PRODUCT . BRAND . WEB . DIGITAL

Brian Cedeno

Design Portfolio 2023

Expertise

Former entrepreneur with extensive knowledge in product-led growth, brand strategy, and go-to-market planning for digital experiences.

PAST

Started career as a graphic designer specializing in digital graphics & print marketing for small businesses, non-profit organizations, and public sector agencies.

PRESENT

Progressing as a principal marketing strategist offering key insights into business & customer strategy, brand positioning, conversion optimization, revenue operations, inbound/outbound channels, and problem-solution fit for startups and enterprises.

Recent experiences ······················>

### Director of Growth Marketing
@Vervoe from Sep 2022 - Apr 2023

Co-led a team of 7 associates to launch web-based assets and messaging for the public website and product library, in addition to owning goals & KPIs for inbound marketing.
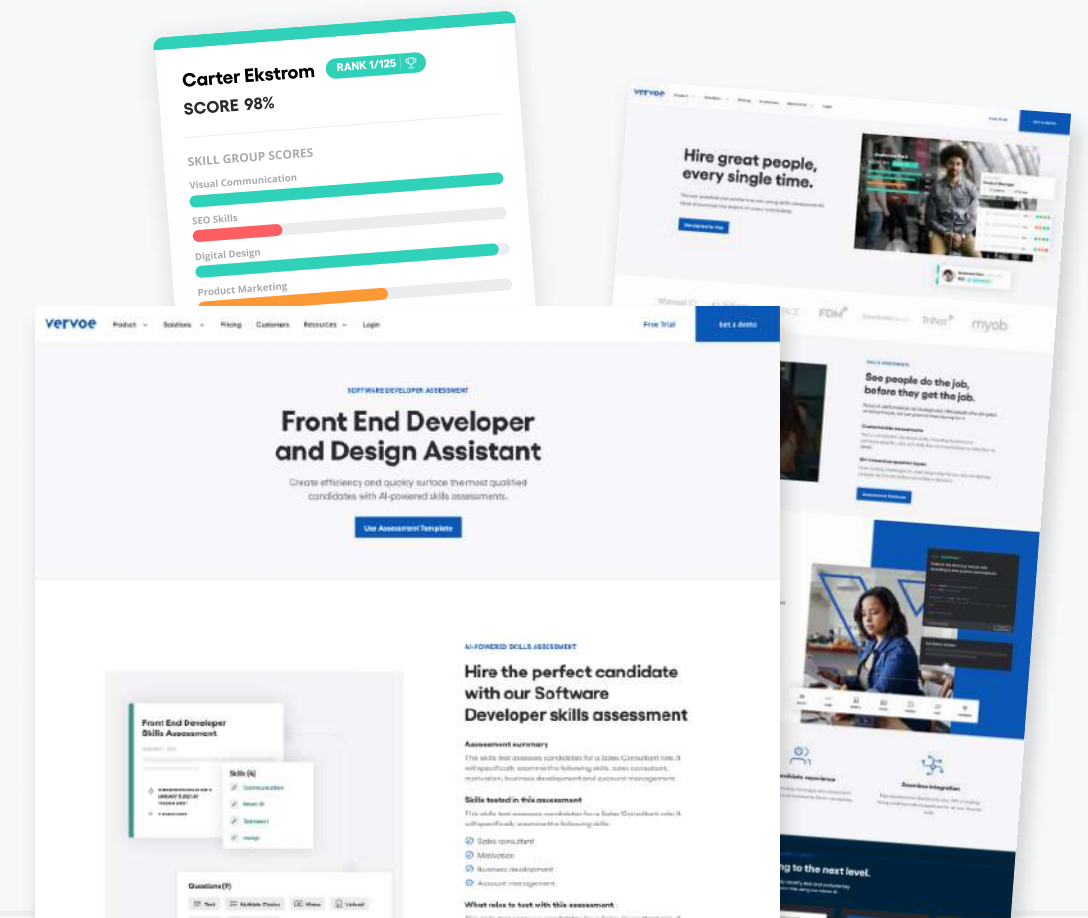
Growth Marketing Manager
@LoanMe from Oct 2021 - Jun 2022

Originally designated to own organic marketing channels, including content and SEO. Then, responsible for building a marquee product purchasing experience for web.
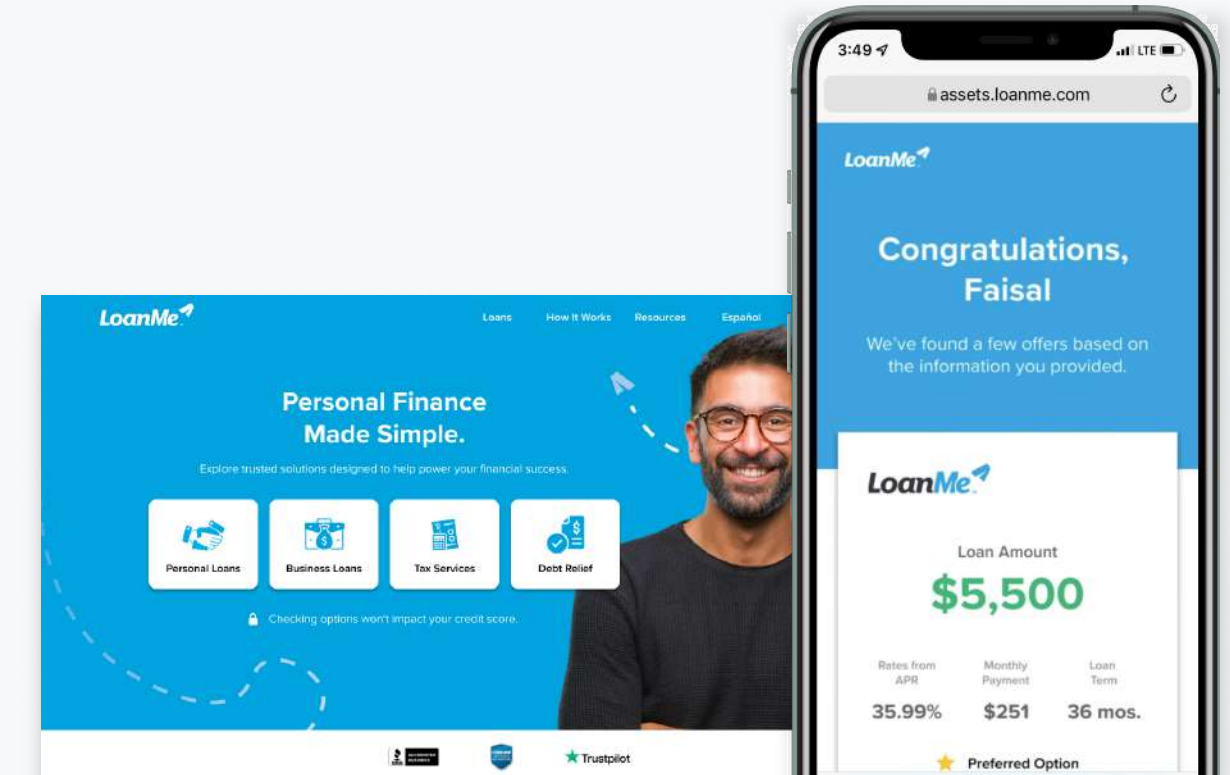
Director of Product Marketing
@Zinvest from Jul 2020 - Oct 2021

Built and guided a team of engineering, product, and GTM staff across 3 countries to remodel a legacy stock trading application for iOS. Also, launched a new website + blog.

FINANCIAL SERVICES

Zinvest

Zinvest is an enterprise fintech brokerage offering zero-commission stock trading & managed advisory for users in Asia and the United States.
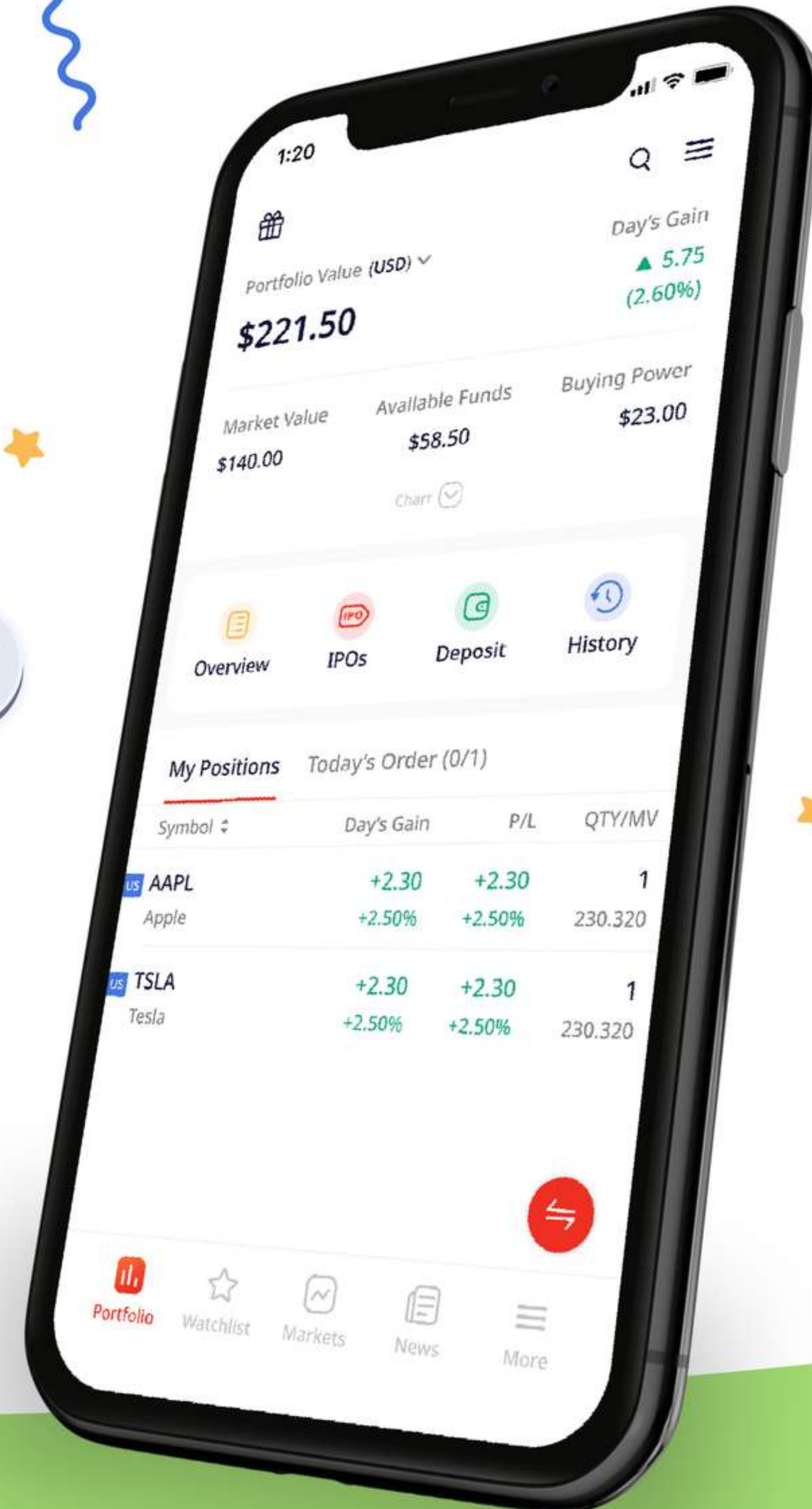
Director of Product Marketing *at* Zinvest

Responsible for project staffing, leading product research, mapping user journeys, defining feature architecture, managing development operations with lead engineers, and go-to-market planning.
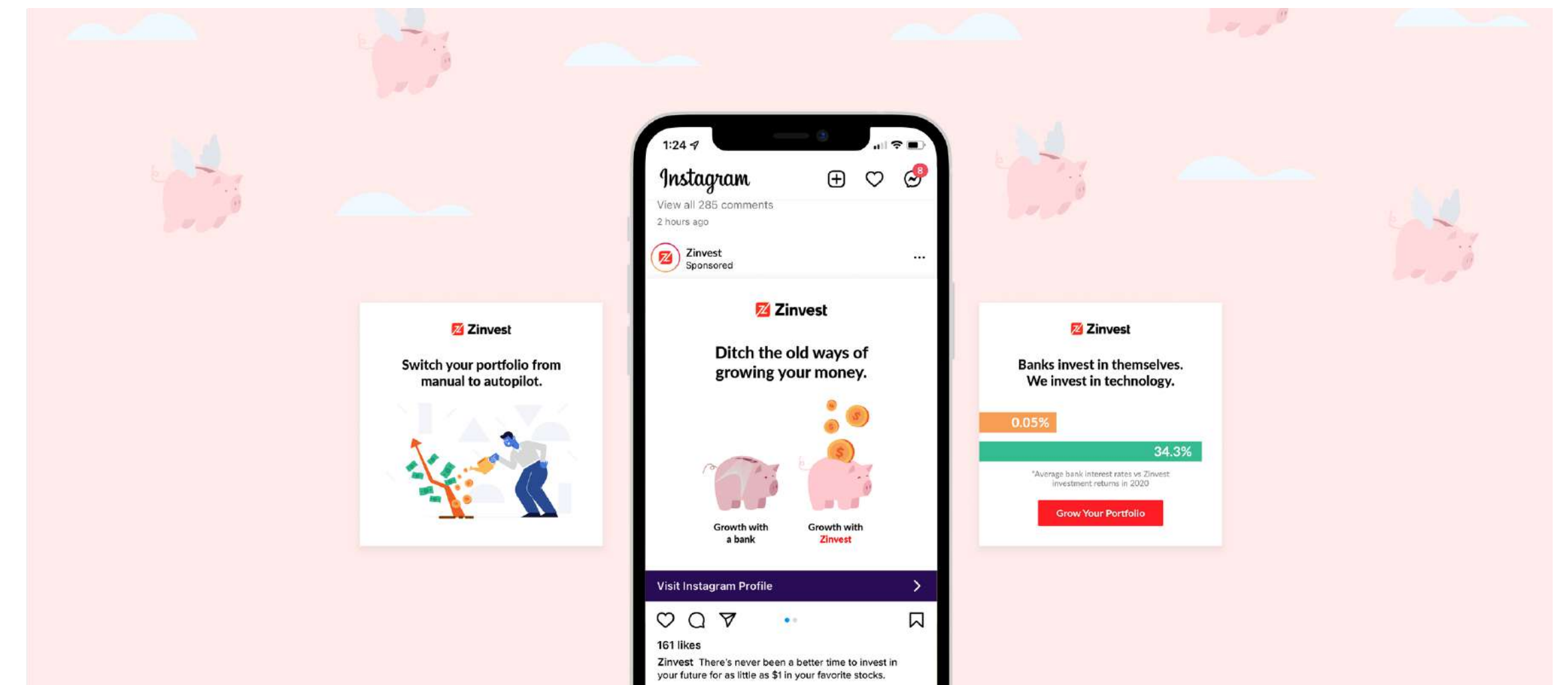
PRODUCT VISION & REMODELING

Was employed as the principal director leading product experience and design. Hired designers and developers to aid research and development of the mobile app, prioritizing customer experience, regulatory compliance, and a new design system.

GO-TO-MARKET FULFILLMENT

Launched prototypes for user testing and feedback while generating thousands of new users via paid, earned, and owned channels, launched partnerships with vendors and influencers, and converted users into customers through microservices.

The *Robinhood* of Asia

Invest in the companies you love with zero-commission trading and 24/7 market data, from California to Beijing.

OVERVIEW

Create a brokerage app that allows users to trade US & Chinese stocks in multiple countries, exchange currencies for investing, track portfolio changes, earn cash rewards, and tap into educational resources.

PLATFORM

iOS (version 3.1) and Android (version 2.1)
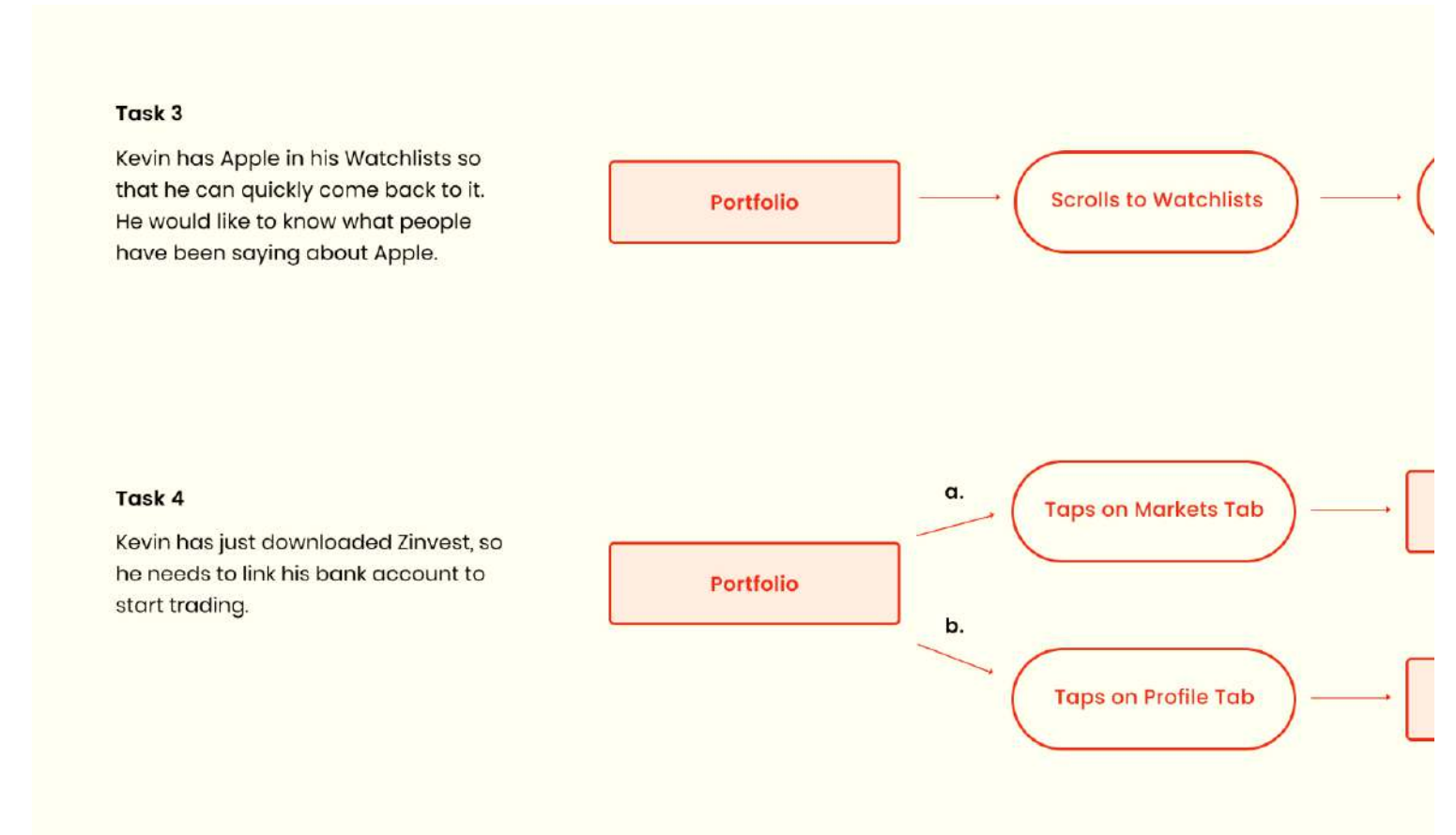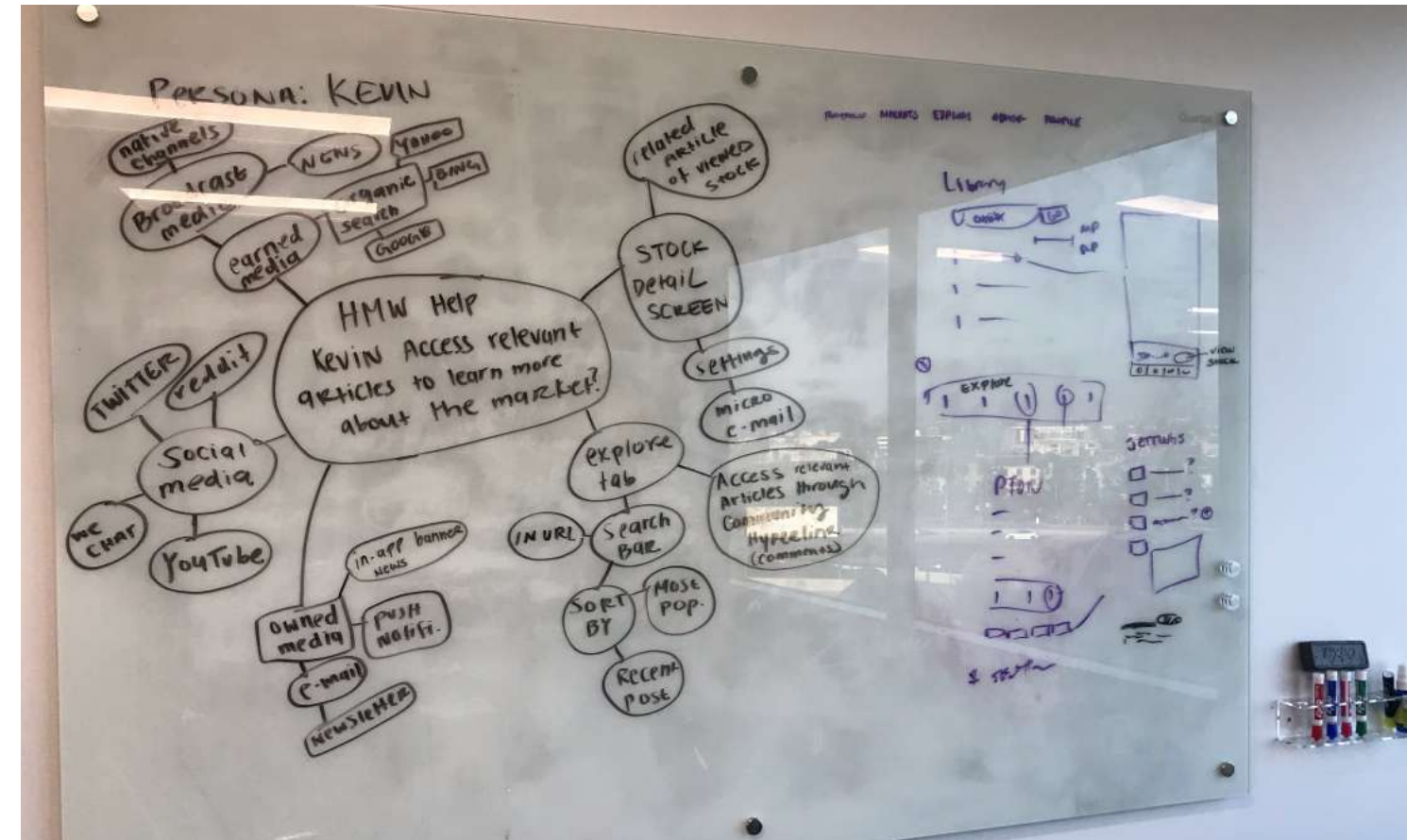
CONTRIBUTIONS

Research, Product Design, Operations, Marketing

TIMEFRAME

3 Weeks for Talent Discovery, 24 Weeks for Production

Research

Organized primary/secondary research to understand target personas, define user needs, and discover key insights.

USER RESEARCH

Conducted industry research, first-person interviews, user feedback collection, and competitive analysis to inform multiple initial hypothesis of a human-centered user experience for product development.

EXPLORATION

Launched workshops for analyzing user personas and sorting information architecture by user needs, leading to an empathetic view of our target users and prioritizing what influences their end-result actions.

DISCOVERY

Categorized primary and secondary user requirements alongside product-led growth objectives to develop an agile product roadmap, synthesized from registered and non-registered user behaviors.
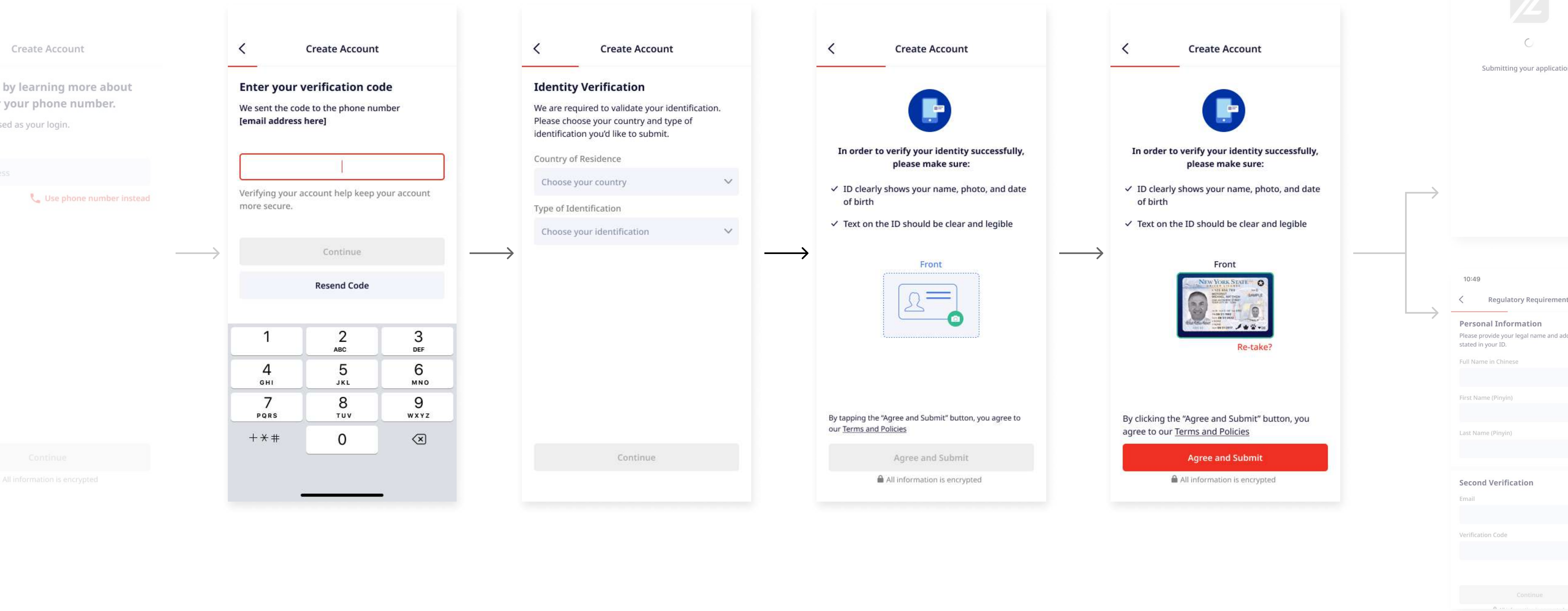
Wireframing & Mocks

We rapidly iterated on discovered insights from customer research and product usage
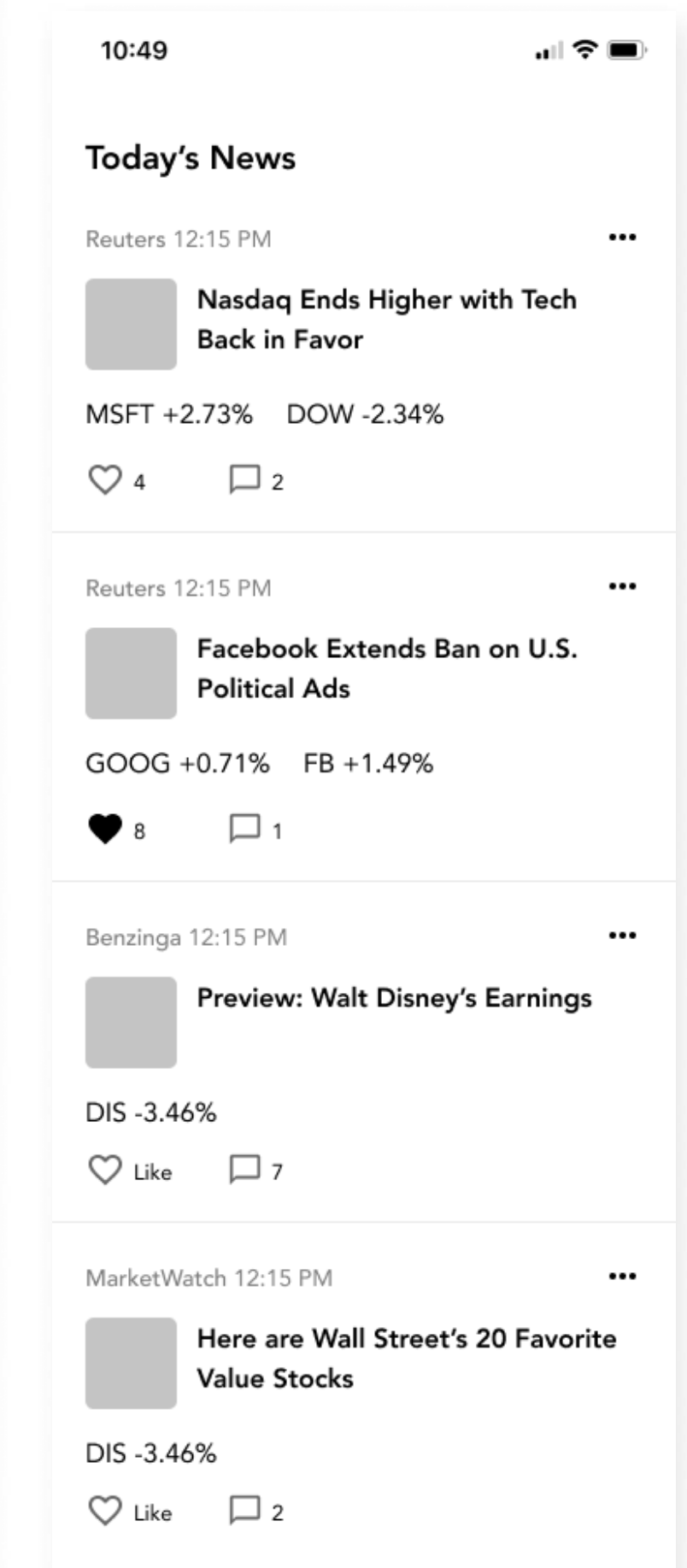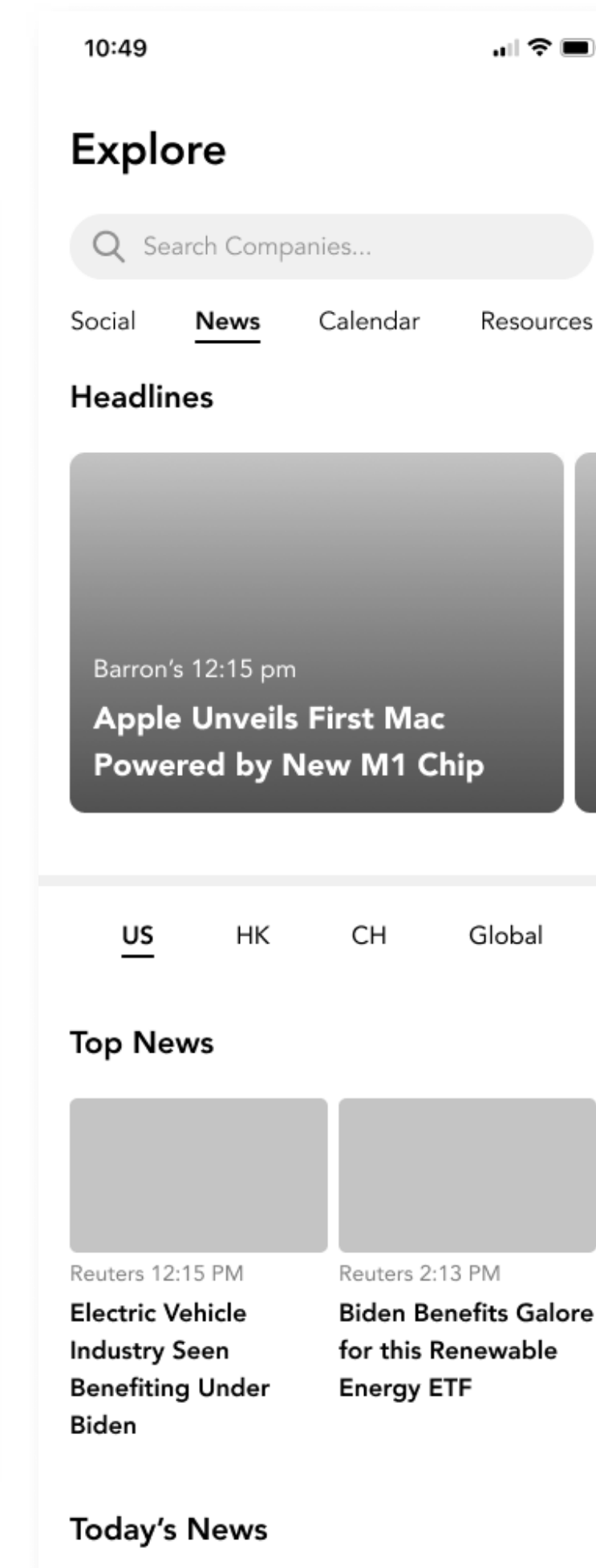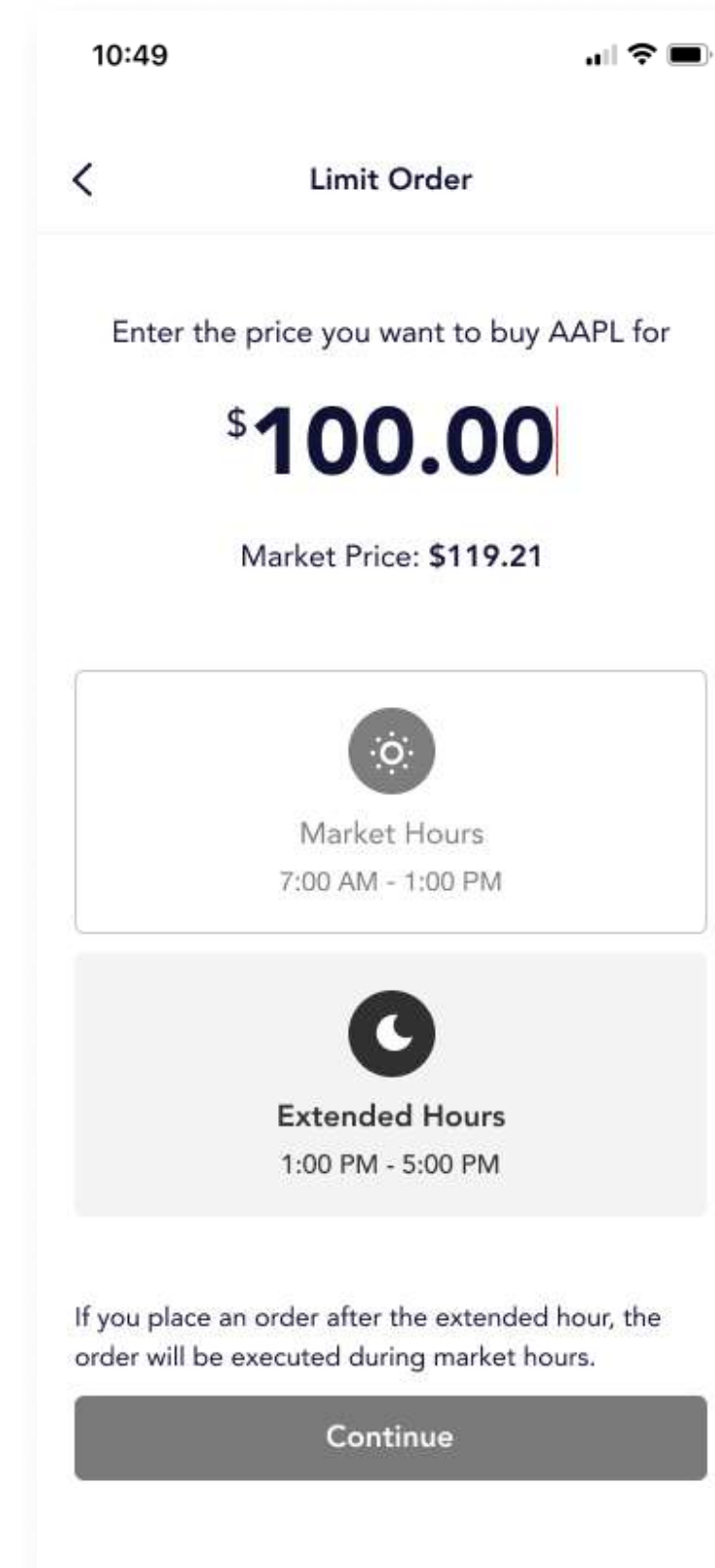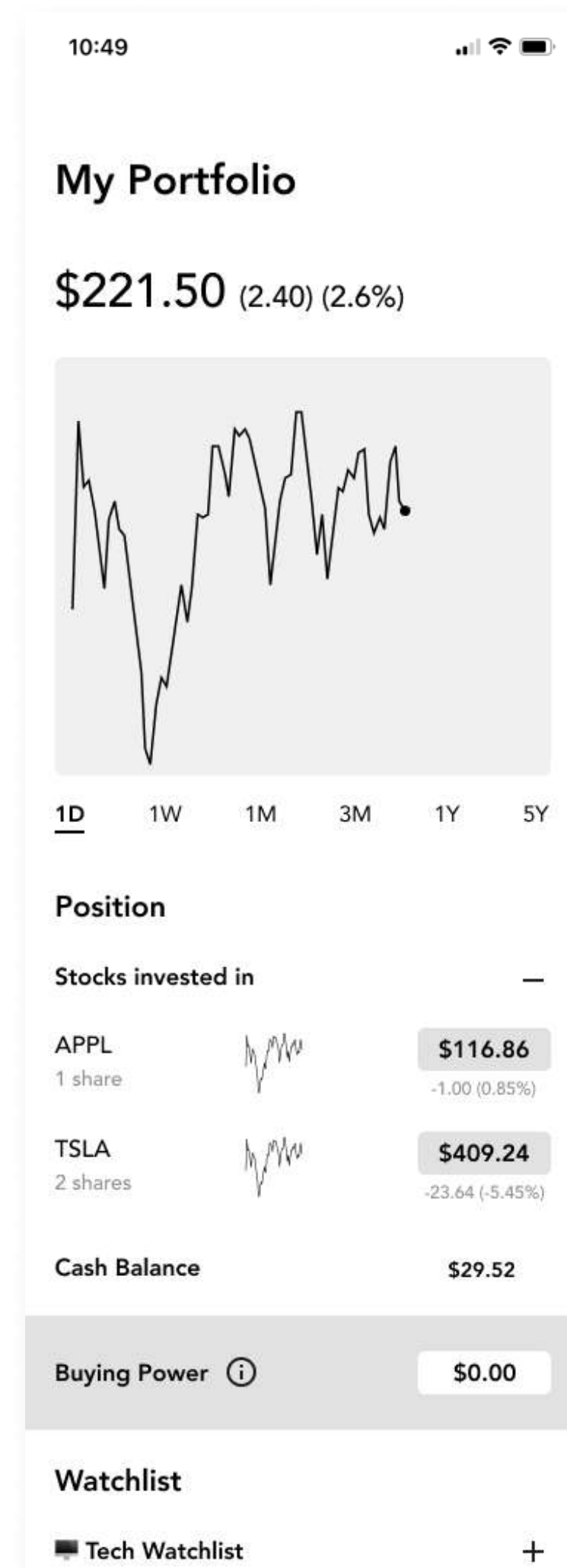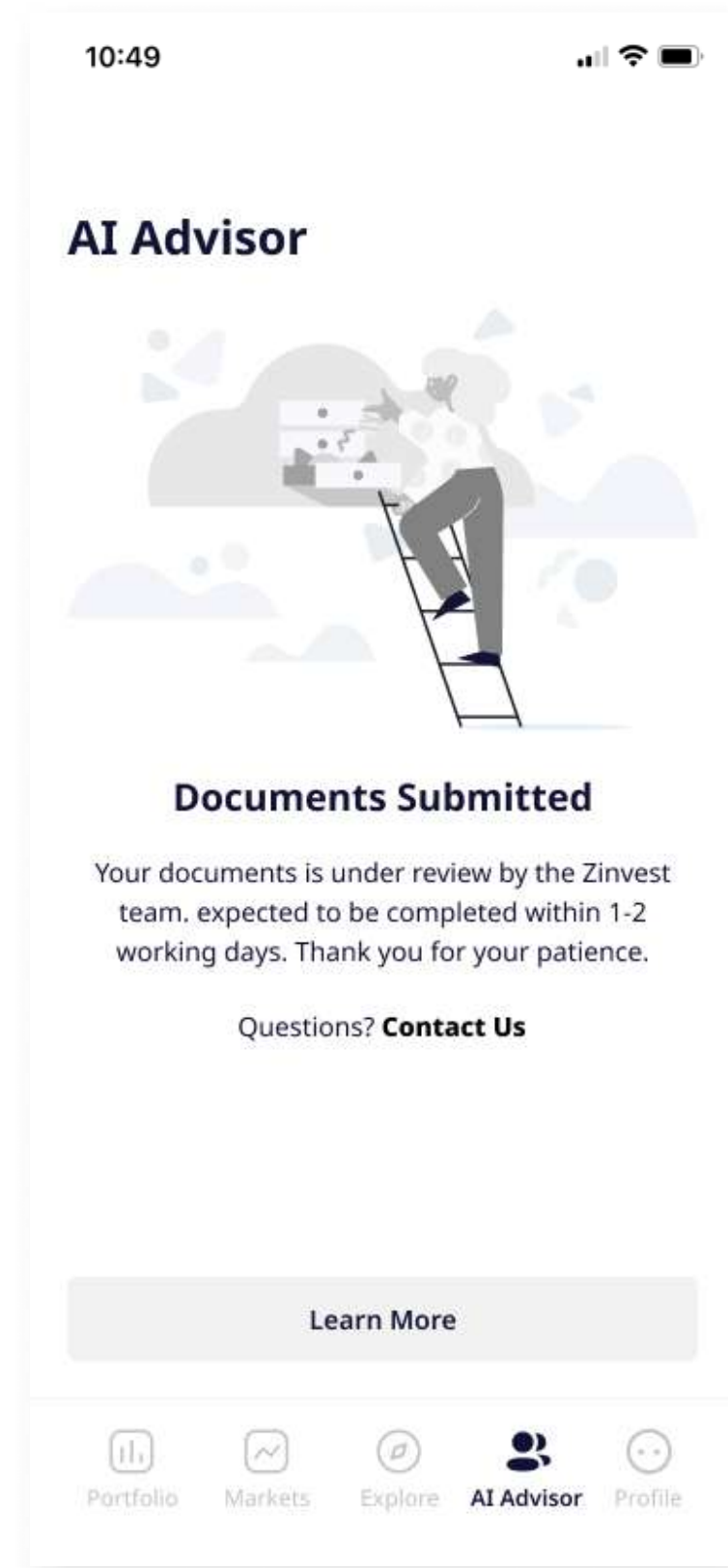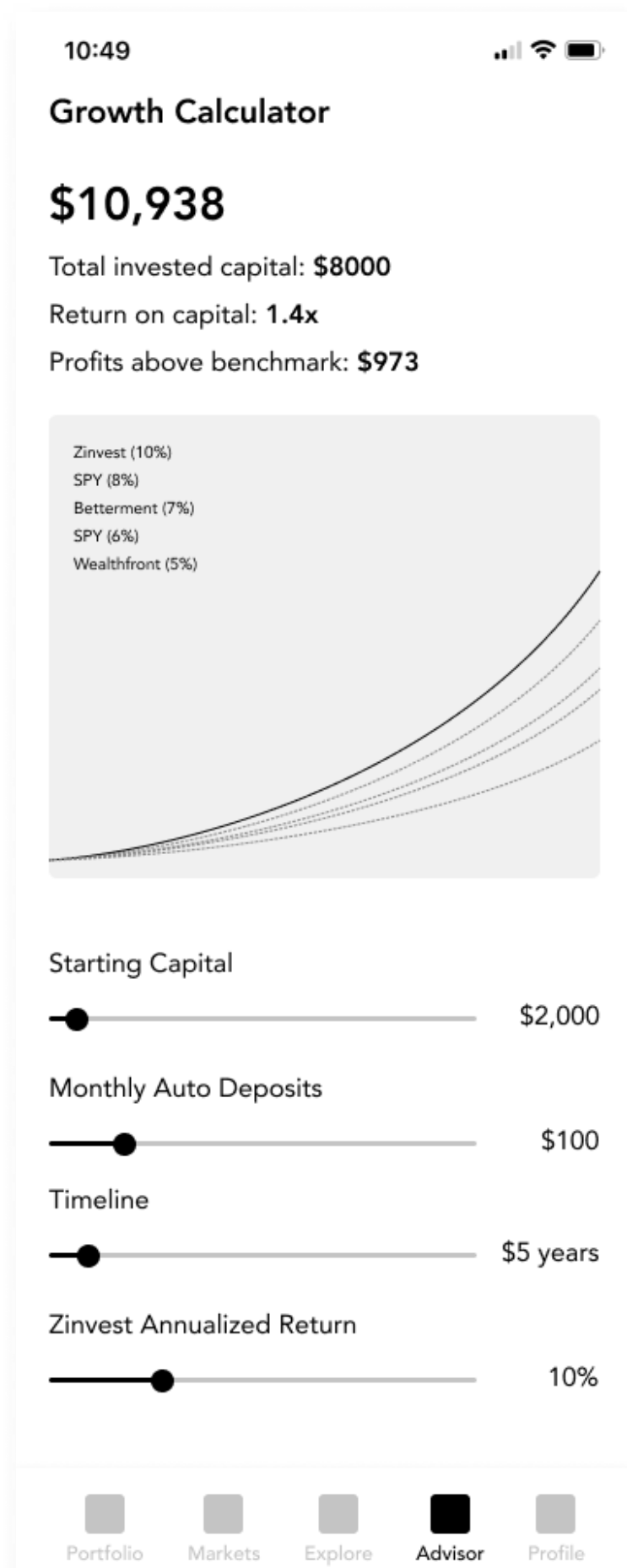
Prototyping

We configured over twenty user flows for stakeholder presentation to support product development

Final Design

BEFORE

Slow trading speeds, a lagging HTML-based platform, and an onboarding bottleneck weren't the only major issues for the Zinvest platform: the clunky user experience also slowed product growth each year, with churned accounts exceeding new users.
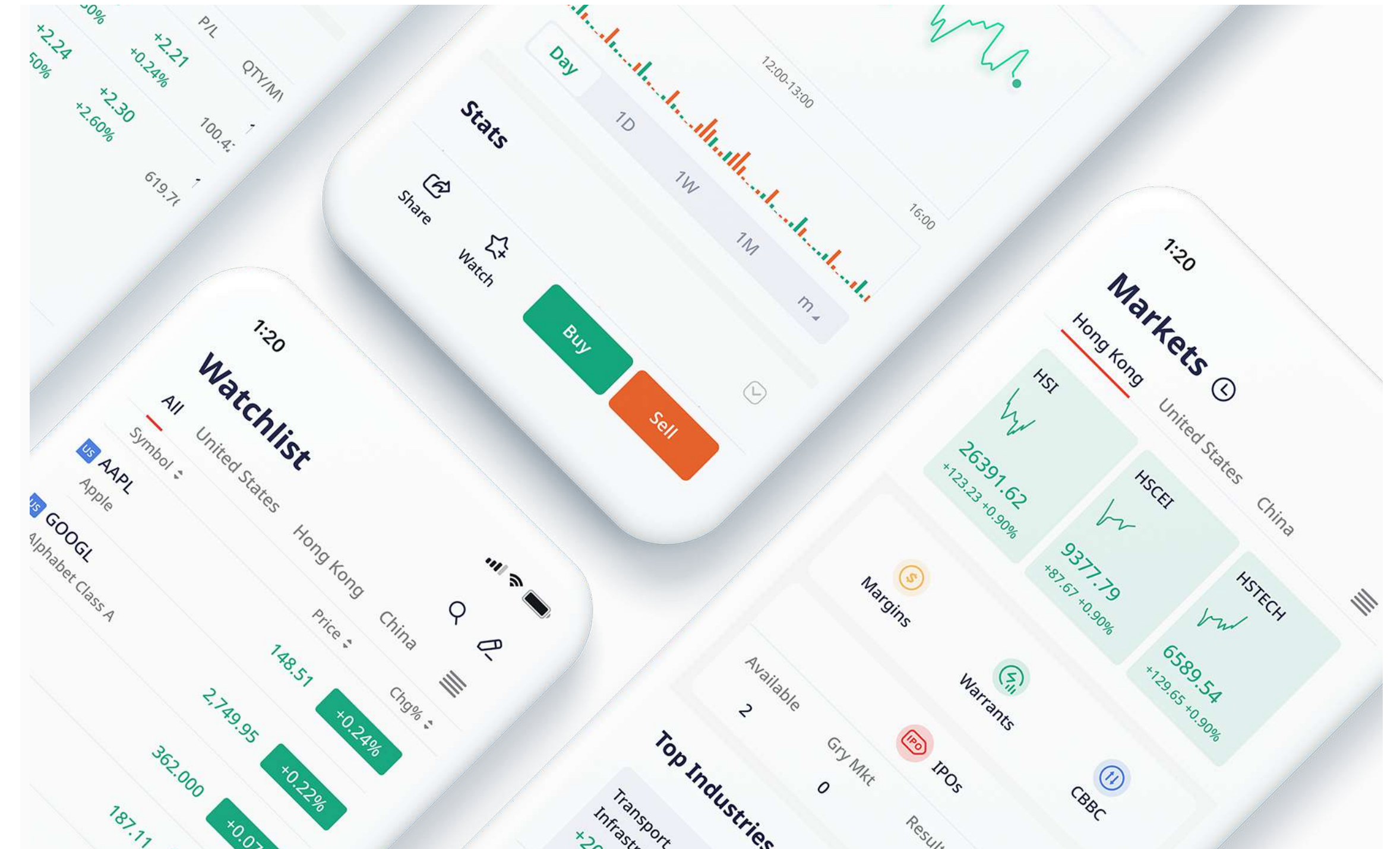
AFTER

We revived our position in the market with a best-in-class product experience, driving user adoption & retention from new audiences. We delighted brand advocates with improved product quality, easy-to-use resources, and enhanced product functionality.

Final Concept

From research to release, I led our Product teams to launch the new app experience in the US and Asia. With over 250k users worldwide, the next chapter was just beginning.

RESULTS

- Released 40+ product features, both new and updated for iOS & Android
- Erased the onboarding bottleneck to accelerate new user registrations by over 400%
- Launched a new UX/UI to favor helpful, simple user interactions and journeys
- Reduced the volume of backlog technical debt by 38% for existing developer projects
- Launched several new in-app services to support annual revenue targets
- Published over 500 screens in 2 languages!
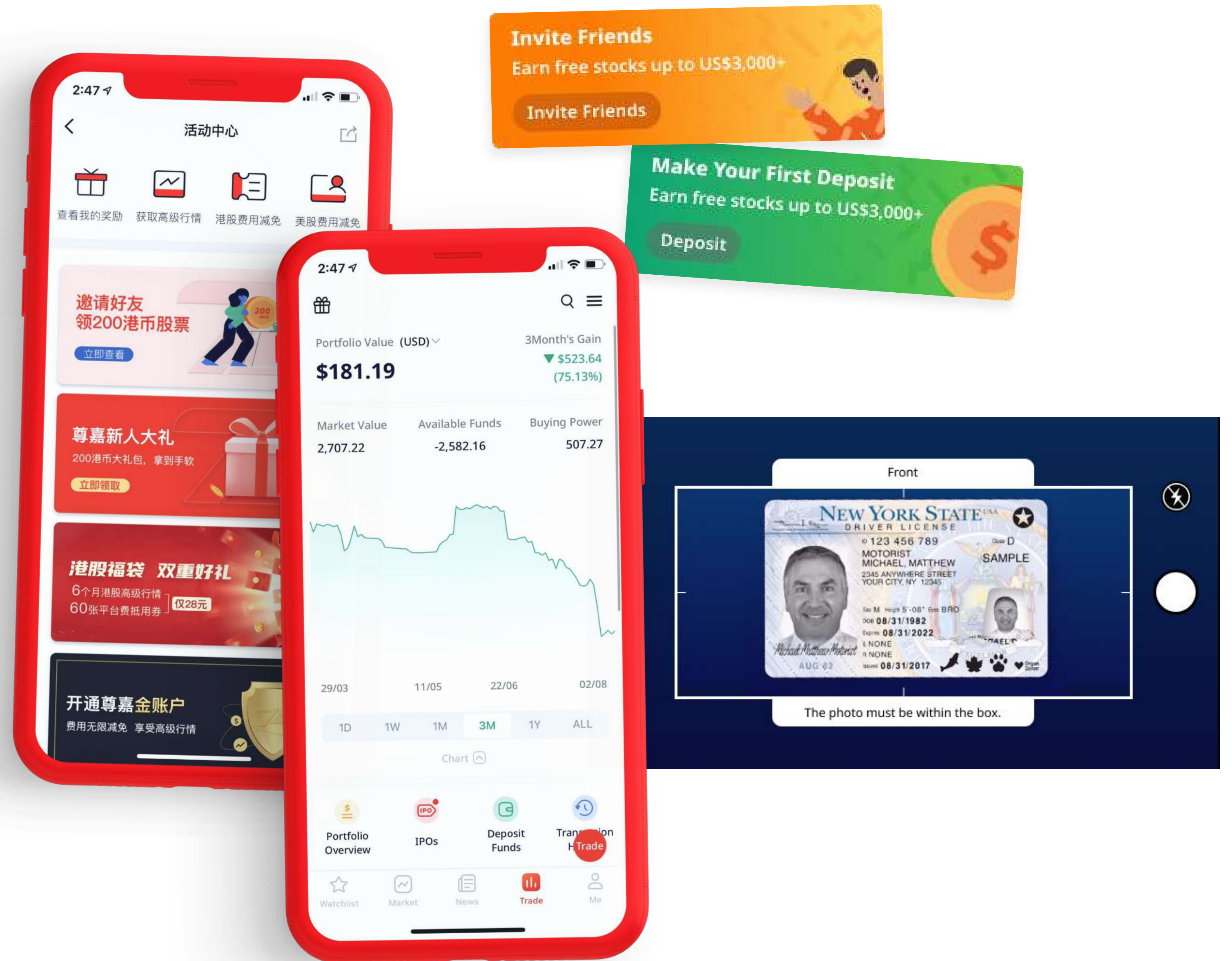
Feedback

"By adopting Western design principles to boost customer usage, we've been rewarded with success in retaining our user base and inviting new users to try our product. We can confidently say that we know our customers better than before."

— JACK CHEN
CHIEF COMPLIANCE OFFICER,
ZINVEST
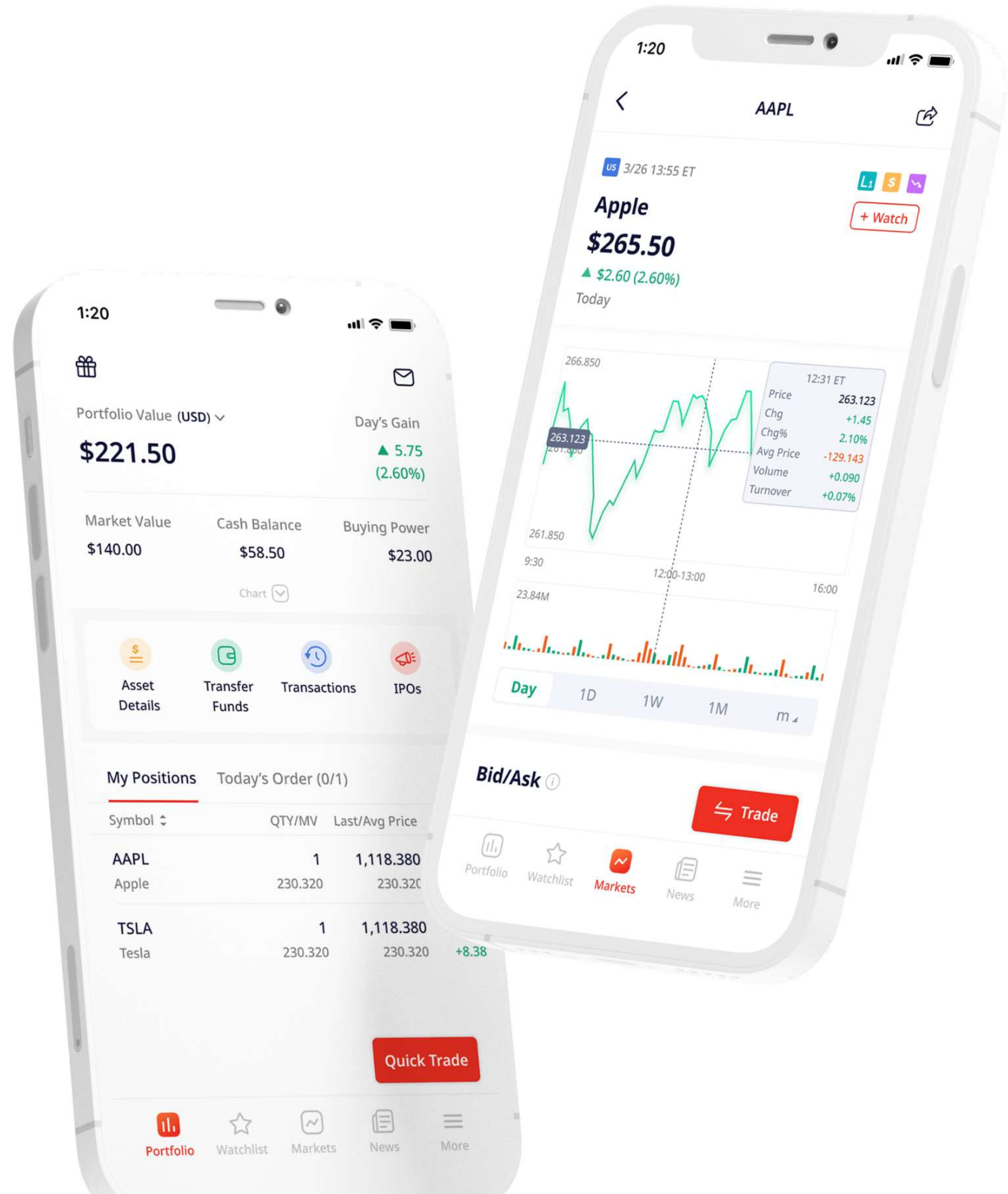
LoanMe

LoanMe is a national credit lender providing personal, business, and home loan products to credit-challenged borrowers in the United States.
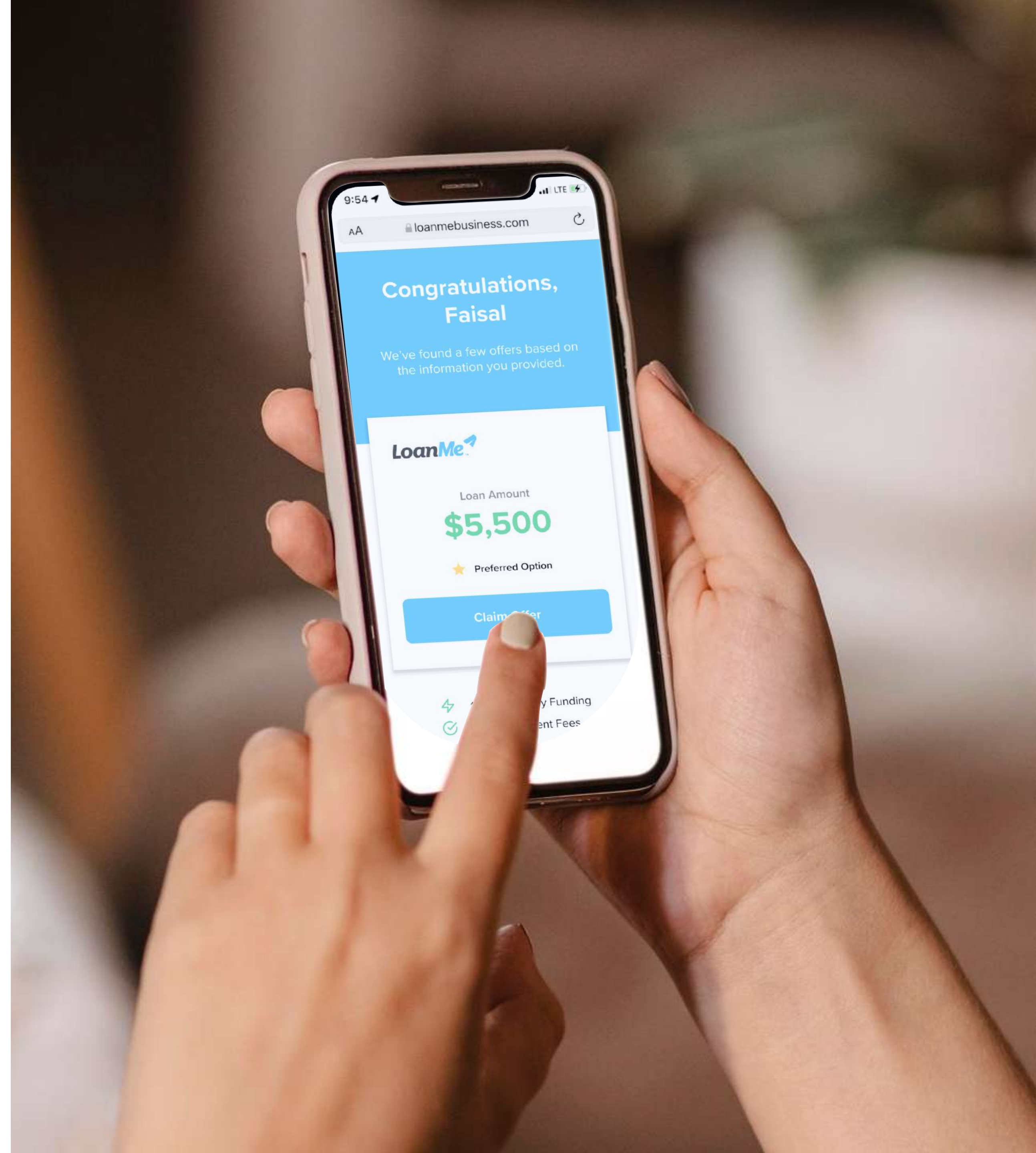
Portfolio Marketing Manager *at* LoanMe

Responsible for leading organic marketing strategies, launching a new web application experience for new borrowers, web application strategy, compliance management, and visual design including interaction design.
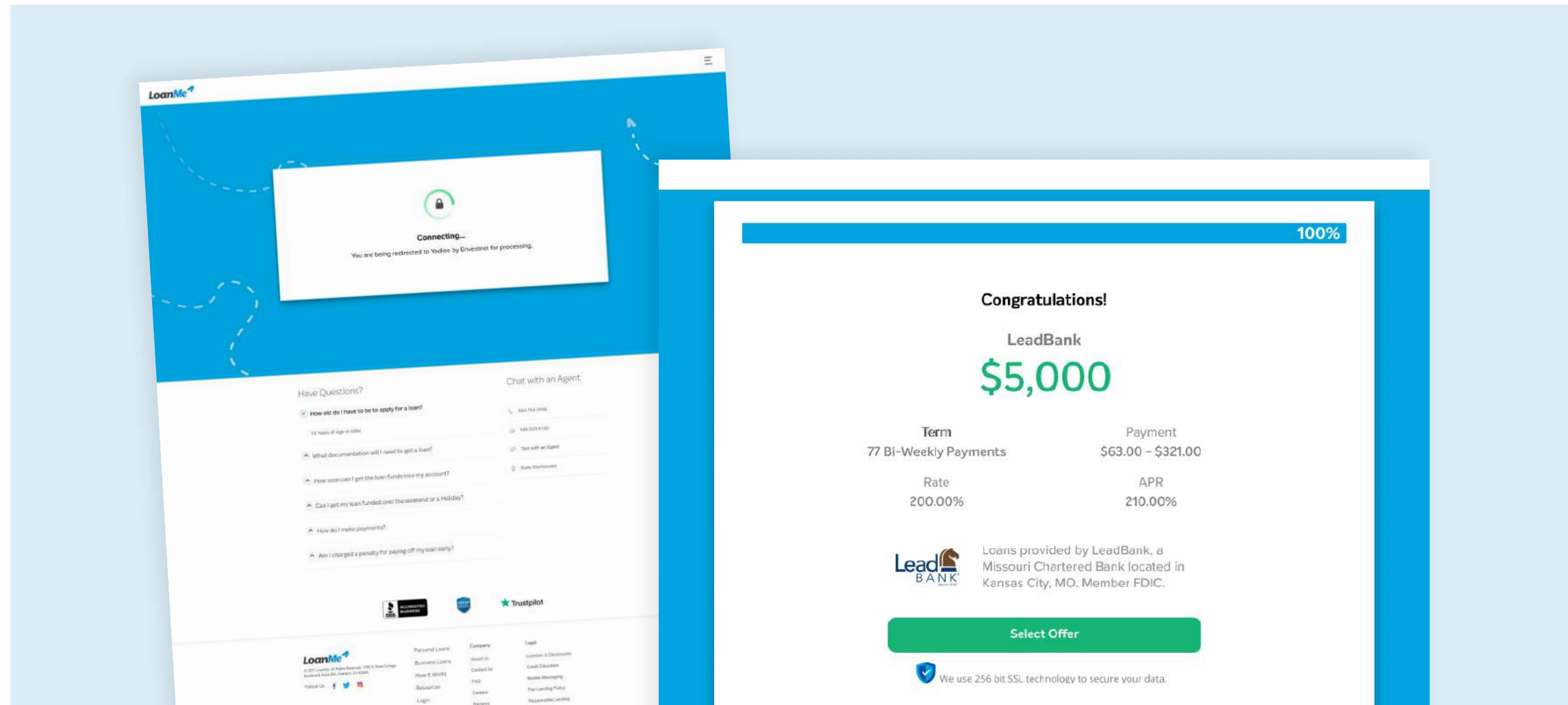
WEB APPLICATION DESIGN

Key project assigned during my tenure at LoanMe; worked with Head of Business Development and AVP of IT to create an online registration portal for new borrowers to apply for loan products. Led project research, visual design, and web strategy.
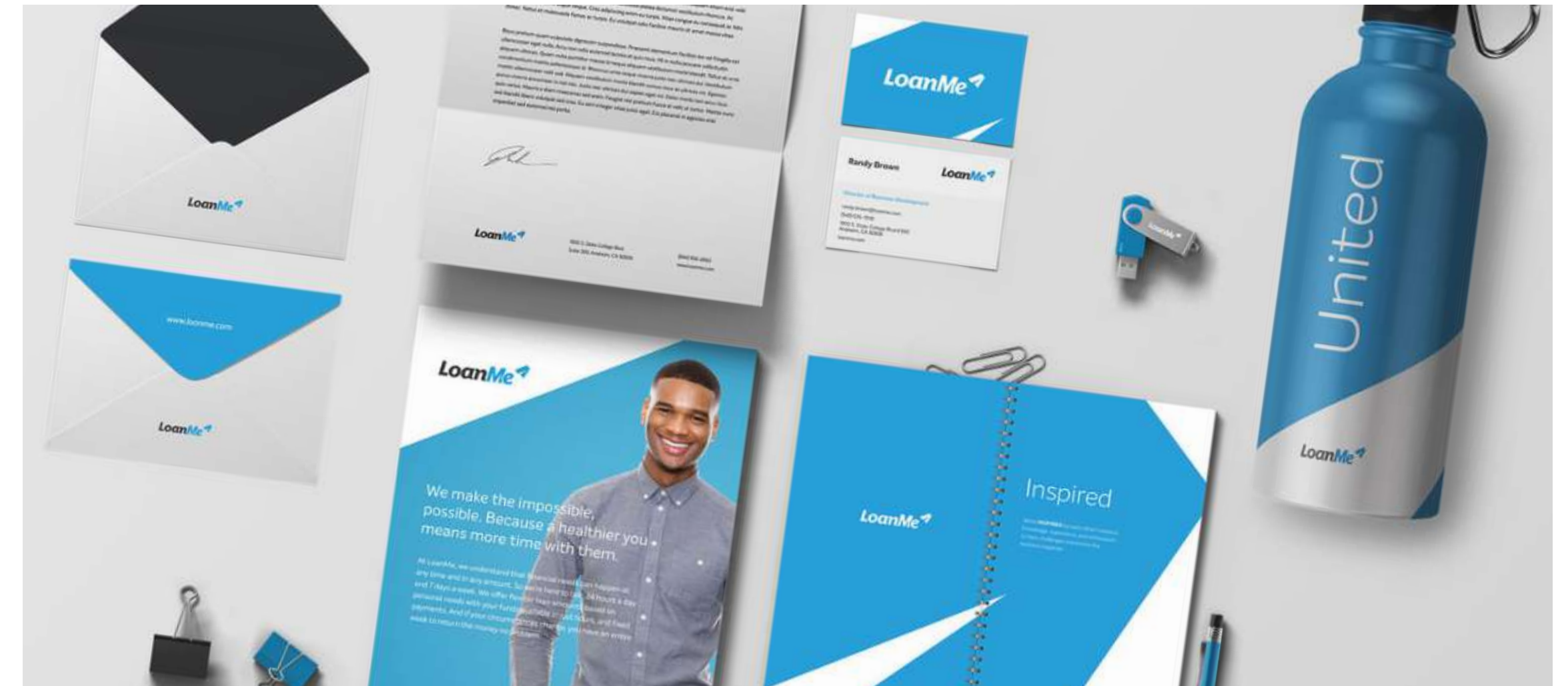
GO-TO-MARKET FULFILLMENT

Served as the primary go-to-market report for fulfilling enterprise brand components and assets requested by LoanMe and LoanMe Business associates. The role would include executing web optimization, content marketing, event collateral, affiliate support, and marketing operations requests for new product campaigns.

Exterminating Call-In Applications

Bypass the 90-minute phone call with a sales specialist and get approved for loan options in under 3 minutes.

OVERVIEW

Build a web registration experience that allows borrowers to apply for credit products, gain access to enterprise loan options, and provide access to 3rd-party debt settlement solutions via API integrations.

PLATFORM

HTML Experience (Web Application)

CONTRIBUTIONS

Research, Visual Design, Messaging, Graphics

TIMEFRAME

12 Weeks for Production
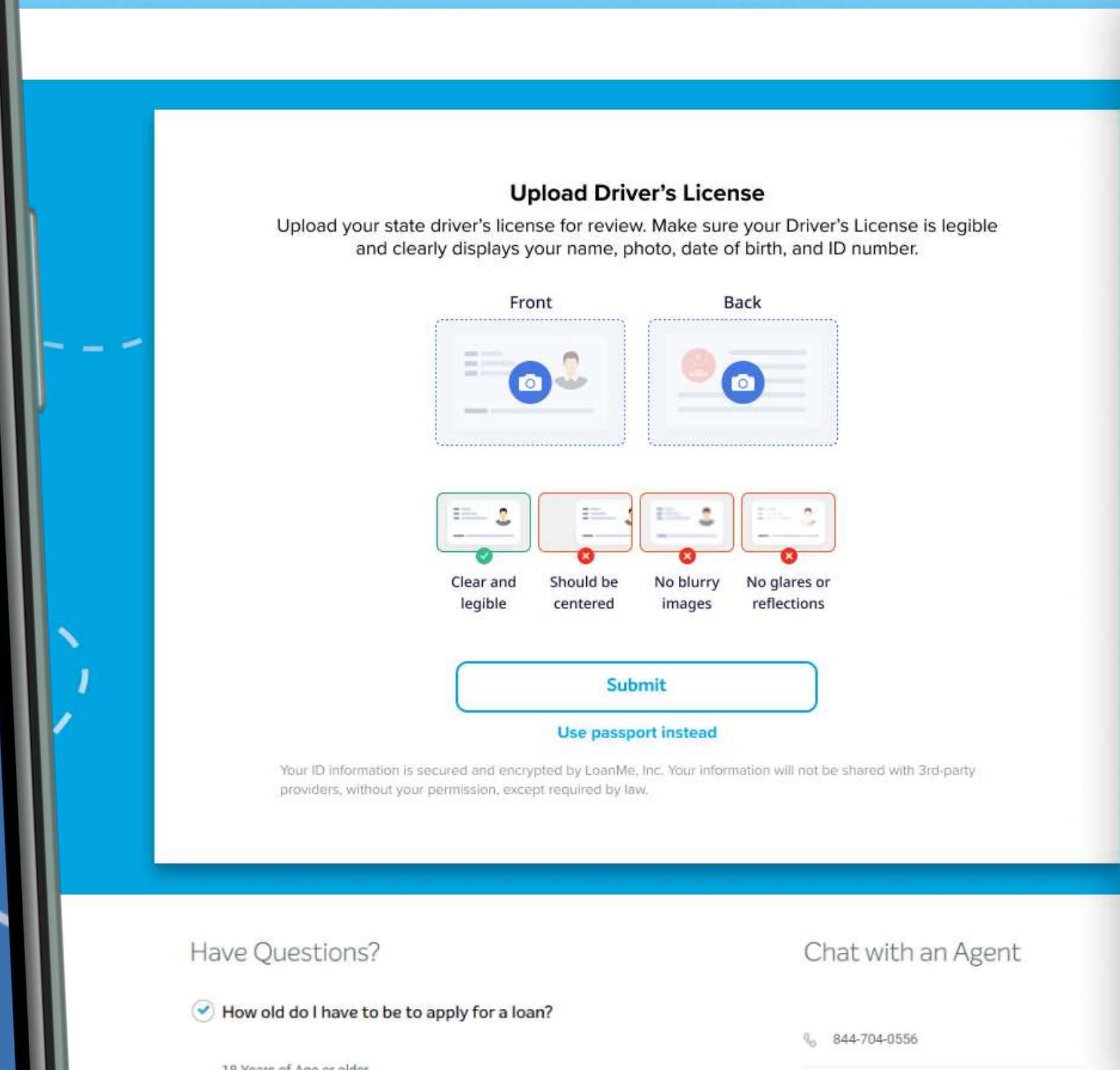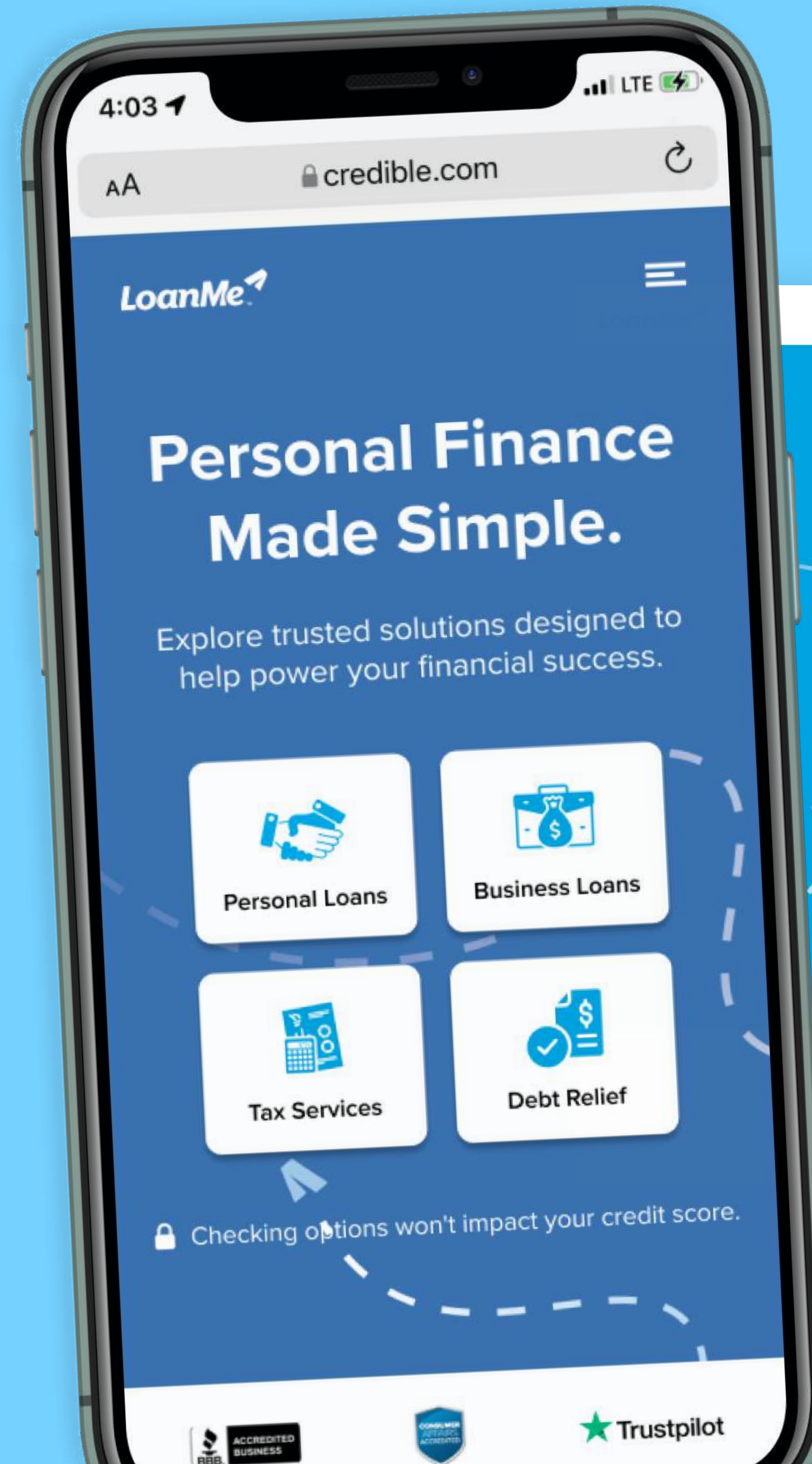
Research

Defined user requirements, with favored impact towards streamlining origination operations and financial compliance.
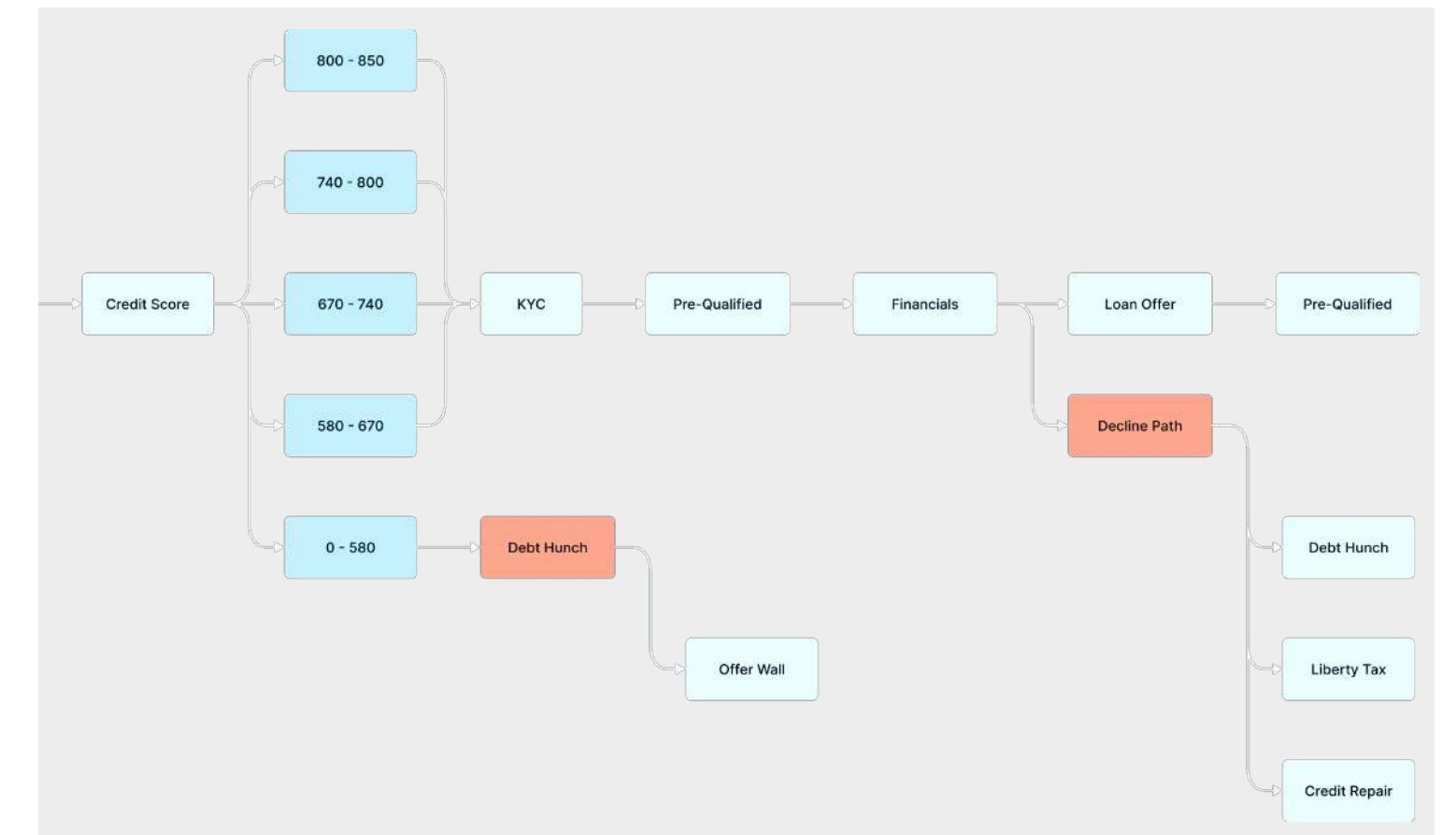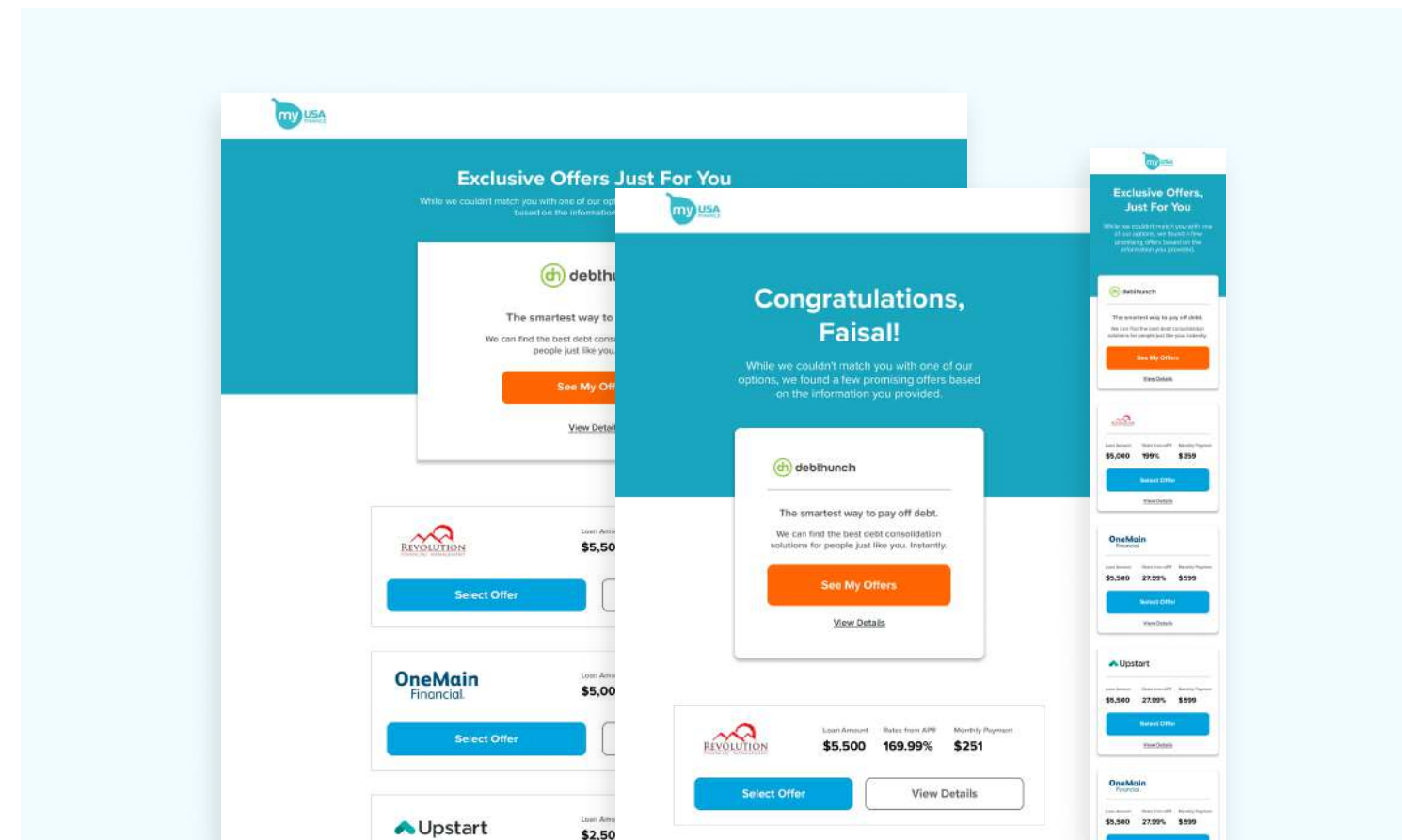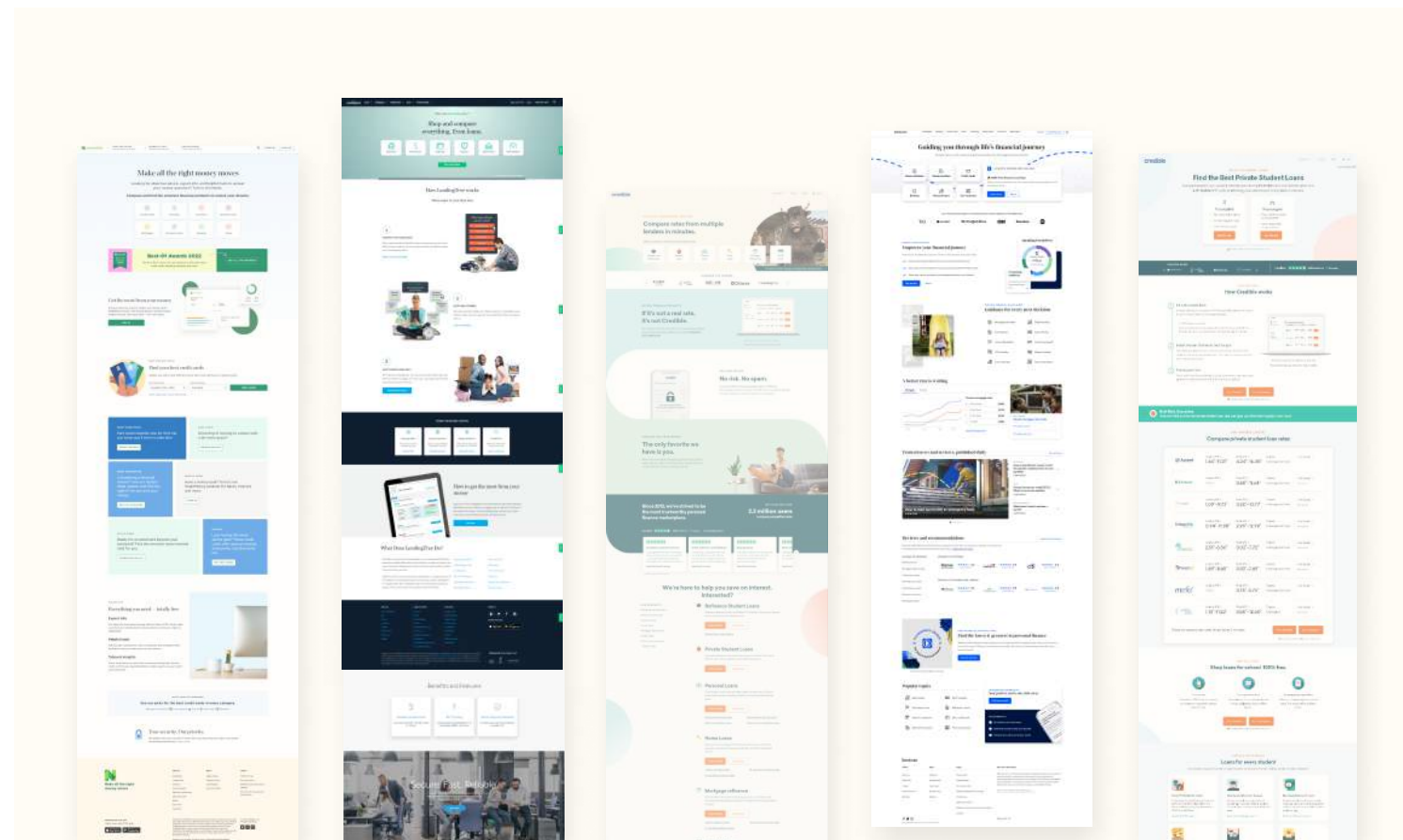
DISCOVERY

By reverse engineering near-peer competitors and utilizing guerrilla research techniques, I created a realistic preview of required resources and investments needed for developing a new customer experience.

ITERATION

As the primary advocate and producer for the project, I owned the full application experience and every step taken towards development. This necessitated positive impact from the start, so iteration and feedback loops were integral to project velocity and progress.

ENABLEMENT

Synchronized internal underwriting processes with technical CRM workflows and 3rd-party requirements for enabling customer expansion to support quality control of new borrower registrations.

Wireframing & Mocks

Manufactured 100's of integrated components for the project, from income verification screening to check processing.
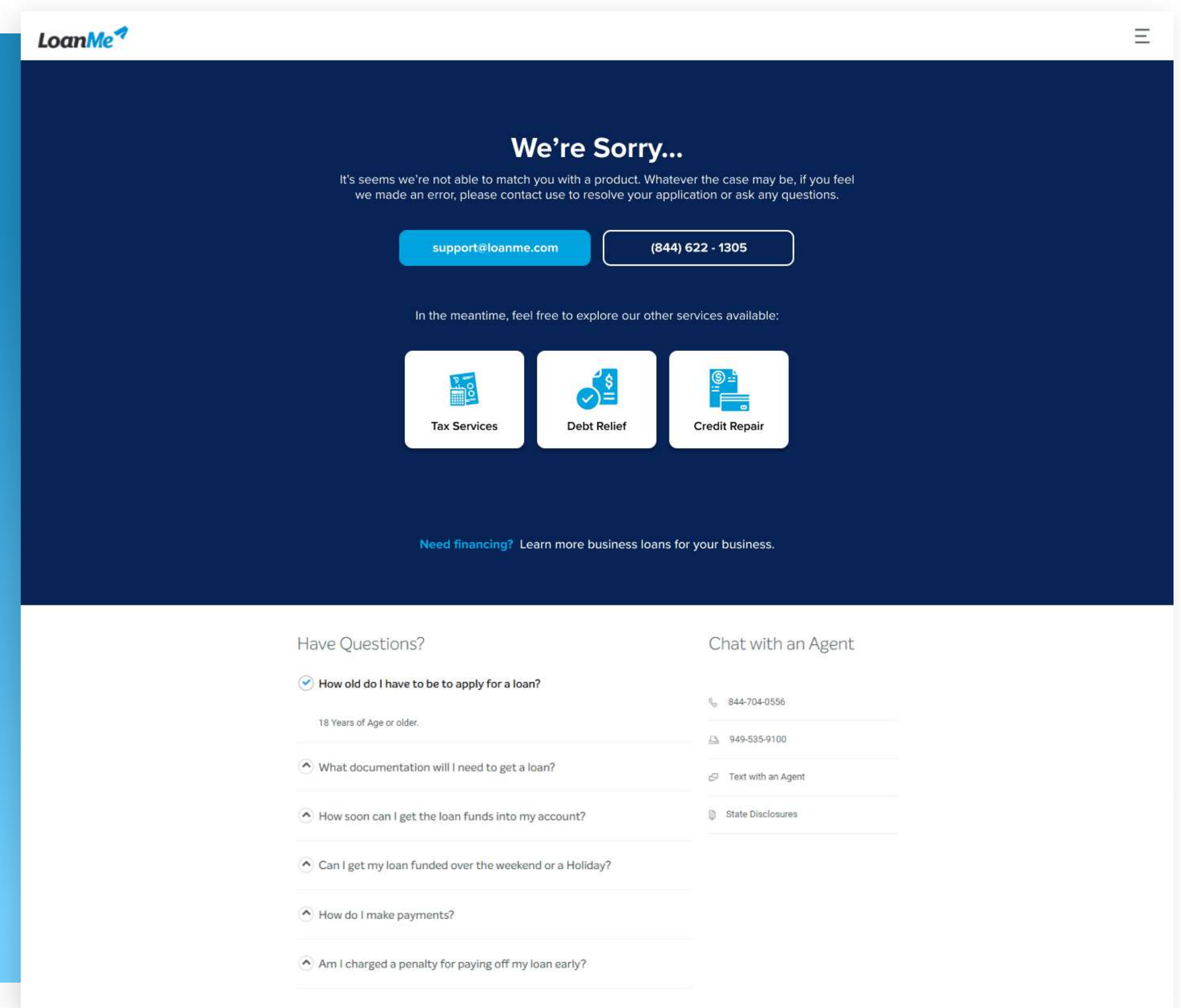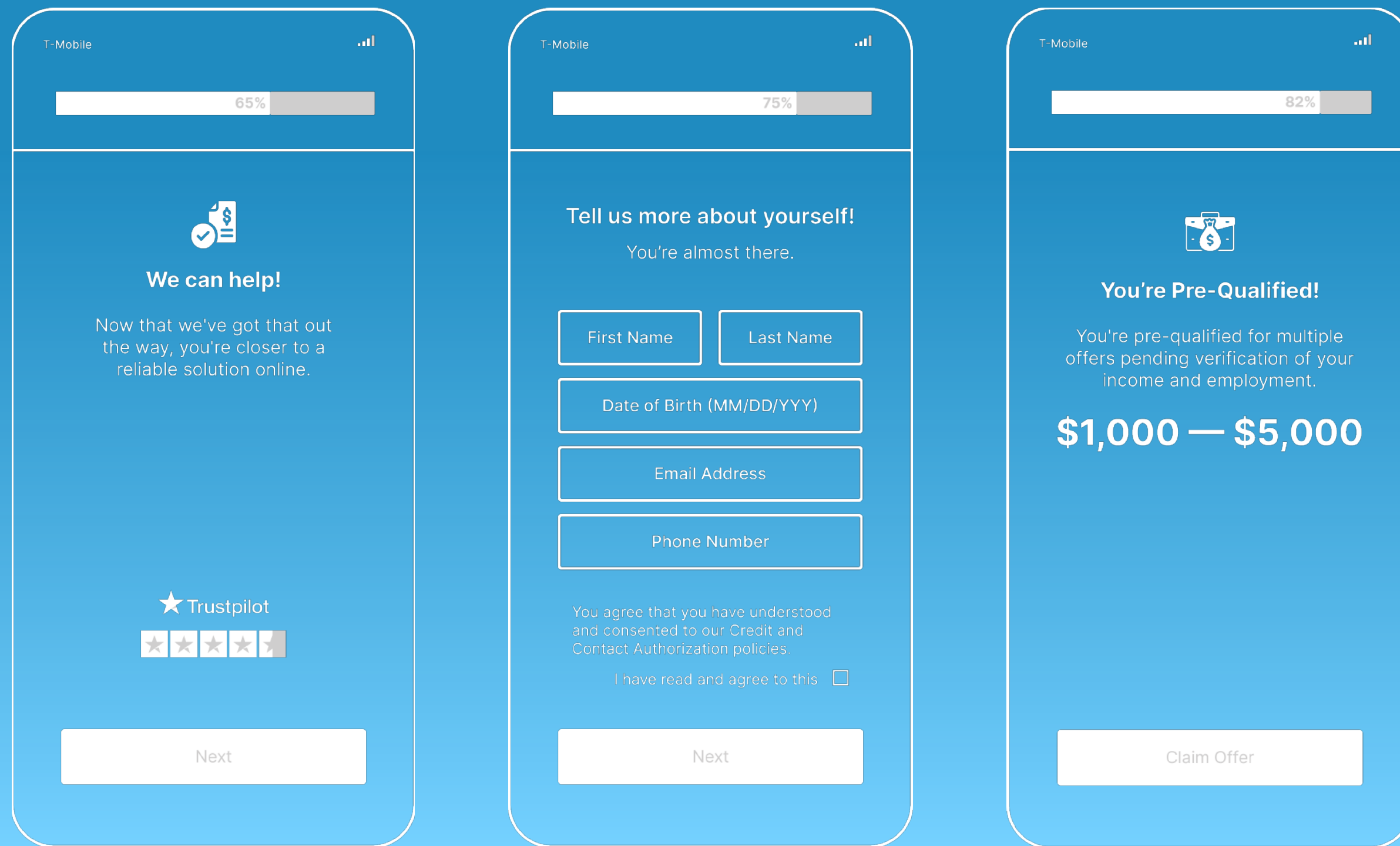
Prototyping

Securely tested various versions of two separate web application experiences for Personal Loans and Business Loans.
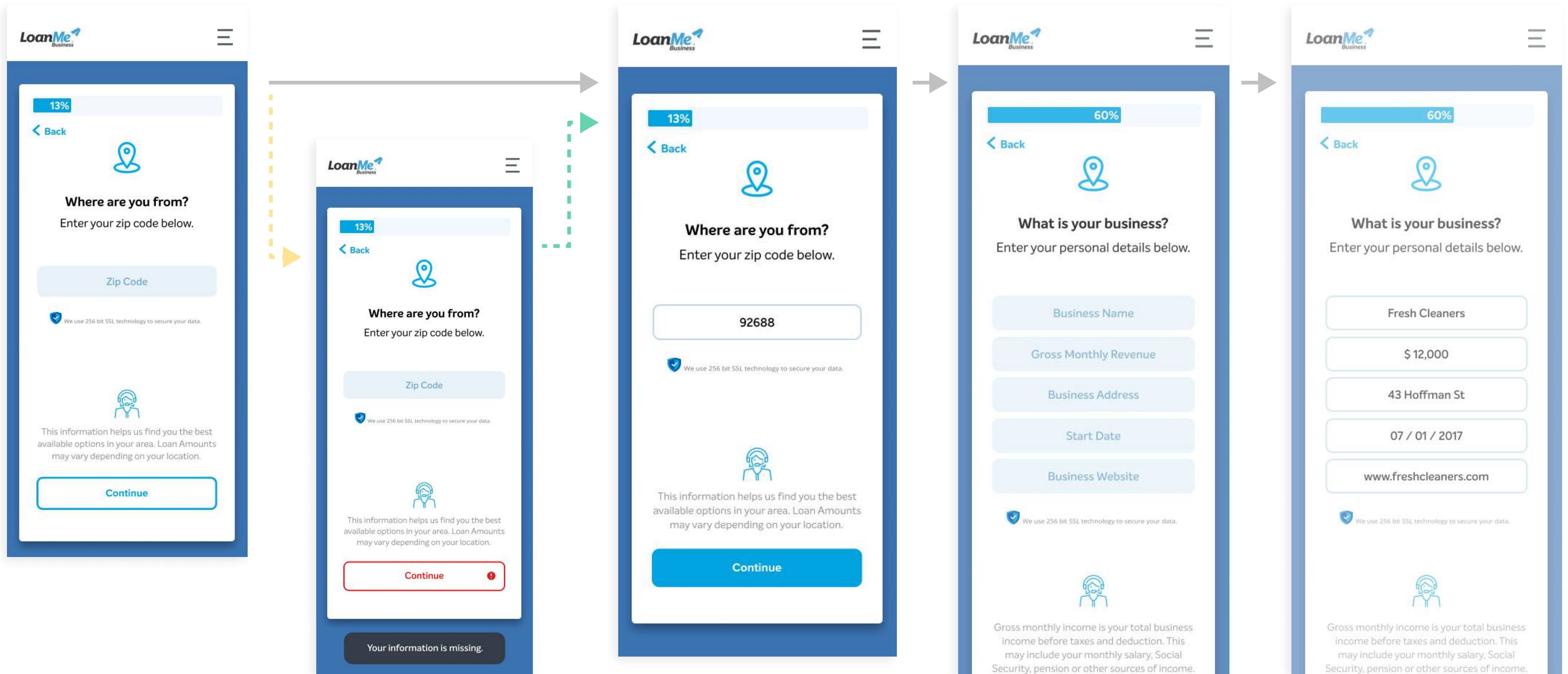
Final Design

BEFORE

A dragging application process that included a rushed phone call with a loan agent left borrowers feeling marginalized and loan agents helpless to an antiquated system. With 1 loan agent for every 30 individual applications a day, change was needed.
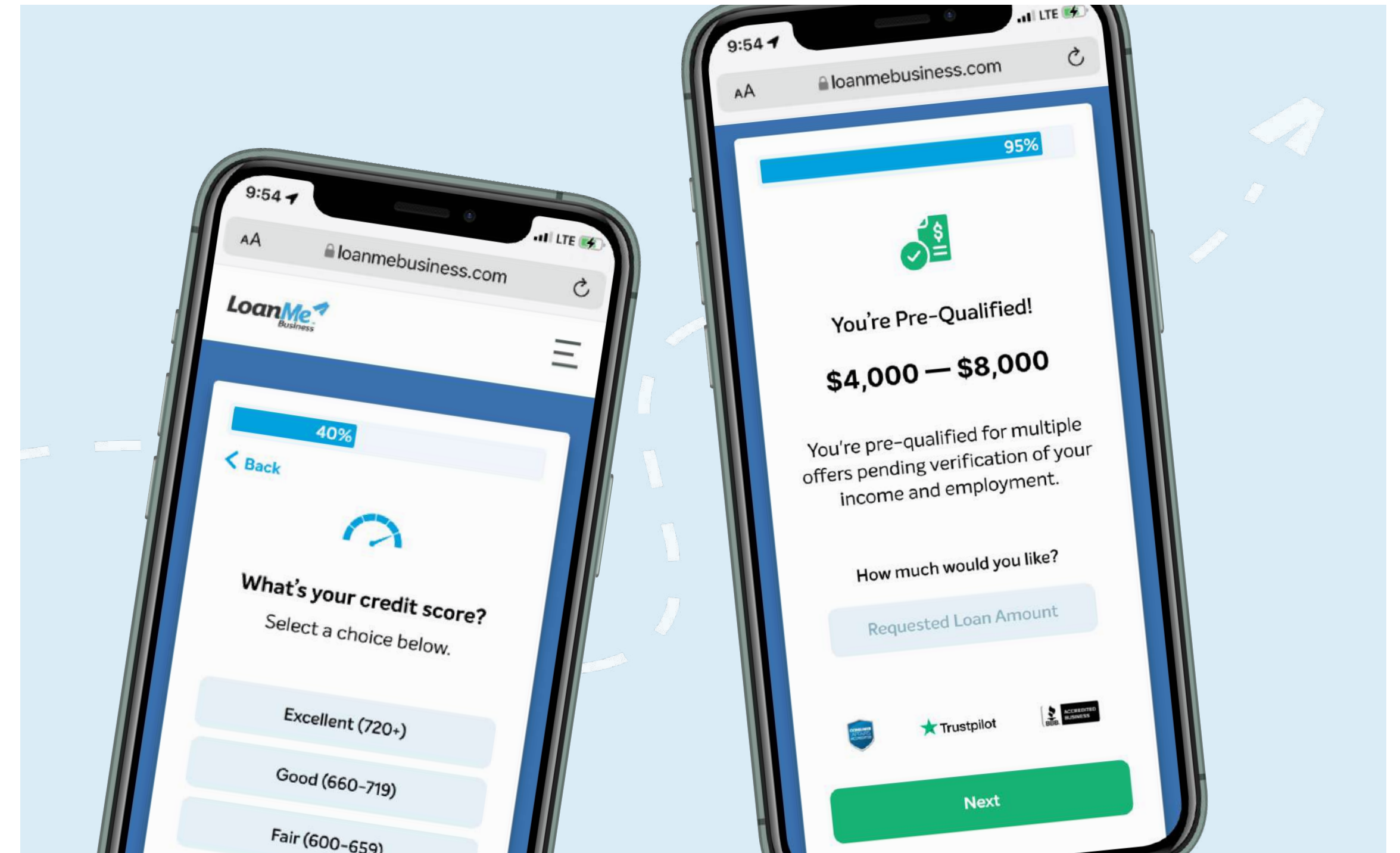
AFTER

Accessibility and efficiency are what made the new online registration process a favored solution for our loan application experience. With loan agents loving this approach, we also reported positive impact on pre-qualified leads and applications.

Final Concept

Successfully launching an online loan application experience takes a village. Thankfully, our commitment to customer satisfaction and the pursuit of democratizing finance endured.

RESULTS

- Shipped 4 application paths for qualified, non-qualified, declined, and tertiary finance products.
- Optimized the application process to focus on core borrower attributes and prioritize funded volume
- Launched a new UX/UI to favor helpful, simple user interactions and journeys
- Integrated 5 marquee web elements to support online web conversions of new LoanMe products
- Reduced time-to-origination speeds by up to 50% (in specific experiments measured in 2022)
- Automated key units of the origination process while complying with financial regulations (KYC)

Feedback

"I hate having to go from my phone to my computer [to submit a loan]. I wish I had THIS years ago."

— CUSTOMER TESTIMONIAL

"Our competitive advantage has always been Digital – This elevates us greatly."

— EXECUTIVE FEEDBACK

"Borrower trust is a key factor to success in our industry, and going digital is the next frontier for us."

— EXECUTIVE FEEDBACK
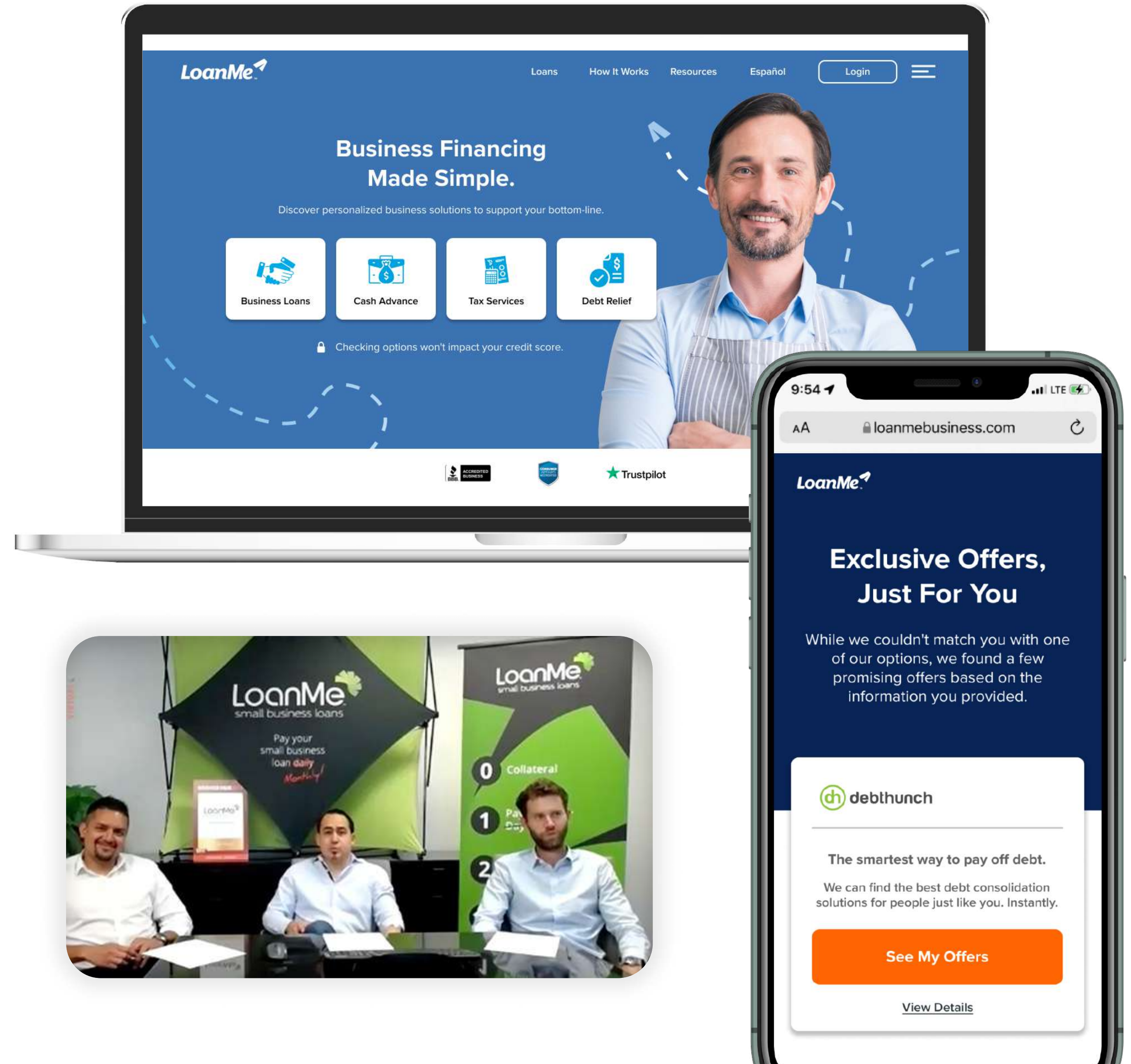
HUMAN RESOURCES

Vervoe

Vervoe is an online skills assessment platform that helps small businesses & enterprise teams evaluate and rank job candidates based on real-world job scenarios associated with the role.
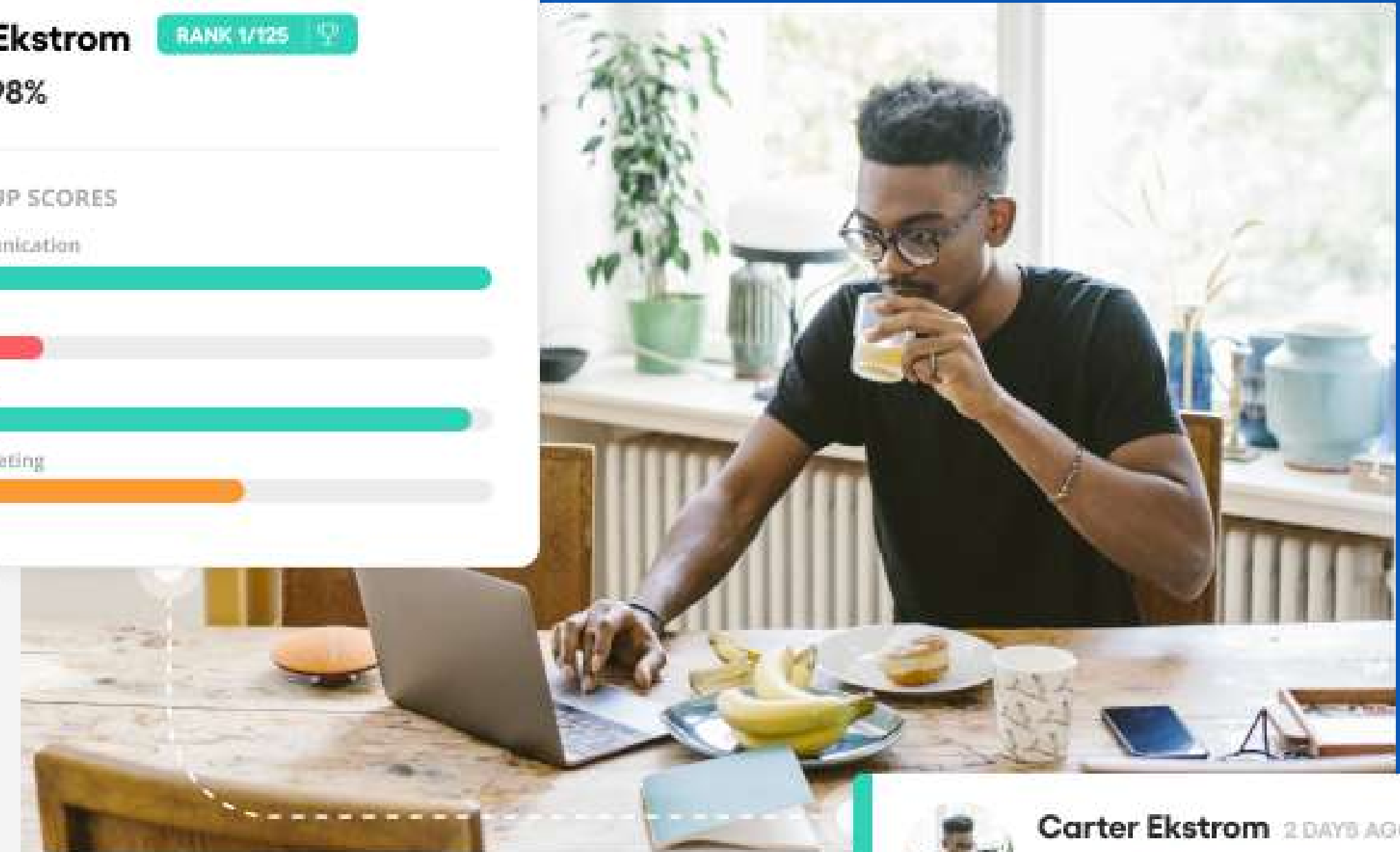
Senior Growth Marketing Manager *at* Vervoe

Responsible for leading go-to-market launches for new products, building the enterprise organic marketing program, owning user acquisition strategies, installing new systems and tools for sales-led programs, and department analytics.
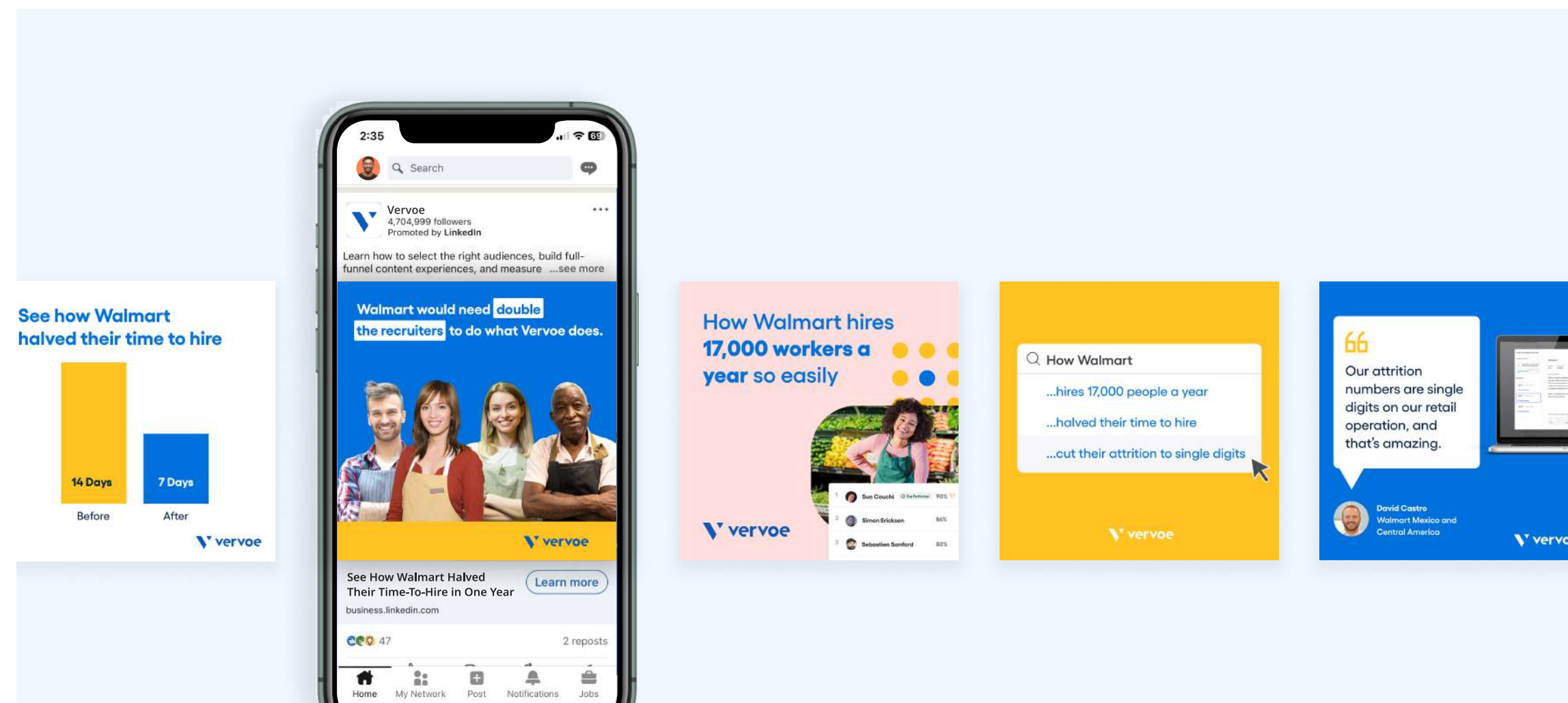
GO-TO-MARKET FULFILLMENT

Supported development, distribution, and collaboration of new marketing materials for campaigns between company departments, affiliates, and enterprise partners. Worked with VP of Sales and Head of CS on campaigns and growth experiments.
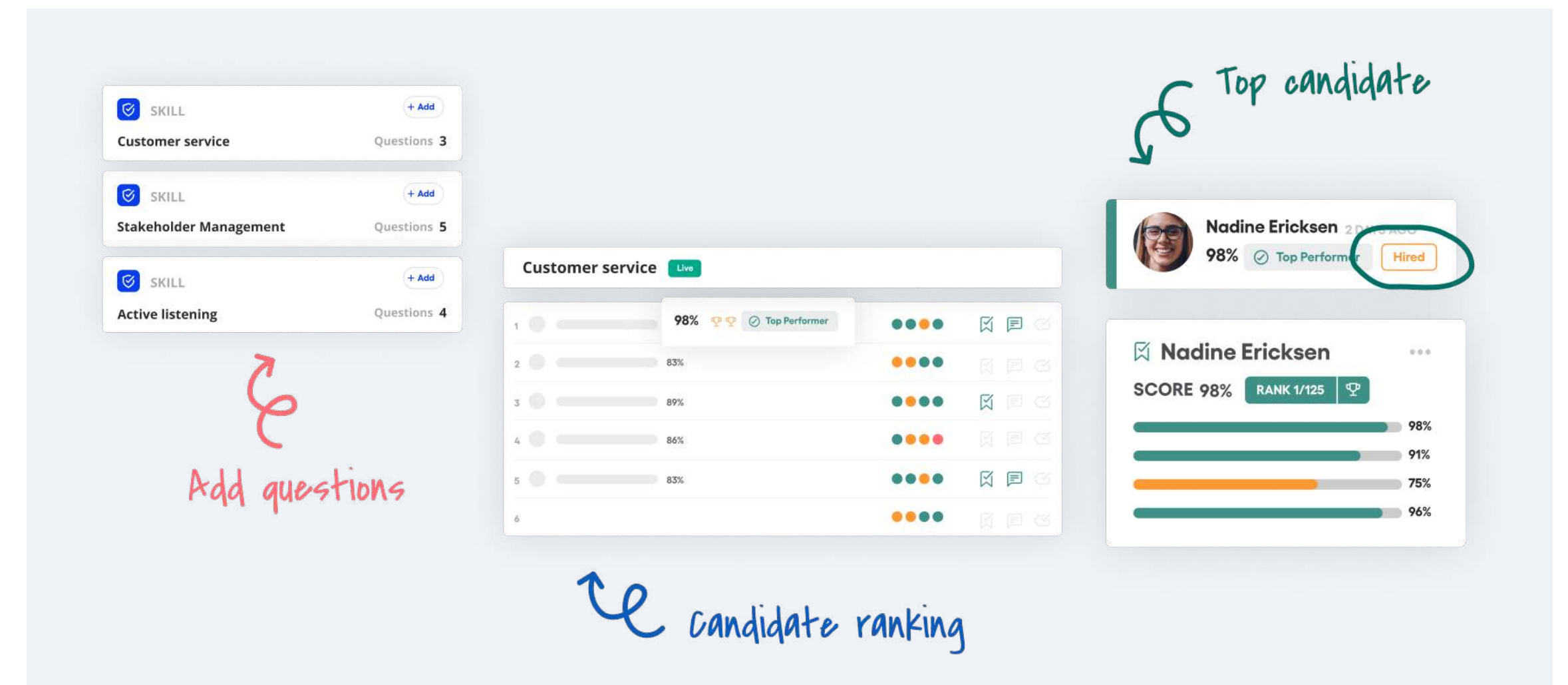
PRODUCT MARKETING

Contributed to new messaging and component materials for in-product experiences, such as new user onboarding and activated customer accounts. Led production for new product campaigns, launching web-based assets and digital sales materials.

Creating Success for Customers

Thousands of HR recruiters are hiring for customer service roles, but they're employing the wrong candidates.

OVERVIEW

Create a product category in our platform that influences recruiters & hiring managers to evaluate hundreds of job candidates for customer service roles using our skill-based assessment software.

PLATFORM

HTML Experience (Web Application)

CONTRIBUTIONS

Visual Design, Graphics, Messaging, Marketing

TIMEFRAME

6 Weeks for Production
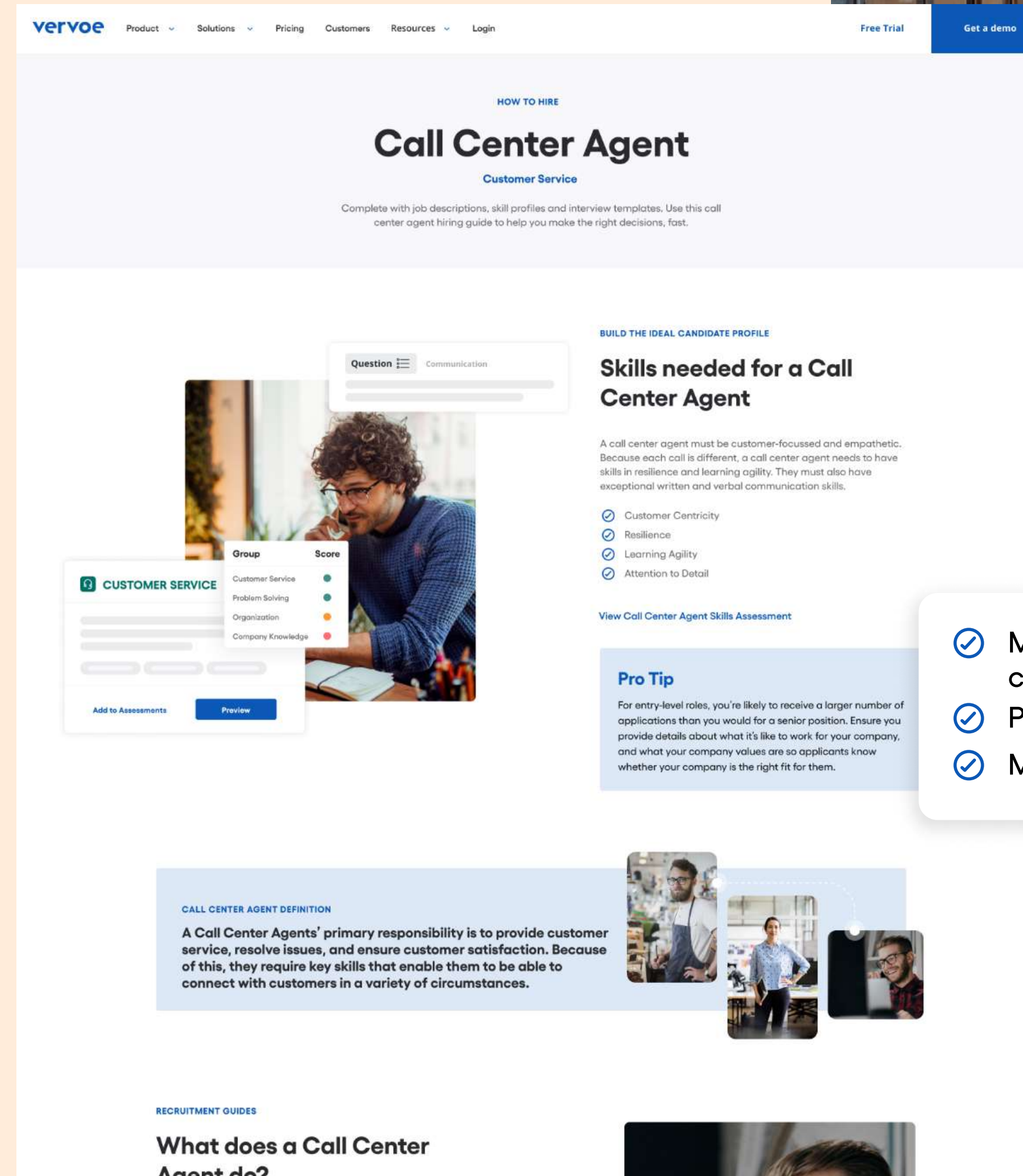
Release Plan

Establishing all points of influence for our target persona, simulating their buying behaviors, and seeking their interest.
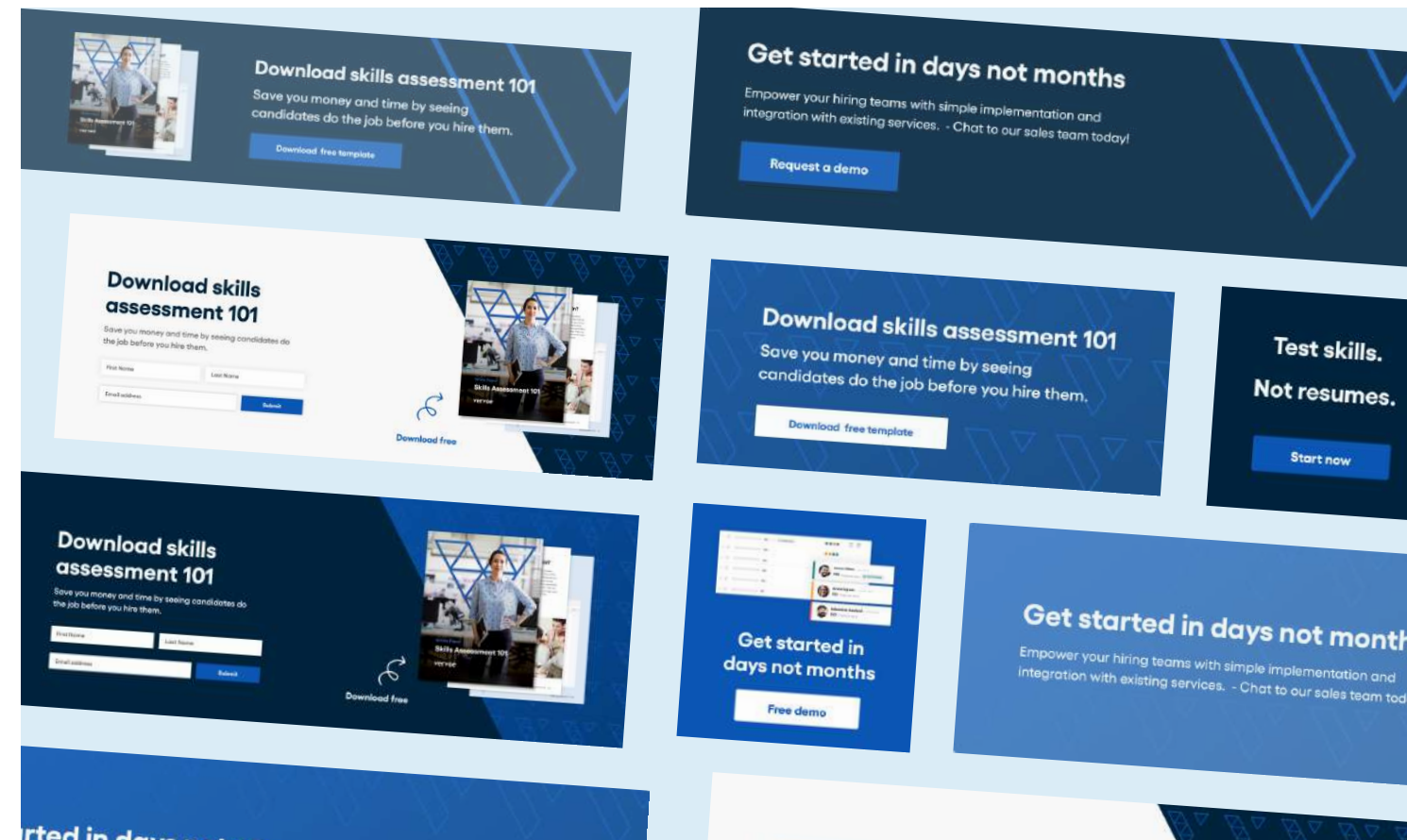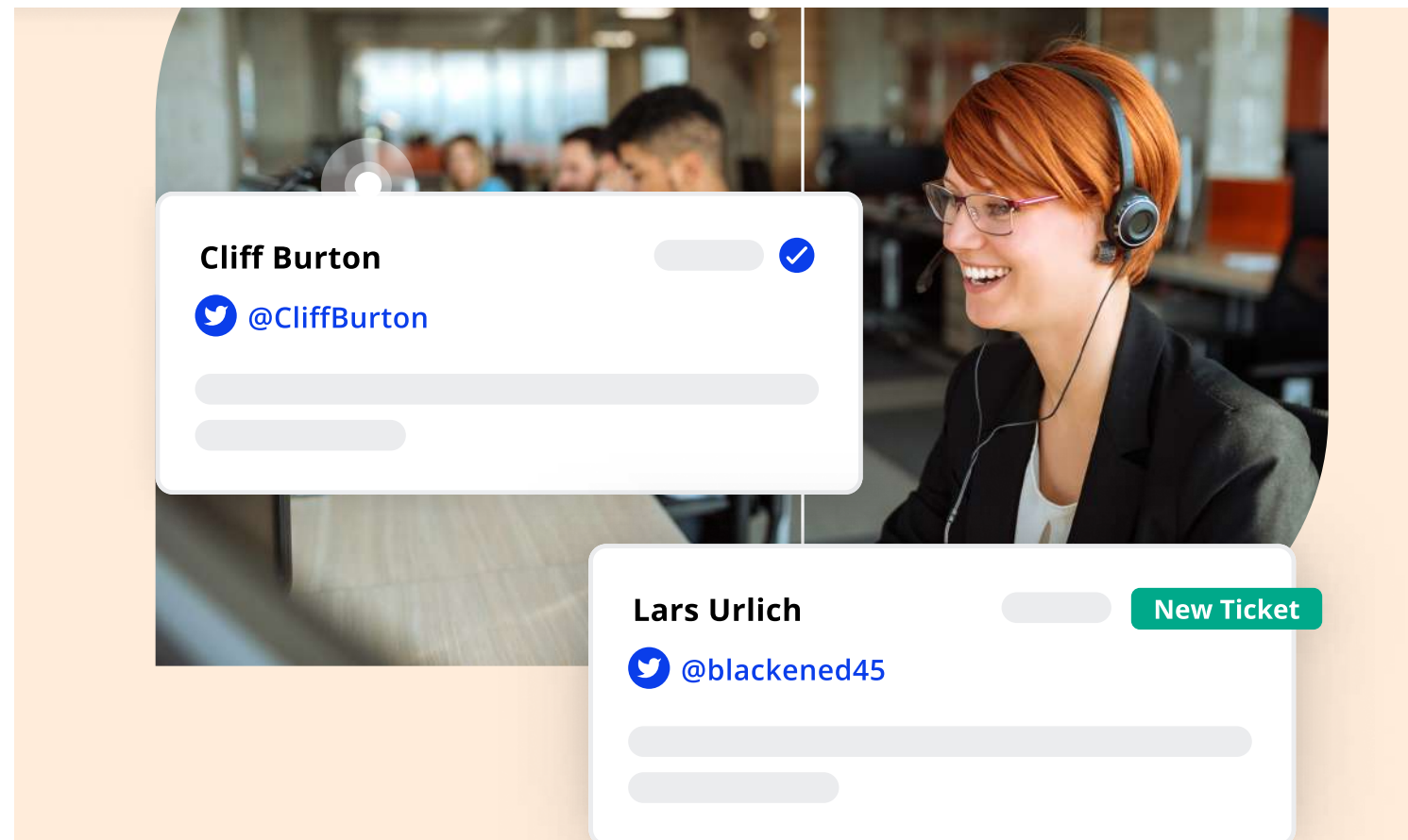
I. SEQUENCING

After categorizing feedback from customers on new products, I led a scope of work that desired a unique customer segment. Then, we began development of goal setting, strategy, schedules, resource audits, and performance forecast to support this product segment.

II. PRODUCTION

We begin fulfillment of objectives, ranging from partner collaborations to creative components. I launch cross-function workshops to collect insights, log bottlenecks, and procure resources for teams; since our personnel is limited, we all contribute to various disciplines.

III. SYNTHESIS

Schedules and projections are manufactured from our team to be shared externally. I work closely with Sales and Customer Success to align go-to-market vision while coordinating with Product on capabilities. Reports are shared internally on impact, investments, and input.

Concepts

Developing an ideation inventory of new product pages, content assets, sales pages, testimonials, and digital resources.

Execution

Finalizing product screenshots, value propositions, and key messaging for our campaign launch.

Results

RESULT 1

We successfully positioned our capabilities within the marketplace by showcasing the value of our product and the use cases it solves for Customer Service recruiters. Also, we helped existing users to discover & utilize our newest product addition.

RESULT 2

With strong demand in the market, our Customer Service skill assessment found a natural fit in the HR community. We garnered awareness from previous customers, prospective enterprise partners, and an influx of online website traffic.

Final Outcome

With measured signals suggesting a positive impact, our team successfully launched a go-to-market campaign that catered to a wanting audience and nurtured existing relationships.

RESULTS

- Launched over 50 campaign assets for web, digital, social, and in-person event touch points
- Published sequences of organic marketing content to drive organic awareness and new sales leads
- Generated over $250,000 in new revenue pipeline in 1 Business Quarter (2022)
- Utilized a 4-month paid media budget ($10,000 monthly) to generate a strong pipeline of MQLs
- Generated over 20,000 online organic visitors a month for our Customer Service portals & pages
- Published 2 select customer testimonials to promote our product, driving 1000s in Video Plays

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LinkedIn Profile

Additional work available upon request