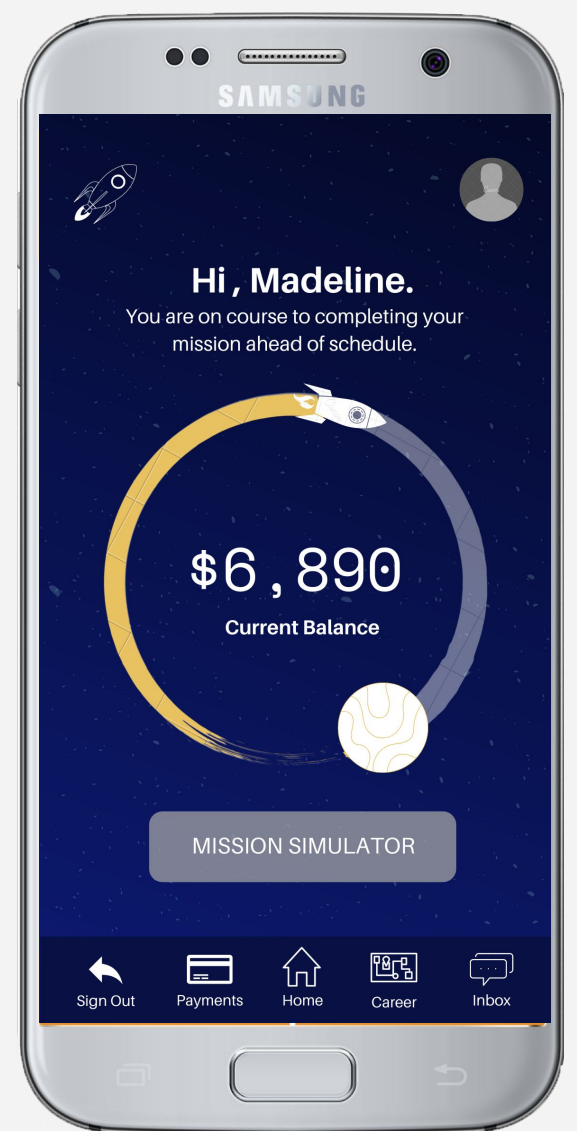


LAUNCH

Launch Enables Members to Manage Their Education Loans & Launch Their Career From Any Mobile Device.

Custom mobile app design for private education lender that provides education loans & career services for skills-based programs.

Launch is committed to closing the workforce gap by providing members with the fuel they need to take their career to new heights. This app design seamlessly combines their financial and career services into one accessible platform that enables users with the knowledge to chart their financial course and launch their careers. Majority of consumers already use mobile apps to pay bills, transfer funds, and make person-to-person payments, so a mobile loan management app brings Launch in line with leading industry standards. As a lending company, the Launch app primary function is to make loan management convenient and transparent. Additional app features, support positive debt management, include career resources, payment push notifications, and celebration notifications when loan repayment milestones are met.



After exploring personas, problems and testing sources of value in the financial app space, I focused the Launch prototype on key user stories:



“As a member, I want convenient access to my education loan, to keep track of my balance and make payments on time.”

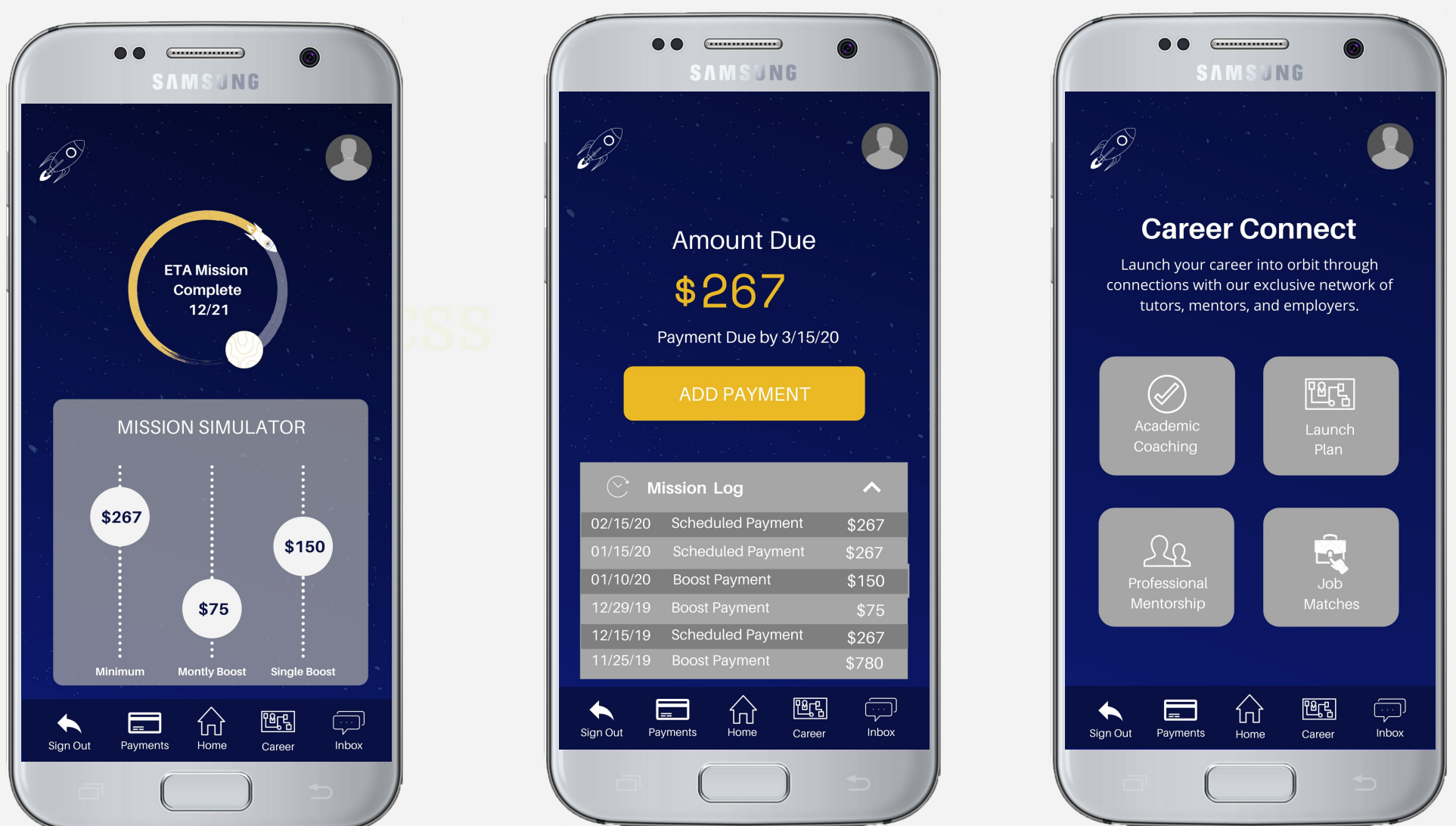
“As a member, I want easy access to career services, so I can advance my career quickly.”

Then I looked at UI patterns, created a paper prototype, and tested for usability.



Then, after a number of design iterations, I built an interactable prototype using inVision, Adobe, and Canva.

[\(Link to LAUNCH Prototype\)](#)



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