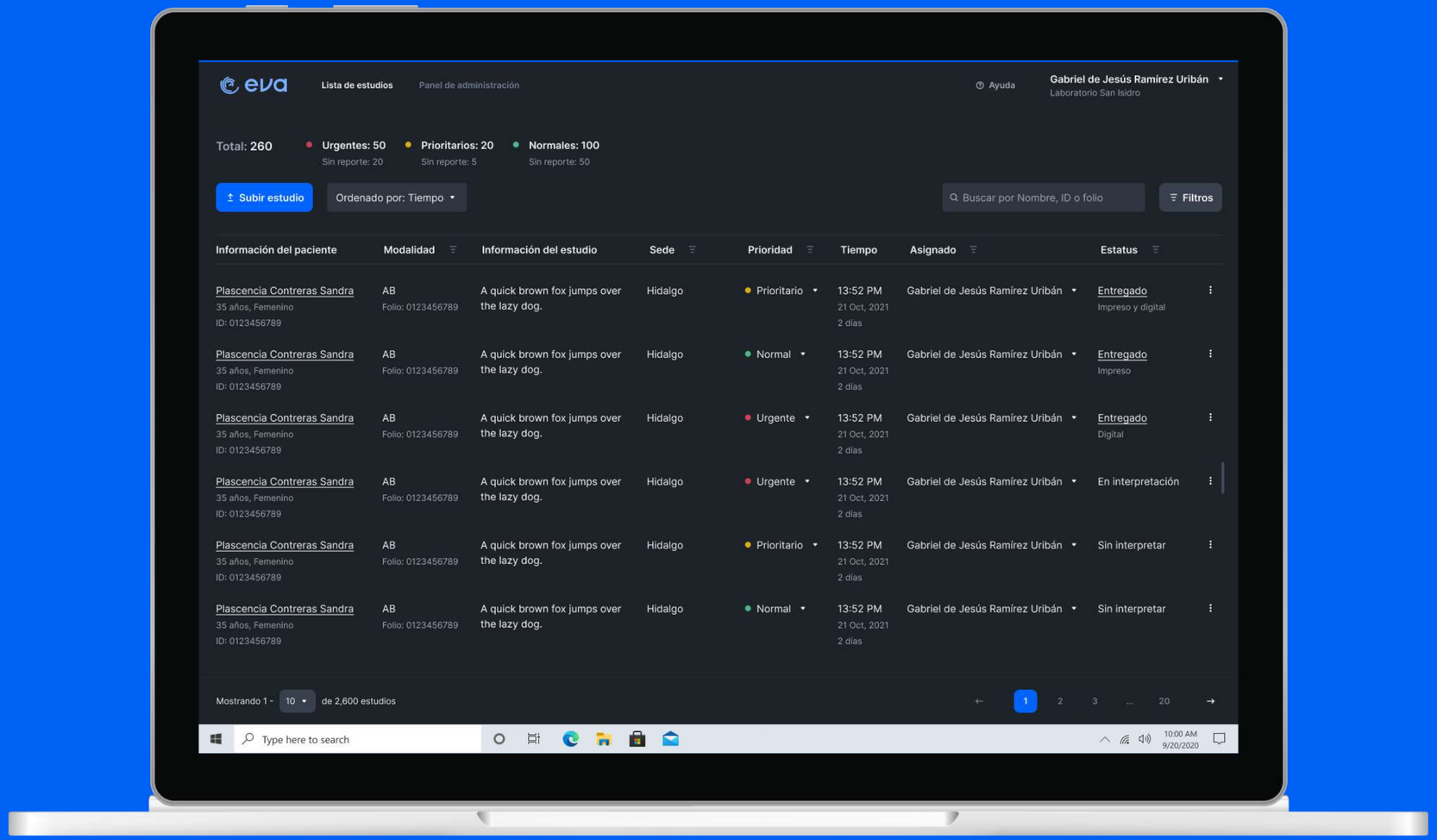
Team challenges

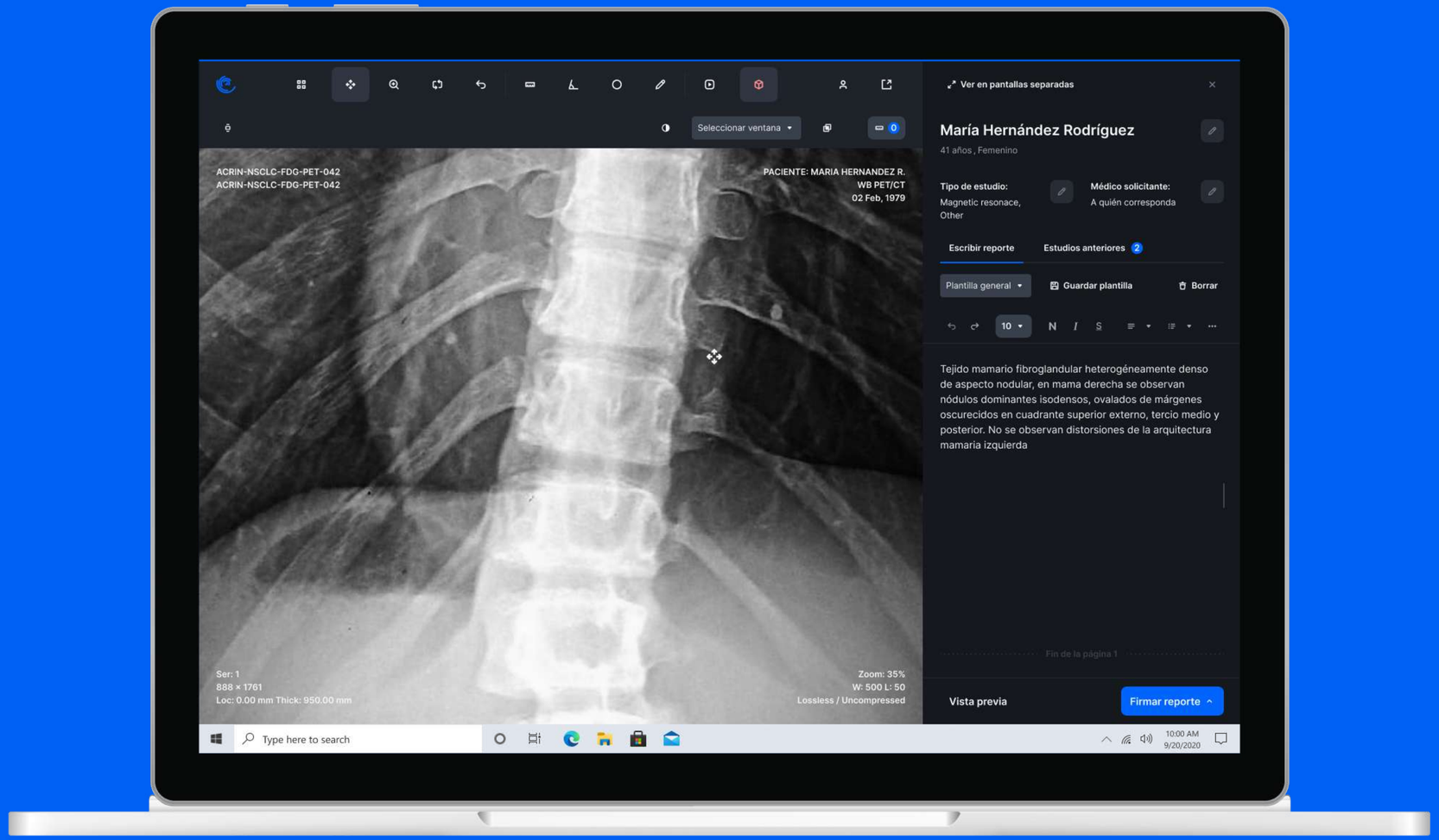
- Create a trustful, cheaper, safe and (almost) flawless cloud based product, where radiologists, technicians and others, can collaborate together in a record time (3 - 4 months).
- Develop a functional solution optimized for small devices, allowing users to do radiological interpretation and reporting at the same time, improving their workflow and productivity.
- Remove unnecessary tools and improve the overall experience to help the users improve their productivity and reducing eye strain.

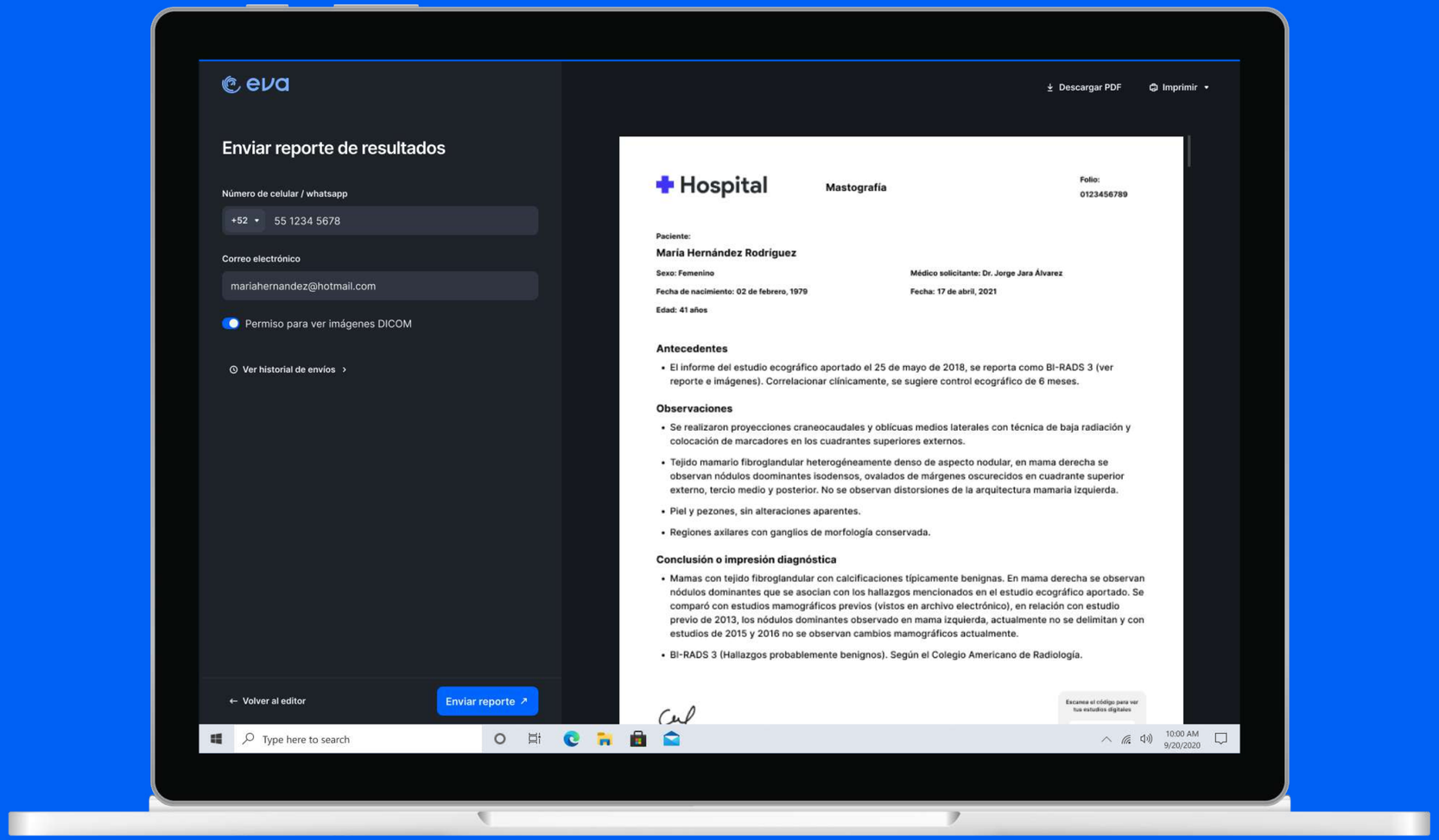
Picture Archiving & Communication System

The solution

- Design the whole product in dark mode in order to help reduce eye strain in practitioners, due to long time exposition to the blue light.
- Implement split screen editor and a full functional responsive DICOM viewer where users are able to do interpretation and reporting at the same time.
- Send results to patients through digital channels like email or WhatsApp, but also having traditional options like printing the result or burning the images in a CD.
- Improve the experience by having a clever, clean and effective administration panel, in order to improve the workflow and productivity of businesses.


eva
Lista de estudios
Panel de administración
Ayuda
Gabriel de Jesús Ramírez Uribán
Laboratorio San Isidro
Total: 260
Urgentes: 50
Sin reporte: 20
Prioritarios: 20
Sin reporte: 5
Normales: 100
Sin reporte: 50
Subir estudio
Ordenado por: Tiempo
Buscar por Nombre, ID o folio
Filtros
Información del paciente
Modalidad
Información del estudio
Sede
Prioridad
Tiempo
Asignado
Estatus
Plascencia Contreras Sandra
35 años, Femenino
ID: 0123456789
AB
Folio: 0123456789
A quick brown fox jumps over the lazy dog.
Hidalgo
Prioritario
Normal
Urgente
13:52 PM
21 Oct, 2021
2 días
Gabriel de Jesús Ramírez Uribán
Entregado
Impreso y digital
Impreso
Digital
En interpretación
Sin interpretar
Mostrando 1 -
10
de 2,600 estudios
1
2
3
...
20
Type here to search
10:00 AM
9/20/2020


Seleccionar ventana
ACRIN-NSCLC-FDG-PET-042
ACRIN-NSCLC-FDG-PET-042
PACIENTE: MARIA HERNANDEZ R.
WB PET/CT
02 Feb, 1979
Ser: 1
888 × 1761
Loc: 0.00 mm Thick: 950.00 mm
Zoom: 35%
W: 500 L: 50
Lossless / Uncompressed
Ver en pantallas separadas
María Hernández Rodríguez
41 años , Femenino
Tipo de estudio:
Magnetic resonace, Other
Médico solicitante:
A quién corresponda
Escribir reporte
Estudios anteriores
2
Plantilla general
Guardar plantilla
Borrar
Tejido mamario fibroglandular heterogéneamente denso de aspecto nodular, en mama derecha se observan nódulos dominantes isodensos, ovalados de márgenes oscurecidos en cuadrante superior externo, tercio medio y posterior. No se observan distorsiones de la arquitectura mamaria izquierda
Fin de la página 1
Vista previa
Firmar reporte
Type here to search
10:00 AM
9/20/2020


eva
Enviar reporte de resultados
Número de celular / whatsapp
+52
55 1234 5678
Correo electrónico
mariahernandez@hotmail.com
Permiso para ver imágenes DICOM
Ver historial de envíos
Volver al editor
Enviar reporte
Descargar PDF
Imprimir
Hospital
Mastografía
Folio:
0123456789
Paciente:
María Hernández Rodríguez
Sexo: Femenino
Fecha de nacimiento: 02 de febrero, 1979
Edad: 41 años
Médico solicitante: Dr. Jorge Jara Álvarez
Fecha: 17 de abril, 2021
Antecedentes
El informe del estudio ecográfico aportado el 25 de mayo de 2018, se reporta como BI-RADS 3 (ver reporte e imágenes). Correlacionar clínicamente, se sugiere control ecográfico de 6 meses.
Observaciones
Se realizaron proyecciones craneocaudales y oblícuas medios laterales con técnica de baja radiación y colocación de marcadores en los cuadrantes superiores externos.
Tejido mamario fibroglandular heterogéneamente denso de aspecto nodular, en mama derecha se observan nódulos doominantes isodensos, ovalados de márgenes oscurecidos en cuadrante superior externo, tercio medio y posterior. No se observan distorsiones de la arquitectura mamaria izquierda.
Piel y pezones, sin alteraciones aparentes.
Regiones axilares con ganglios de morfología conservada.
Conclusión o impresión diagnóstica
Mamas con tejido fibroglandular con calcificaciones típicamente benignas. En mama derecha se observan nódulos dominantes que se asocian con los hallazgos mencionados en el estudio ecográfico aportado. Se comparó con estudios mamográficos previos (vistos en archivo electrónico), en relación con estudio previo de 2013, los nódulos dominantes observado en mama izquierda, actualmente no se delimitan y con estudios de 2015 y 2016 no se observan cambios mamográficos actualmente.
BI-RADS 3 (Hallazgos probablemente benignos). Según el Colegio Americano de Radiología.
Escanea el código para ver tus estudios digitales
Type here to search
10:00 AM
9/20/2020

Picture Archiving & Communication System

Impact and Results

10,000 total of users

In the first 4 months after launching the product, with an average of 70,000 radiological studies interpreted.

$500,000 USD

Average revenue for the company in the first 4 months (it was projected for the first year).

Picture Archiving & Communication System

Key Learnings

- Embrace the change. Moving from fintech to health-tech, was challenging, but one of the most important design skills is adaptability.
- Profit, but mission driven. Don't sacrifice the experience of your customers, always give the best tool you can, then success (and profit) will follow.
- First principles first. Decompose and rebuild, understand the pains you want to solve and do it in the best way possible, your users will be so grateful.
- Design fast but from the <3. As humans designing for humans, in this particular case, accurate design decisions could help save lives, one of the most meaningful things you can experience as a designer.

Thank you!

hello@ricardoada.me