

Cesar Corpus

14 years experience in product, design and UX

Recent Experience

Senior Product Designer

BLOCKFI, NYC | 2021 – 2022

- **Project highlight:** BlockFi is a platform that redefines the future of banking where users can earn interest, borrow cash, and trade crypto from the most trusted financial services providers. Lead designer across multiple feature teams for native app and web:
 - **Onboarding Revamp:** Reduced the number of screens 6-8 from 20, automated KYC with 90% of users being verified, and set customers up for success on their path to activation and engagement. Was involved in usability testing and data synthesis.
 - **Payments Fiat and Crypto (On and Off-ramp):** Reduced the amount of time it takes for international clients to fund their accounts by integrating Stripe onto the platform. 85% of clients purchased crypto and transferred it into the interest account.
 - **App Redesign:** Informed areas of improvement of the current app. Created a personalized home dashboard, including adding more information on assets and prices with a focus on early lifecycle and activation for BlockFi products.
- Fluidly worked cross-functionally with design systems, product managers, engineers, research and content strategists to ensure the best UX experience and groomed tickets for the working teams.

Associate Creative Director UX/UI

YML, NYC | 2021 – 2022

- **Project highlight:** Designed the members app for Premise Health, providing a more frictionless and personalized experience for existing members to access their providers with the objective to increase new member signup.
- Grew revenue by \$750k+ by leading business development efforts in design (ex. Mayo Clinic's design system).

Design Lead UX/UI

BIG SPACESHIP, NYC | 2018 – 2021

- **Project highlight:** Redesigned JetBlue.com e-commerce and booking website to increase engagement on the platform. Managed two squad teams to execute a responsive, mobile-first, large-scale platform build.
- Established and evolved a design system adopted by JetBlue by creating guidelines for pattern libraries and modular components with accessibility and inclusion top of mind. Metric observed increase in revenue, conversion rates, fare upsells and ancillaries, decrease in time to complete a booking and error clicks.
- Analyzed business goals, product roadmaps, and user insights to translate into clear design priorities for the team.

Senior Art Director UX/UI

DELOITTE DIGITAL, NYC | 2016 – 2018

- **Project highlight:** Designed and shipped UBS's award-winning wealth management app, which shaped the client's internal digital innovation lab and stakeholder confidence within the organization. By enhancing existing features to take advantage of new opportunities the updated native tablet design brought a 76% increase in app downloads.

Education

University of New South Wales

COFA – Bachelor of Design

Bauhaus University

School of Art and Design, International



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