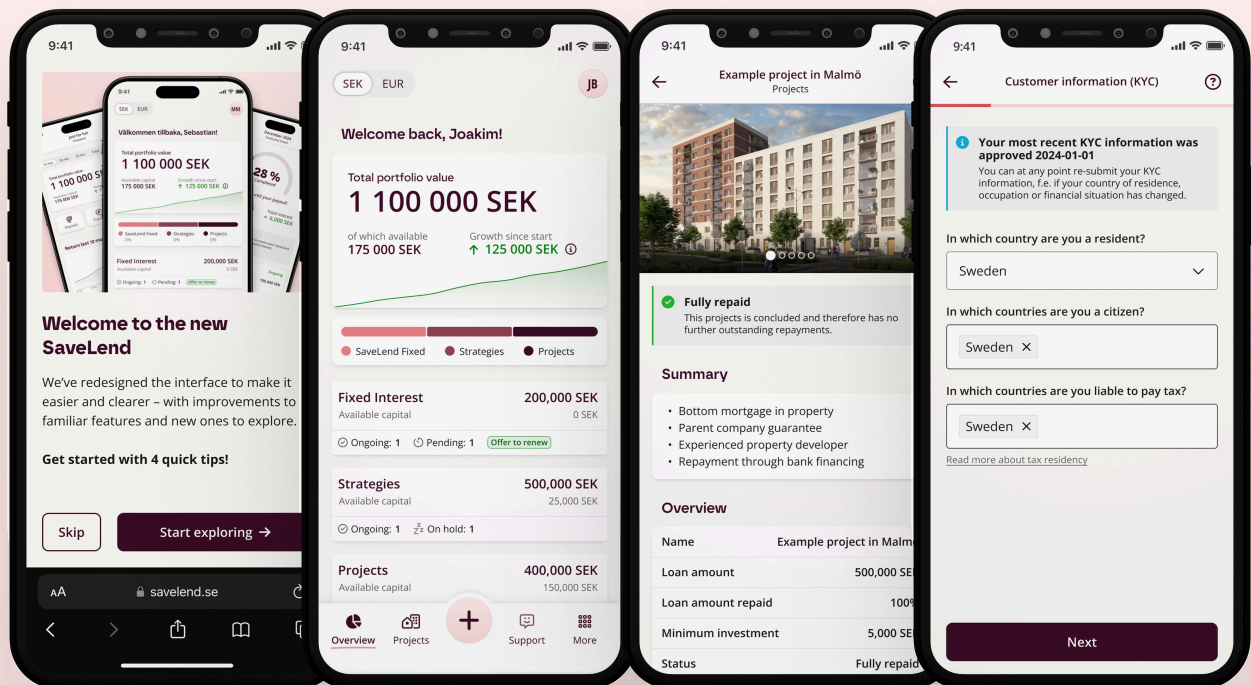


Case Study: SaveLend — Platform Redesign

Redesigning a growing fintech platform into a scalable product system



Overview

SaveLend is a fintech platform focused on investment lending. Over time, the product expanded into multiple services and platforms, including SaveLend, Billecta, Fixura and LoanStep.

As the platform evolved, complexity increased significantly. User flows became harder to follow, interfaces inconsistent, and collaboration between design and development less efficient.

I worked on the platform over several years, leading most of the UX and UI redesign and helping establish a more scalable and structured foundation.

My role

- Under the Head of Design, I led UX and UI design across the platform
- Designed the majority of product interfaces
- Defined UX structure, flows and interaction patterns
- Built a scalable design system
- Created developer-friendly design documentation
- Collaborated closely with product, design leadership and engineering

The challenge

The platform had grown organically, which led to several issues:

- Increasing complexity across multiple products and workflows
- Inconsistent UI patterns and interaction logic
- Lack of a shared design system
- Design decisions were difficult to implement consistently
- Friction between design and engineering
- Accessibility below required standards

This resulted in a product that worked, but was difficult to scale and maintain.

My goals

- Improve usability and clarity across key user flows
- Create consistency across multiple products
- Enable faster and more reliable implementation
- Establish a scalable design system
- Improve collaboration between design and engineering
- Reach a high level of accessibility, meeting EU standards and regulations

Approach

1

Understanding the system

Before redesigning screens, I focused on understanding how the platform actually worked.

- Mapped key user flows and product structure
- Identified inconsistencies and duplicated patterns
- Looked at how different products overlapped

This made it clear that the main problem wasn't just UI — **it was structure.**



2

Structuring the experience

I started simplifying and standardizing how the product worked:

- Defined clearer user flows
- Reduced unnecessary complexity in navigation
- Established consistent interaction patterns
- Improved hierarchy and information architecture

The goal was to make the product feel **predictable** and **easier to learn.**

3

Designing the interface

Once the structure was clearer, I redesigned the interface:

- Created consistent UI patterns across the platform
- Designed reusable components
- Focused on clarity over visual complexity
- Ensured the UI supported the workflows, not the other way around
- Used tools to ensure high levels of accessibility, including correct contrast ratios, colour usage, font sizing and intractability



4

Building a design system

A key part of the work was creating a design system that could actually be used:

- Defined components, patterns and usage guidelines
- Focused on real implementation, not just visual consistency
- Structured the system to match how developers work

This became a **shared foundation across multiple products.**

5

Improving collaboration with engineering

One of the biggest improvements came from how design was handed off and used:

- Created structured design documentation
- Made decisions easier to understand and implement
- Reduced ambiguity in designs
- Worked closely with developers to align on solutions



This **significantly improved** the design-to-development workflow.

Outcome

- A more consistent and scalable product experience
- Improved usability across key flows
- A design system used across multiple products
- Faster and smoother implementation by engineering teams
- Better collaboration between design and development

The design documentation and system approach were especially impactful, helping bridge a gap that had existed for a long time.

What I learned

- Designing systems is more important than designing individual screens
- Clarity and structure matter more than visual complexity
- Close collaboration with engineering is critical for real impact
- A design system only works if it aligns with how teams actually build

Reflection

This project was less about “redesigning a UI” and more about creating a foundation for how the product could evolve going forward. It reinforced my interest in working on complex, data-heavy products where structure, systems and collaboration play a central role.

Design documentation example

How the design system and its components has been documented for scalability:

Explainer

Components

✓ Approved

Nav

C - Nav

Purpose:

The **C - Nav component** provides primary navigation across the platform, adapting to mobile and desktop contexts to ensure accessible and efficient navigation.

Anatomy:

The C - Nav component consists of the following elements:

1. **Navigation container** – Holds all navigation elements.
2. **Navigation items** – Primary navigation links or actions.
3. **Action button (mobile only)** – Central button for high-priority actions.
4. **Action menu (mobile only)** – Secondary menu revealed from the action button.
5. **States** – Default, focus, and selected states for all navigation items.

Structure:

The component adapts layout and behavior depending on platform:

- **Mobile:**
 - Simplified navigation layout
 - Central action button reveals a secondary menu for high-priority actions
 - Designed for thumb reach and limited screen space
- **Desktop:**
 - Expanded navigation with more visible options
 - High-priority actions are exposed directly in the navigation
 - Certain actions (e.g., account creation) may be handled outside the component

Variants:

- Default
- Dark mode

The image shows two screenshots of the C - Nav component. The top screenshot is in light theme, showing a navigation bar with a central action button (a plus icon) and a secondary menu (a list of links: Overview, Projects, Deposit, Withdraw, Transfer, Support, More) revealed from the action button. The bottom screenshot is in dark mode, showing the same navigation bar with the central action button and secondary menu. The component is shown in a light gray box with a dark background.