

Apartly

DEMOCRATISING REAL ESTATE

ROLE

Designer, Researcher

TOOLS

Figma, FigJam

DURATION

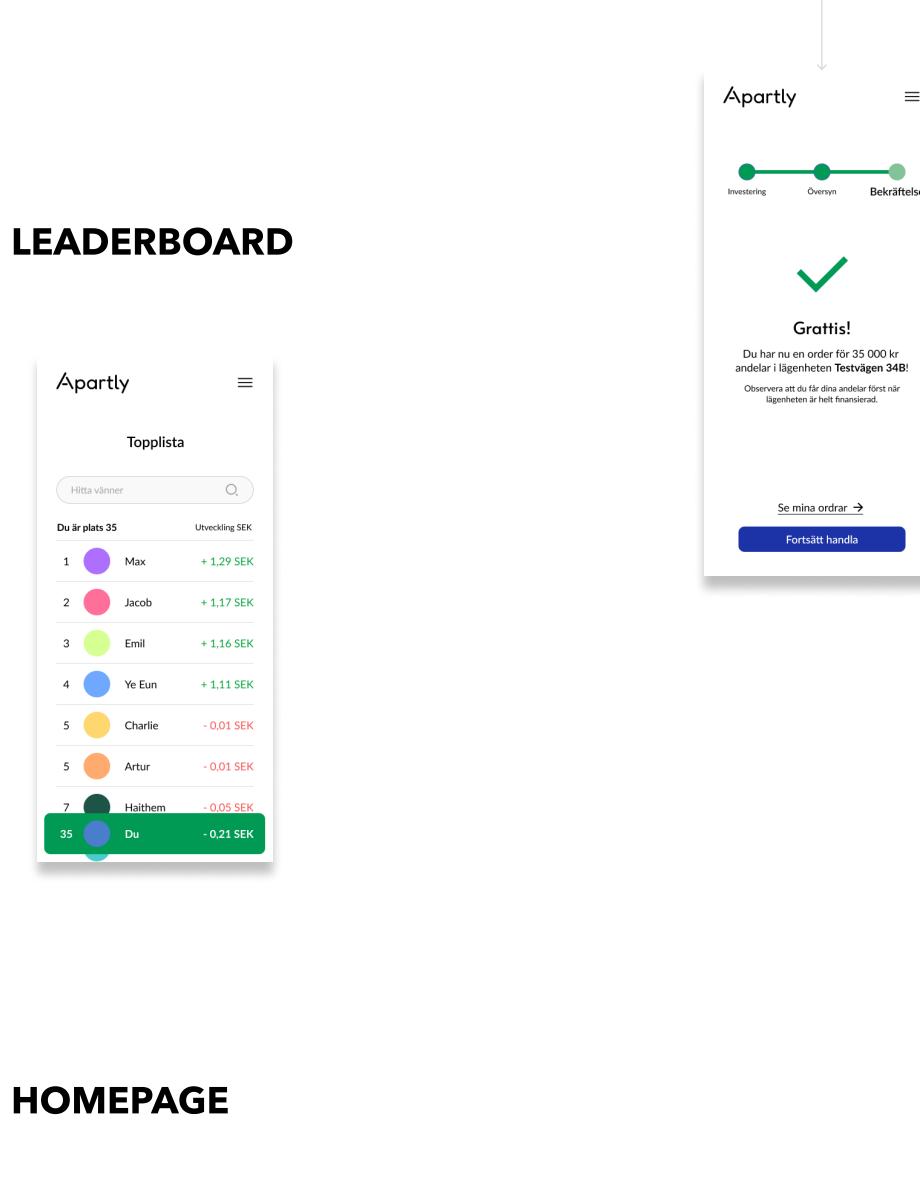
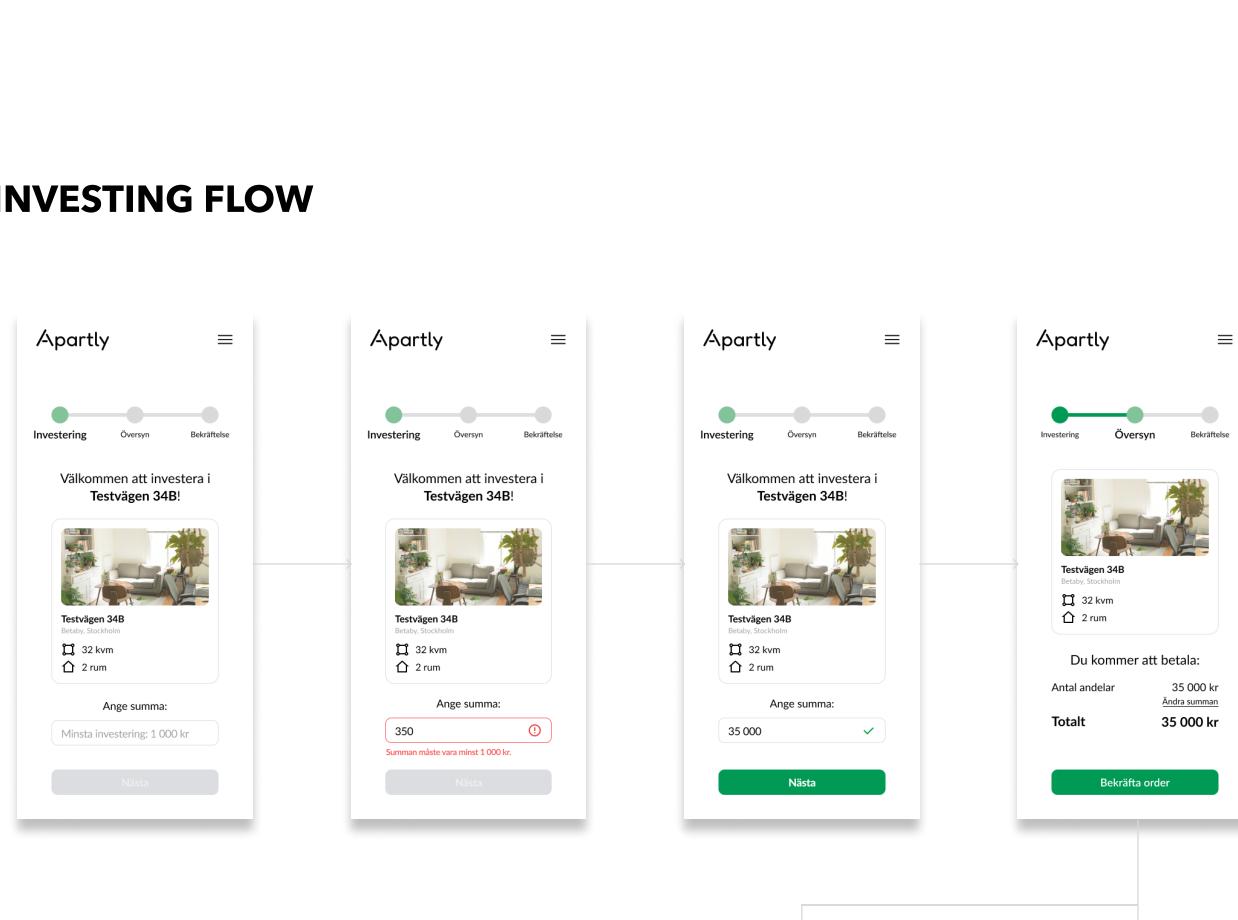
January - October 2023

BACKGROUND

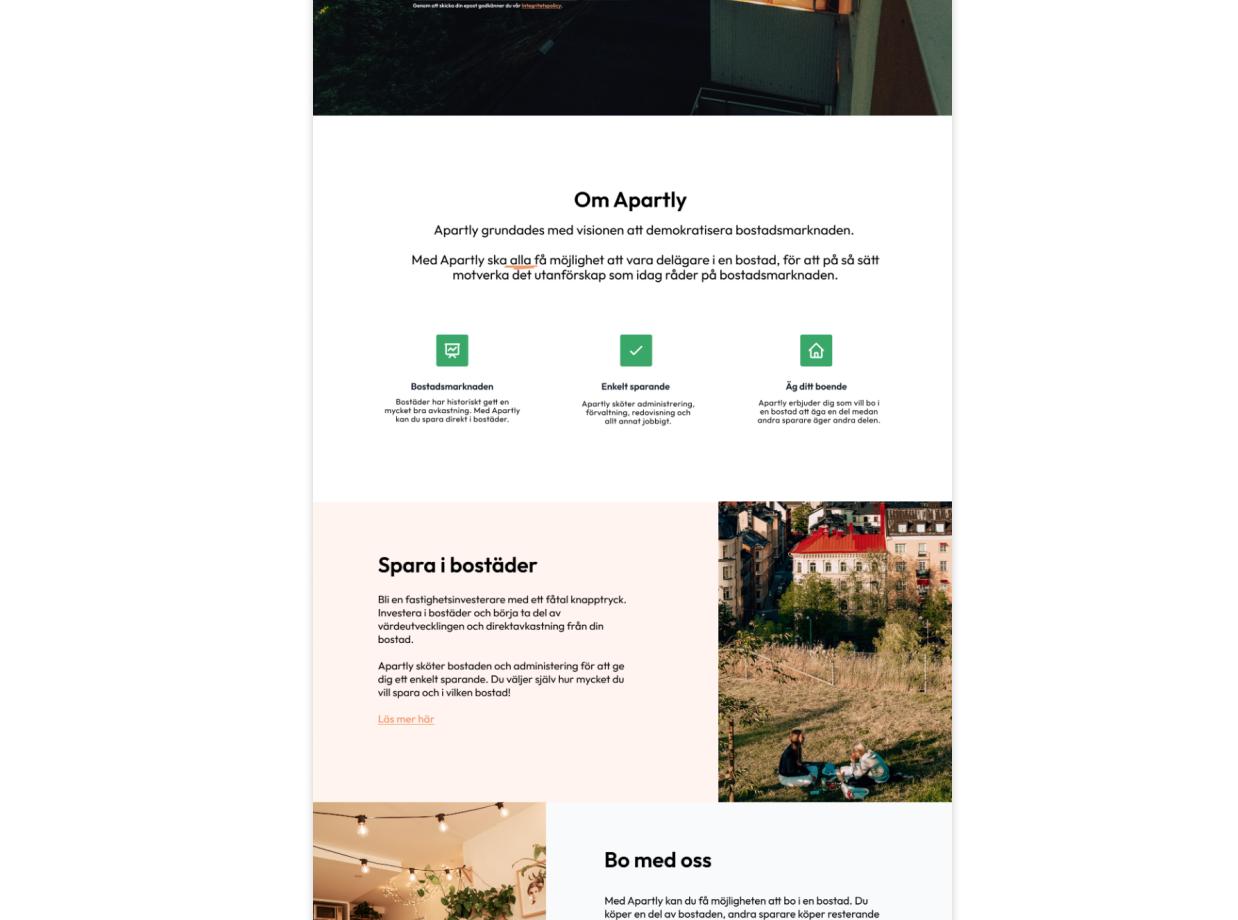
Apartly was a startup with the mission to make the real estate market more accessible for everyone and to enable investment in property even with little starting capital. Users can purchase shares in apartments via the platform and apply for housing in the properties they have invested in.

As the sole designer at Apartly, I was responsible for different design tasks including interface design and corporate design. When I joined Apartly, part of the platform was already designed and implemented. I conducted usability testing on the existing interface and delivered additional screens for the platform that was released in a Beta version later. I also collaborated with the CEO Max Wiktorsson on a new corporate design and identity for Apartly. With the introduction of the new brand, I started designing a new company website.

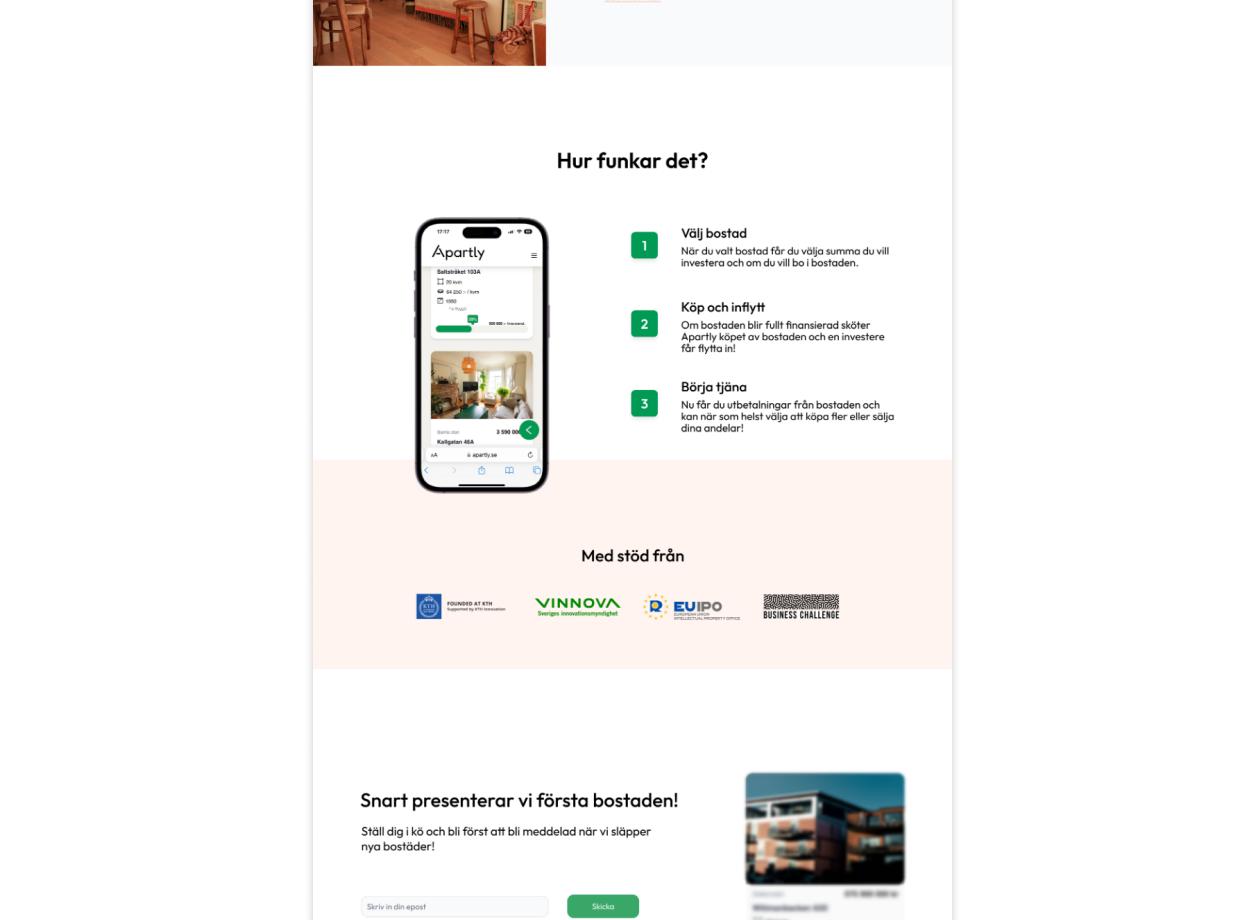
ONBOARDING



INVESTING FLOW



LEADERBOARD



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