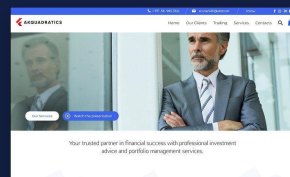
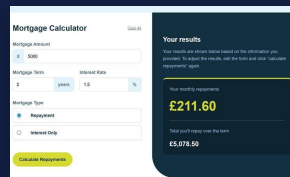
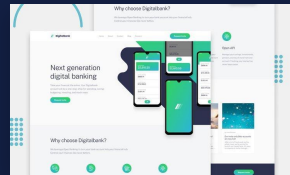




CASE STUDY 03

Finance, Business Intelligence & Digital Services

UI/UX Designer · Digital Product Designer · Data Visualisation · FinTech Experience



Scope at a Glance

Industry

Finance, FinTech & Business Intelligence

Role

UI/UX Designer & Digital Product Designer

Duration

Independent Design & Development Projects

Tools

HTML, CSS, JavaScript, Power BI, Tableau, Wix Studio, Figma

Platforms

Desktop & Mobile Web

PROJECTS INCLUDED

1

Digital Bank Landing Page

HTML/CSS/JS · Live

2

Mortgage Repayment Calculator

HTML/CSS/JS · Live

3

Vistara Nexus Consulting ★ Real

Wix Studio · Live Commercial

4

Car Sales Performance Dashboard

Power BI · Business Intelligence

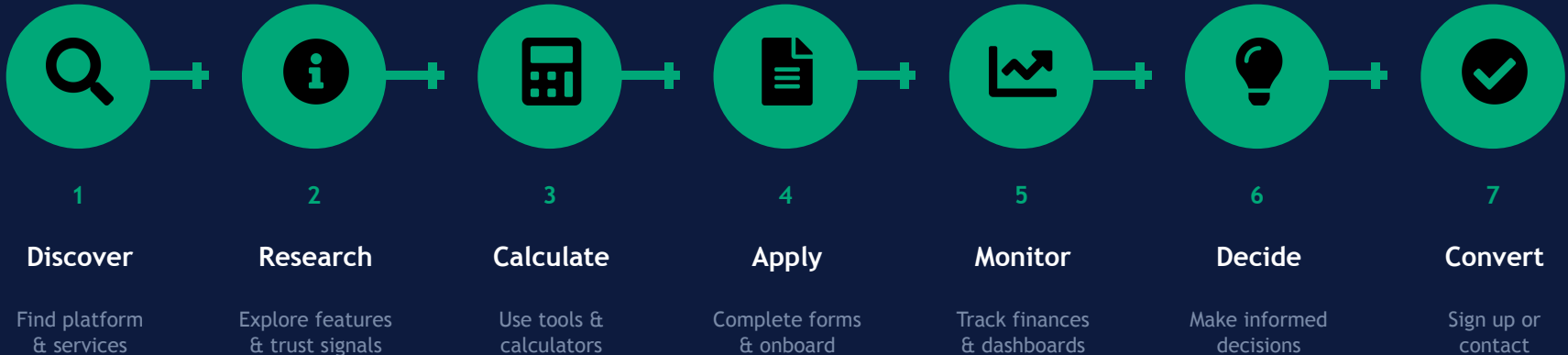
5

EV Analytics Dashboard

Tableau · Data Visualisation

USER JOURNEY

How Users Engage with Finance & Digital Service Platforms



KEY PAIN POINTS ADDRESSED

- Complex financial information
- Low trust in digital banking
- Form anxiety & drop-off
- Data overload in dashboards
- Poor mobile financial UX

Problems This Case Study Solves



Trust & Credibility

CHALLENGE

Financial products require users to trust the brand before sharing personal or financial data.

SOLUTION

Clean design, professional imagery, and clear value propositions build immediate credibility.



Calculation Complexity

CHALLENGE

Mortgage and loan calculations are confusing – users abandon tools that feel hard to use.

SOLUTION

Two-panel layout separates inputs from results, making calculations intuitive and instant.



Service Discovery

CHALLENGE

Consulting websites struggle to communicate complex service offerings clearly.

SOLUTION

Structured service grid, clear headings, and benefit-led copy help users find relevant services fast.



KPI Overload

CHALLENGE

Sales and analytics dashboards overwhelm users with too many metrics at once.

SOLUTION

KPI hierarchy, smart filters, and colour-coded charts surface the most important data first.



Mobile Finance UX

CHALLENGE

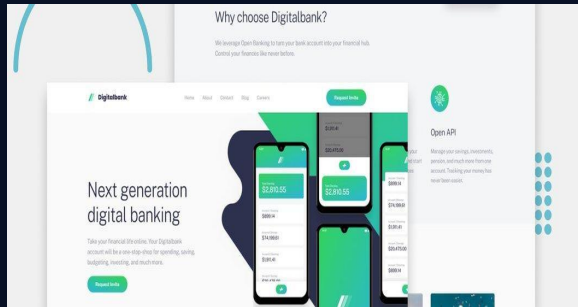
Financial platforms often deprioritise mobile – most users check finances on their phones.

SOLUTION

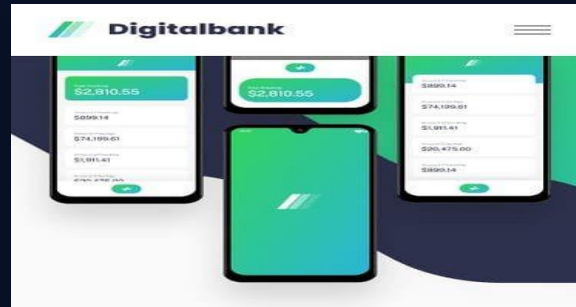
Mobile-first layouts, touch-friendly inputs, and responsive grids deliver a seamless experience.

Digital Bank Landing Page

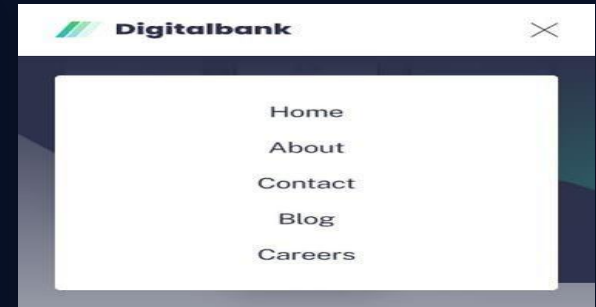
🔗 [Live: arunankrn81.github.io/digitalbank-landing-page-master](https://arunankrn81.github.io/digitalbank-landing-page-master)



Homepage — Hero · Features · Articles



Mobile layout



Mobile nav menu

MY ROLE

UI Design

Responsive Design

Front-End Development

User Interface Implementation

KEY UX IMPROVEMENTS

BEFORE

Traditional banking websites feel complex, jargon-heavy, and difficult to navigate — users hesitate to sign up.

AFTER

Clear CTA hierarchy · Simple feature presentation · Mobile-friendly navigation · Trust-building product imagery

DESIGN DECISIONS

D1 Trust-First Hero

Account balance UI mockups build credibility — users see the product before signing up.

D2 Benefit-Led Features

4-column grid focuses on outcomes: Online Banking, Budgeting, Fast Onboarding, Open API.

D3 Single CTA Focus

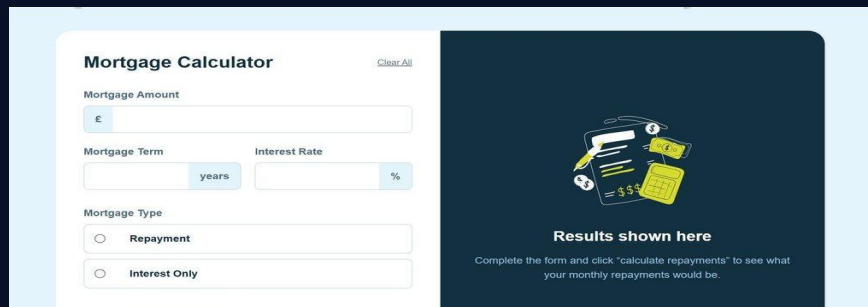
'Request Invite' used consistently throughout — eliminates decision paralysis.

D4 Article Content Hub

Latest Articles section builds long-term trust and demonstrates product-market fit.

Mortgage Repayment Calculator

[Live: arunankrn81.github.io/mortgage-repayment-calculator](https://arunankrn81.github.io/mortgage-repayment-calculator)



Mortgage Calculator [Clear All](#)

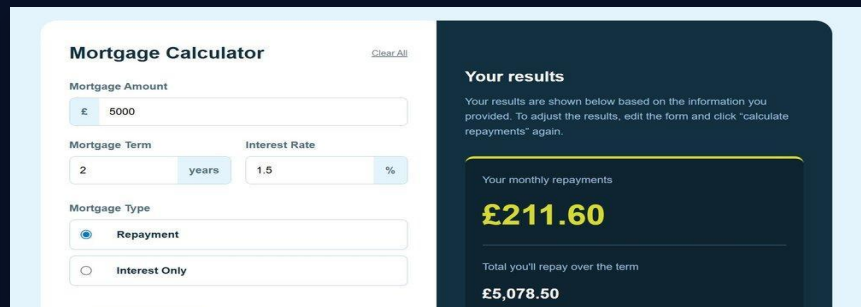
Mortgage Amount
£

Mortgage Term Interest Rate
years %

Mortgage Type
 Repayment
 Interest Only

Results shown here
Complete the form and click "calculate repayments" to see what your monthly repayments would be.

Default state — empty form



Mortgage Calculator [Clear All](#)

Mortgage Amount
£ 5000

Mortgage Term Interest Rate
2 years 1.5 %

Mortgage Type
 Repayment
 Interest Only

Your results
Your results are shown below based on the information you provided. To adjust the results, edit the form and click "calculate repayments" again.

Your monthly repayments
£211.60

Total you'll repay over the term
£5,078.50

Calculated — £211.60/month

MY ROLE

UX Design

Information Architecture

Front-End Development

Form Experience Design

KEY UX IMPROVEMENTS

BEFORE

Mortgage calculators are confusing — scattered inputs, unclear results, and high abandonment due to complexity.

AFTER

Two-panel layout · Prominent result (£211.60) · Clear radio buttons for mortgage type · Inline field units (£, %, years)

DESIGN DECISIONS

D1 Two-Panel Layout

Form and results side by side — users adjust inputs and see updates without scrolling.

D2 Mortgage Type Toggle

Repayment vs Interest Only as clear radio options — removes financial ambiguity.

D3 Prominent Result

Monthly repayment in bold yellow — the most important number is impossible to miss.

D4 Clear Input Labels

All fields labelled with units (£, years, %) inline — reduces errors and cognitive load.

Vistara Nexus Consulting Website ★ Real Commercial Project

🔗 [Live: vistaranelix.com](https://vistaranelix.com)



Homepage – Authority hero · Why Choose section · 9-service grid · Investment focus

MY ROLE

- UI/UX Design
- Information Architecture
- Visual Branding
- Website Deployment

KEY UX IMPROVEMENTS

BEFORE

Corporate sites often lack clear service structure and authority signals – visitors leave without contacting.

AFTER

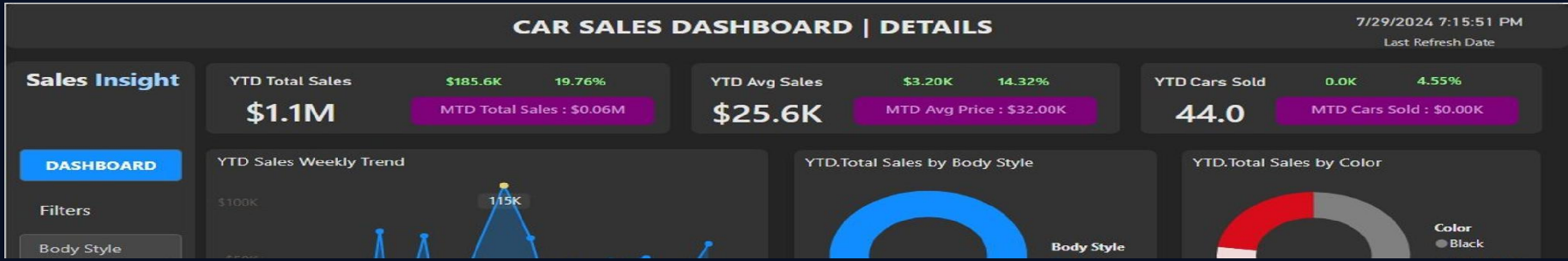
Authority hero imagery · Structured 9-service grid · Dual CTA (Services + Presentation) · Trust-first visual hierarchy

Analytics Dashboards · Business Intelligence Projects

Dashboard Prototypes & Portfolio Projects – Power BI & Tableau

Car Sales Performance Dashboard · Power BI

Role: Dashboard UX · Data Visualisation · KPI Design · Power BI



KPI Cards (\$1.1M YTD · \$25.6K Avg · 44 Units) · Weekly Trend · Body Style & Colour Doughnuts · Dealer Map · Company Table

Electric Vehicle Analytics Dashboard · Tableau

Role: Data Analysis · Tableau Visualisation · Geographic Mapping



KPI Row (150K Vehicles · 77.6% BEV · 67mi Range) · Model Year Trend · State Map · CAFV Eligibility · Top 10 Makes · Model Table

Analytics Dashboards · Design Decisions & UX Improvements

CAR SALES · Power BI

D1 3-KPI Top Row

\$1.1M YTD, \$25.6K Avg, 44 Units – critical numbers always visible at a glance.

D2 Weekly Trend Line

Spike at week 20 (115K) immediately visible – stakeholders identify peaks without digging.

D3 Dark Theme

High-contrast dark background improves readability in boardroom presentations.

D4 Multi-Filter Panel

Body Style, Dealer, Transmission, Engine filters let users drill into any segment instantly.

Before: Raw data in spreadsheets, no patterns visible → After: KPI hierarchy, weekly trends, geographic mapping

EV ANALYTICS · Tableau

D1 5-KPI Summary Bar

Range, Total Vehicles, BEV%, PHEV% – executive KPIs visible without scrolling.

D2 Geographic Map

Vehicle distribution by state surfaces regional insight tables alone cannot convey.

D3 CAFV Eligibility Doughnut

53% eligible vs 46% unknown – immediately actionable for policy decisions.

D4 Top 10 Brand Bar

Tesla dominance (52.7%) instantly visible – strategic context for the whole dashboard.

Before: EV adoption data buried in CSV files → After: Geographic map, eligibility insights, manufacturer rankings

Design Thinking in Practice

01

Trust by Design

- Professional visual hierarchy
- Authority imagery
- Clear value propositions
- Consistent brand palette

02

Simplicity in Finance

- Two-panel calculator layout
- Single-CTA focus
- Inline field validation
- Progressive disclosure

03

Data Visualisation

- KPI-first dashboard layout
- Right chart for each dataset
- Interactive filter panels
- Executive-ready reporting

04

Responsive Design

- Mobile-first banking UX
- Touch-friendly form inputs
- Fluid responsive grids
- Consistent cross-device

EXPECTED UX IMPACT

✓ Higher trust signals

✓ Reduced form drop-off

✓ Faster data insights

✓ Better financial decisions

✓ Improved mobile UX

Competencies Across This Case Study

UX Skills

- FinTech UX Design
- Trust-Centred Design
- Form & Calculator UX
- Information Architecture
- Dashboard UX
- UX Problem Solving

UI / Visual

- Landing Page Design
- Financial UI Patterns
- Data Visualisation
- Consulting Aesthetics
- Dark & Light Themes
- Responsive Layouts

Technical

- HTML5 / CSS3
- JavaScript
- Power BI
- Tableau
- Wix Studio
- Figma

What This Portfolio Proves to Recruiters



User Trust & Credibility

Digital bank and consulting designs build immediate credibility through professional visual hierarchy.



Financial Decision Support

Mortgage calculator reduces complexity – users make better financial decisions with less effort.



Service Discovery

Consulting website structured to help clients find relevant services within seconds of landing.



Business Intelligence

Car Sales and EV dashboards turn raw data into actionable insights for business leaders.



Mobile Financial UX

Banking and calculator experiences optimised for mobile – the primary device for personal finance.



Commercial Delivery

Vistara Nexus is a live commercial consulting site – proving real-world delivery beyond portfolio.

Scope Across the Full Portfolio

18+

Projects
Included

6

Industries
Covered

3

Device
Formats

7+

Tools &
Platforms

INDUSTRIES COVERED

- E-Commerce & Retail
- Gaming & Entertainment
- Finance & FinTech
- Business Intelligence
- Consulting & Corporate
- SaaS & Product Design

TOOLS & PLATFORMS

- HTML5 / CSS3 / JavaScript
- Power BI
- Tableau
- Wix Studio
- Figma / Canva

DEVICE COVERAGE

- Desktop (all projects)
- Mobile (all projects)
- Tablet-optimised layouts
- Responsive breakpoints
- Touch-friendly UI

How Every Project is Approached

01



Research

Analyse user needs, existing patterns, and industry conventions. Define the problem clearly before designing.

02



Wireframe

Sketch low-fidelity layouts to explore structure and hierarchy without visual distraction.

03



Visual Design

Apply colour, typography, spacing, and components to create a polished and consistent visual system.

04



Responsive Build

Implement the design in HTML/CSS/JS or Wix Studio – ensuring consistency across desktop and mobile.

05



Testing

Check all interactions, breakpoints, and edge cases. Validate usability and fix any friction points.

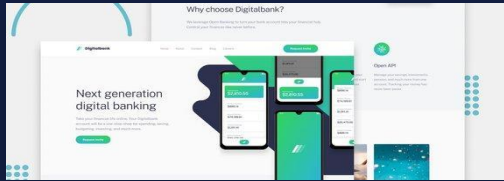
06



Launch

Deploy the finished product. Review performance and collect feedback for future improvements.

Scan to View • All Live Projects



Digital Bank Landing Page

arunankrn81.github.io/digitalbank-landing-page-master

SCAN ME



Mortgage Repayment Calculator

arunankrn81.github.io/mortgage-repayment-calculator

SCAN ME



Vistara Nexus Consulting ★

vistaranexus.com

SCAN ME

INDUSTRIES DESIGNED FOR

✓ Finance & FinTech ✓ Banking & Lending ✓ Consulting & Professional Services ✓ Business Intelligence ✓ Gaming & Entertainment ✓ E-Commerce & Retail

RECRUITER TAKEAWAY

Finance, Business Intelligence & Digital Services Experience

This case study demonstrates the ability to design finance-focused digital experiences – from banking interfaces and financial calculators to consulting websites and analytics dashboards. The projects show an ability to simplify complex information, improve user decision-making, and create responsive experiences that support both business objectives and user needs.

PORTFOLIO HIGHLIGHTS

- ✓ FinTech UX Design
- ✓ Business Intelligence
- ✓ Responsive Web Design
- ✓ Financial Calculator UX
- ✓ Data Visualisation
- ✓ Dashboard UX
- ✓ Consulting Web Design
- ✓ Commercial Delivery
- ✓ Mobile Experience Design