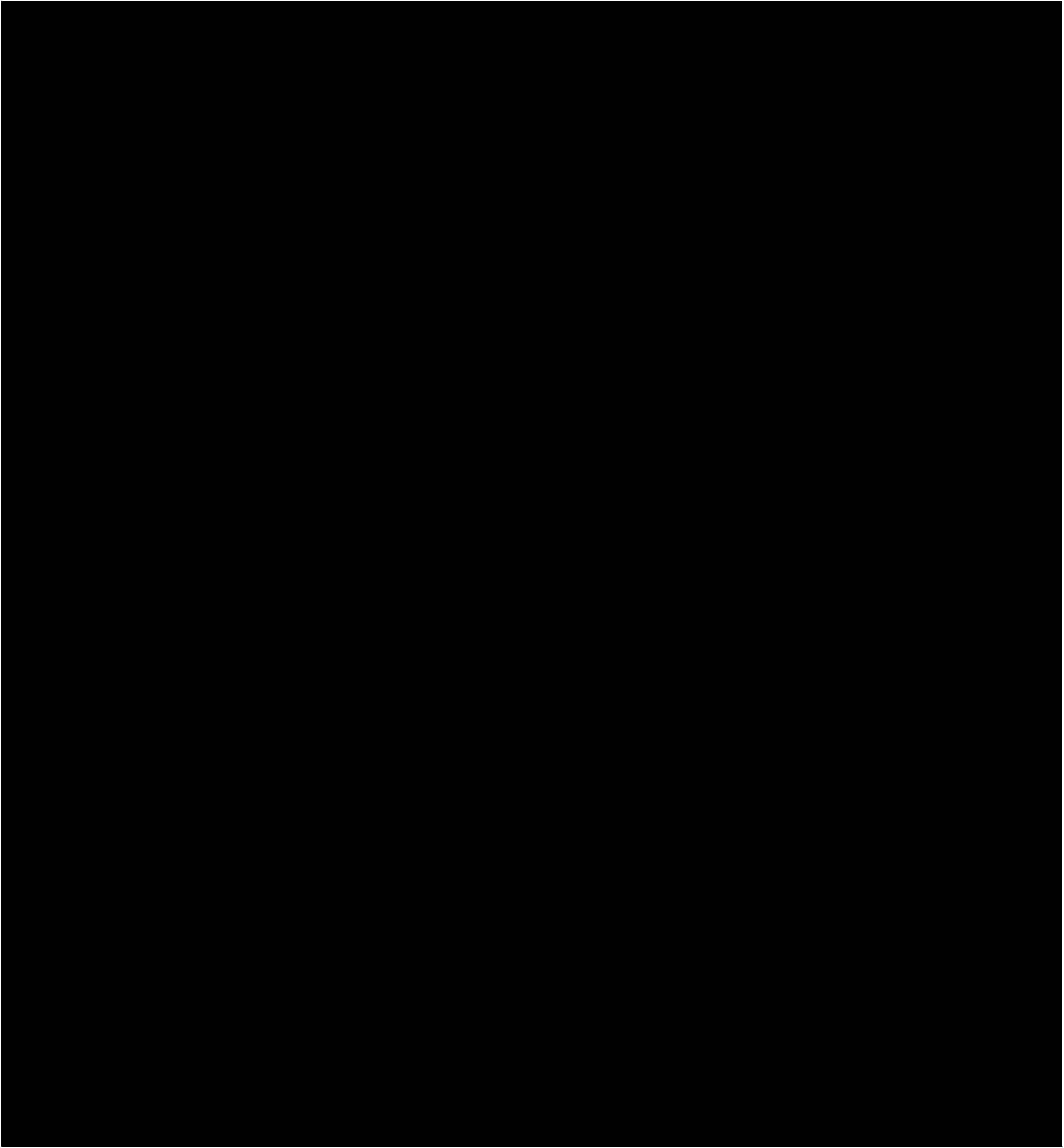




http://vday.sxz

Portfolio 2018-2021





# BitMEX Mobile App

BitMEX Mobile allows users to manage all critical account features, and provides access to BitMEX's full range of innovative products. Available in Google Play Store and Apple App Store in over 140 countries worldwide (except select geographies like US, Cuba, Iran).

**My team and I had the opportunity to design the official mobile application from the scratch.**

The app was an instant hit with over \$5B in trade volume resulting in a revenue of over \$2M in the first six months of launch. Over 50k installations in the first 6 months and drove a 144% quarter over quarter revenue growth.

The markets that matter.



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## INSTRUMENT DETAILS

High traffic screen in the app where the expert customer makes the decision to open, close or amend a position.

### Customer Goals

- Understand the current market
- Easily access and read critical information, while on the move

### Product Goals

- Provide appropriate information to the user to help them make right & quick financial decisions

### Challenges

- Large amount of different data with similar priority
- Constantly changing multiple pieces of information
- Design to avoid fat-fingering errors