



I redefined the e-comm social product for Gen Z at Better Off Social.

You're on the waitlist Your spot: 3706

Shorten your wait

Complete the steps to get access faster!

Get started >

- STEP 1**
Personality quiz
3 min
- STEP 2**
Complete profile
2 min
- STEP 3**
Connect socials
30 sec

Upcoming experiences

- OPEN NOW**
SUN, MAR 6, 5:00PM
Singles Brunch This Sunday
Paint N Pour Art Studio • New York, NY
- COMING SOON**
SUN, MAR 6, 5:00PM
Adventure Travellers Meetup
Paint N Pour Art Studio • New York, NY
- PAST EVENT**
SUN, MAR 6, 5:00PM
The Greatest Influencers Brunch
Paint N Pour Art Studio • New York, NY
- SOLD OUT**
SUN, MAR 6, 5:00PM
Young Professionals Brunch
Paint N Pour Art Studio • New York, NY

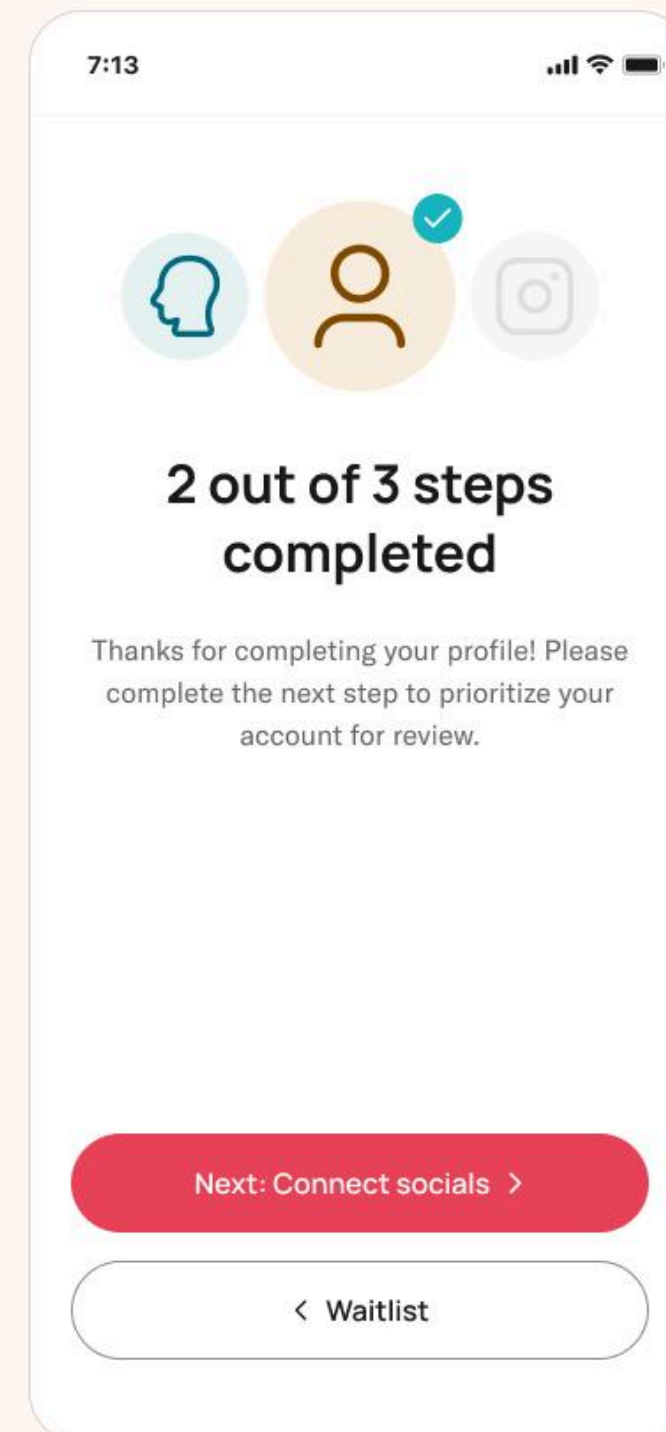
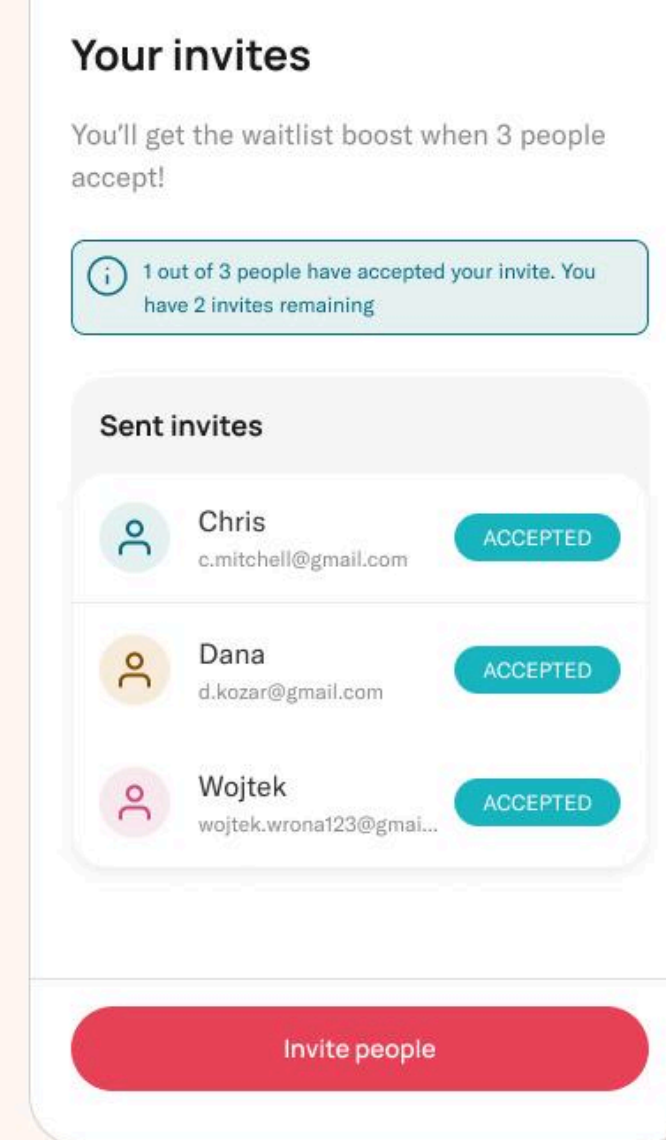
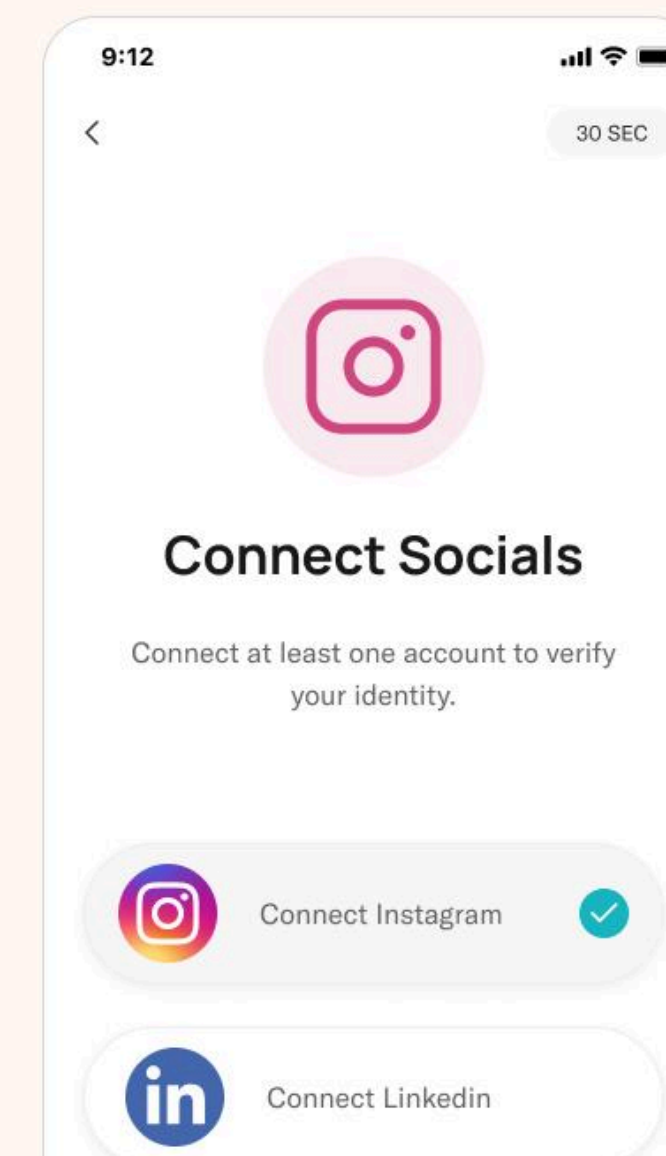
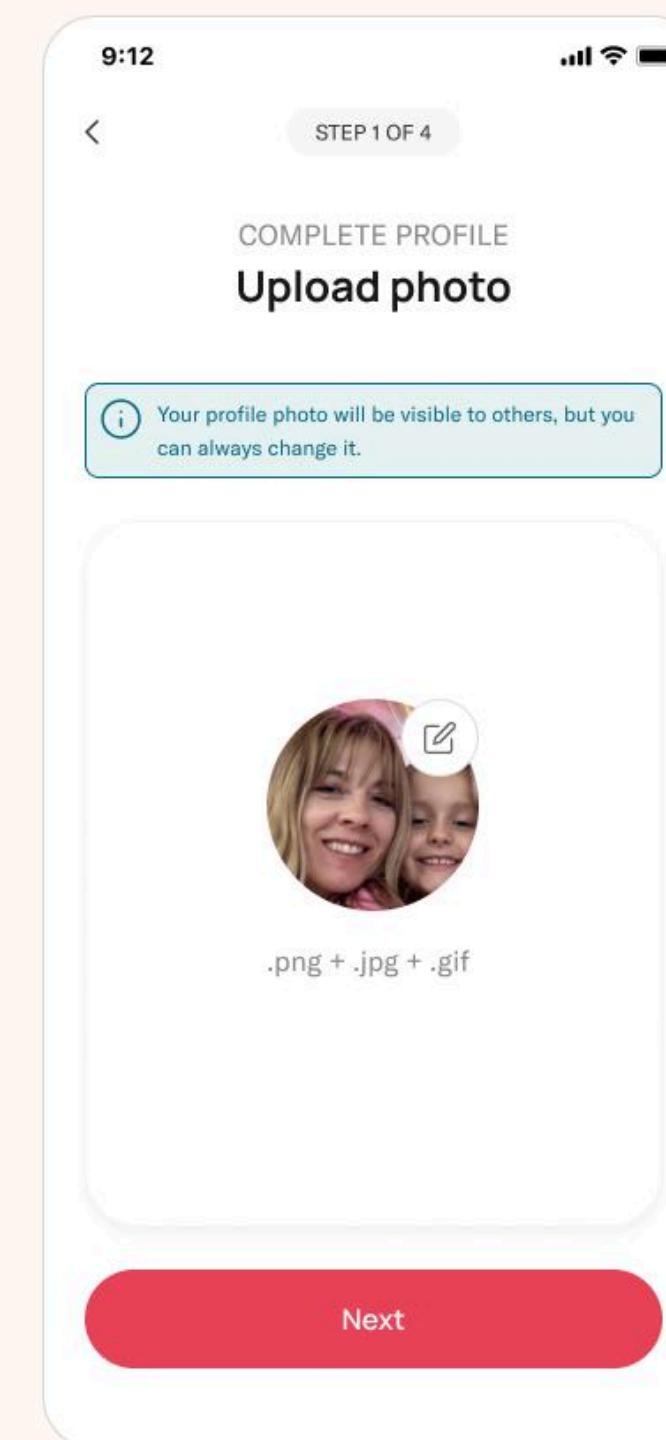
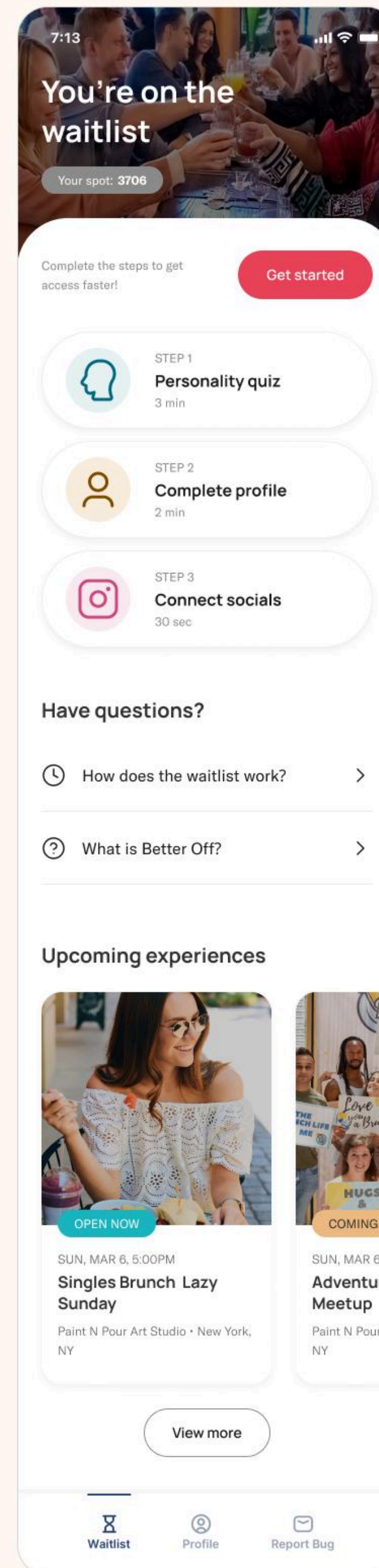
Better Off is a social platform that facilitates real-life connections and helps users **build community** outside of existing social circles.

Responsibilities

- Product Design
- UX Research
- Stakeholder Management
- Design Management

Results

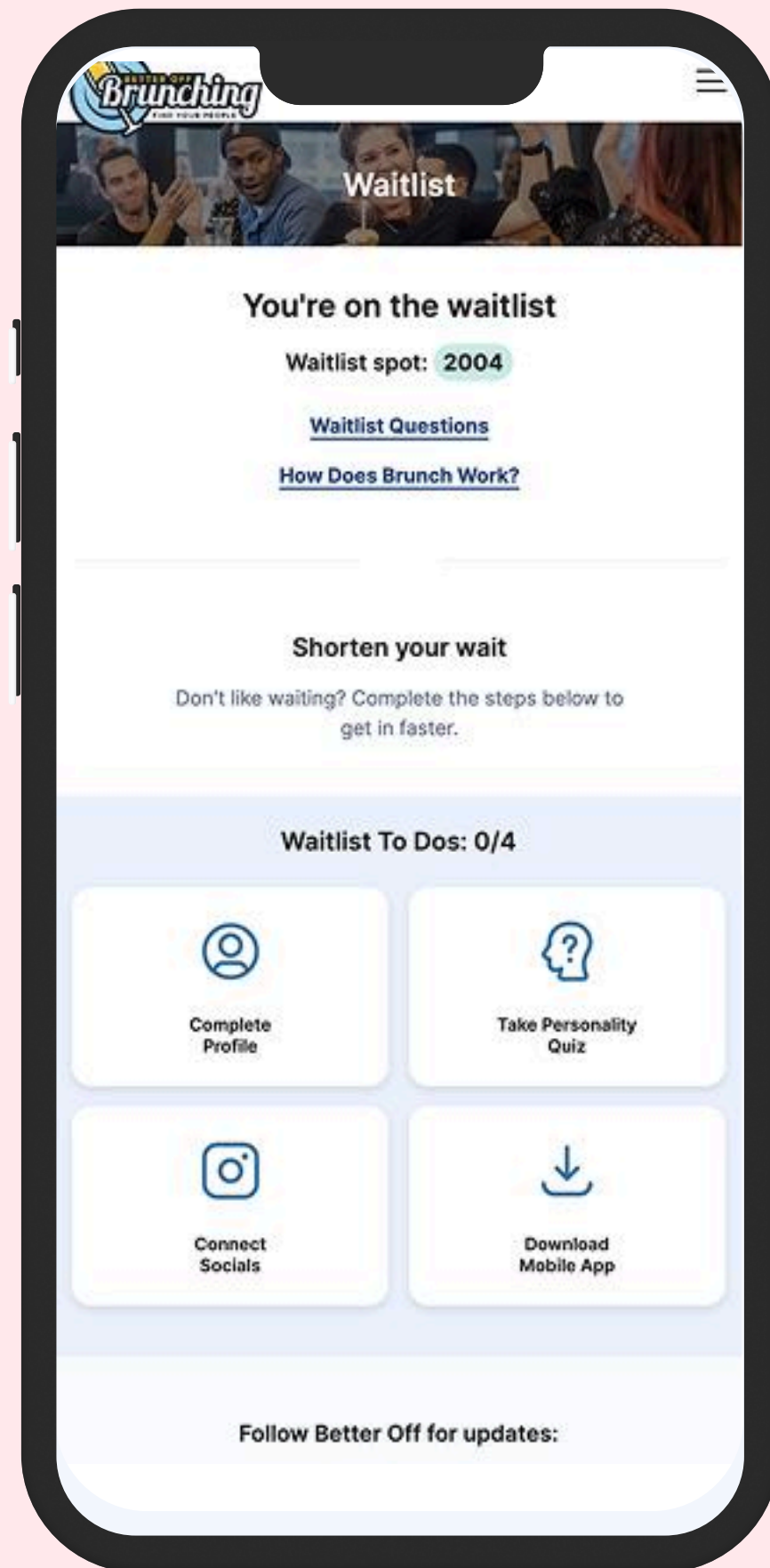
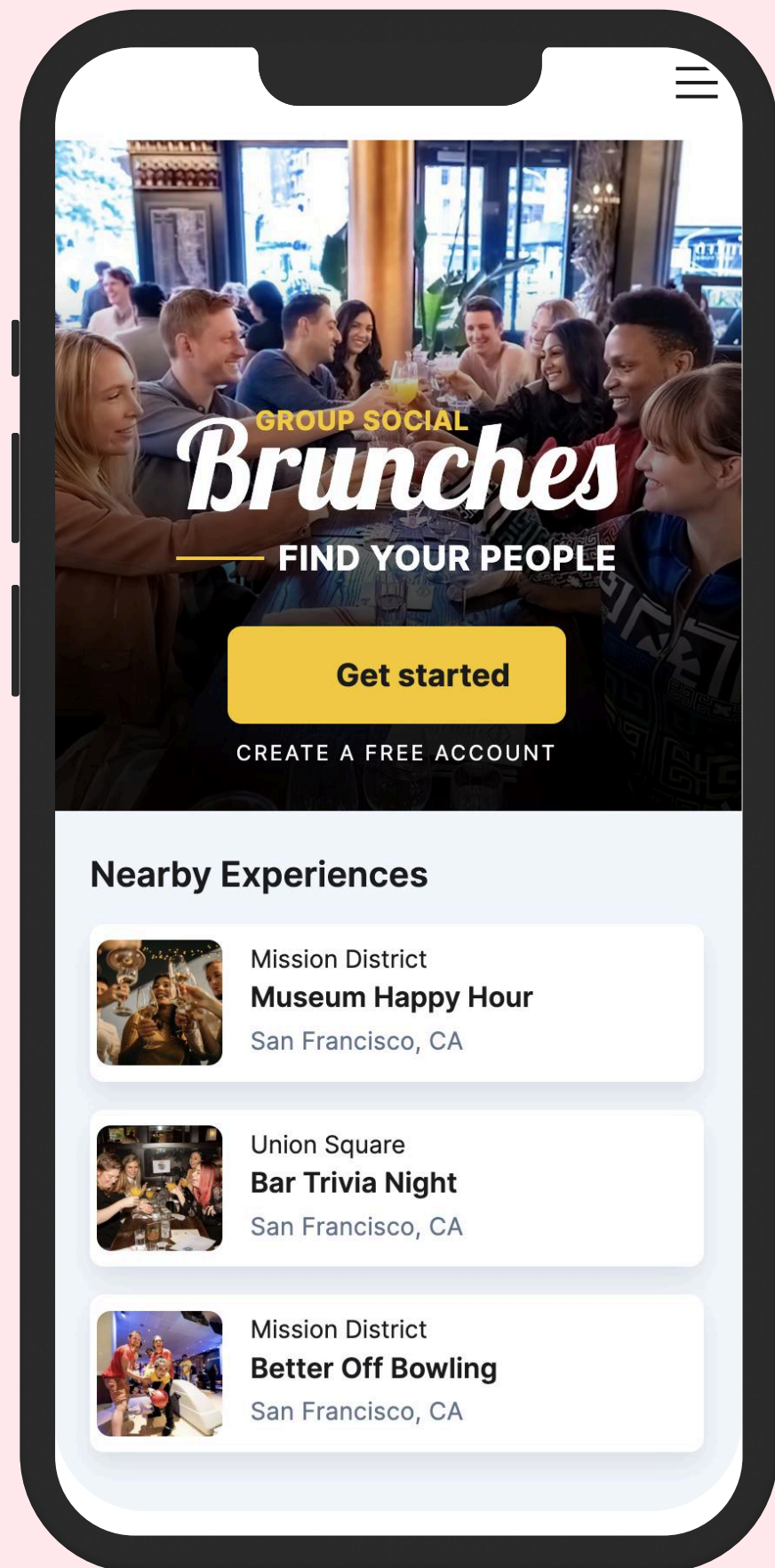
Launched a new experience, that increased conversions for mobile and web.



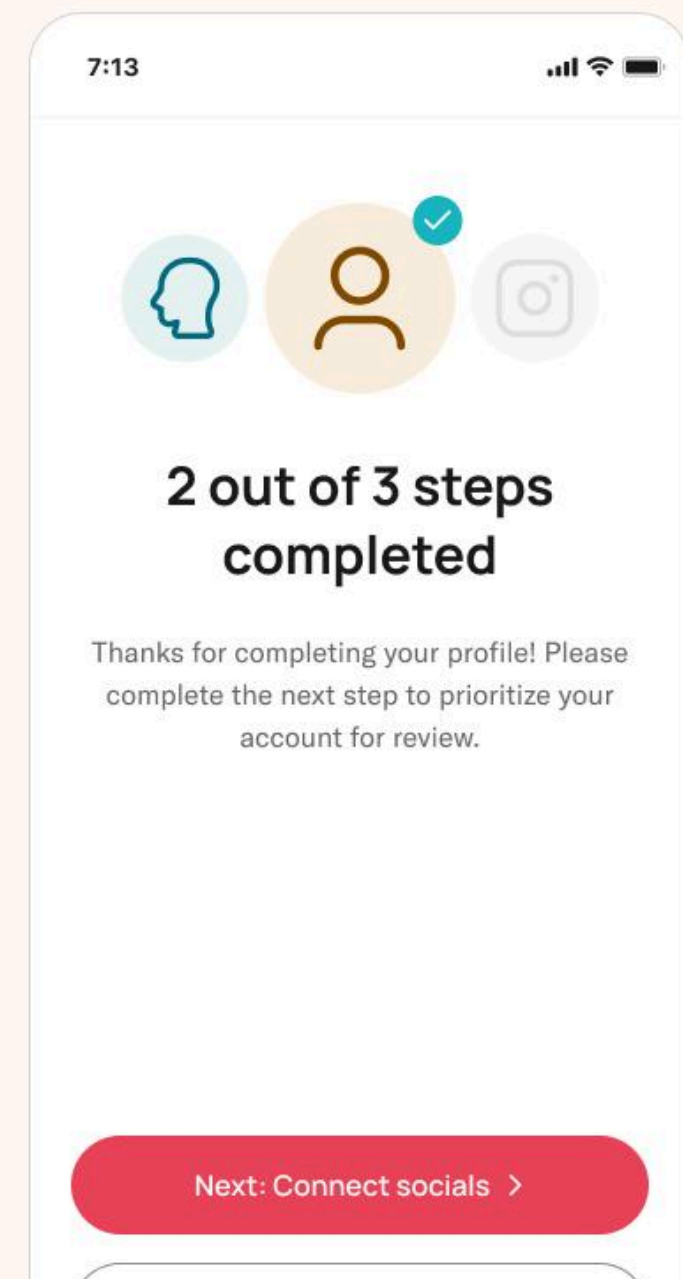
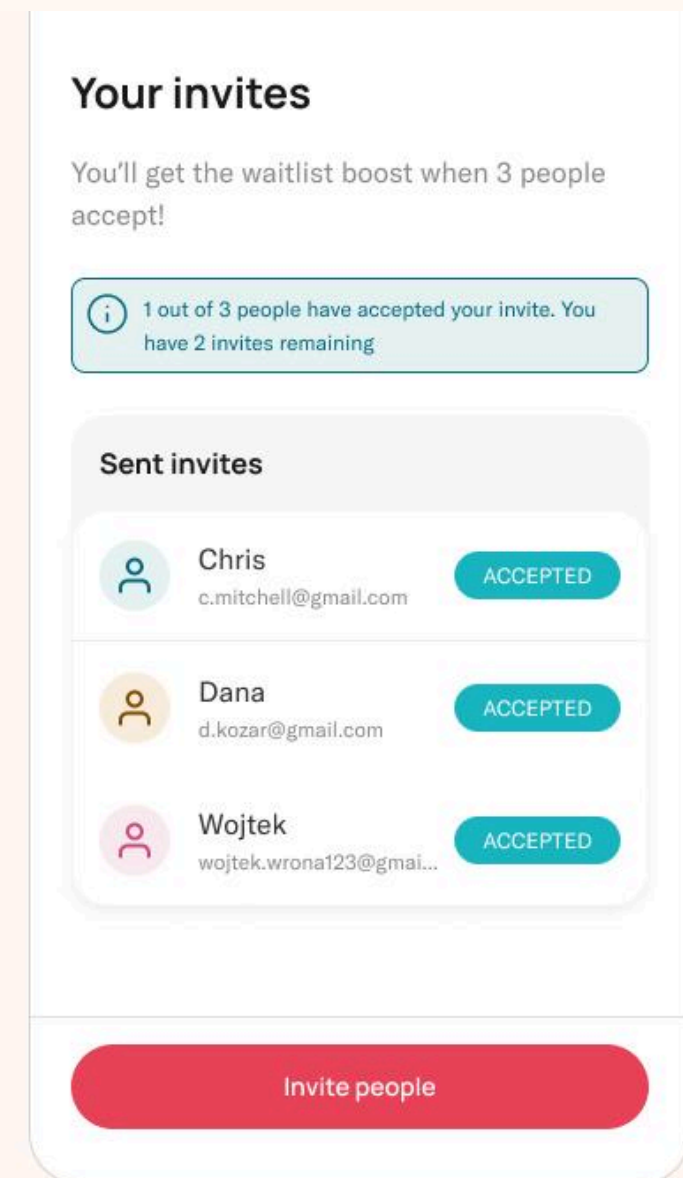
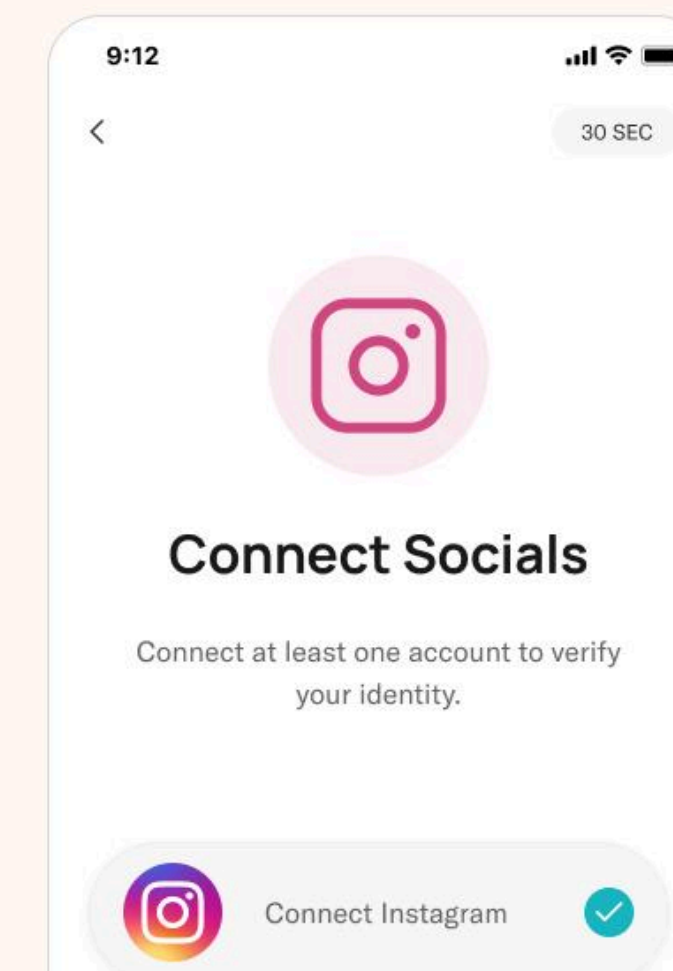
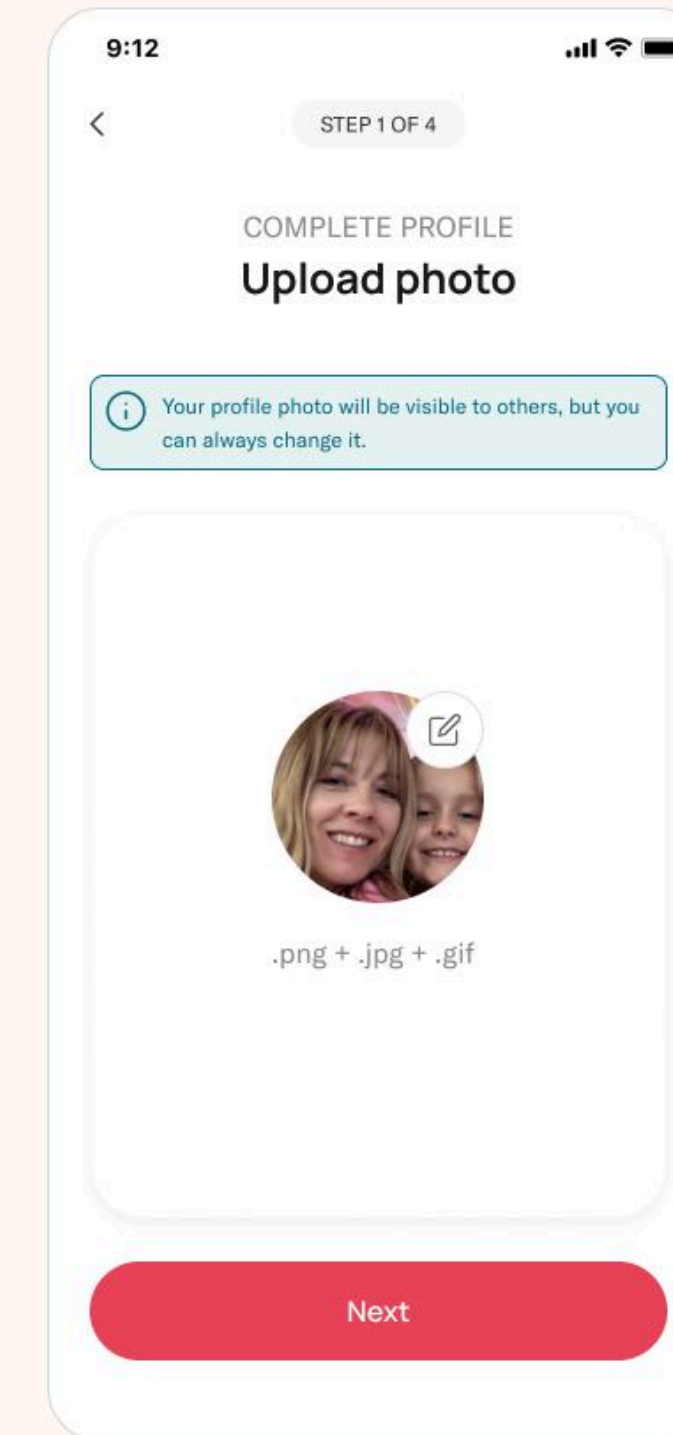
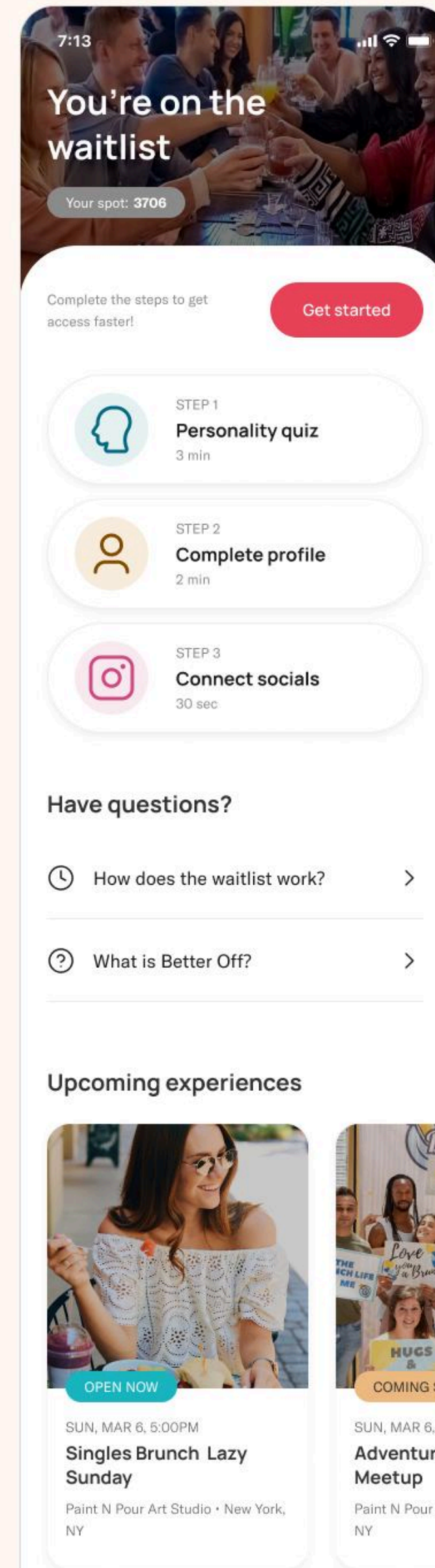
MY ROLE

I led a full platform redesign, created a new visual aesthetic, significantly reduced friction throughout the product and improved team performance.

Before



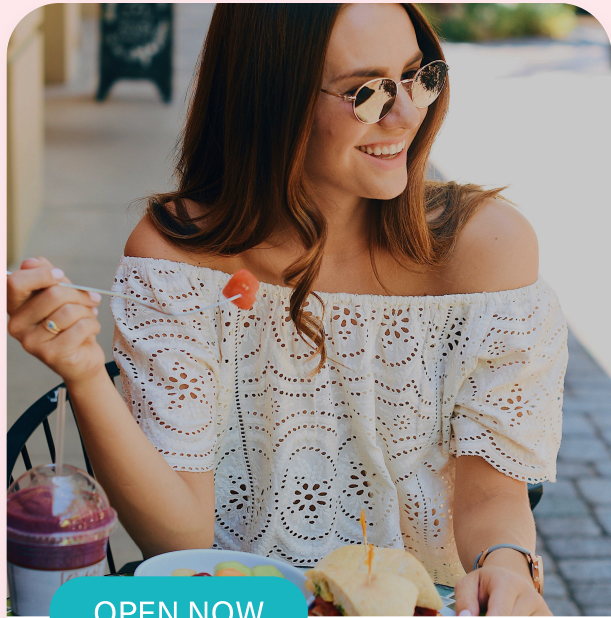
After



We built our vibrant color system to align with the Gen-Z energy, ensuring a cohesive experience across all our products.

event tiles


OPEN NOW



OPEN NOW

SUN, MAR 6, 5:00PM
Singles Brunch Lazy Sunday
Paint N Pour Art Studio • New York, NY


COMING SOON



COMING SOON

SUN, MAR 6, 5:00PM
Adventure Travellers Meetup
Paint N Pour Art Studio • New York, NY

PAST EVENT



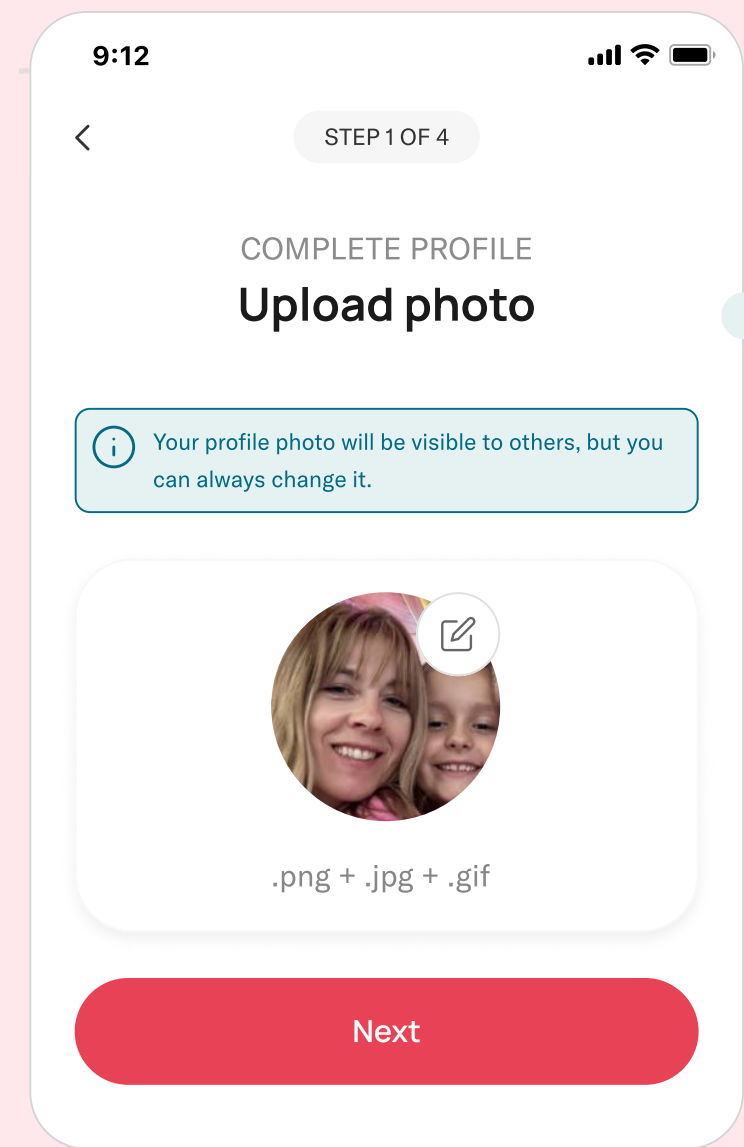
PAST EVENT

SUN, MAR 6, 5:00PM
The Greatest Influencers Brunch
Paint N Pour Art Studio • New York, NY

COMING SOON

cards

PAST EVENT



9:12

STEP 1 OF 4

COMPLETE PROFILE
Upload photo

Your profile photo will be visible to others, but you can always change it.

.png + .jpg + .gif

Next

waitlist steps

- STEP 1
Personality quiz
3 min
- STEP 2
Complete profile
2 min
- STEP 3
Connect socials
30 sec

color palette

Gray

900	800	600	500	400	300	200	100
#1A1A1A	#333333	#666666	#8C8C8C	#C2C2C2	#E0E0E0	#F0F0F0	#F7F7F7

Coral

700	500	400	100 (new)
#E84358	#E84358	#F1B28C	#FEF7F8

Blue

600	500	300 (new)	100
#006B83	#19B6C1	#A3E2E6	#E7F2F3

Orange

700	400	200	100
#834B00	#EDB881	#F9E0DD	#F4F1EC

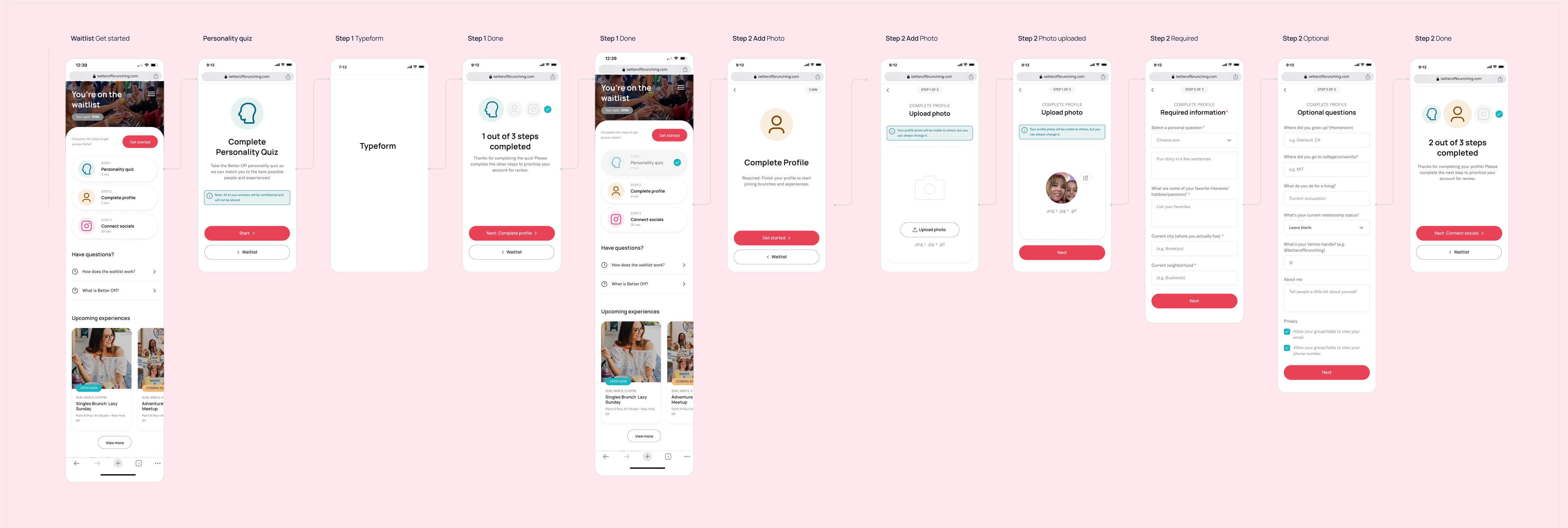
Pink

500	200	100
#D14882	#FAEBF1	#F7F3F5

Danger

500
#FF0000

We reimagined the **onboarding and matching experience**, the product's core, by **reducing friction**, enhancing user control, and streamlining the process to minimize abandonment and maximize **conversion**.



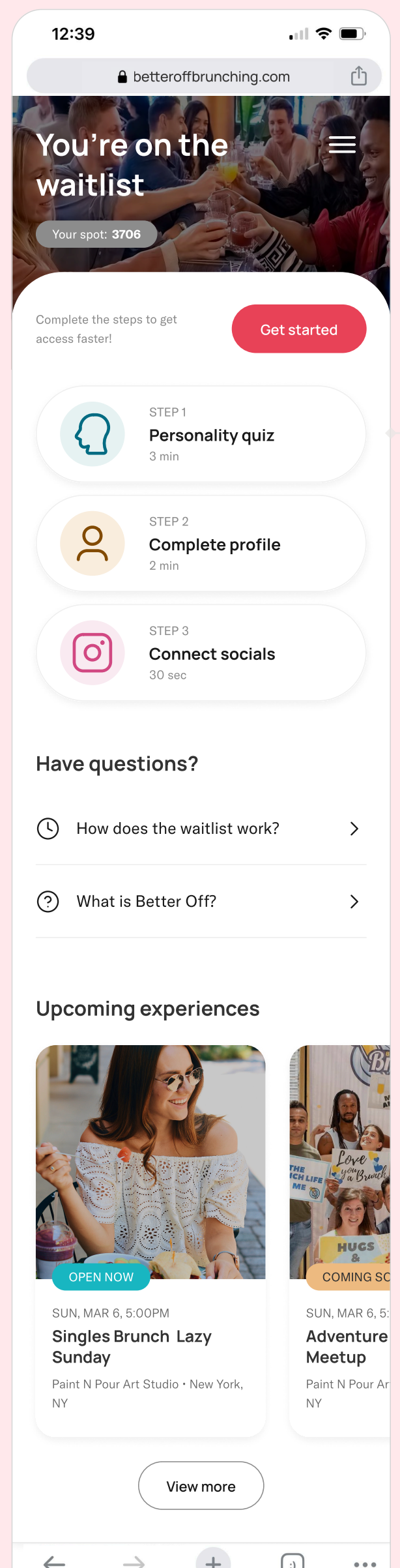
THE EVENT EXPERIENCE

CLEAR CTA

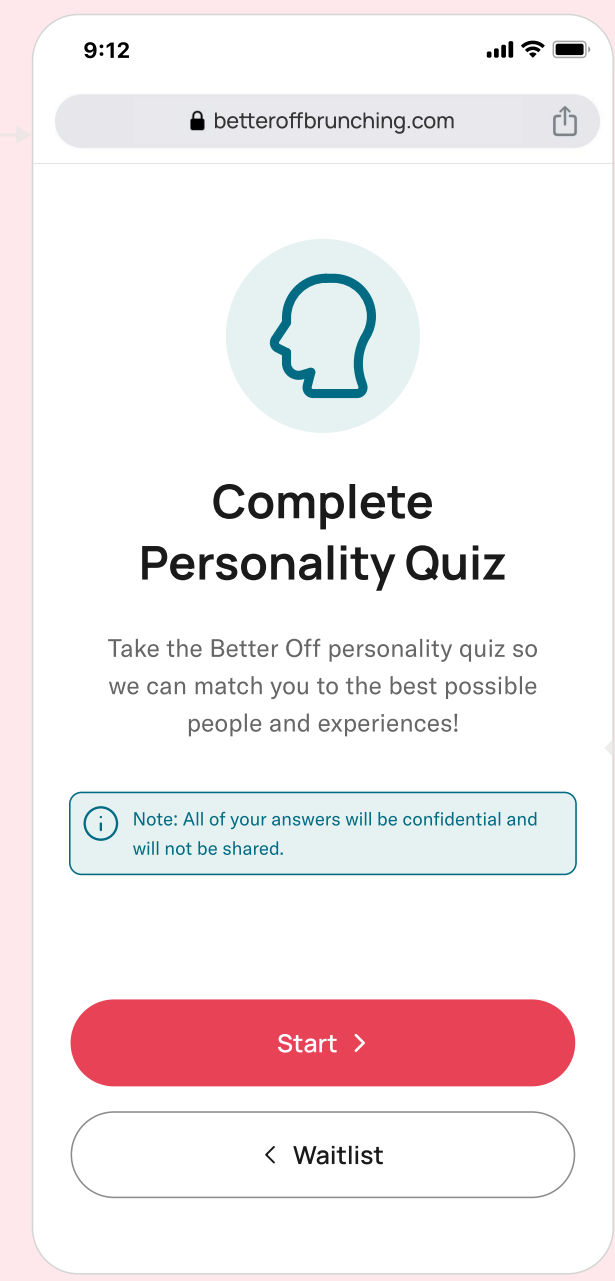
PRIORITIZED STEPS THAT THE USER CAN TAKE

FAQ

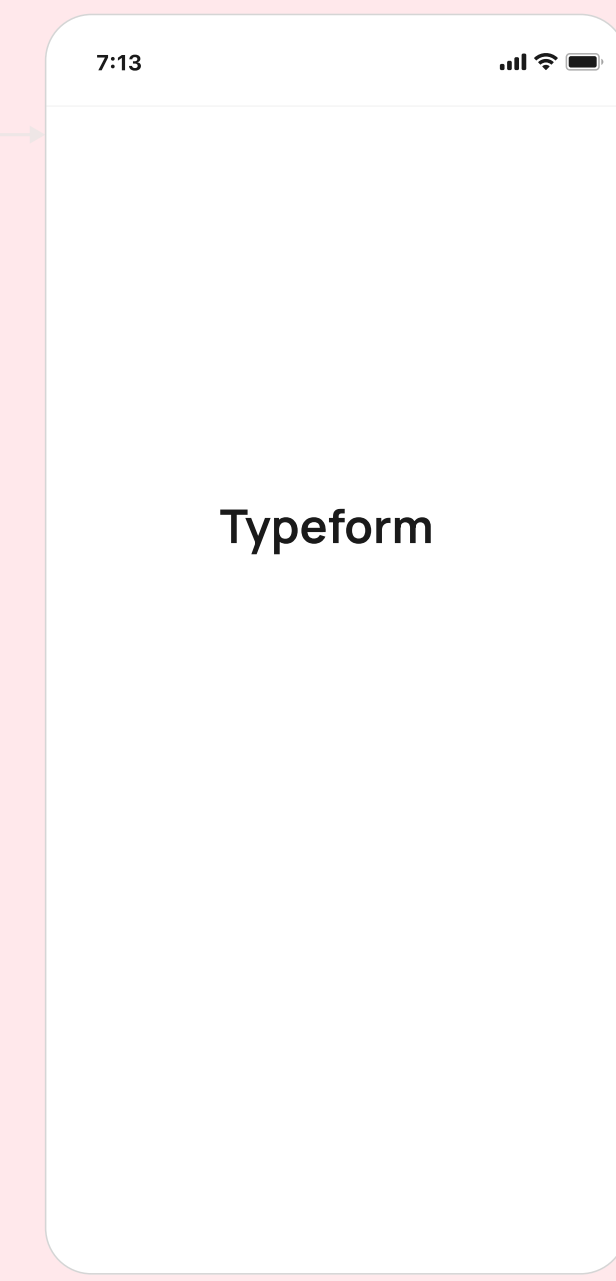
GET STARTED



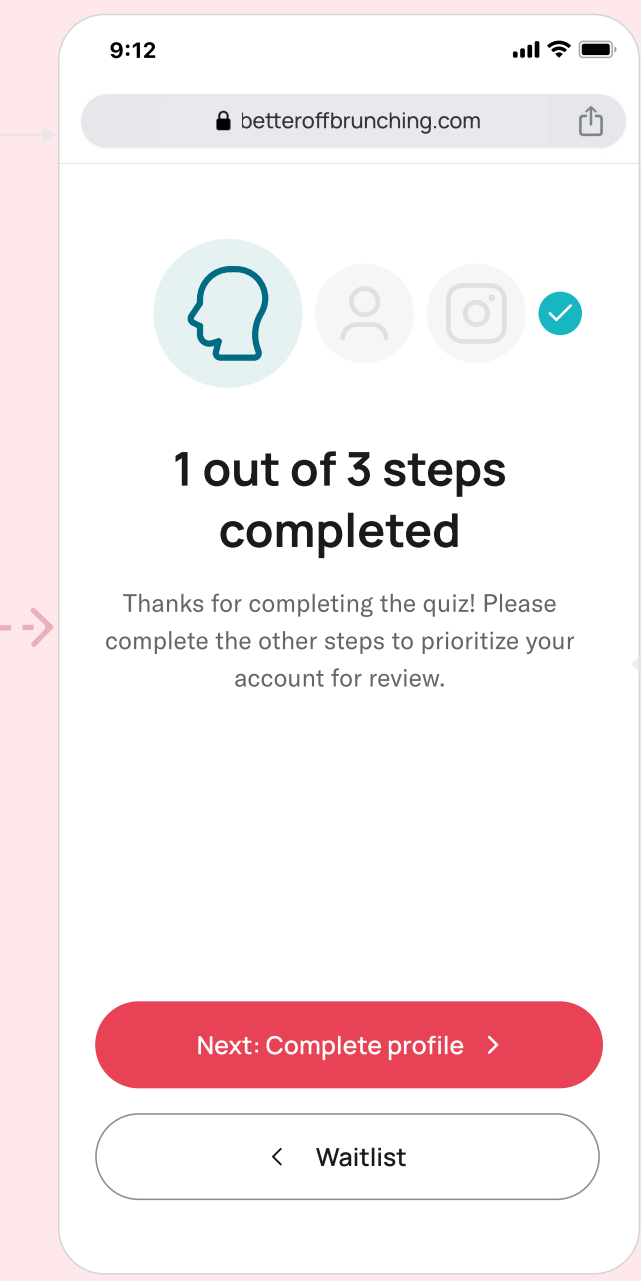
STEP 1 PERSONALITY QUIZ



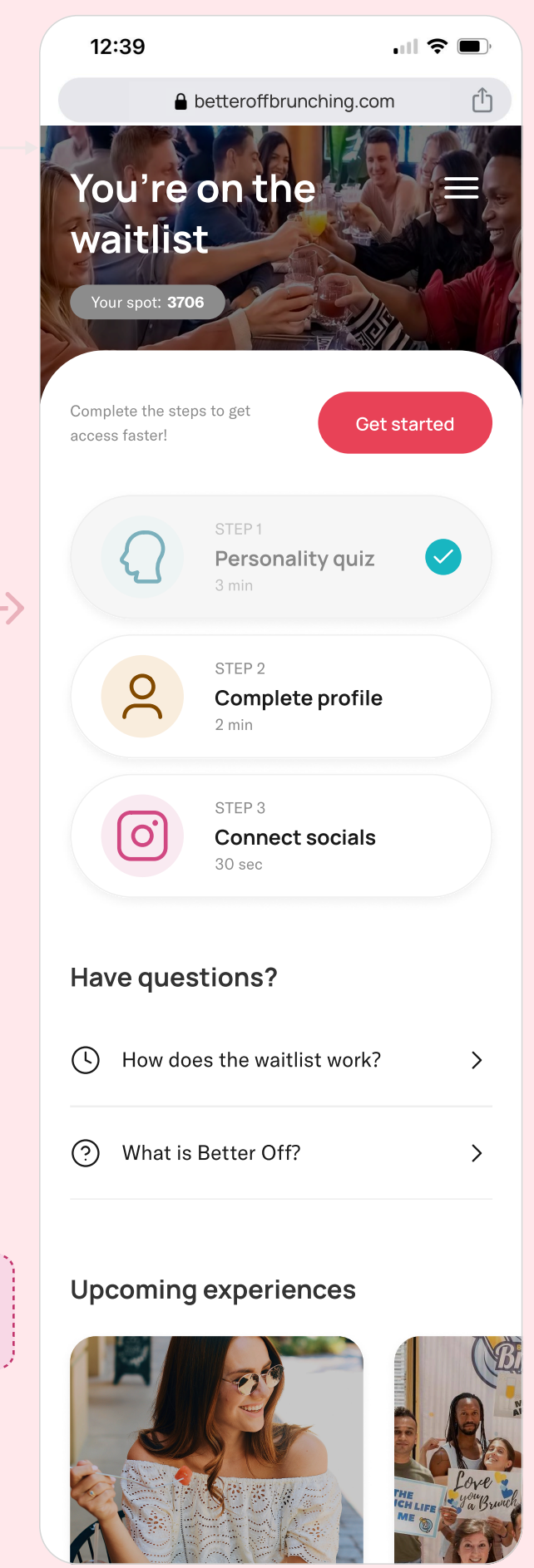
STEP 1 TYPEFORM



STEP 1 COMPLETED



STEP 1 DONE



REASONS WHY WE NEED THIS

PROGRESS INDICATOR

ABILITY TO GO BACK

PRIVACY ISSUES

REASONS WHY WE NEED THIS

STATUS

THANKS FOR YOUR TIME!

Want to see a full case study or hear more about my experience?

Let's talk:

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