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treasure brown.

your neighborhood hope dealer
and giver of good vibes.

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I've always been drawn to creativity and innovation. I started as a digital designer, working on email campaigns and websites. But I wanted to do more, so I went back to school to study experience design. That's where I found my love for both design and strategic thinking.

After graduation, I landed a job at frog design, a top innovation consultancy. I had the chance to work on some cool projects, including health tech and fintech products. I turned my passion for finance into a career.

Now, I'm a designer at a fintech unicorn, working on a loan trading platform. I'm loving the challenge of solving complex problems in a new industry and am excited for the chance to continue growing and learning.

who am I?

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Past: I studied Visual Communication with a emphasis on interactive media & usability and marketing at Bowling Green State University where I received my Bachelor's degree in 2016. In 2020, I received my Master's in Business with a concentration in Experience Design from Virginia Commonwealth University. After Grad School, I kicked my "new-ish" career off as an Interaction Designer @ frog.

Present: I have over 6 years of digital design and usability experience and I am currently using my skills as a Product Designer @ Happy Money and real estate investor. I have a curiosity for connected environments and IoT and a passion for people.

Future: I'm not sure where life will lead me just yet, we'll just have to wait and see!

tl;dr ; resume

[about me](#)

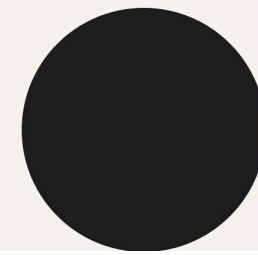
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CREATING TRANSPARENCY IN FINANCE

DESIGNING A B2B LOAN PARTICIPATION MARKETPLACE @ HAPPY MONEY

PRODUCT DESIGN / SYSTEMS THINKING / STRATEGY



Hive
by  Happy Money

INNOVATION AND IMPACT AT FROG

Most of the work I've done at frog is confidential, but here's a quick glance of the work that I've done!

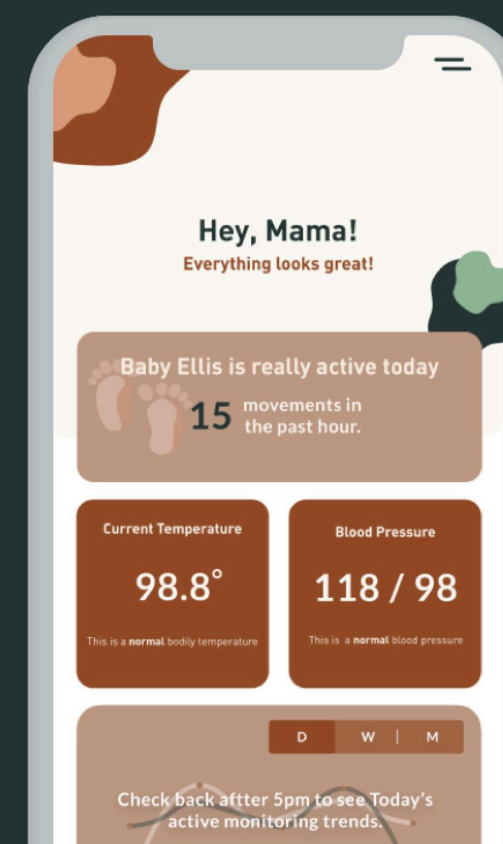
INTERACTION DESIGN / EXPERIENCE STRATEGY / VENTURE DESIGN / ORG ACTIVATION



A MORE EMPATHETIC WEARABLE...

BLACK WOMEN ARE FIGHTING TO BE HEARD IN A HEALTHCARE SYSTEM THAT OFTEN IGNORES THEM.

UX / PRODUCT / STRATEGY / WEARABLE TECH



my work.

[check out some of my favorite pieces of work.](#)



HIVE BY HAPPY MONEY

Empowering Trustworthy Credit Unions Connections.

PRODUCT DESIGN / IXD / EXPERIENCE STRATEGY

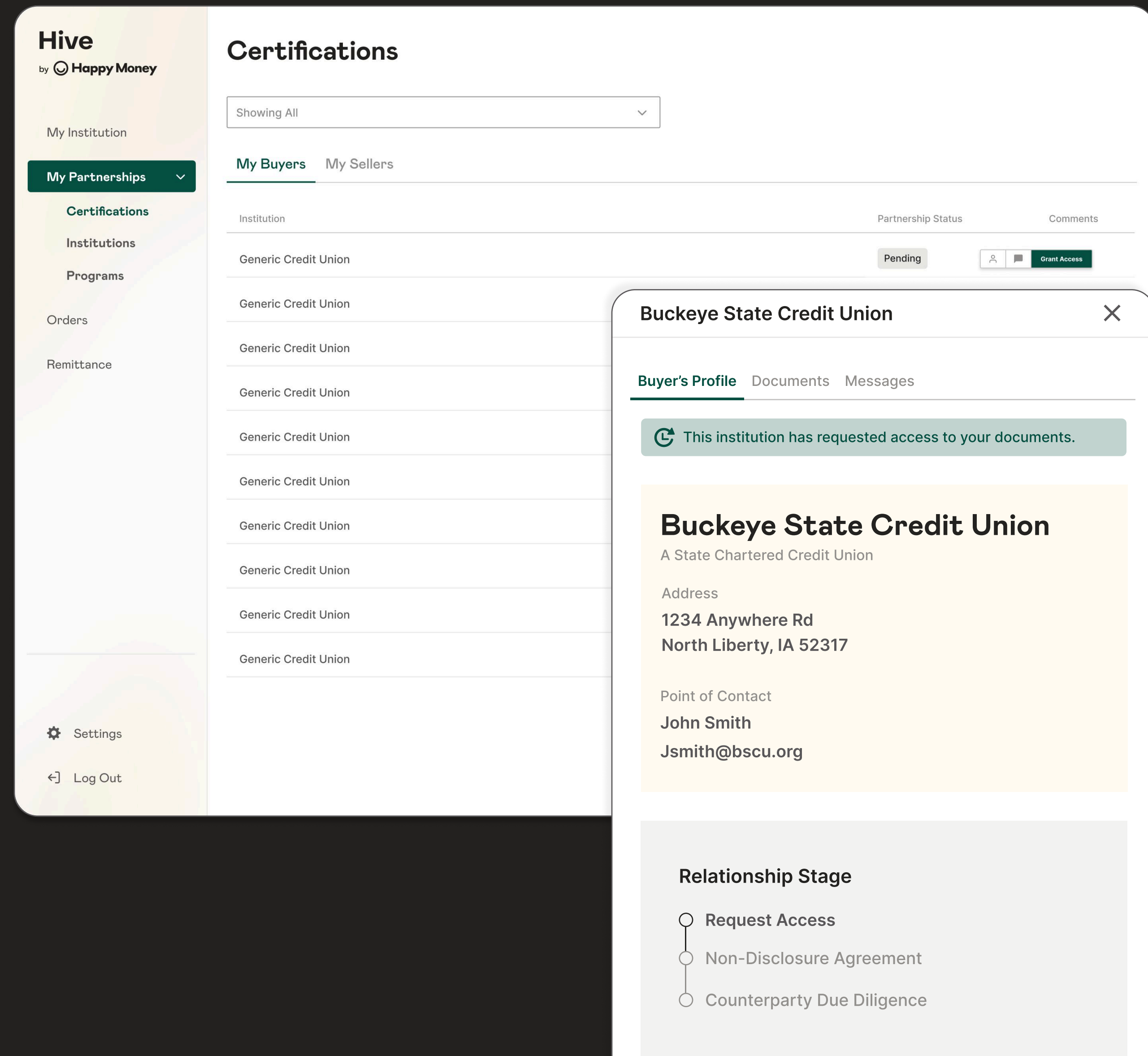


FEATURE: COUNTERPARTY DUE DILIGENCE

REVOLUTIONIZING LOAN TRADING

Streamlining Counterparty Due Diligence Processes

INTERACTION DESIGN / EXPERIENCE STRATEGY



Counterparty due diligence is the process in which you vet a potential business partner's financial and operational stability before entering into a transaction.

SOLUTION

A streamlined counterparty due diligence process.

allowing buyers to request and review seller's documents and certify them for transactions, resulting in a faster and more efficient loan trading experience.

**The manual and lengthy
counterparty due diligence process
hinders the speed and efficiency of
digital loan trading.**

APPROACH

From communication to concepts

The design process for this complex feature went beyond concept and continues to evolve through iterative improvements.



COMMUNICATION

RESEARCH

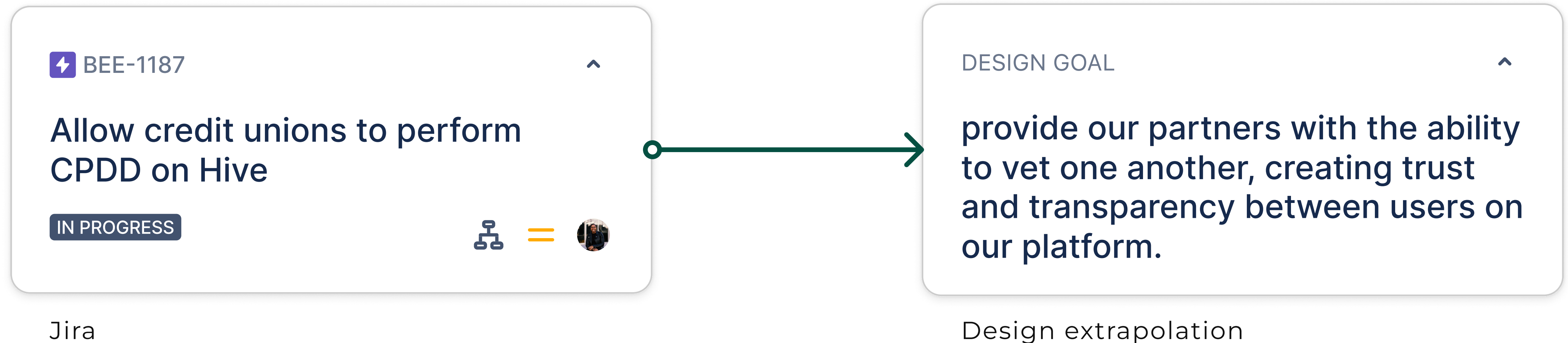
IDEATION

VALIDATION

CONCEPT

COMMUNICATION

Transforming an ambiguous Jira ticket into a well-defined design goal by thoroughly comprehending the underlying requirements through communication with my team and other stakeholders.



WHAT IS HIVE

Hive streamlines the process of buying and selling loan participations, offering transparency, security, and ease-of-use to help Credit Unions manage risk, increase lending capacity, and diversify their portfolio.

MY ROLE

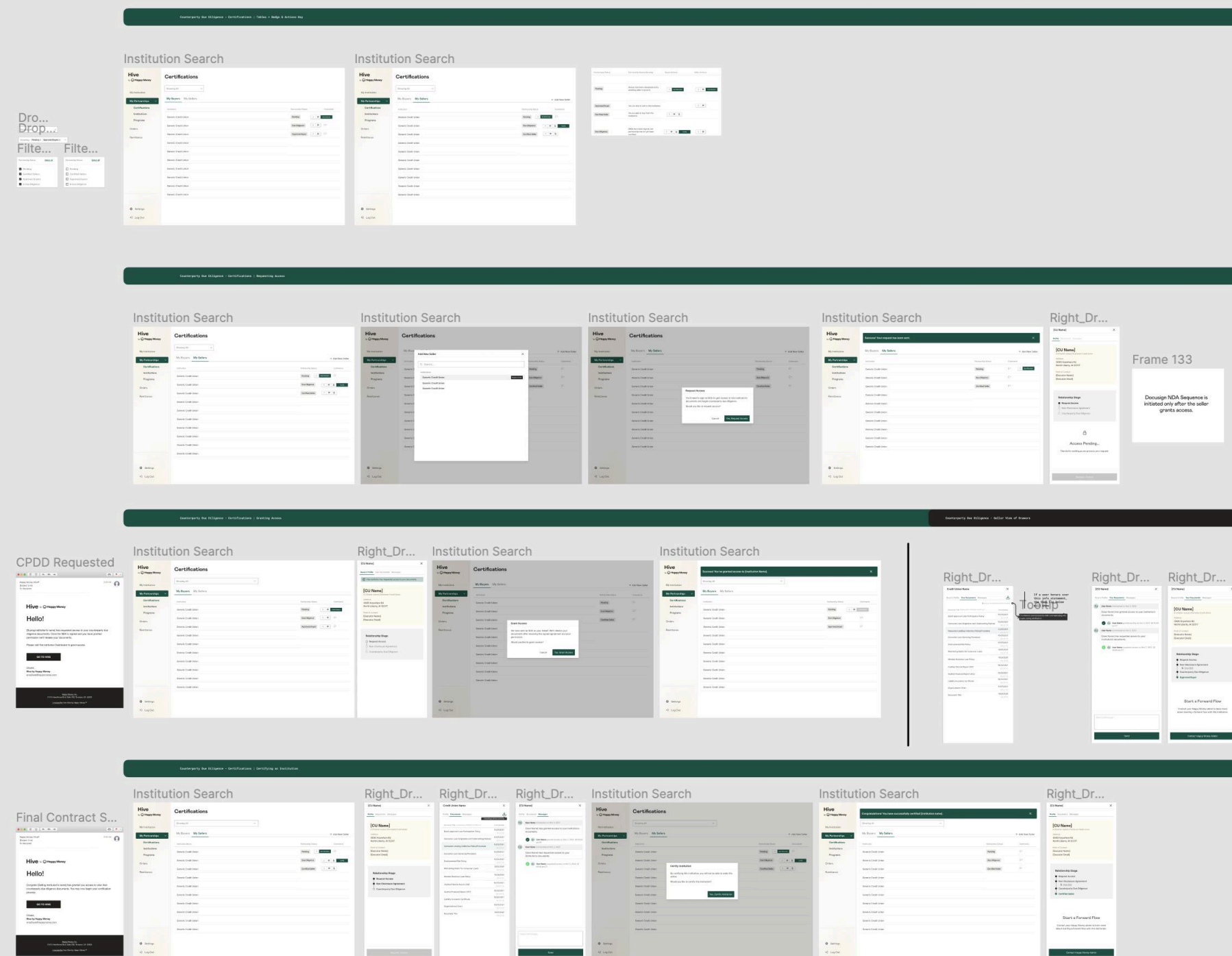
As the sole designer on this project, I play a critical role in bringing the vision for Hive to life. I collaborate closely with the engineering, product, and strategic partners teams, offering design expertise and working to ensure a seamless user experience.



IDEATION

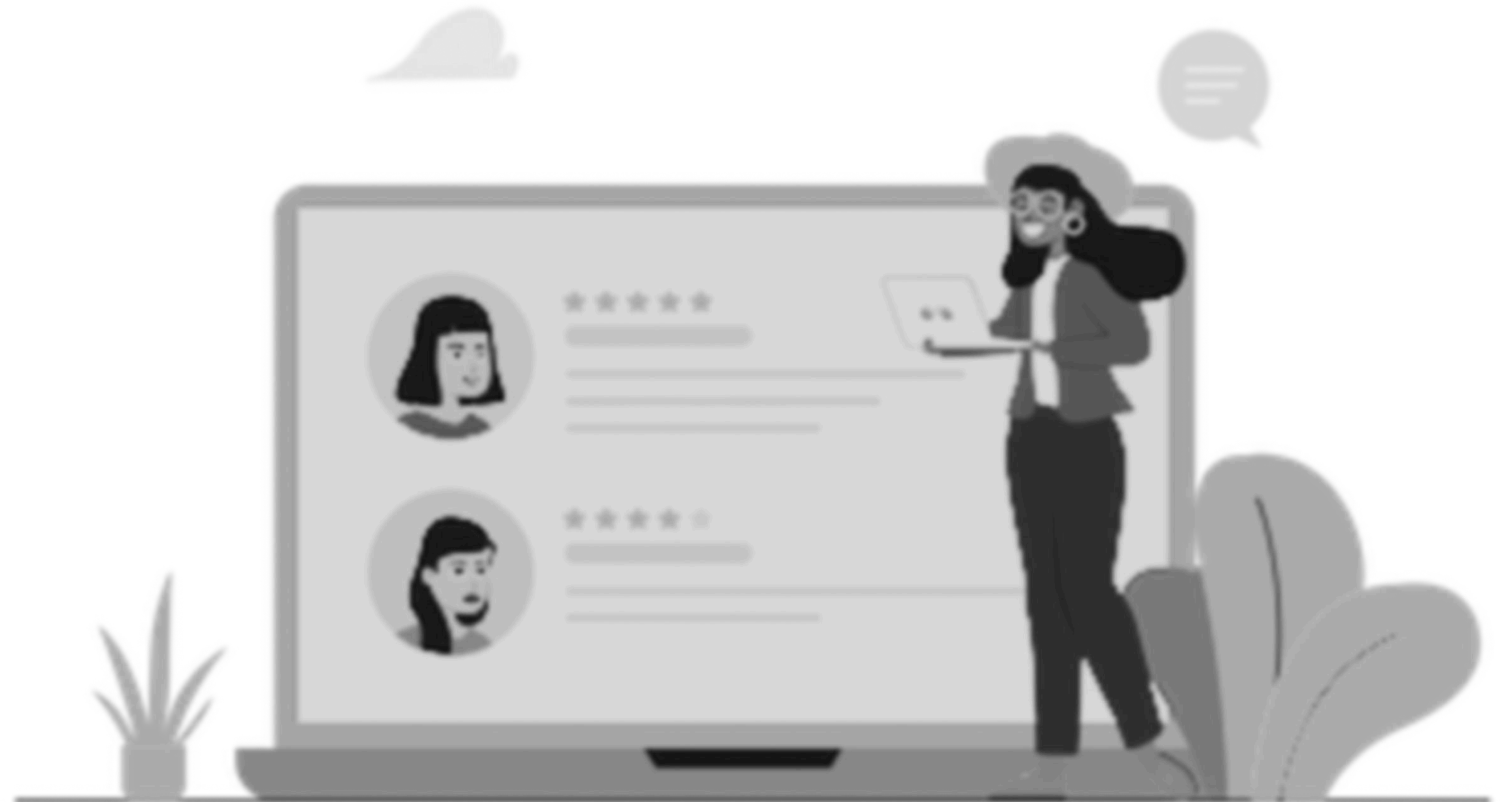
Balancing Complexity in MVP Design

In my ideation process for a counterparty due diligence, I evaluated four different design concepts and finally chose the one that balanced bi-directionality and simplicity as an MVP. The solution is not perfect, but myself and my team are confident in testing it with users to gather feedback and make improvements.



VALIDATION

We tested our solution through a multi-step validation process, starting with internal evaluations, followed by a facilitated advisory panel session with our partners. The feedback from our partners was crucial in helping us understand that while our solution was sound, it still lacked a key component: ***In-person interaction.***



MOVING FORWARD

Future focus

We plan to explore the implementation of a scheduling feature that facilitates in-person meetups, with the goal of helping our partners transition to a fully digital and streamlined counterparty due diligence process.

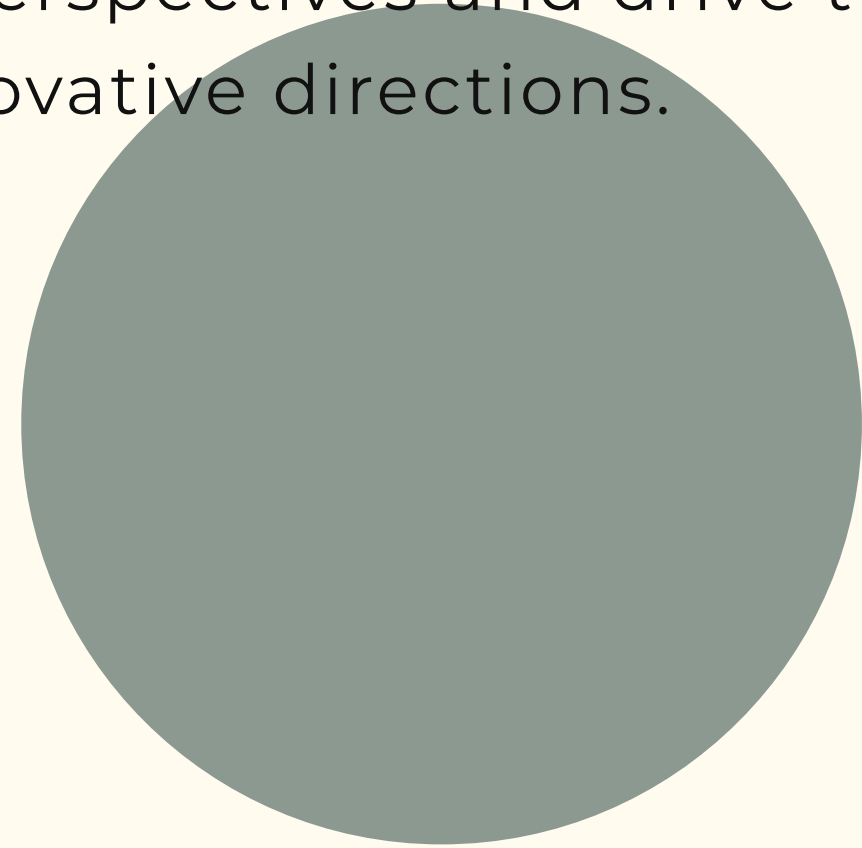
KPIs

To gauge success, we'll track KPIs such as:

- **Time to Completion** | The time it takes an institution complete due diligence.
- **User Satisfaction** | The user's level of contentment with the feature.

Growth through Challenge and Collaboration

Designing this feature pushed me to rely more on my instincts and creative problem-solving abilities as a designer. Additionally, collaborating cross-functionally allowed me to bring new perspectives and drive the concept in innovative directions.

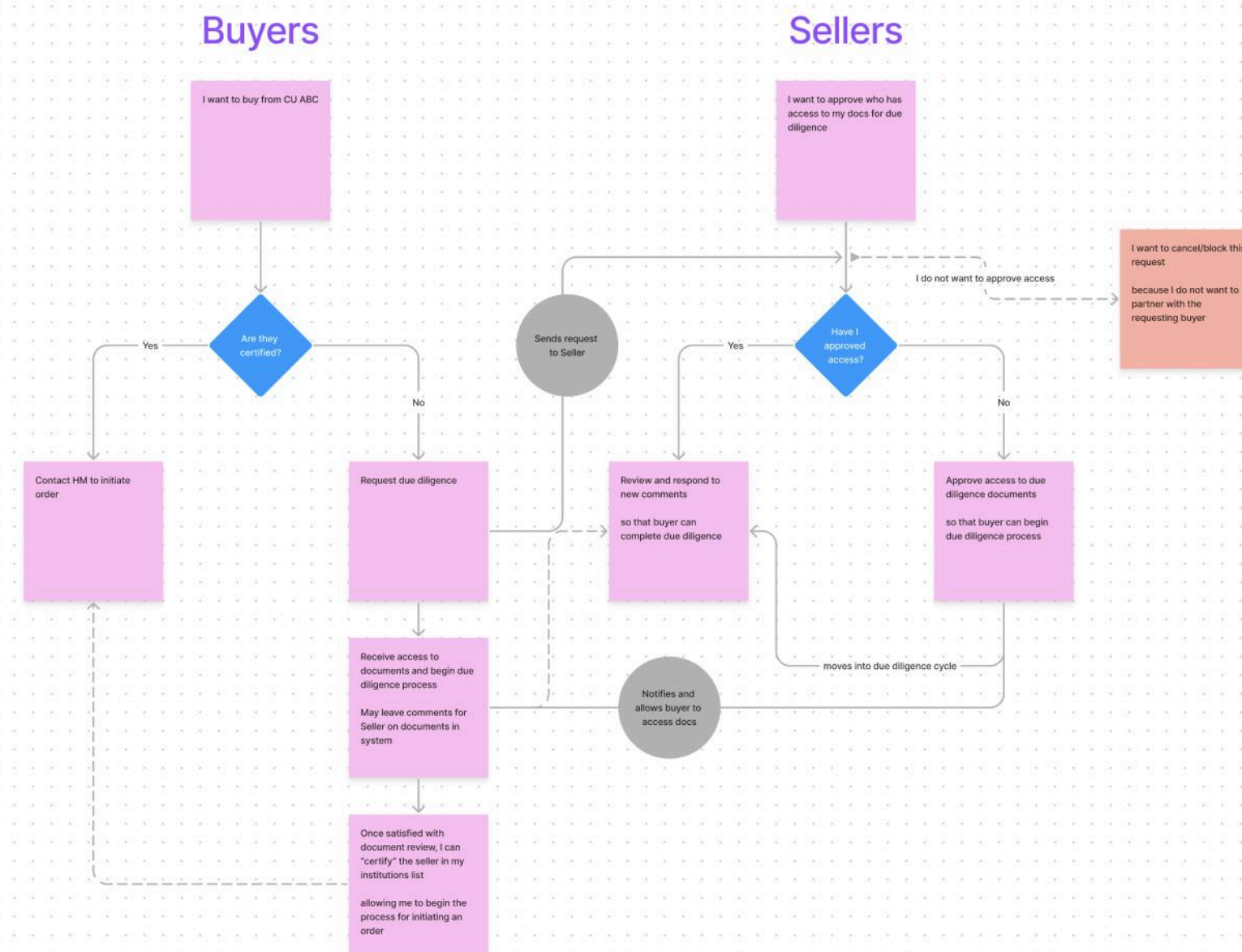


RESEARCH & SYNTHESIS

During the research phase, I documented the process of counterparty due diligence through reviewing multiple articles and having conversations with subject matter experts, as well as researching related regulations. I created a flow chart and identified key tasks to ensure my solution incorporates all necessary elements for a comprehensive counterparty due diligence process.

Counter Party Due Diligence

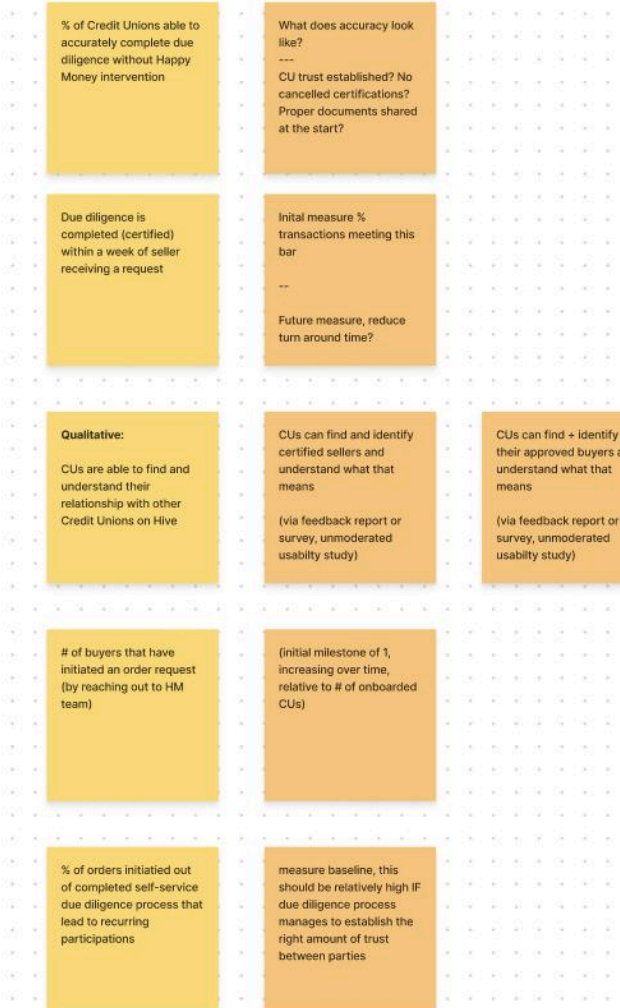
Jobs to Be Done



Experience Outcome/Objective

If we do a really great job at facilitating counter party due diligence, we'll have provided Credit Unions with a useable, understandable tool that they can use to establish trusted relationships with other Credit Unions.

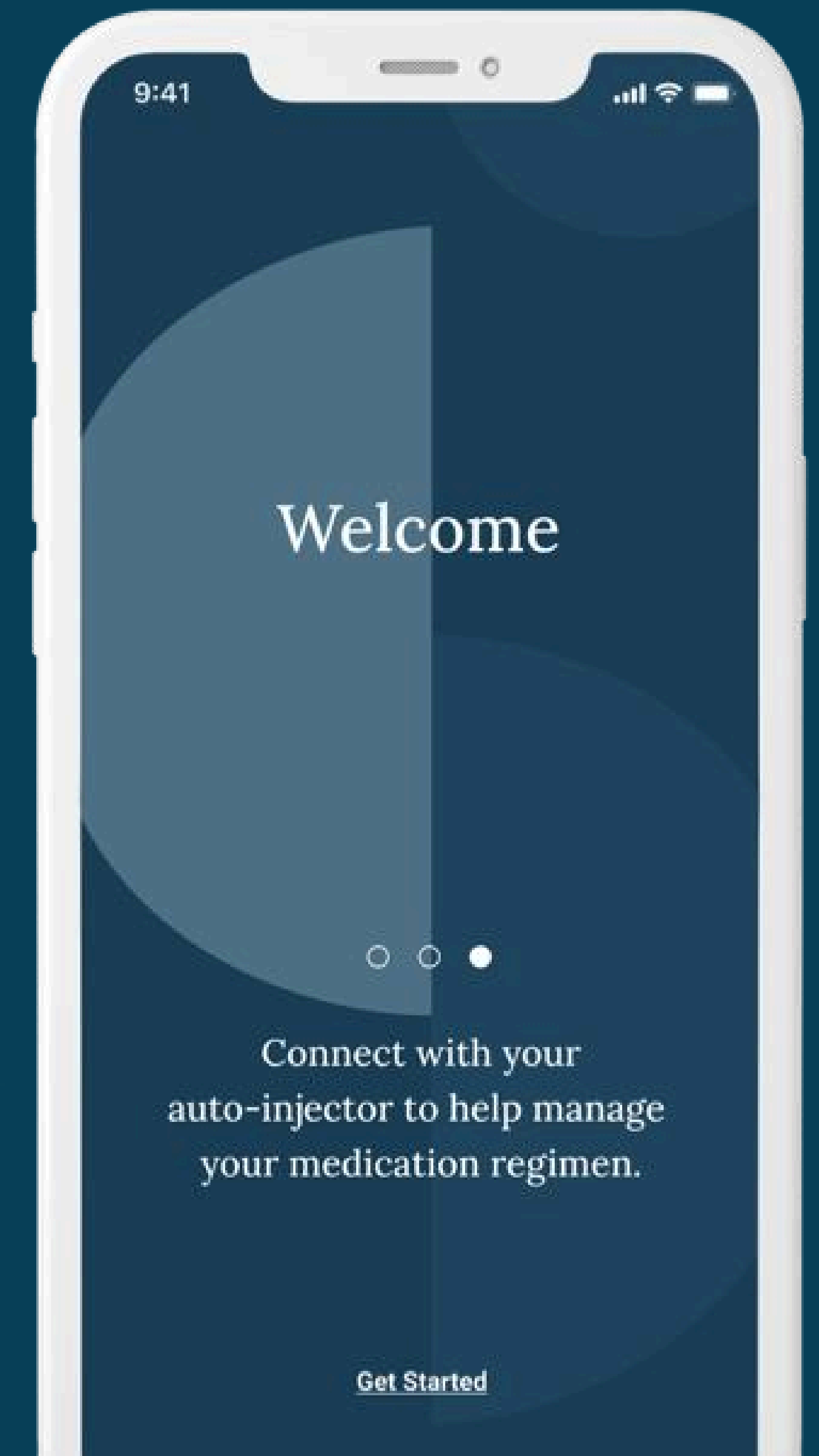
How might we measure achieving this?



THE FUTURE OF CONNECTED HEALTHCARE

A Human-Centered Connected Auto Injector

INTERACTION DESIGN / EXPERIENCE STRATEGY



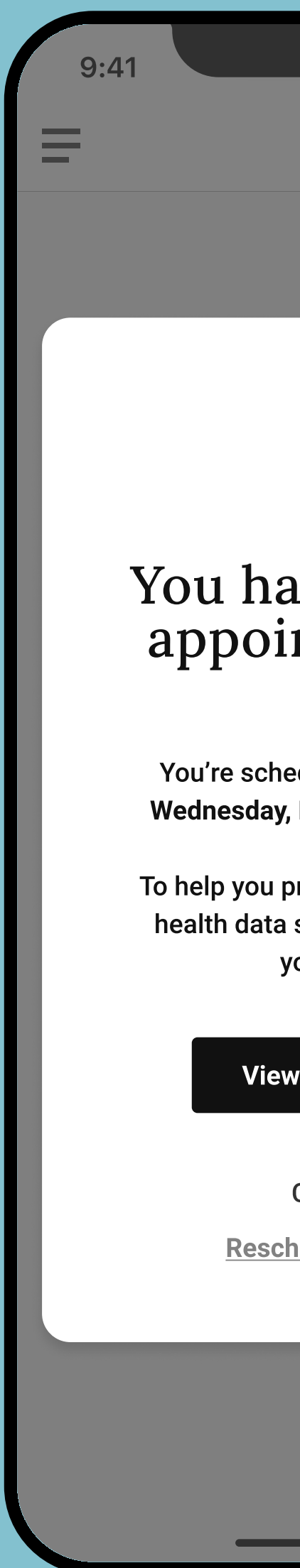
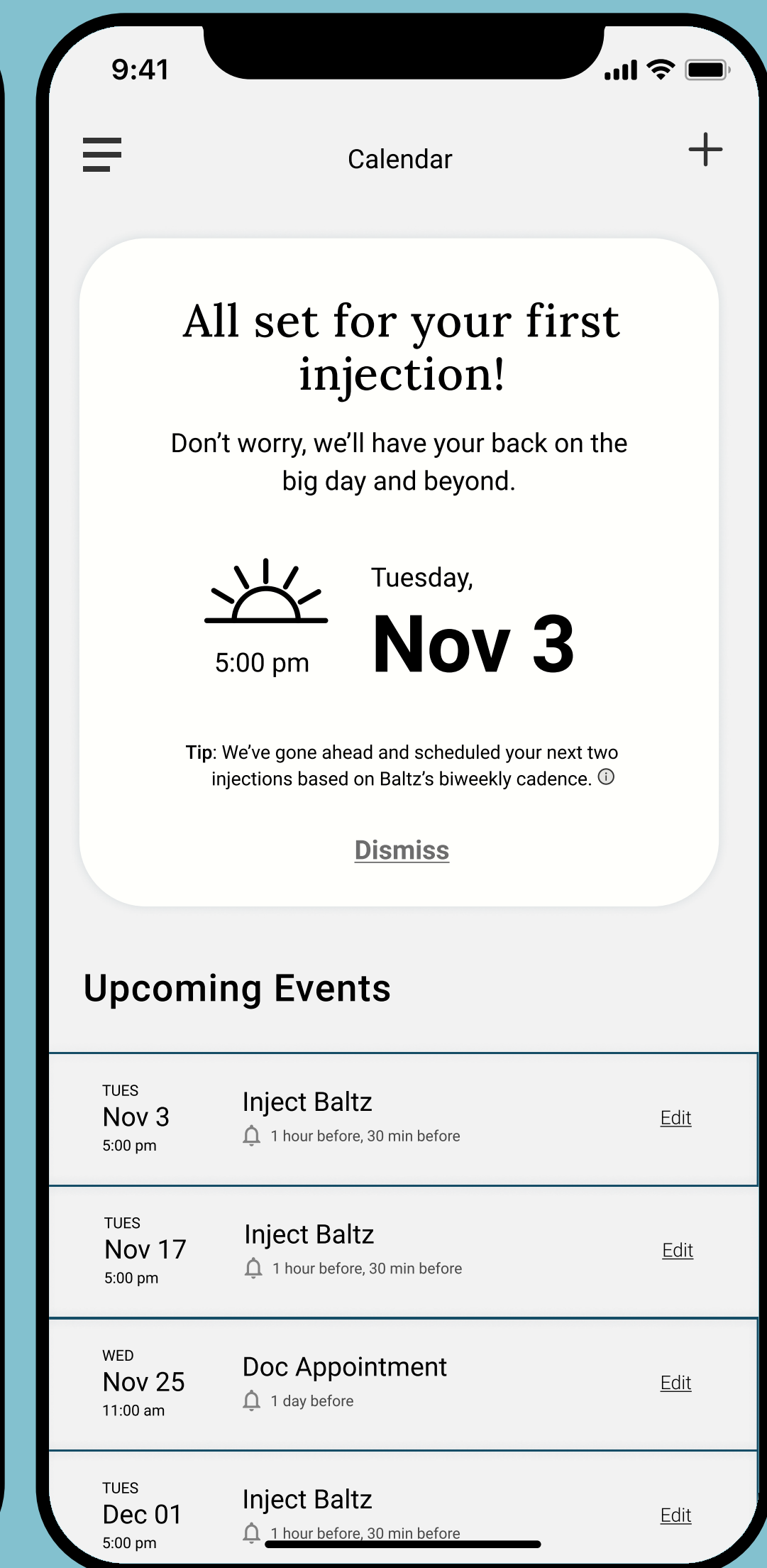
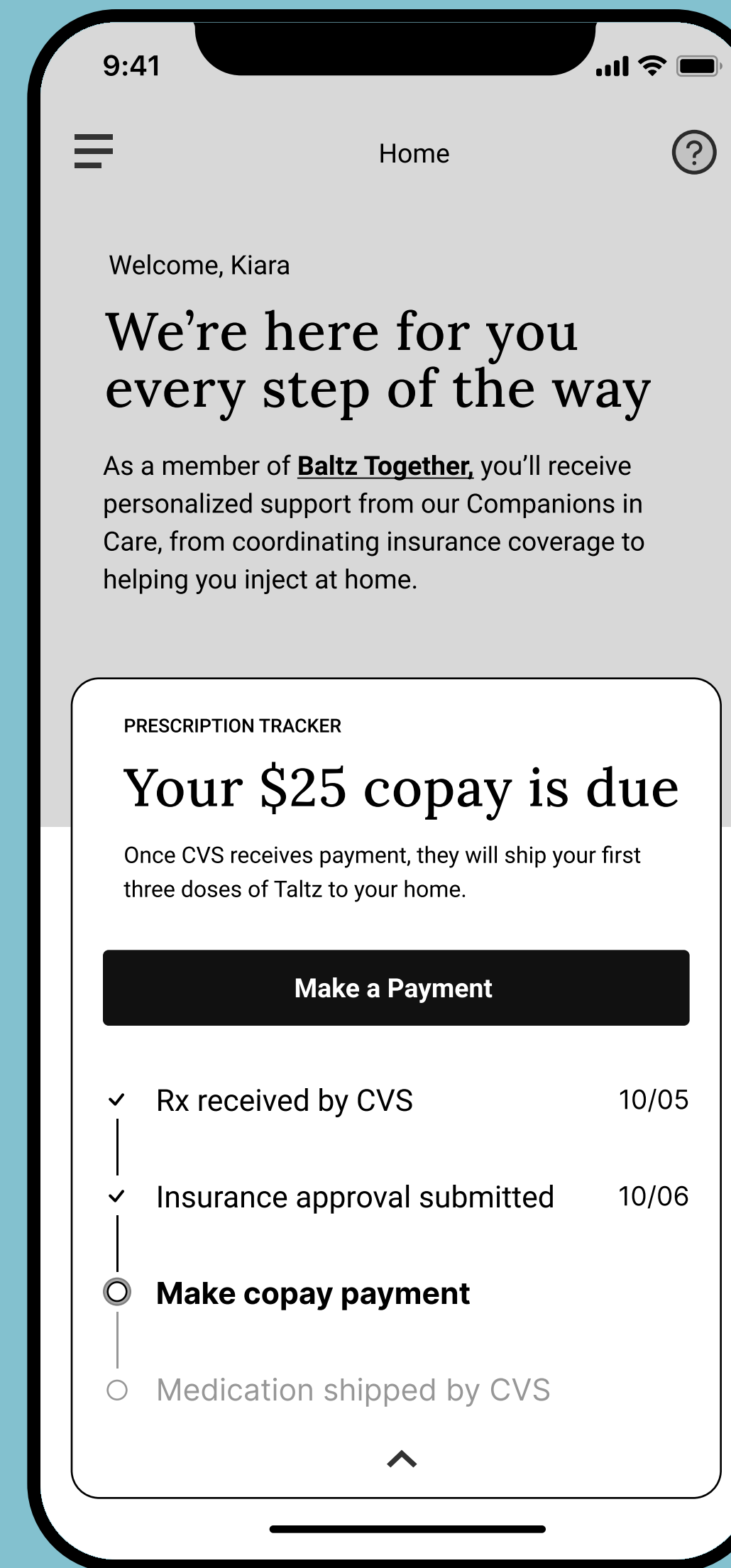
Outline a strategic direction for a Connected Auto-Injector user experience, focusing on people first with a vision forward.

KEY DELIVERABLES

frog delivered a connected experience vision, narrative, and hero flow screen designs for the companion app, highlighting signature moments to help the client navigate their next product planning steps.

MY ROLE

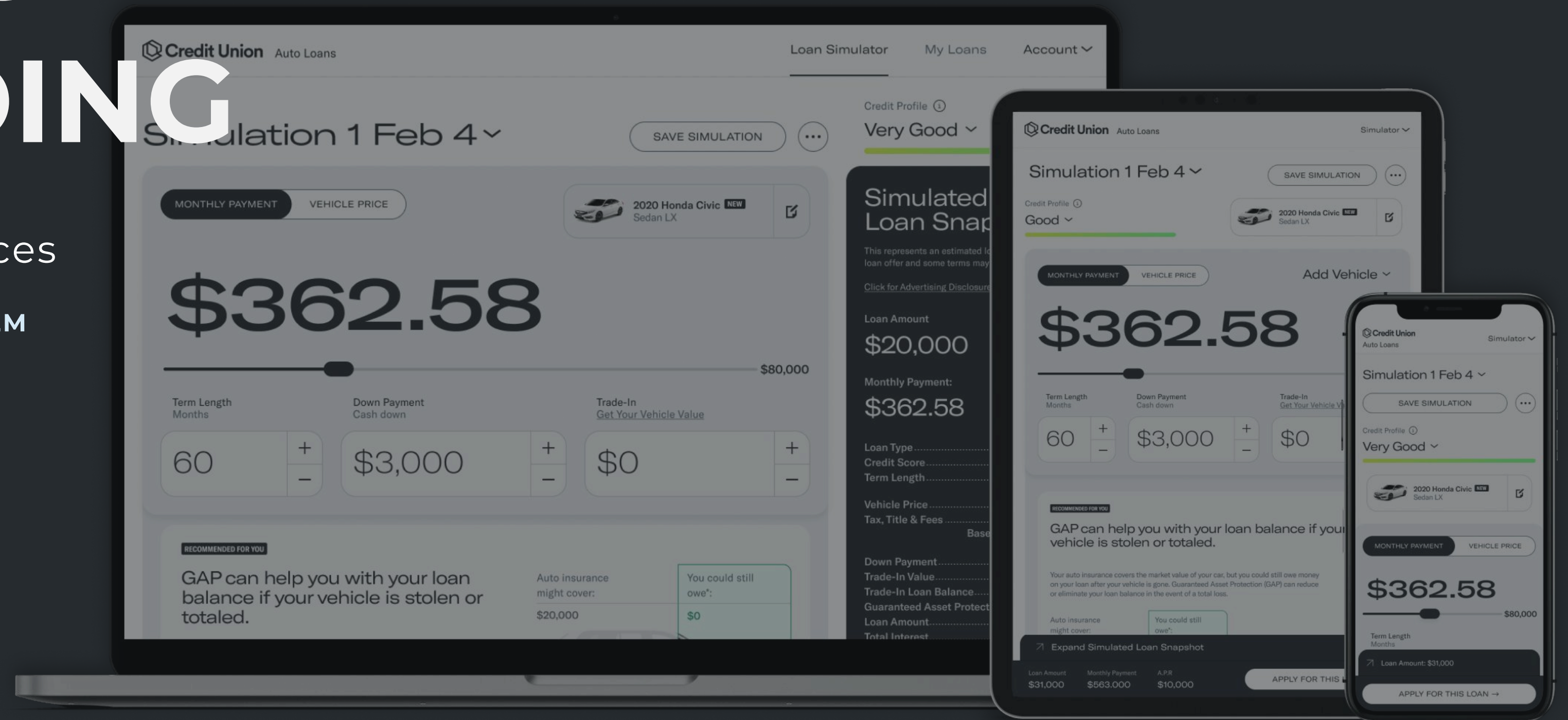
For this program I worked alongside an Principal Designer, Associate Design Director, and Visual Designer. My role as the Interaction designer, I was responsible for research, Idea generation, wireframing, flows, synthesis, and motion.



THE FUTURE OF DIGITAL LENDING

A Modern approach to digital loan services

INTERACTION DESIGN / SYSTEMS THINKING / DESIGN SYSTEM



PROGRAM MISSION

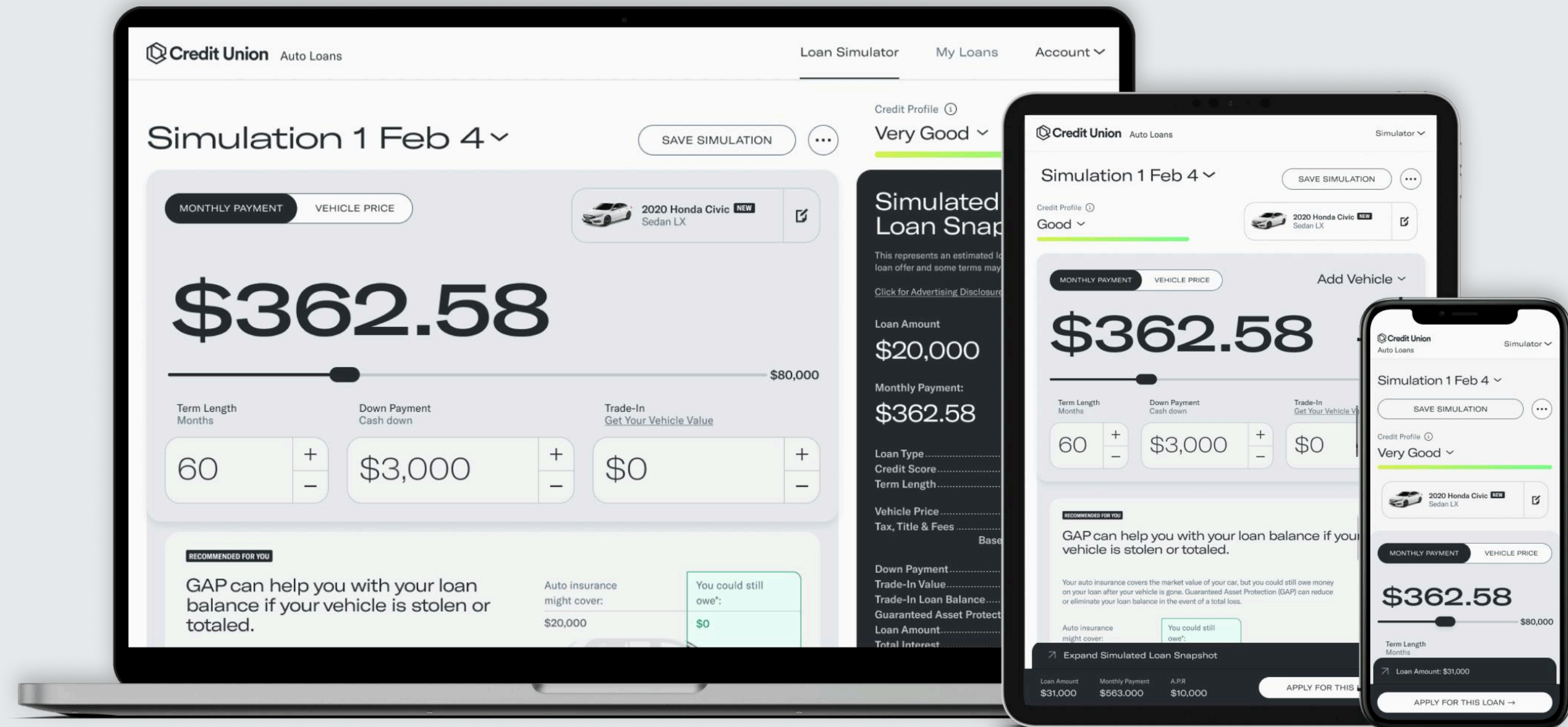
To create and deliver a human centered white-labeled solution for digital lending.

KEY DELIVERABLES

During phase 7 of this project, we delivered five integrations, 17 usability enhancements and systemically bridging the gap between application flows.

MY ROLE

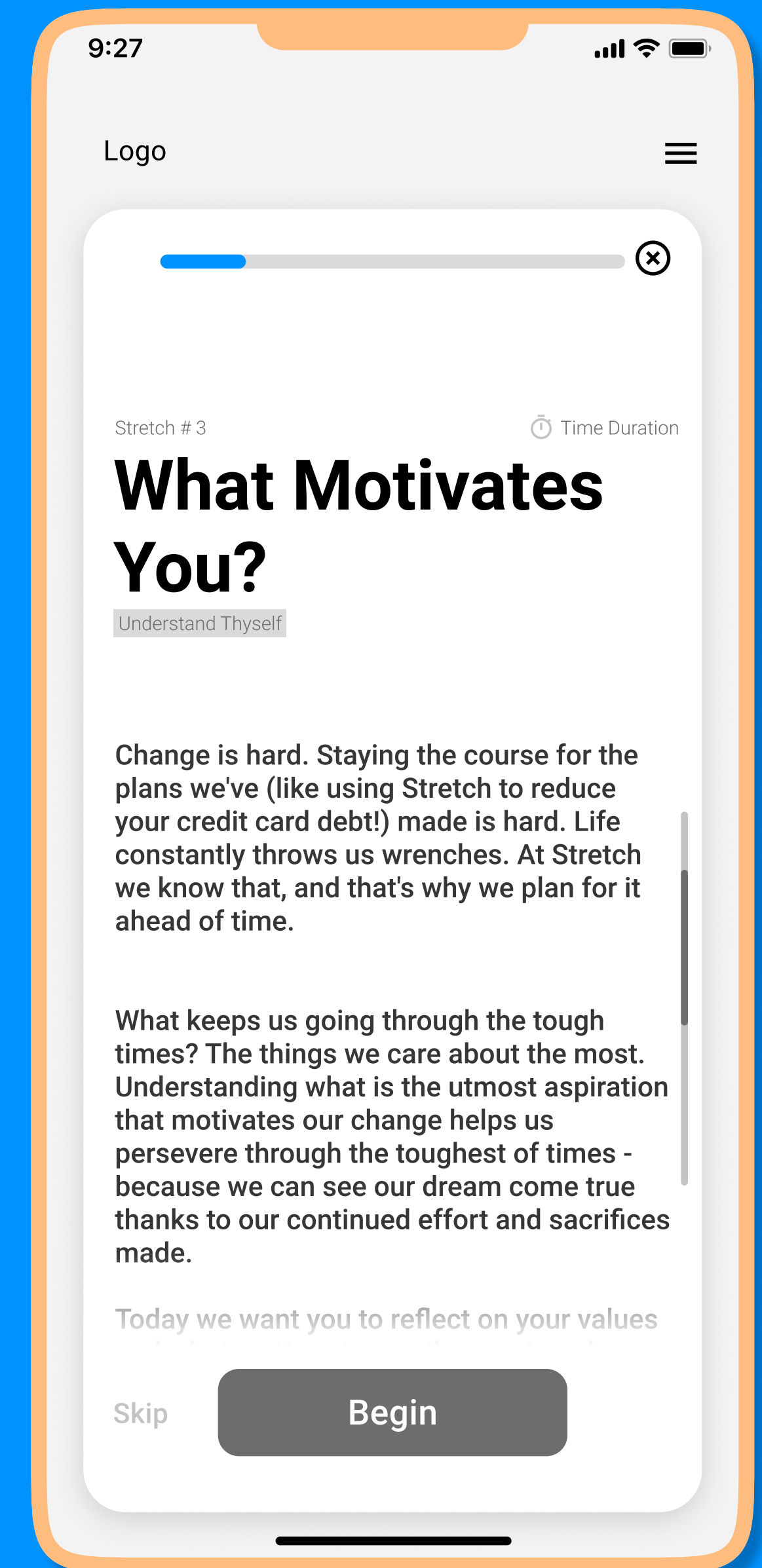
On this program I found myself taking the lead on seamlessly blending loan app and membership application, and taking feedback from usability testing and making updates to the experience. I also collabed with other designer to think through the system and design flows around how external integrations can be blended into the existing experience, as well as growing a design system.



HUMANIZING FINANCIAL WELLNESS

A more friendly approach to debt payoff

INTERACTION DESIGN / VENTURE DESIGN / EXPERIENCE STRATEGY



PROGRAM MISSION

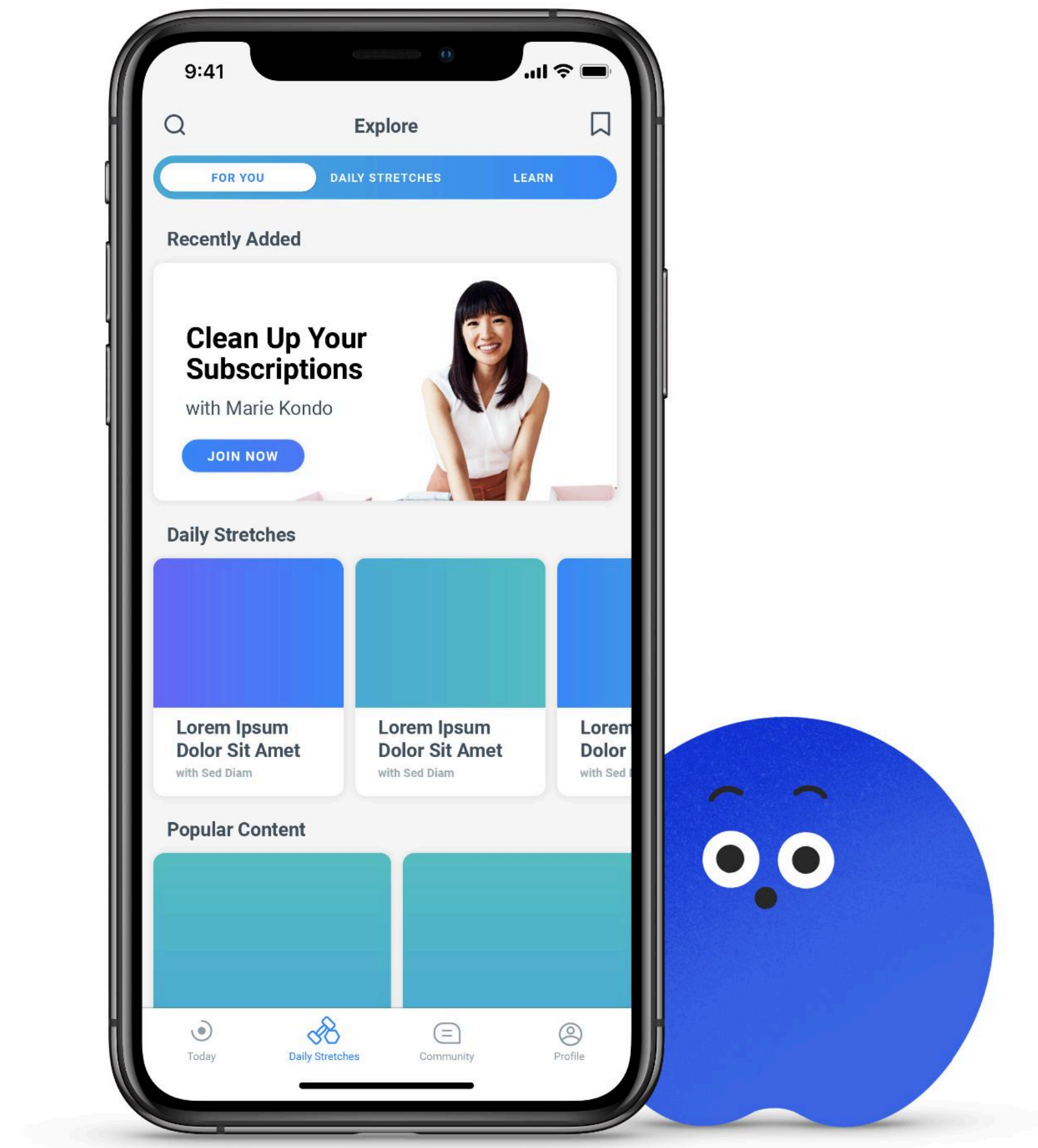
To build a fintech venture through to a limited launch with a strategic vision forward.

KEY DELIVERABLES

During my time on this project we defined an onboarding experience for first time users as well as an overall approach to task flows.

MY ROLE

My time on this project was short, but I had an integral part in defining the overall structure of bite-sized tasks that humanized debt pay off as well as defining the onboarding flows of the web app.



A MORE EMPATHETIC WEARABLE...

BLACK WOMEN ARE FIGHTING TO BE HEARD IN A HEALTHCARE SYSTEM THAT OFTEN IGNORES THEM.

UX / PRODUCT / STRATEGY / WEARABLE TECH



Overview

MAMA is an ecosystem that allows holistic Pre-natal care providers (like midwives and doulas), Moms-to-be and the baby to remain connected at all times. It was born from my passion of finding ways to humanize tech and using it to solve real life problems that often gets left by the wayside.

Role and Responsibilities

This project was done alone, I worked end to end, from discovery to deliverable.



Black Women are fighting to be heard in a healthcare system that often ignores them.

Goal

**Create a holistic ecosystem that
amplifies the voices and concerns
of pregnant mothers**

Key Considerations

In order to reach my goal, I had to create guides to drive my design choices.

Goals:

1.) humanize technology
empathetic language, amount of raw data shown, feedback / haptics, data visualization

2.) reassure pregnant women -- reduce anxiety

PURPOSE

FUNCTION

AESTHETICS

What is the purpose of this wearable?

*Why are we designing it?
Does it meet an unmet need?*

What will this wearable do?

*What tech will be used and why?
What are the capabilities of this wearable?*

Does it look appealing and is it comfortable?

*Will someone love to wear this?
Will it interfere or agitate someone while they are wearing it?*

Project Roadmap

**Understand
the market**



**Empathize
with the user**

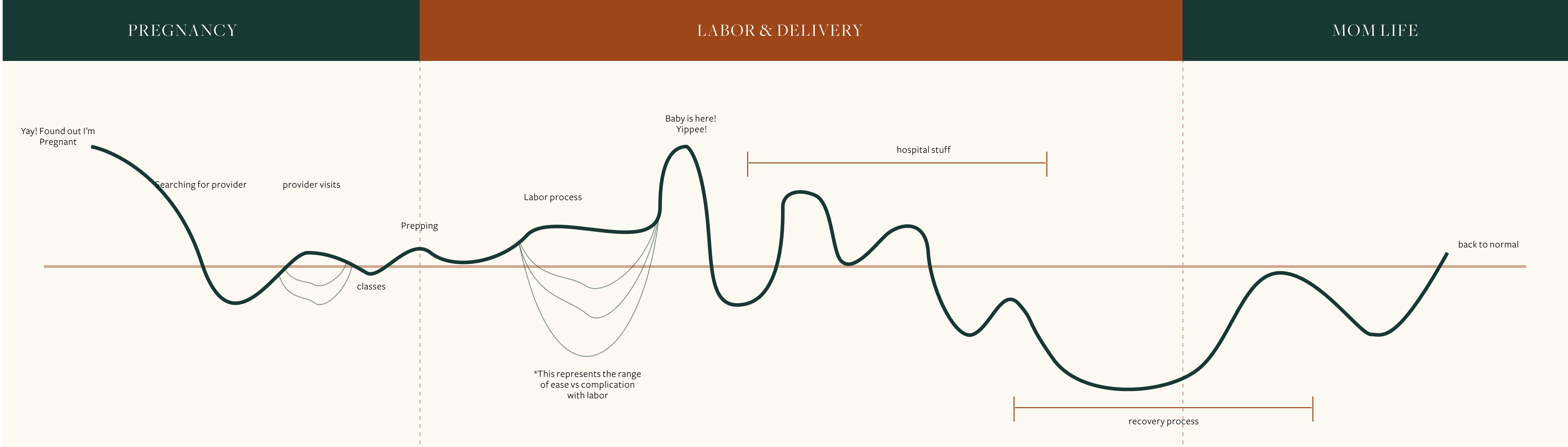


**Map core user
flows**



**Design a
solution**

The Pregnancy Journey



Meet Sade LaRoy

26 years old, First Time Mother, works a traditional corporate 9 to 5



Sade's Wants

- She wants to successfully get through her first pregnancy
- She wants to be actively informed about her baby's health
- She wants to make sure she is prepared to be a mom

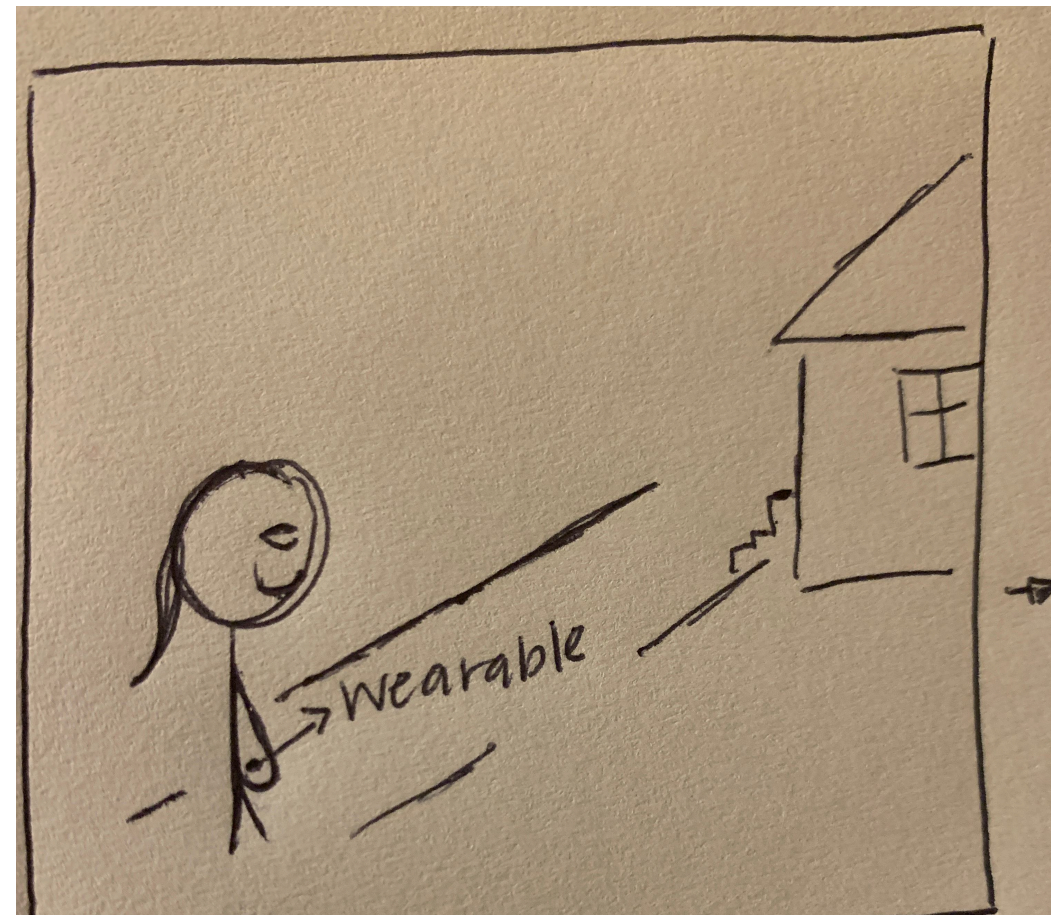
Sade's Fears

- She is afraid that something will go wrong
- She's had doctors in the past that have failed to listen to her concerns
- She doesn't want to feel like she's bugging her doctor for answers to all the unknowns

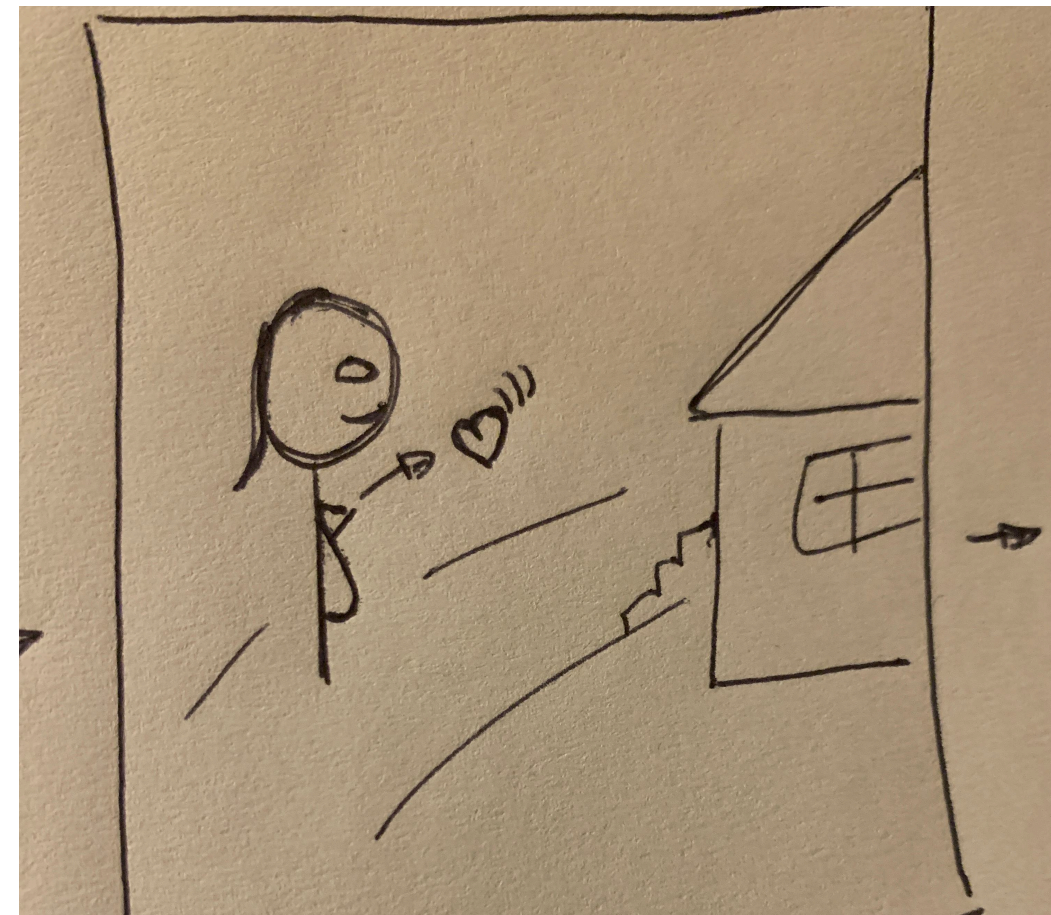
Sade's Motivations

- *She wants to be the best mother she can be*

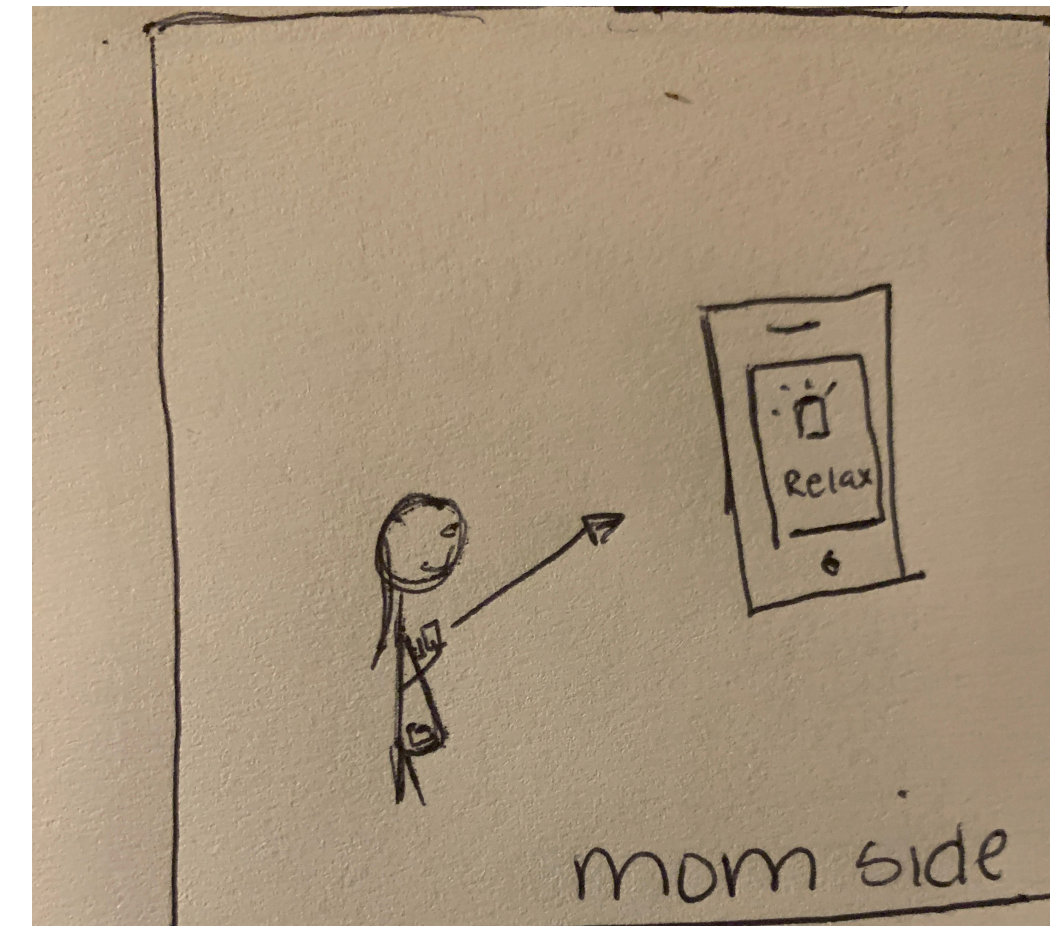
Imagine if you will...



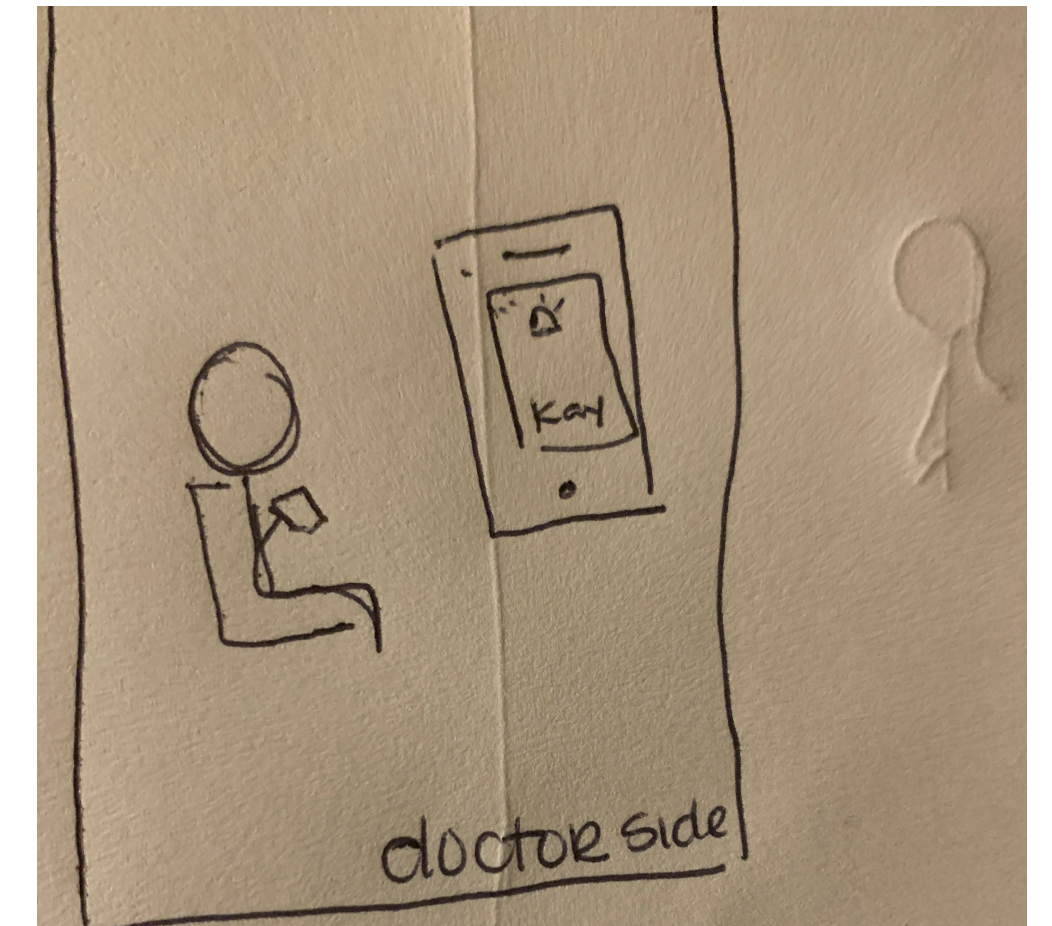
sade is walking from car to house



Sade's heart begins to beat rapidly.



The wearable notices the inconsistency in heart beat and sends Sade a message to "relax for a bit"



The wearable notices the inconsistency in heart beat and notifies the care provider of the inconsistency

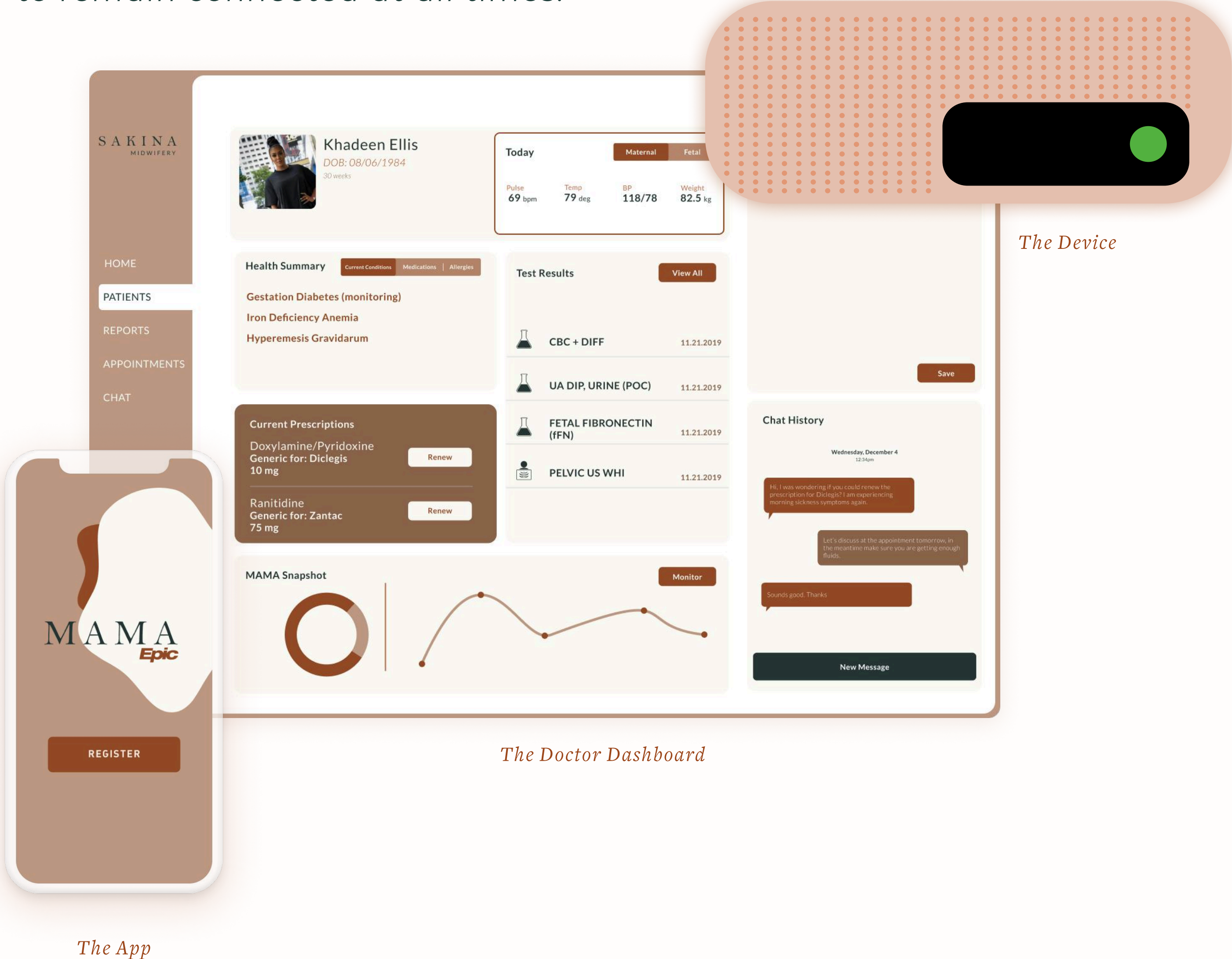
Introducing

M A M A

Managing and Mitigating Anxiety

The Ecosystem

MAMA is an ecosystem that allows holistic Pre-natal care providers (like midwives and doulas), Moms-to-be and the baby to remain connected at all times.

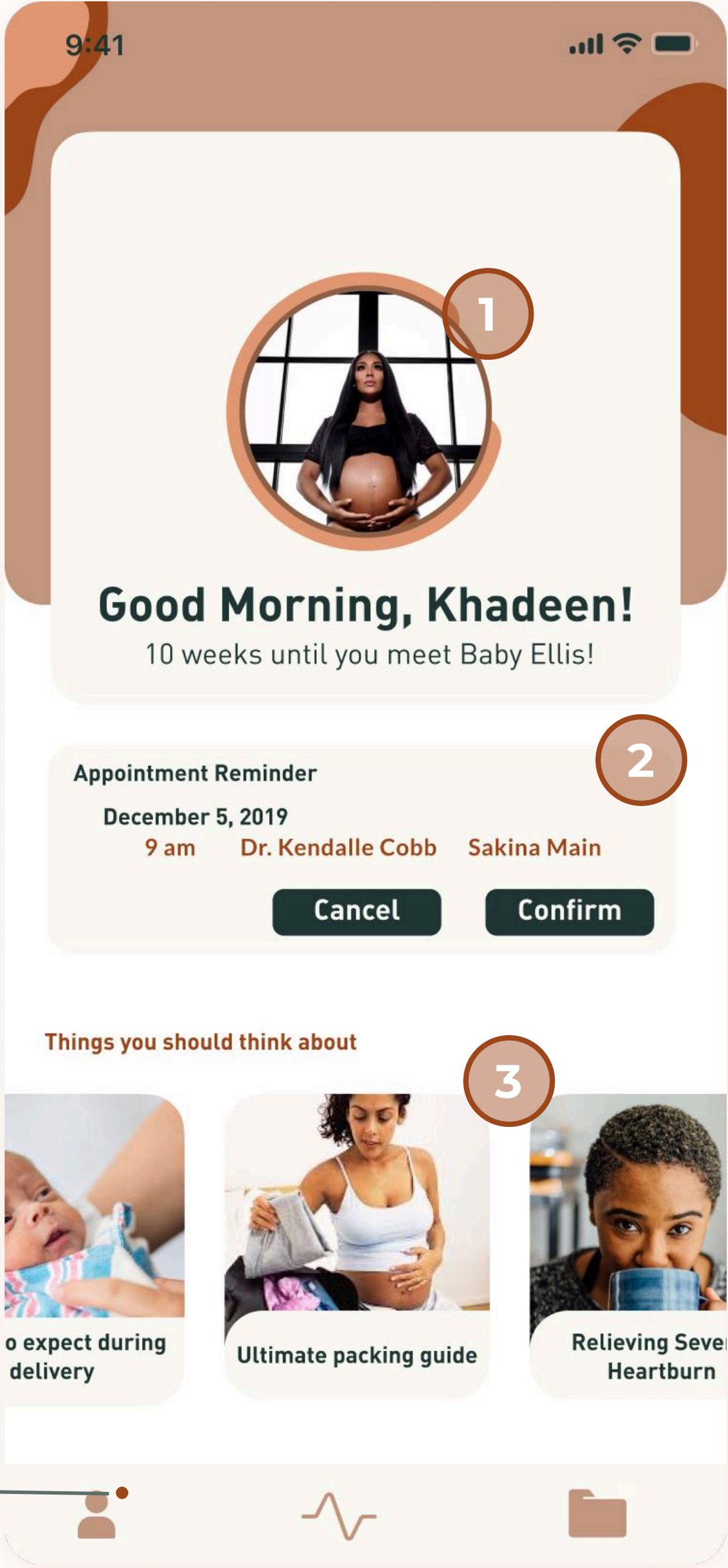


The background features a collage of several mobile app screens for 'MAMA Epic'. The screens are tilted and semi-transparent, showing various pregnancy-related content. One screen displays a 'REGISTER' button. Another shows a 'Good Morning, Khadeen!' greeting with a photo of a woman and a child. A third screen shows 'Hey, Mama! Everything looks good!' with a 'GET STARTED' button. A fourth screen displays 'Baby Ellis is really active today!' with '15 movements in the past hour' and 'Blood Pressure 118 / 98'. Other screens show 'MAMA Epic' branding, a 'NEXT' button, and various pregnancy tips and advice.

The Mobile App

The app allows the mother to monitor aggregated data that pulls from the wearable, message their doctor, practice self care techniques and journal about their experience over the course of their pregnancy

Key Features - Dashboard



1 Profile photo with Progress Tracker

The progress tracker around the profile photo is a visual representation of how far along the user is in their pregnancy.

2 Appointment Reminders

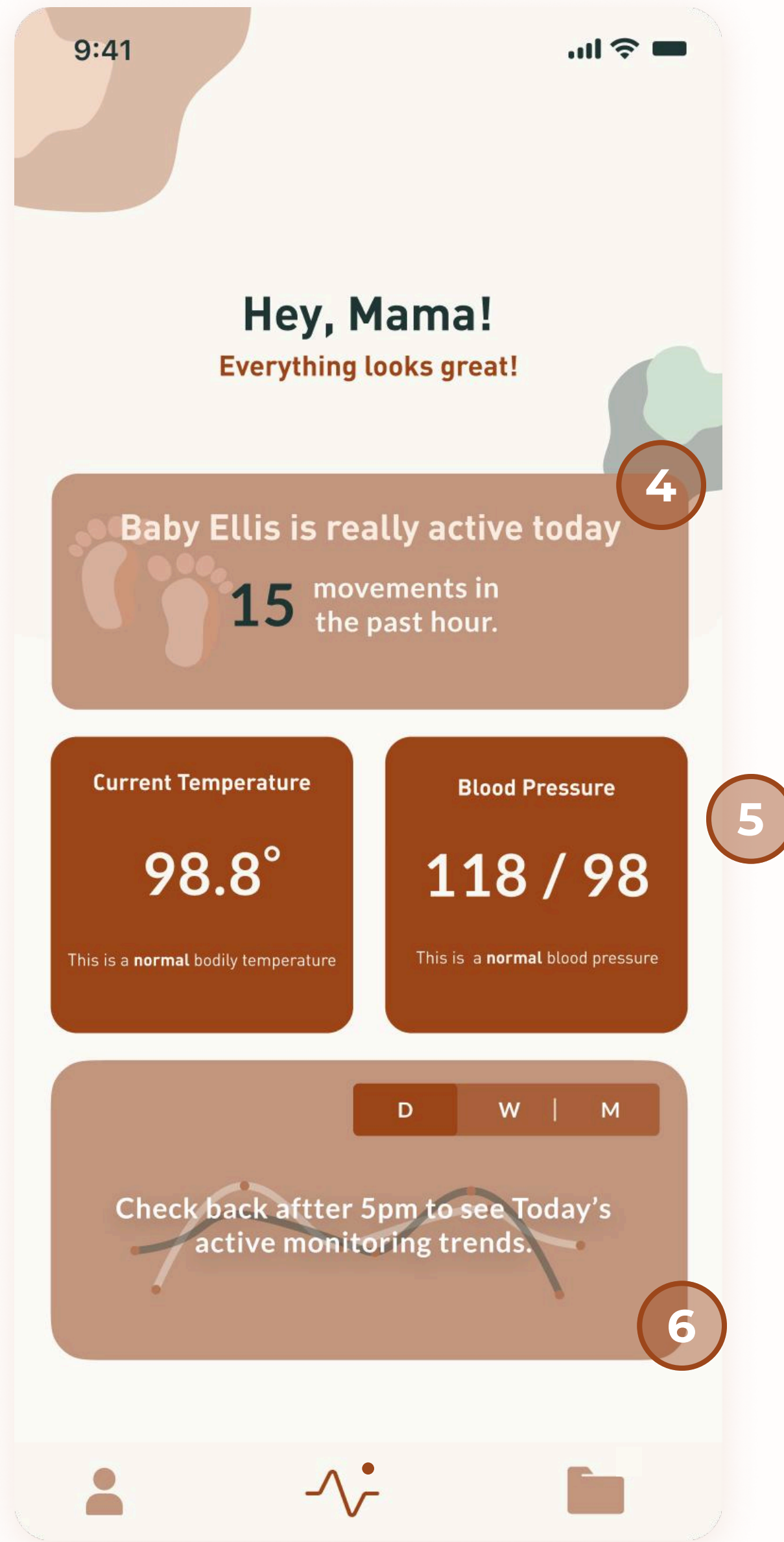
The appointment is to help the user stay aware of upcoming appointments and allows them to cancel or confirm appointments.

3 Knowledge carousel

This module allows users to stay up-to-date on topics and need to know depending on their stage of pregnancy.

Tab indicator circle ←

Key Features - Health Tracking/ Data Pulling



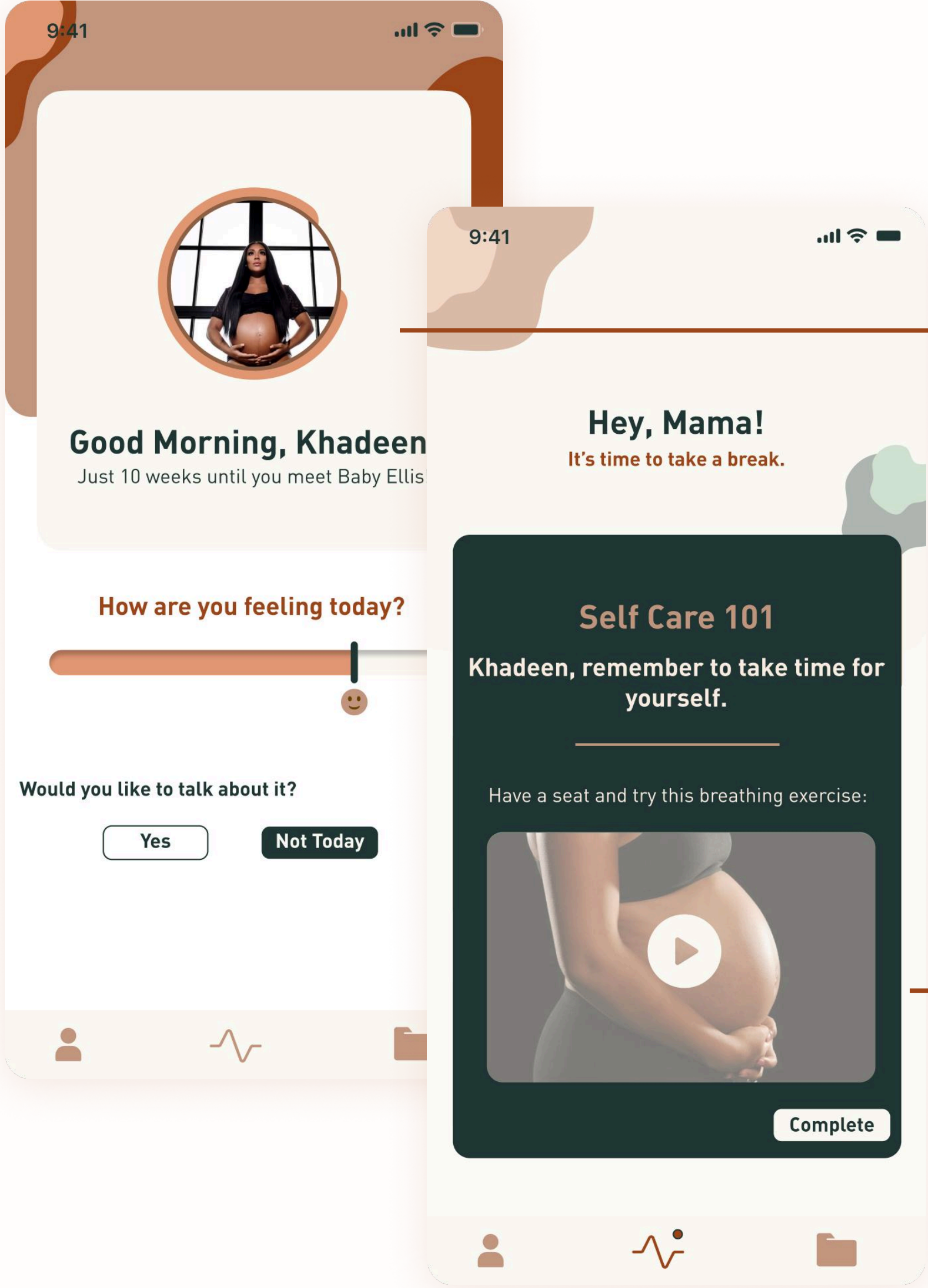
- 4 Fetal Movement Tracker**

Tracks how many movements have occurred in the past hour, because babies are supposed to move at least 10 times in an hour and not always felt.
- 5 Monitoring Modules**

These modules allow the mother to see her temperature and her blood pressure and if it is normal or not.
- 6 Aggregated data**

In attempts to curb anxiety, moms can only see aggregated data vs. minute to minute data.

Key Features - Self Care



→ Mood Tracker and journaling

→ Guided Self- Care activities

Patient CRM • Doctor Dashboard

The doctor dashboard is an advanced patient CRM that will allow the doctor access to wearable data and alerts about their patients. If the wearable senses that something is off it will show up in the doctor dash as an alert as well as send an alert to the doctor's phone.

Key Features - Doctor Dashboard

SAKINA MIDWIFERY

HOME
PATIENTS
REPORTS
APPOINTMENTS
CHAT
Settings

Good Morning Dr. Cobb!
"With Confidence you have won before you have started" - Marcus Garvey

Reminders

- Refill Prescription - **RX# X75QR4**
- Call **Harrison, Nia** - Test Update
- Email Julie Miller - Mutual Patient (**Harden, Joi**)
- Call Medical Mutual - POI (**Williams, Sarah**)

Next Appointment

1 **Khadeen Ellis** **9 am**
DOB: 08/06/1984
30 weeks

Heartrate **Maternal** **Fetal**
Average: **79** bpm **65** bpm **92** bpm

Current Bodily Temperature
79.4°

[View Patient Profile](#)

Alerts **View All**

2 **Alert from mama**
Sade LaRoy
Sade has experienced 5 contractions in the past hour
Contact **Monitor**

Alert from mama
Paulana Scott
Paulana needs advice, she sent you a chat!
Respond

Email **View All**

- CC** **CC Express Care**
Your patient was seen by was seen by express care.
- JH** **Joyce Haynes**
haynes.joyce@medmutual.org sent you a message.
- CC** **CC Lab**
Updated lab results for LaRissa James (2394JQR3)
- MC** **MAMA Corp.**

Today's Appointments **View All**

- Patience Biloxi** **10 am**
DOB: 07/20/1991
17 weeks
- Candace Reed** **11 am**
DOB: 09/22/1987
26 weeks
- LaRissa James** **12 pm**
DOB: 05/05/1998
- Sade LaRoy** **2:30 pm**
DOB: 07/15/1993
37 weeks

News **View More**

1 **Next Up Data**
In doctor's dashboard, doctor will see what the device is pulling when the patient is up next for an appointment

2 **Alerts**
When MAMA senses a drastic change in things, it will alert the doctor in the dash and via automated call. The doctor can also respond to patient chat requests.

Key Features - Patient Profile

SAKINA MIDWIFERY

HOME
PATIENTS
REPORTS
APPOINTMENTS
CHAT

Settings

Dr. Kendalle Cobb

Khadeen Ellis
DOB: 08/06/1984
30 weeks

Today | Maternal | Fetal

Pulse: 69 bpm | Temp: 79 deg | BP: 118/78 | Weight: 82.5 kg

Health Summary | Current Conditions | Medications | Allergies

- Gestation Diabetes (monitoring)
- Iron Deficiency Anemia
- Hyperemesis Gravidarum

Test Results | View All

- CBC + DIFF | 11.21.2019
- UA DIP, URINE (POC) | 11.21.2019
- FETAL FIBRONECTIN (fFN) | 11.21.2019
- PELVIC US WHI | 11.21.2019

Current Prescriptions

- Doxylamine/Pyridoxine
Generic for: Diclegis
10 mg | Renew
- Ranitidine
Generic for: Zantac
75 mg | Renew

MAMA Snapshot

10 weeks left

Maternal Heart rate : 104 bpm | Monitor

3

Alerts

The doctor is able to get a snapshot of the data that the wearable has been pulling and also can active monitor it in the moment.

The Wearable

The wearable is made of a skin like rubber material and comprised of four sensors that pulls data from the baby and the mother and relays that information back to the app and the doctor dashboard.

