# **DESIGN** Portfolio

Calin Oliverio

Senior UX / Product Designer

# **HELLO** I’m Calin

I’m a Senior UX / Product Designer who specializes in turning complex workflows, fragmented information, and unclear product problems into systems people can actually use.

My work spans financial services, enterprise tools, early-stage products, and operational systems. I’ve led research, defined product direction, designed end-to-end workflows, built design systems, and worked closely with product, engineering, and subject-matter experts.
I’m strongest when the problem is messy, the domain is unfamiliar, and the solution requires understanding how the whole system works—not just designing the interface.

## Specialties:

- Complex Workflows & Systems
- Product Strategy & Research
- Enterprise & Data-Heavy UX
- Prototyping & Usability Testing
- Design Systems
- Service & Operational Design



# SELECTED WORK

1

## Olive River Contract Management

### 0→1 Systems & Service Design

Building the operating system behind a government contracting business.

2

## KYC Compliance Platform

### Enterprise Product Design & AI

Bringing fragmented KYC workflows into an integrated workspace for analysts.

3

## Installment Credit Strategy

### Research & Product Strategy

Defining market fit, product terms, and positioning across three European markets.

4

## Coral

### Early-Stage Product Design

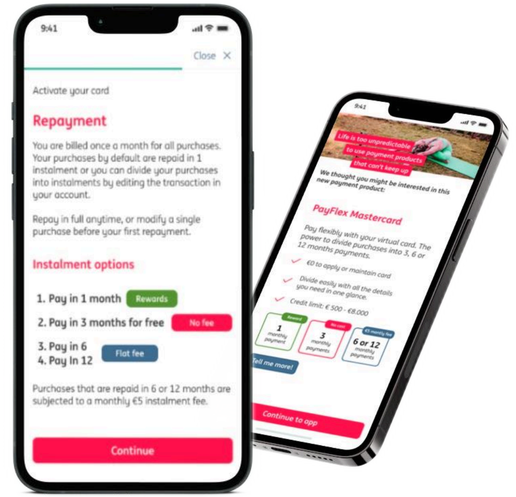
Using retailer research and rapid prototyping to help refocus a changing wholesale product.

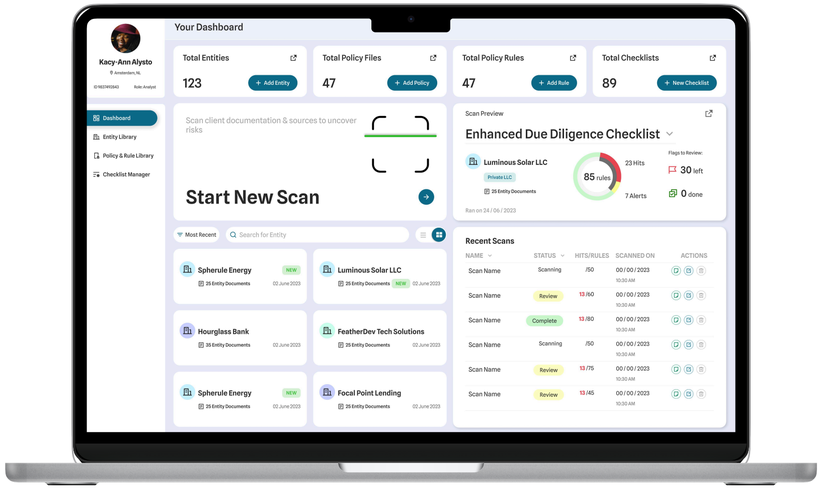
5

## Luggo

### Product Design & Analytics

Simplifying a travel booking flow while building the company's first design system and customer-insight program.



CURRENT WORK / IN PROGRESS

# Building a 0→1 Operating System for Government Contracting

Designing the workflows, information architecture, and service infrastructure for a government hospitality contractor

## PROJECT SNAPSHOT

COMPANY

Olive River Contract Management

ROLE

Founder — UX Systems & Service Design

USERS

Internal operations, co-founder, consultants

LOCATION

Denver, CO

EXTERNAL TOUCHPOINTS

Government contracting officers, government POCs, hotels & vendors

TOOLS

Figma Excel AI/ChatGPT Wix

## Project Overview

Olive River Contract Management provides lodging, transportation, and meeting-space solutions for government contracts.

I co-founded the business and was responsible for building the systems behind it from the ground up while my co-founder focused primarily on operations. There were no existing workflows, standards, databases, or documentation to inherit.

I designed the operating structure that connects opportunity research, vendor sourcing, bid preparation, contract tracking, communications, post-award coordination, billing, and feedback.

The work combines service design, information architecture, workflow design, automation, and operational UX in a live business environment.

## The Problem

Government contracting involves large amounts of information that must remain accurate across multiple stages of an opportunity.
For each solicitation, we may need to track requirements, hotels, contacts, rates, distances, documents, bid status, contracts, communications, rooming information, and post-award activity.

The two biggest operational challenges were:

- **Manual research**
  Hotel sourcing and information gathering could take several hours for a single opportunity.
- **Inconsistent information**
  The same data had to appear correctly across internal tracking, RFPs, proposals, emails, contracts, rooming lists, and other documents.

My goal was to create a system that reduced repetitive work while making information easier to find, verify, reuse, and hand off.

# Designing the business around a connected workflow

## Designing through real use

The first version of the system was based partly on domain knowledge I had gained doing similar work earlier in my career.

Once Olive River began using it, I continued redesigning the database around how my co-founder actually worked. I reorganized information, adjusted the workflow, and automated repetitive inputs rather than forcing operations to follow my original structure.

Because the system is used in day-to-day operations, friction in the actual workflow directly informs each iteration.

**Current scale**

**~100–125** government opportunities supported
**36** contracts won by the business
**~30 minutes** for hotel sourcing that previously required approximately 3–4 hours

I mapped the service from initial opportunity through post-stay feedback, then designed the tools and standards needed to support each stage:

**Opportunity → Requirements → Vendor sourcing → Verification → Proposal → Submission → Award → Stay coordination → Billing → Feedback**

## What I designed:

**Operational database**

- A central Excel system for hotels, rates, distances, requirements, contacts, opportunities, bid status, and contracts.

**Workflow & information architecture**

- A shared structure for managing opportunities, files, status, documentation, and handoffs.

**Reusable documentation**

- RFPs, proposals, email templates, rooming lists, communication standards, file naming, and filing conventions.

**External service touchpoints**

- Website, hotel/vendor communications, government POC communications, award handoff, and post-stay surveys.

**Reducing repetitive research**

- Hotel sourcing was one of the most time-intensive parts of the process.
- I introduced an AI-assisted workflow that generates potential hotels and gathers initial property information. Final hotel verification remains manual because bid-critical information must be accurate.

**Post-award workflow**

- POC communication, rooming-list management, billing support, and a structured feedback loop after completed stays.

Finance / FinTech

# Transforming KYC Compliance

## Designing an integrated workspace for KYC/AML Analysts

### PROJECT SNAPSHOT

**ORGANIZATION**

Synechron Labs

**USERS**

KYC Analysts & KYC Managers

**ROLE**

Senior Product Designer

**LOCATION**

Amsterdam, the Netherlands

**TEAM**

Department Lead, Product Owner, Product Manager, Business Analysts, two Junior UX Designers, Front-End & Back-End Engineers, and Data Science

**TOOLS**

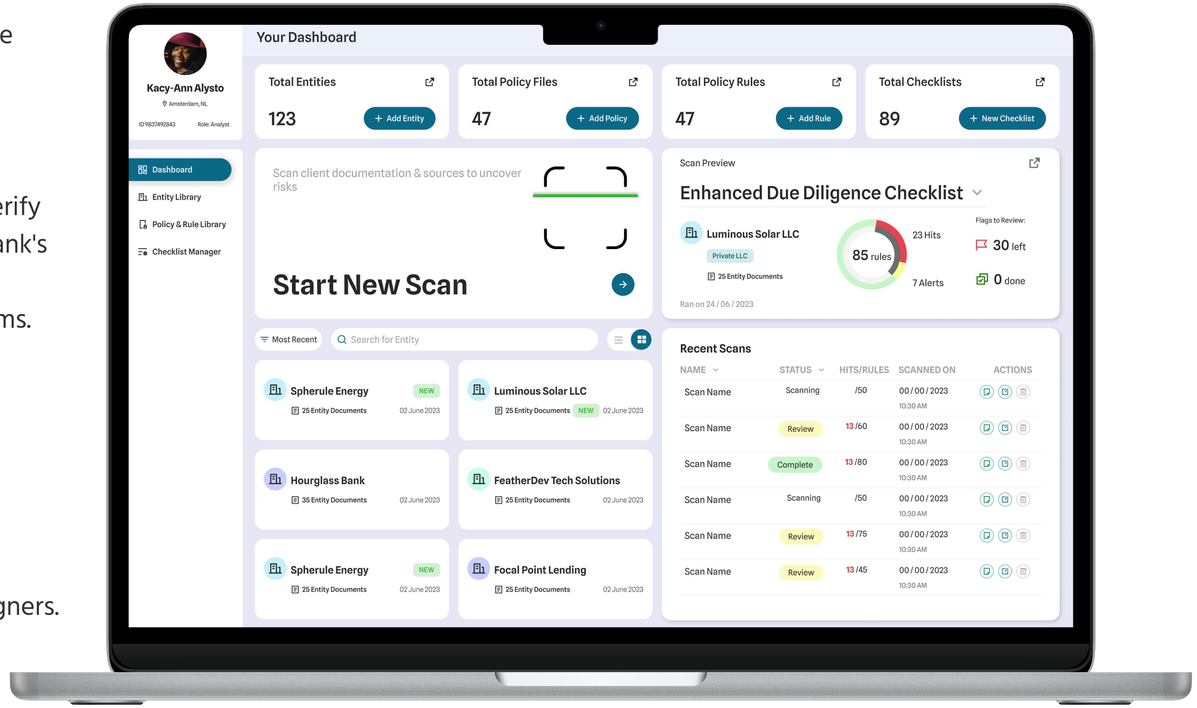
Figma & FigJam  Office  miro

## Project Overview

This project was developed within Synechron Labs, the innovation arm of a global digital consulting company with a strong financial-services focus.

KYC (Know Your Customer) and AML (Anti-Money Laundering) reviews require Analysts to collect and verify client information, assess risk, and document that a bank's regulatory requirements have been met. Much of this work was still manual and spread across several systems.

Our goal was to develop a configurable KYC/AML product that financial institutions could white-label and adapt to their own policies and processes.




## My Role

I led product design and managed two junior UX designers. I owned the overall design direction, journey maps, workflows, user flows, wireframes, final UI, design system, prototype, and handoff documentation.

# Transforming KYC Compliance - Problem

Finance / FinTech

## A fragmented & manual process

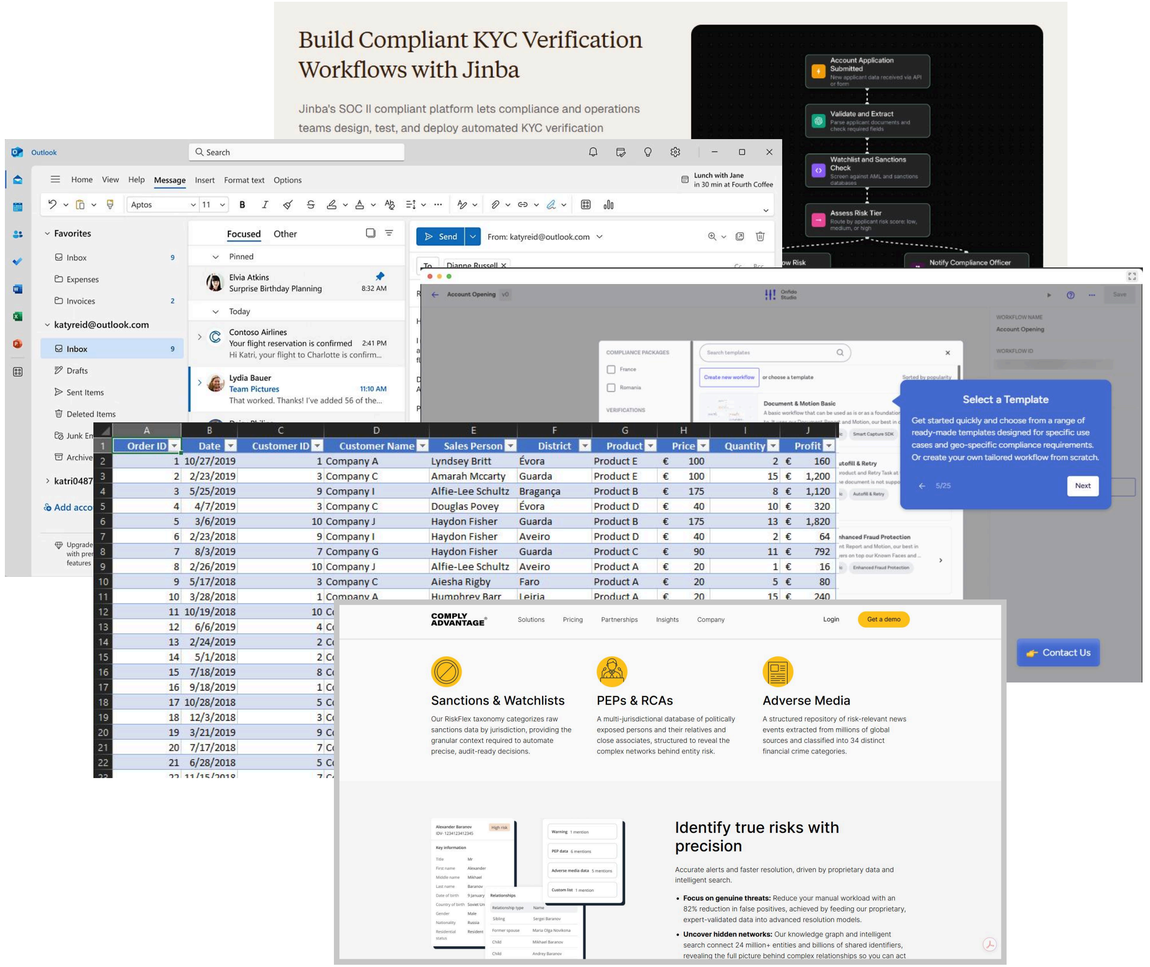
### One case required several disconnected tools

KYC Analysts moved between case-management software, spreadsheets, Word documents, email, online research, client files, and internal policies to complete their work.

Much of the process involved repetitive data entry and manually finding, checking, and documenting information. Analysts also worked with long and complex client and policy documents, where the information they needed was rarely presented as a direct answer.

They first had to find the relevant source, interpret it, and determine how it applied to the client and the bank's policies.

The opportunity was larger than improving case management. We needed to bring more of the workflow together without losing the controls and review steps required in KYC.



Finance / FinTech

# Understanding how Analysts actually work

## We needed the domain knowledge before we could design the workflow

Our first challenge was understanding the details of a specialized financial process.

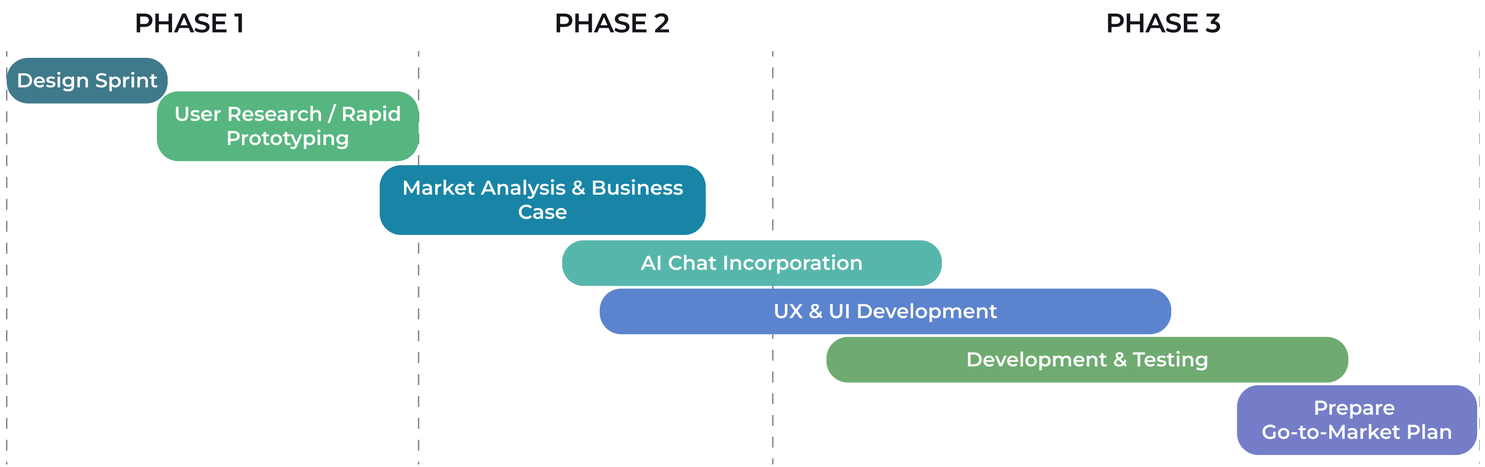
We worked with two experienced KYC Analysts and Synechron's KYC department lead through observation sessions, document reviews, process mapping, workshops, and collaborative design sessions.

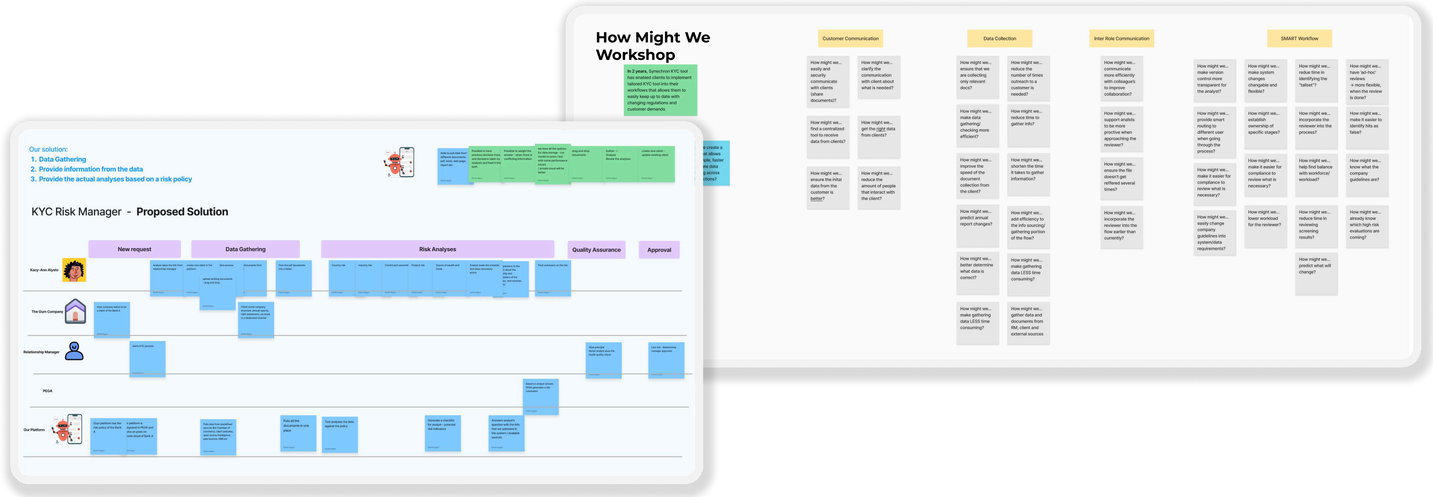
Privacy restrictions limited what we could observe in live client cases, so we used guided walkthroughs and controlled examples where necessary.

These sessions helped us understand how Analysts made decisions, where information came from, what needed to be documented, and how individual tasks connected across a case.

Our early prototype reflected a broad understanding of the process. Interviews and workshops exposed the details we were missing and shaped the more developed workflows that followed.

## Project Timeline



# Transforming KYC Compliance - Process

Finance / FinTech

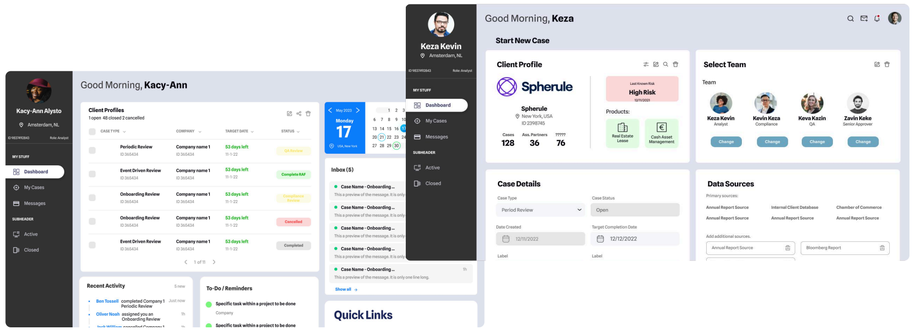
# Turning the process into a product

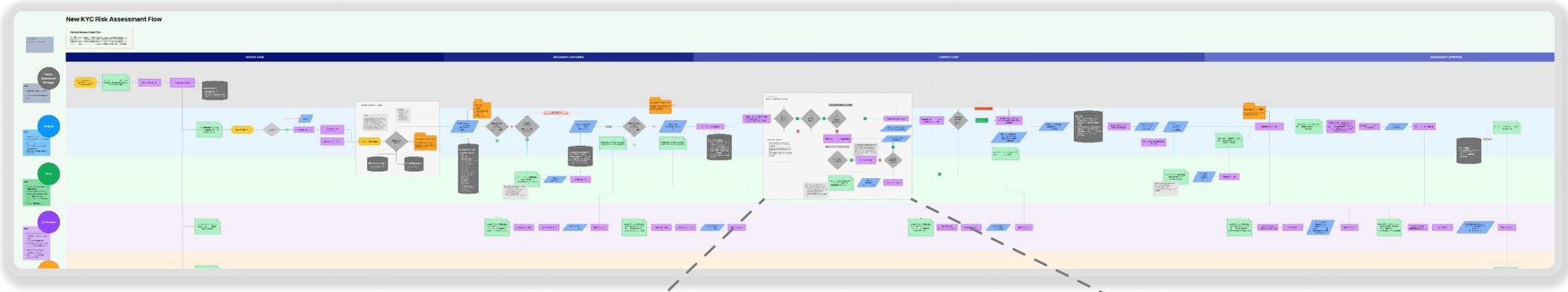
## Research defined the structure of the tool

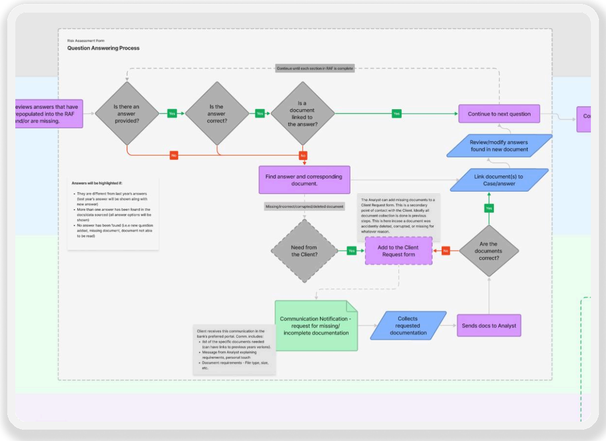
I translated what we learned into journey maps, user flows, task workflows, and increasingly detailed prototypes.

This helped us define how the product should handle:

- Client and case information
- Rules and configurable checklists
- Risk calculations and flags
- Case progress and outstanding work
- Communication within a case
- Client and policy documents
- Supporting evidence for reviews




I led the design direction and created the core UX and UI. Two junior designers supported production, components, selected screen layouts, and presentations. I assigned and reviewed their work and helped them work through the financial processes when needed.

Product decisions were made collaboratively with the KYC lead, Product, Business Analysis, Engineering, and Data Science.

# Designing AI around verification

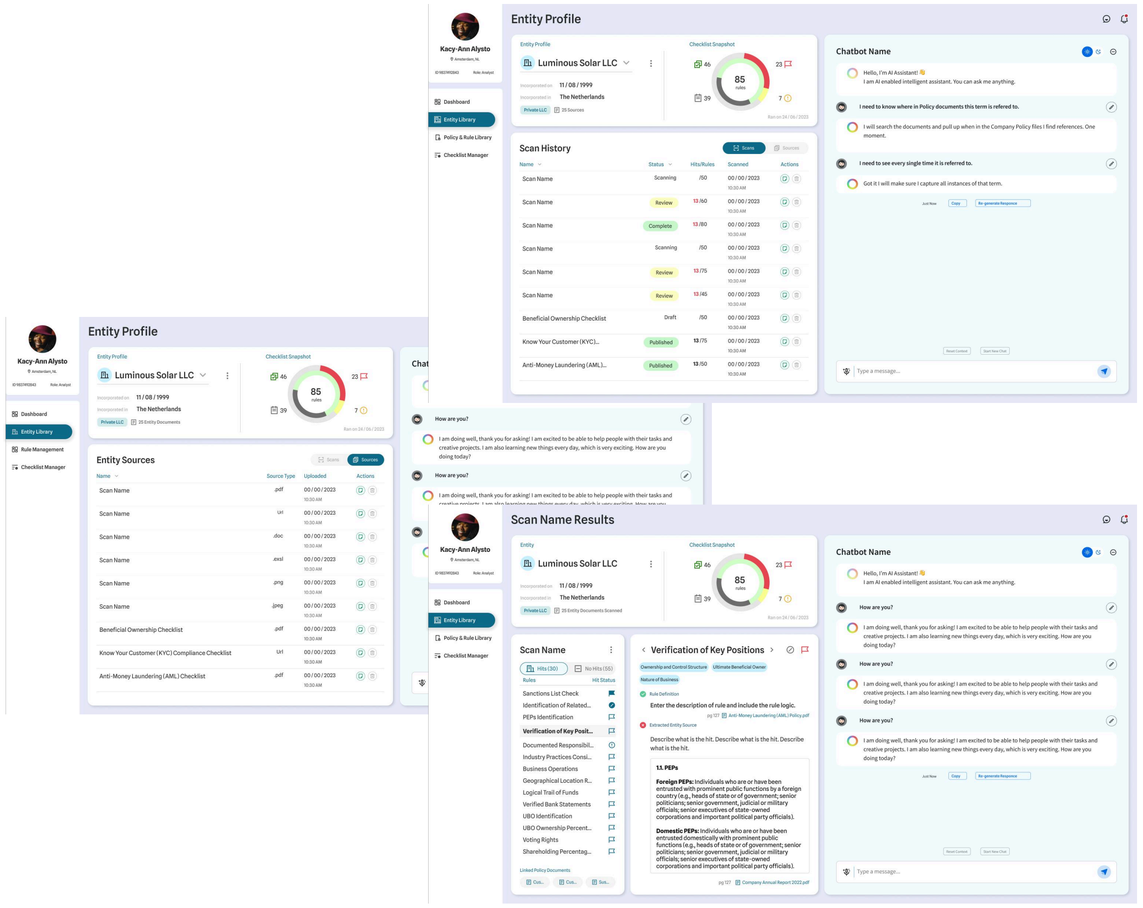
## Helping Analysts search documents without removing their judgment

AI-assisted document review was part of the concept, but the technology was still new and its capabilities were not well understood. Design, engineering, and data science worked closely together to determine what would be useful and realistically supported.

The primary use case was reducing manual document review and information retrieval. Analysts could ask a question in natural language and receive an answer alongside the sources used to produce it.

Selecting a source opened the relevant document, moved directly to the applicable section, and highlighted the supporting information. The Analyst could then verify the evidence before using the answer in their work.

Because the platform would contain sensitive client and compliance information, the concept was designed for use within a financial institution's own environment rather than through a shared external AI platform.



# Transforming KYC Compliance - Solution

Finance / FinTech

# An integrated KYC workspace

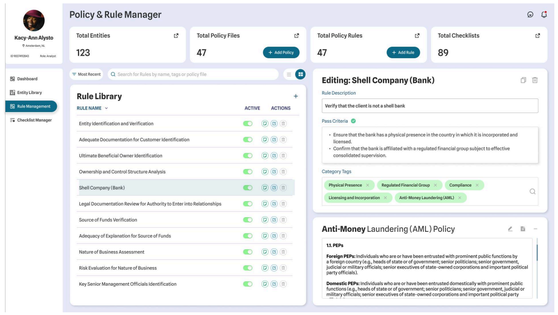
## Bringing the work surrounding a case into one platform

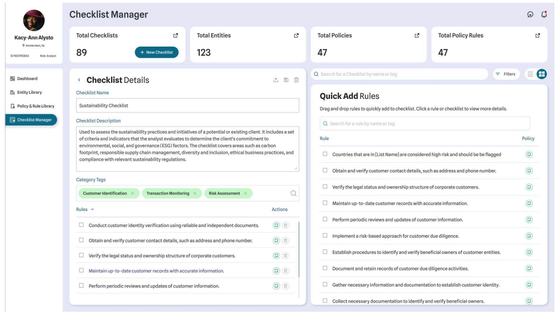
The concept brought functions previously spread across several tools into a single KYC workspace.

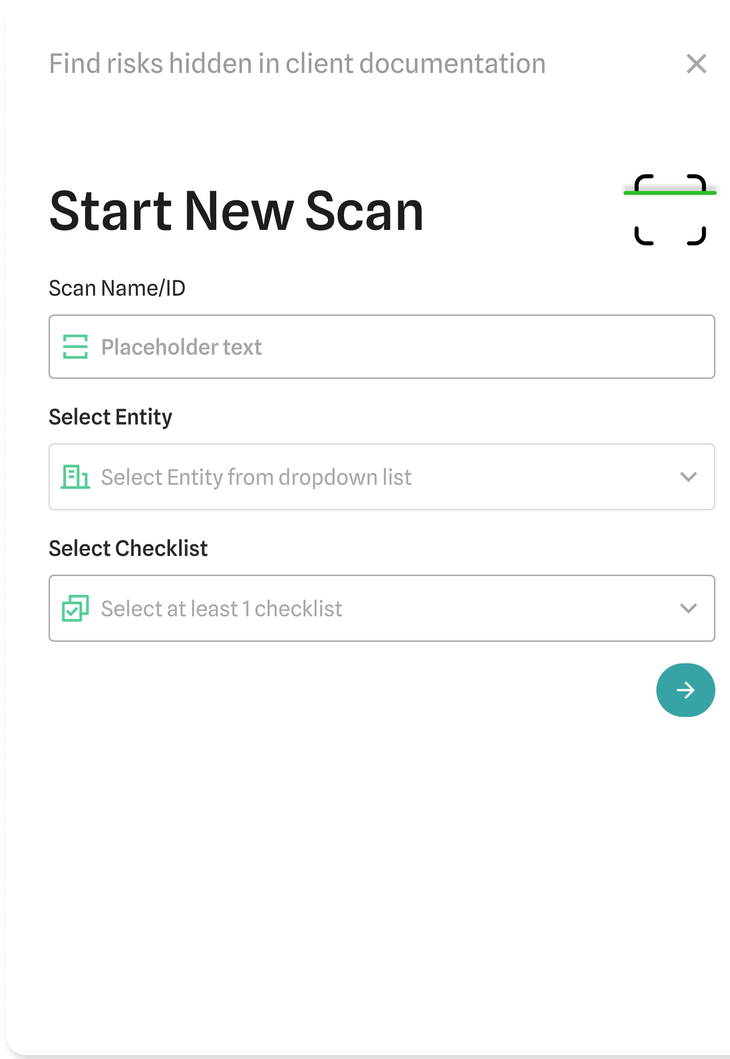
The proposed workspace allowed Analysts to:

- Manage clients and cases
- Create and run configurable checklists
- Maintain policy rules
- Use checklist results to support risk calculations
- Flag areas requiring further review
- Track progress and outstanding tasks
- Communicate with colleagues within the case
- Manage client and policy documents
- Search those documents with AI assistance and verify the sources

This kept more of the case history, communication, evidence, and review process together instead of distributing it across separate files and systems.



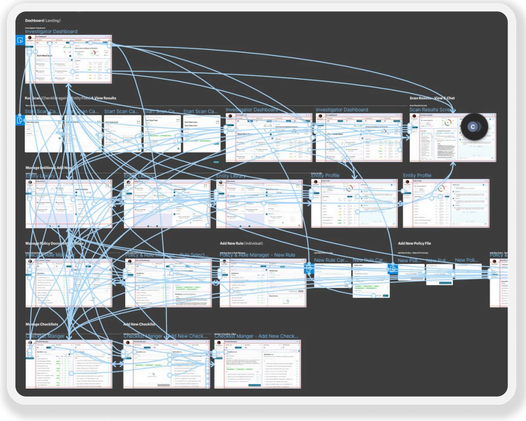
# Explore the interactive prototype

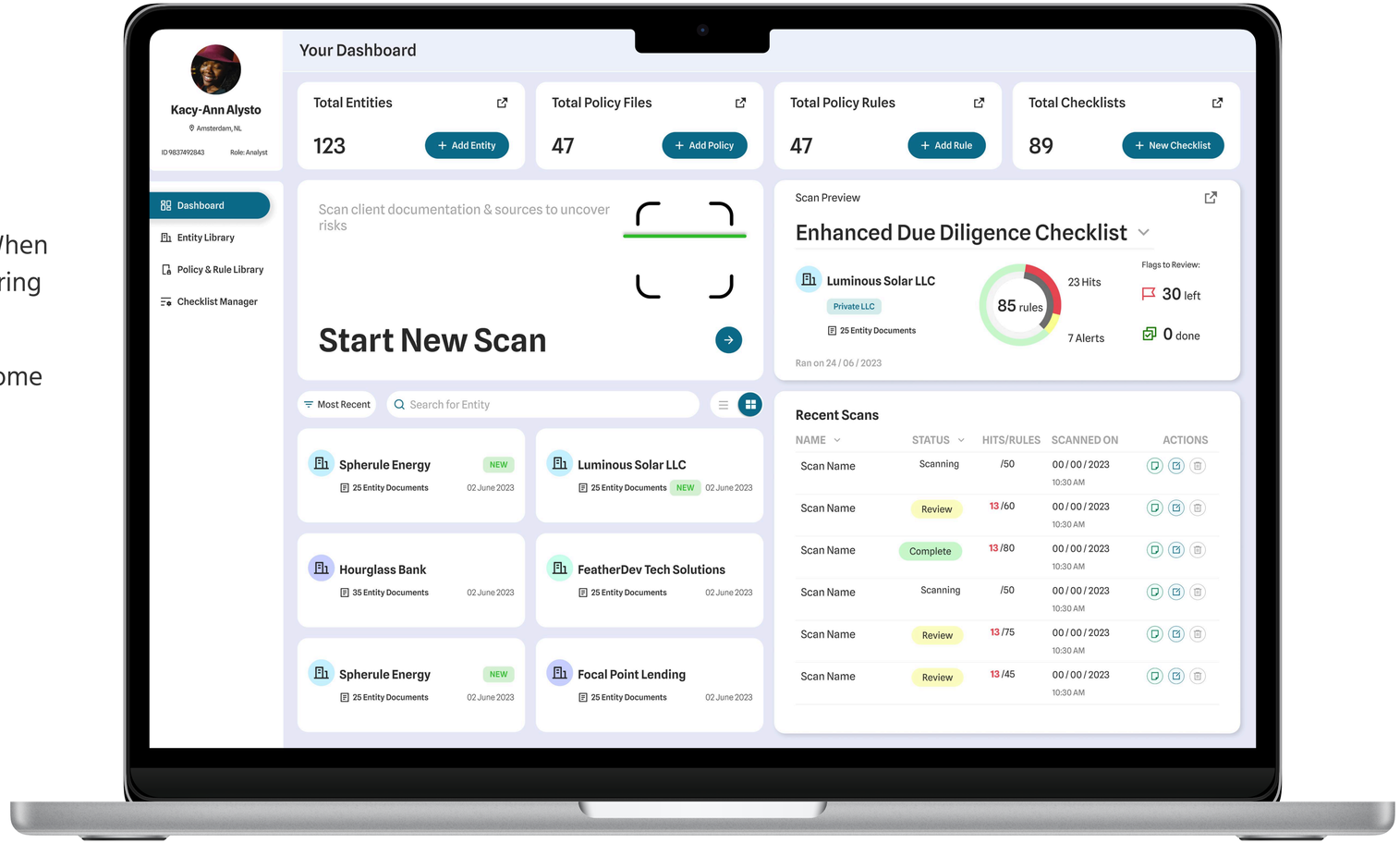
View Interactive Prototype

## Where the project ended for me

The team produced a functioning demo using simulated data. When I left Synechron, I had completed an interactive prototype covering approximately 50% of the planned functionality.

I left before the product was completed or its commercial outcome was confirmed, so I do not include implementation or adoption results in this case study.





Finance / Research

# Defining an Installment Credit Product Across Three European Markets

## Researching market fit, product terms, & positioning for a Tier 1 European bank

### PROJECT SNAPSHOT

**COMPANY**

*Synechron* & Tier 1 Bank

**MARKETS**

Netherlands, Belgium, & Germany

**ROLE**

Senior UX Designer

**USERS**

Bank customers

**TEAM**

PM, Senior UX Designer, Junior UX Designer, Service Designer, Stakeholders

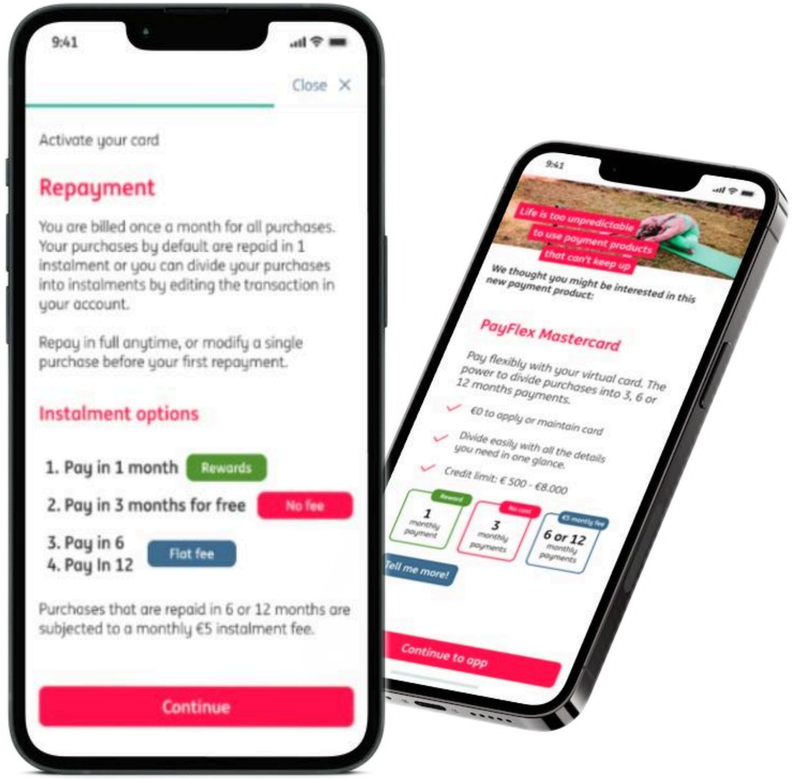
**TOOLS**

Figma & FigJam · Office · Google Meet · SurveyMonkey

## Project Overview

A confidential Tier 1 European bank was preparing a new installment-based credit product in response to changes in how credit interest would be regulated across the EU. An earlier Visa study provided a starting point, but the bank still needed deeper research before choosing a launch market or defining the product.

Our brief covered the Netherlands, Belgium, and Germany. We researched market receptiveness as well as the details that would shape the offer, including repayment periods, fees, interest, benefits, card format, messaging, and placement within the banking experience.




## My Role

I initially owned the quantitative research, participant recruitment, prototype, design system, and testing.

Early in the project, the second senior designer became unavailable, so I also took over the qualitative research and systems work while mentoring the junior designer.

I led most of the project until additional support was assigned, then worked with my department lead on synthesis and final recommendations.

# Defining a BNPL Product Across Markets - Problem

Finance / Research

## The product category was decided. The product was not.

### The bank needed to know where & how to launch

The client knew it needed an installment-based credit product, but most of the decisions that would make it useful and competitive were still open.

We needed to determine which market was most receptive, how customers perceived BNPL and credit, which repayment structures and costs were acceptable, whether users wanted a physical or virtual card, which benefits mattered, and how the product should be positioned within the existing banking experience.

The bank expected the Netherlands to be the strongest entry market. Our role was to test that assumption rather than design around it.




Images have been distorted to maintain client anonymity. Certain details have been omitted or modified to preserve the confidentiality of the client and the research.

# Defining a BNPL Product Across Markets - Approach

Finance / Research

## Two research rounds across three markets

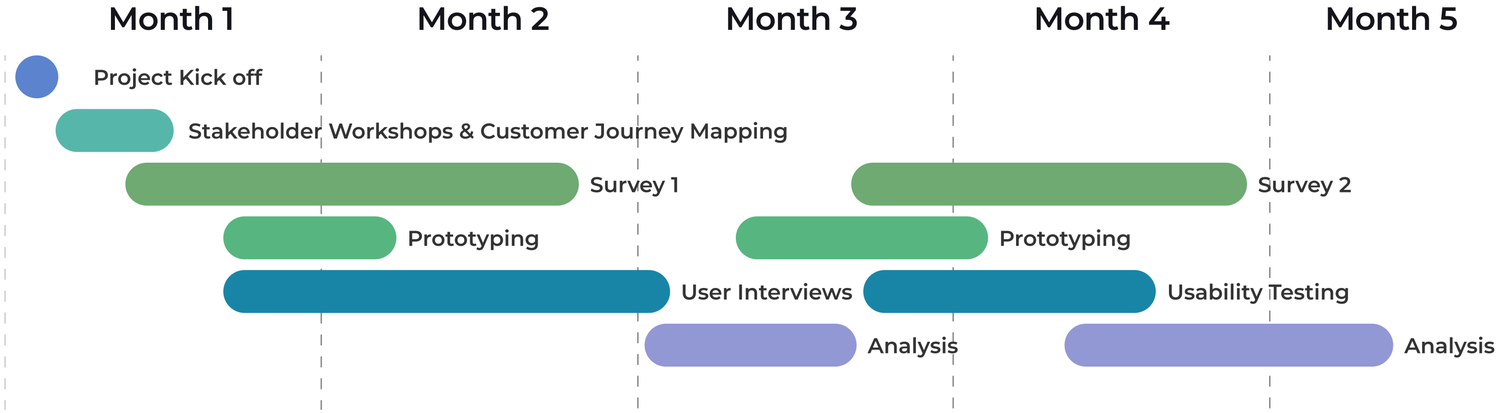
### Combining quantitative scale with qualitative depth

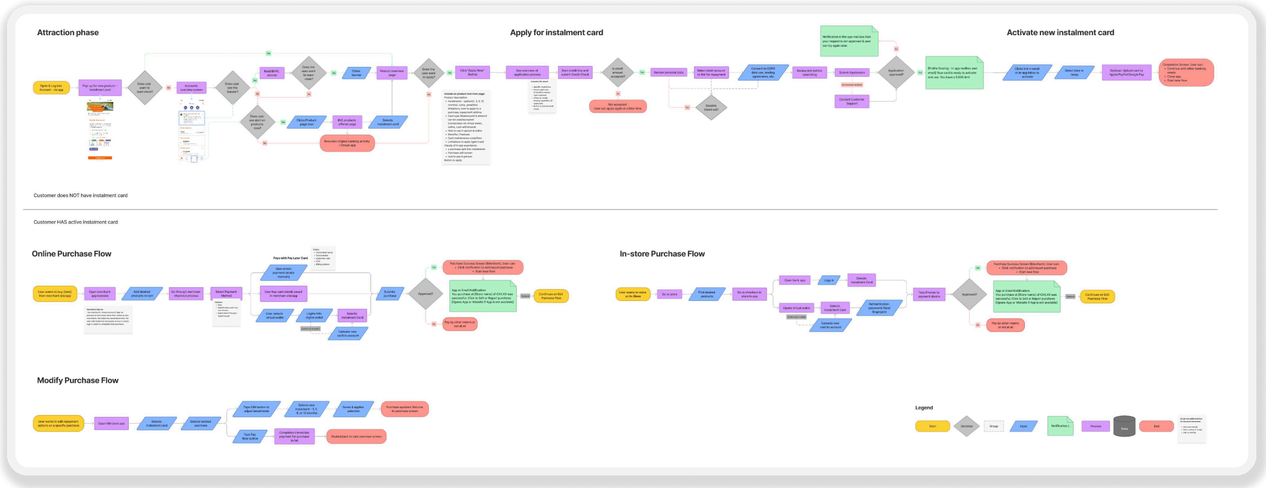
We ran two research rounds over five months. Across both rounds, we collected 1,500+ survey responses, with roughly 700–800 responses per round, and conducted 40+ interviews across the Netherlands, Belgium, and Germany.

Participants were recruited through research agencies, paid recruitment, social channels, and professional networks.

The prototypes followed the client's design system but removed identifying branding because the bank needed to remain anonymous during the research.

### Project Timeline



# Defining a BNPL Product Across Markets - Approach

Finance / Research

## Research and design evolved together

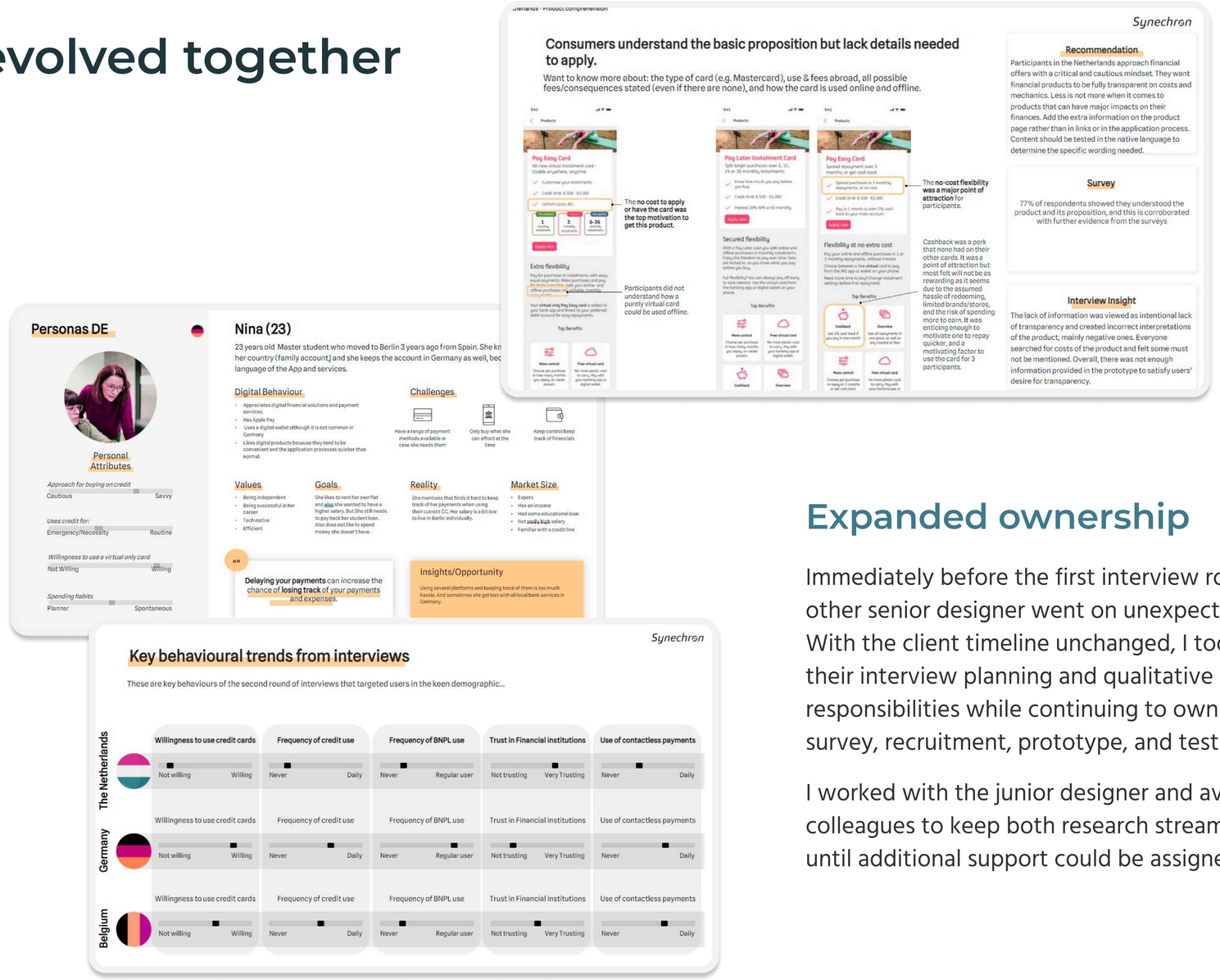
### Each round changed the next version of the product

This was not a research-first, design-second process. I developed the prototype alongside the research so we could use each round to test increasingly specific product decisions.

Survey results, interviews, and prototype feedback led us to change:

- Terminology and messaging
- Information hierarchy and presentation
- Repayment options
- Fees and costs
- Product benefits
- Positioning
- Feature priorities

The second round then tested the revised concept and helped us understand where preferences were shared across markets and where they differed.




### Expanded ownership

Immediately before the first interview round, the other senior designer went on unexpected leave. With the client timeline unchanged, I took over their interview planning and qualitative research responsibilities while continuing to own the survey, recruitment, prototype, and testing.

I worked with the junior designer and available colleagues to keep both research streams moving until additional support could be assigned.

# Turning research into product strategy

## We were defining more than an interface

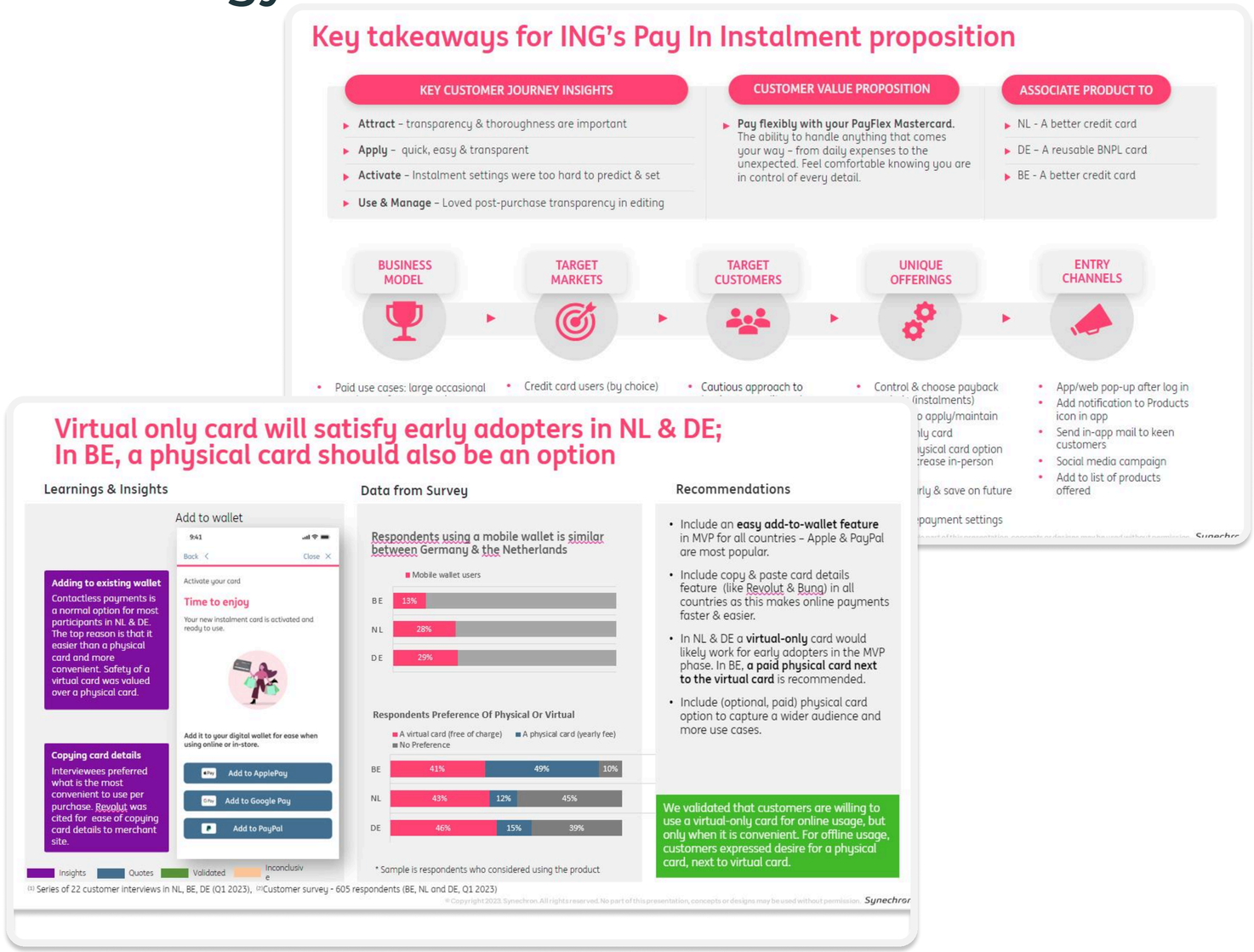
The purpose of the research was not simply to identify usability issues. We needed to translate consumer behavior into decisions the bank could use to define the product.

I worked with my department lead to synthesize the quantitative and qualitative findings across all three markets. We compared what participants said with how they responded to product concepts, identified recurring patterns and market differences, and used those findings to shape the core product recommendation.

The team translated the research into:

**Core MVP** - features and terms that could support the product across all three markets.
Market-specific priorities - country-level feature prioritization based on differences in customer needs and expectations.

**Positioning** - recommendations for how the product should be presented and explained in each market.



# The research changed the market strategy

## The strongest opportunity was not where the client expected

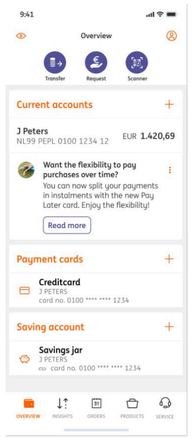
One of the clearest findings challenged the bank's original assumption.

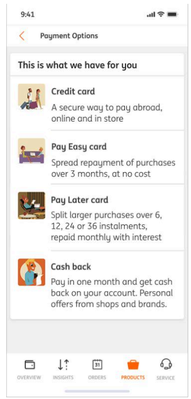
The Netherlands had been expected to provide the strongest entry point. In our research, **Belgium and Germany showed stronger receptiveness to the product.**

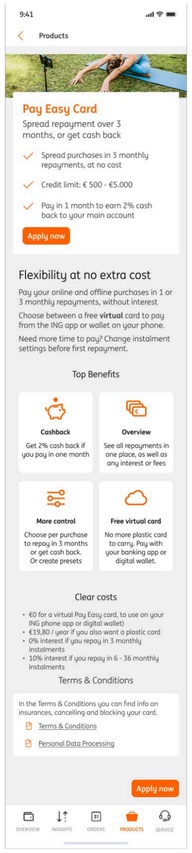
Our participants also showed meaningful differences in how they viewed credit. In the Netherlands, credit was more often associated with debt and poor financial management, which affected both interest in the product and how it needed to be positioned.

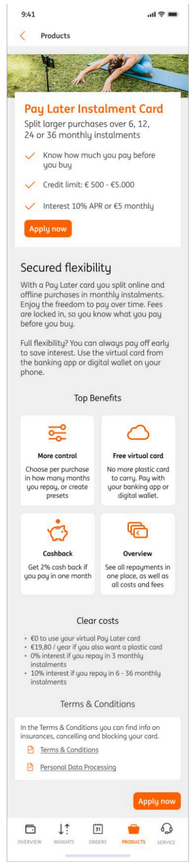
Preferences also differed at the feature level. For example, our findings indicated that a virtual-only card could satisfy early adopters in the Netherlands and Germany, while Belgian participants showed a stronger need for a physical-card option.

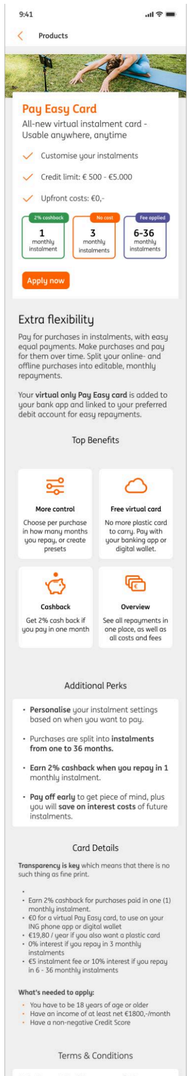
Research also changed the proposed repayment terms, costs, messaging, benefits, and presentation of the product.

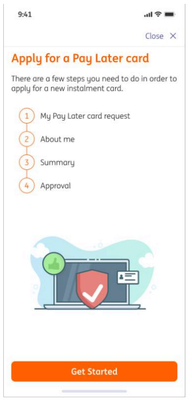


# Defining a BNPL Product Across Markets - Solution

Finance / Research

## From research findings to a product direction

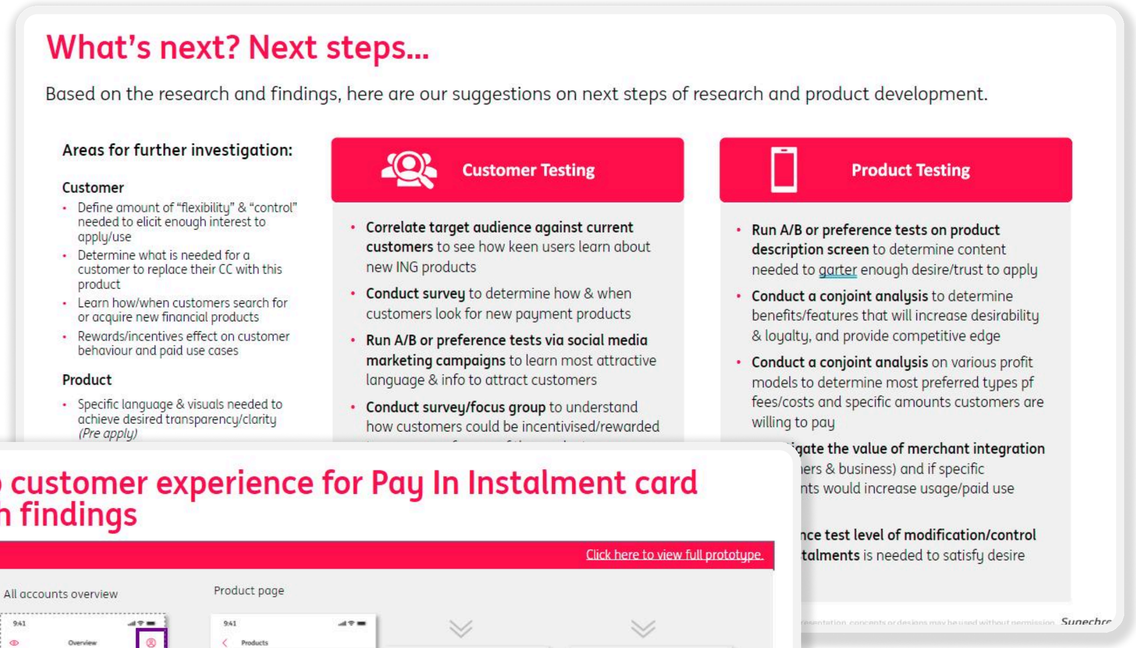
The final recommendation combined a shared BNPL product with country-specific feature priorities and positioning.

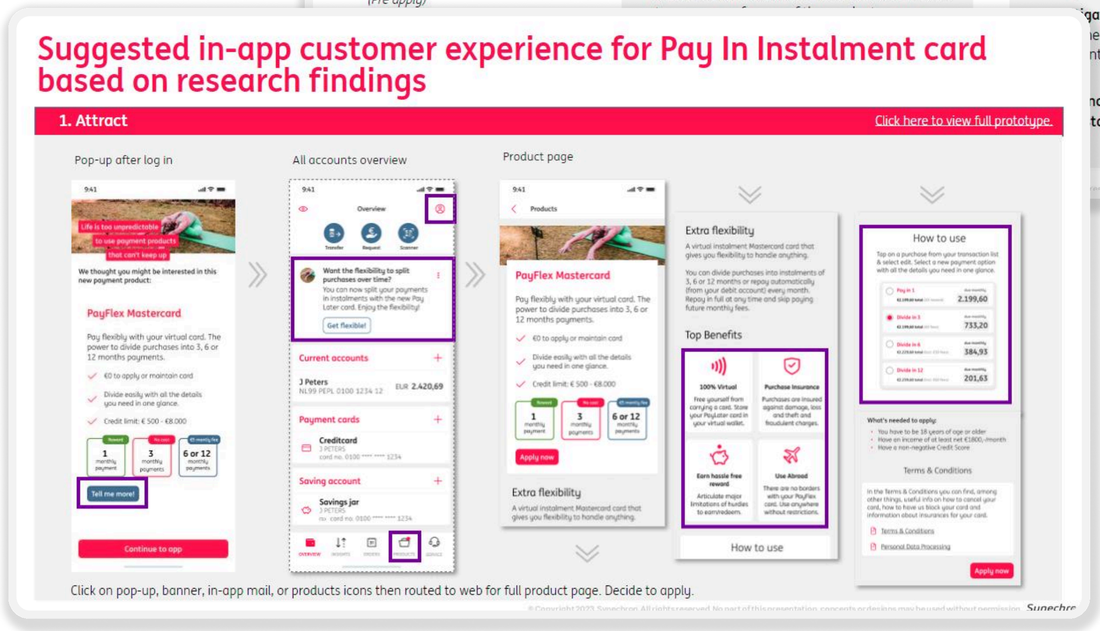
Rather than assuming one configuration would work equally well across all three markets, the bank received a core MVP supported by research, along with guidance on where the experience should adapt by country.

## Final delivery

The engagement produced a clickable prototype, two rounds of quantitative and qualitative research, personas and behavioral insights, customer journeys and product flows, market comparisons, a core MVP recommendation, country-specific feature prioritization and positioning, and recommendations for additional customer and product testing.

The final research and strategy report was approximately 60–70 pages, in addition to numerous support documents.
Our engagement ended after the research and product recommendations were delivered. I was not involved in the bank's subsequent development or launch decisions, so I do not claim an implementation outcome.



Ecommerce / Wholesale

COMPANY

Coral

USERS/AUDIENCE

Small grocers, cafés, vendors, and store managers

ROLE

Sole Product Designer

LOCATION

London & Amsterdam

TEAM

Product Lead, Engineering, Data, Marketing, and wholesale-market specialists

TOOLS

Figma Google Analytics

maze mouseflow

Canva Notion

# Refocusing a Wholesale Product During a Startup Pivot

Using retailer research & rapid product design to give an evolving product clearer direction

## Project Overview

Coral was a London-based wholesale startup serving small grocers, cafés, and independent retailers.

When I joined, Coral already had a live product, but it had significant usability issues, unresolved customer complaints, and gaps in information required for the service. The company had also changed direction several times and was actively exploring what its next version should become.

As the sole Product Designer, I partnered with the Product Lead to improve the existing experience while researching and prototyping possible directions for the product.




## My Role

I owned UX and UI design, user research, usability testing, product flows, the component system, prototyping, and developer handoff.

I also created an internal support-ticketing process after identifying that customer issues were being reported without a reliable way to track recurring problems or whether they had been resolved.

# A live product without a clear next direction

## Improving the experience while the business itself was changing

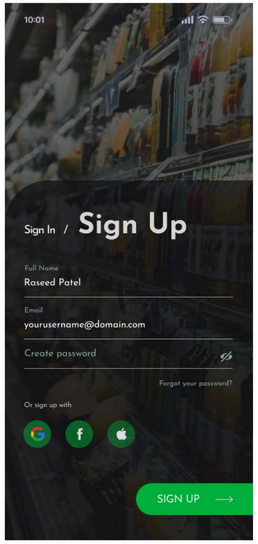
Coral began as a wholesaler and had already gone through several changes in direction by the time I joined.

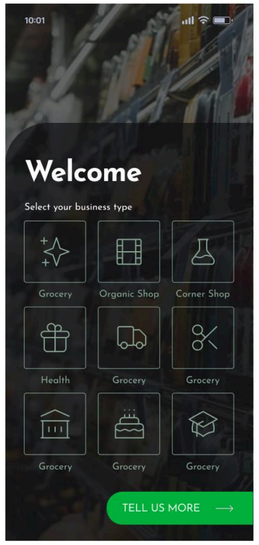
The existing product needed work, but the larger question was what Coral should become next. Leadership was considering multiple ways to improve its position in the wholesale market, while the product team still needed to support existing users.

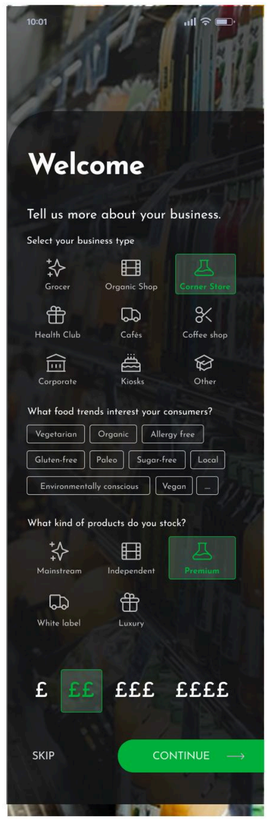
That created several overlapping problems:

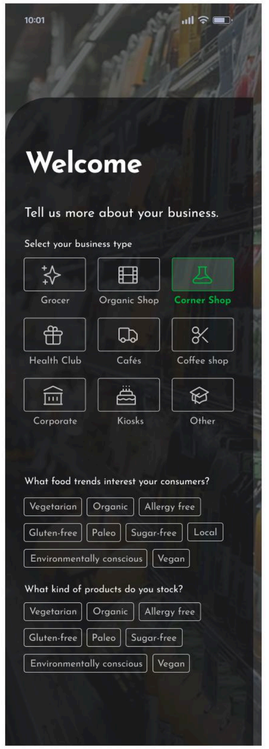
- The live experience had usability issues.
- Customer complaints were not being systematically tracked.
- Some required product information was missing.
- Leadership was exploring several competing product directions.
- The team had limited direct evidence about what retailers valued most.

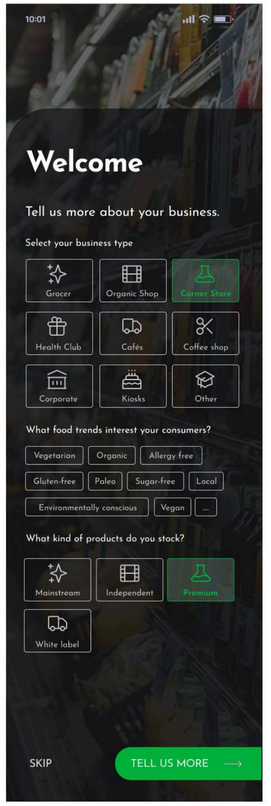
My role was therefore not simply to redesign the current app. I needed to help the Product Lead understand which problems were worth solving and turn those possibilities into concepts we could evaluate with real retailers.



# Understanding how retailers choose suppliers

I interviewed five to six shop owners and managers to understand how they sourced products, compared wholesalers, and made purchasing decisions. Three findings strongly influenced the product direction.

## Comparing prices was difficult

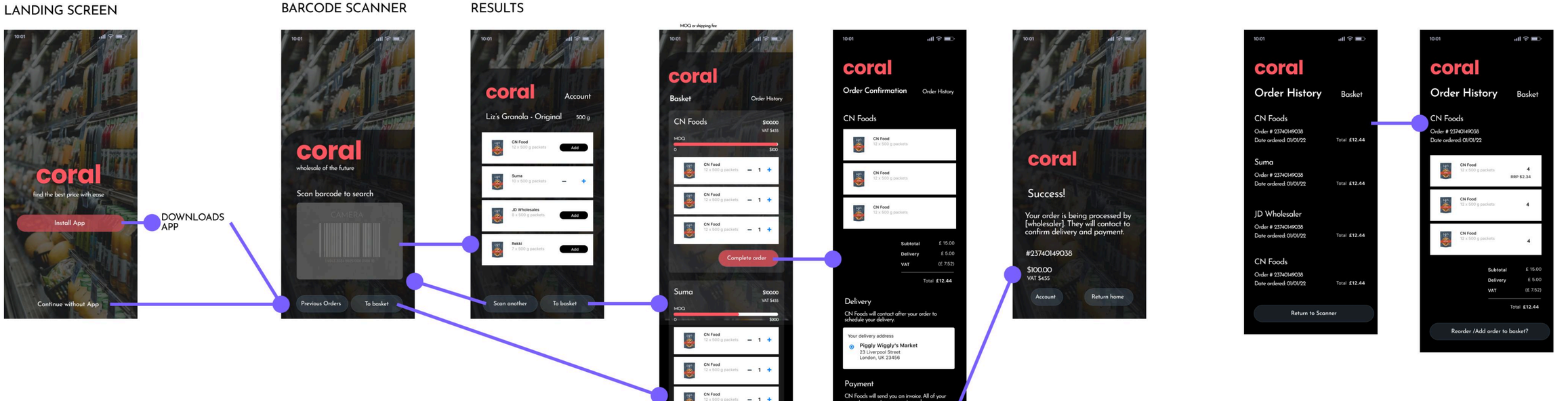
Retailers wanted a faster way to understand which wholesaler offered the best price without checking multiple suppliers individually.

## Mobile browsing needed to be easier

Users often needed to review stock quickly on their phones. They wanted products to be easy to browse, scan, and compare without navigating a complicated purchasing experience.

## Supplier loyalty was limited

Retailers generally cared more about getting the right products at the best price than remaining loyal to a particular wholesaler. These findings shifted the product conversation away from building loyalty to Coral itself and toward helping retailers compare options and order stock with less effort.



# Turning an unstable direction into something testable

## Using prototypes to make product decisions concrete

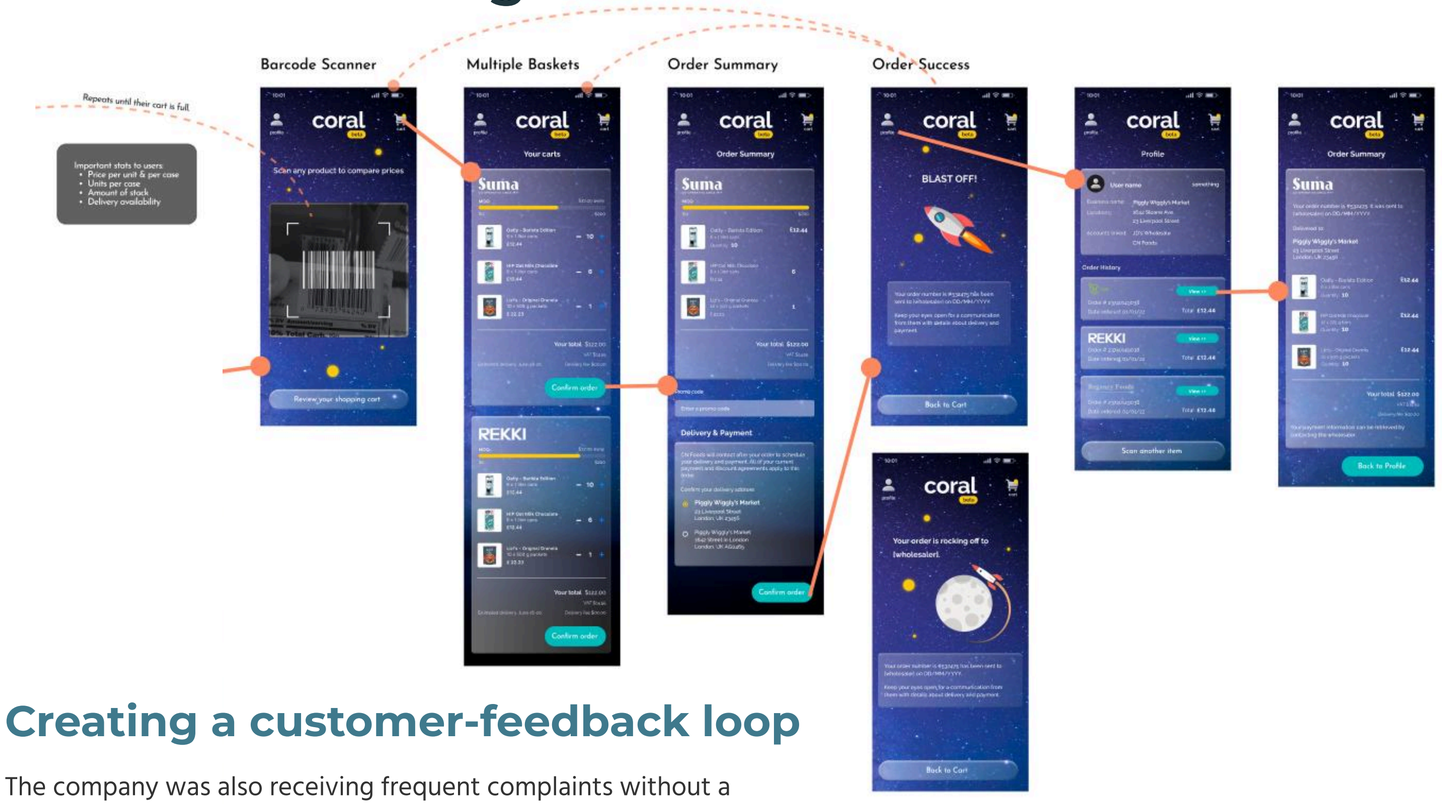
I worked with the Product Lead to translate research findings and changing business ideas into flows and prototypes that the team could evaluate.

One of the key concepts was barcode scanning. Retailers could scan an existing product, find relevant wholesale options, compare results, and move into ordering without manually searching a large catalogue.

As the sole designer, I was responsible for:

- User and product flows
- Wireframes and high-fidelity UI
- Barcode scanning and product discovery
- Price-comparison and ordering interactions
- Reusable components and design-system work
- Usability testing and behavioral review
- Developer handoff

The prototype also gave leadership and investors something concrete to react to while the company was reconsidering its direction. Instead of discussing another abstract pivot, they could see how a proposed product would actually work.




## Creating a customer-feedback loop

The company was also receiving frequent complaints without a consistent way to track them or understand where problems repeated.

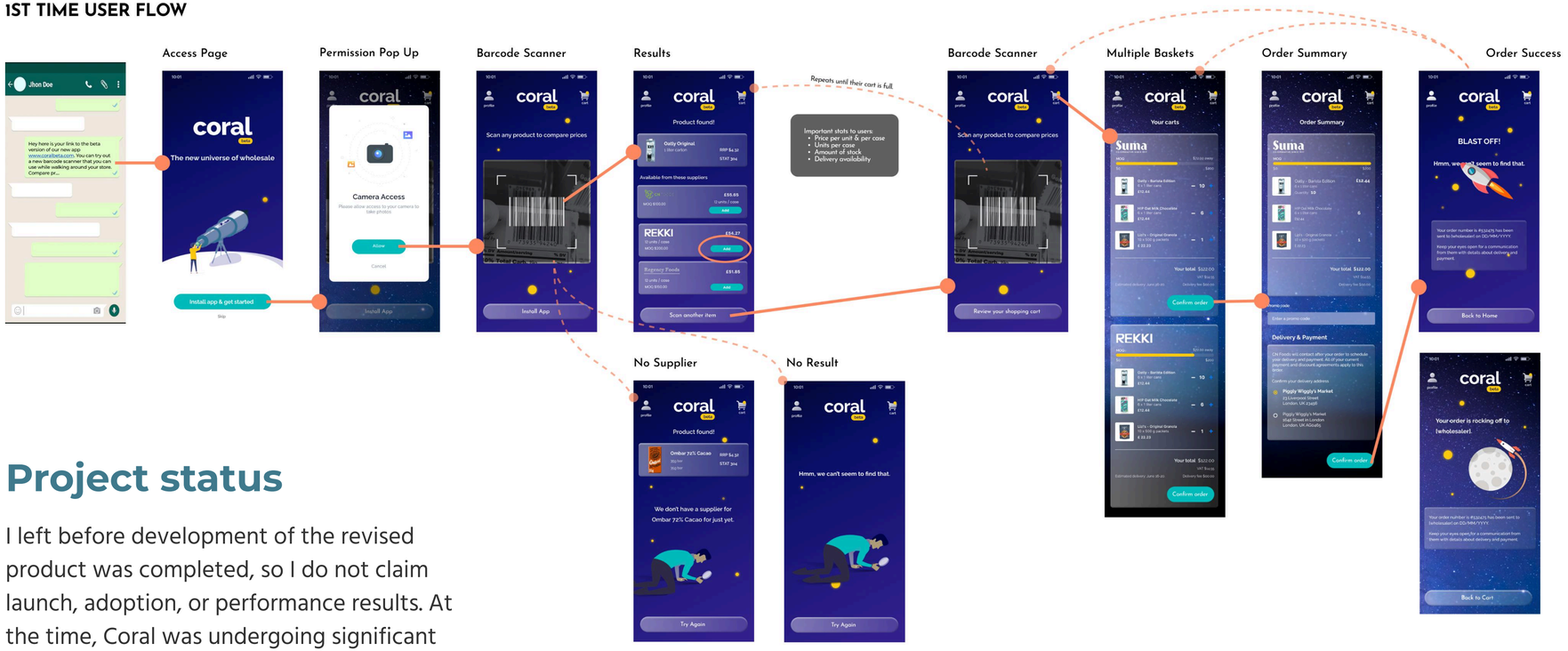
I introduced an internal support-ticketing system so issues could be recorded in one place and reviewed over time. The goal was to give Product visibility into recurring friction and create a basic record of whether customer problems were being addressed.

# Refocusing a Wholesale Product During a Startup Pivot - Solution

Ecommerce / Wholesale

## A clearer concept during an unresolved company transition

**1ST TIME USER FLOW**




## Project status

I left before development of the revised product was completed, so I do not claim launch, adoption, or performance results. At the time, Coral was undergoing significant restructuring and had substantially reduced its workforce. The product direction was still evolving when I left.

## What I delivered

During my time at Coral, I produced:

- A more focused mobile product concept
- Barcode-scanning and product-discovery flows
- Price-comparison and ordering experiences
- A reusable component system
- High-fidelity prototypes
- Usability-tested product iterations
- Developer handoff materials
- An internal support-ticketing process

The work gave the team a more tangible direction for discussing the next version of Coral and helped support conversations with existing investors during a period of frequent product changes.

Ecommerce / Travel

# Simplifying the Booking Experience During a Disrupted Travel Market

Product design, audience research, & marketing for a European luggage service

## PROJECT SNAPSHOT

COMPANY

Luggo

ROLE

UX Designer

USERS

Travelers

LOCATION

Schiphol, Netherlands

TEAM

FE and BE Development, Stakeholders

TOOLS

Figma = Google Analytics

Canva Meta for Business

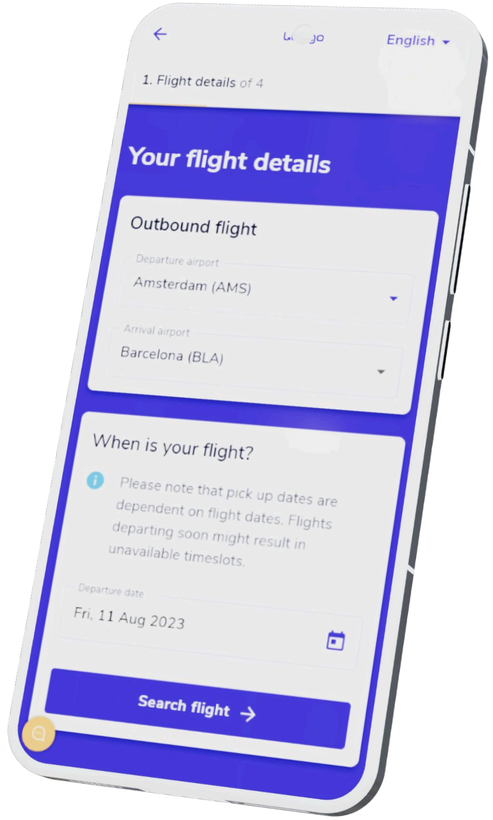
Confluence

## Project Overview

Simplifying the Booking Experience During a Disrupted Travel Market
Product design, audience research, and marketing for a European luggage service

Luggo offered luggage pickup and delivery between customers' homes, airports, and destinations across Europe.
I worked there during the continued disruption of COVID travel restrictions. While the Design Lead was on leave, I was the sole designer and covered the company's design function alongside ongoing product work.

My main focus was improving the booking journey, creating the company's first design system, and addressing a lack of customer data through a national advertising campaign.




## My Role

I was solely responsible for product design, usability testing, analytics, the design system, and design delivery. I also took on marketing when I identified that the company had no dedicated marketing function.

# Simplifying the Booking Experience in a Disrupted Travel Market - Problem

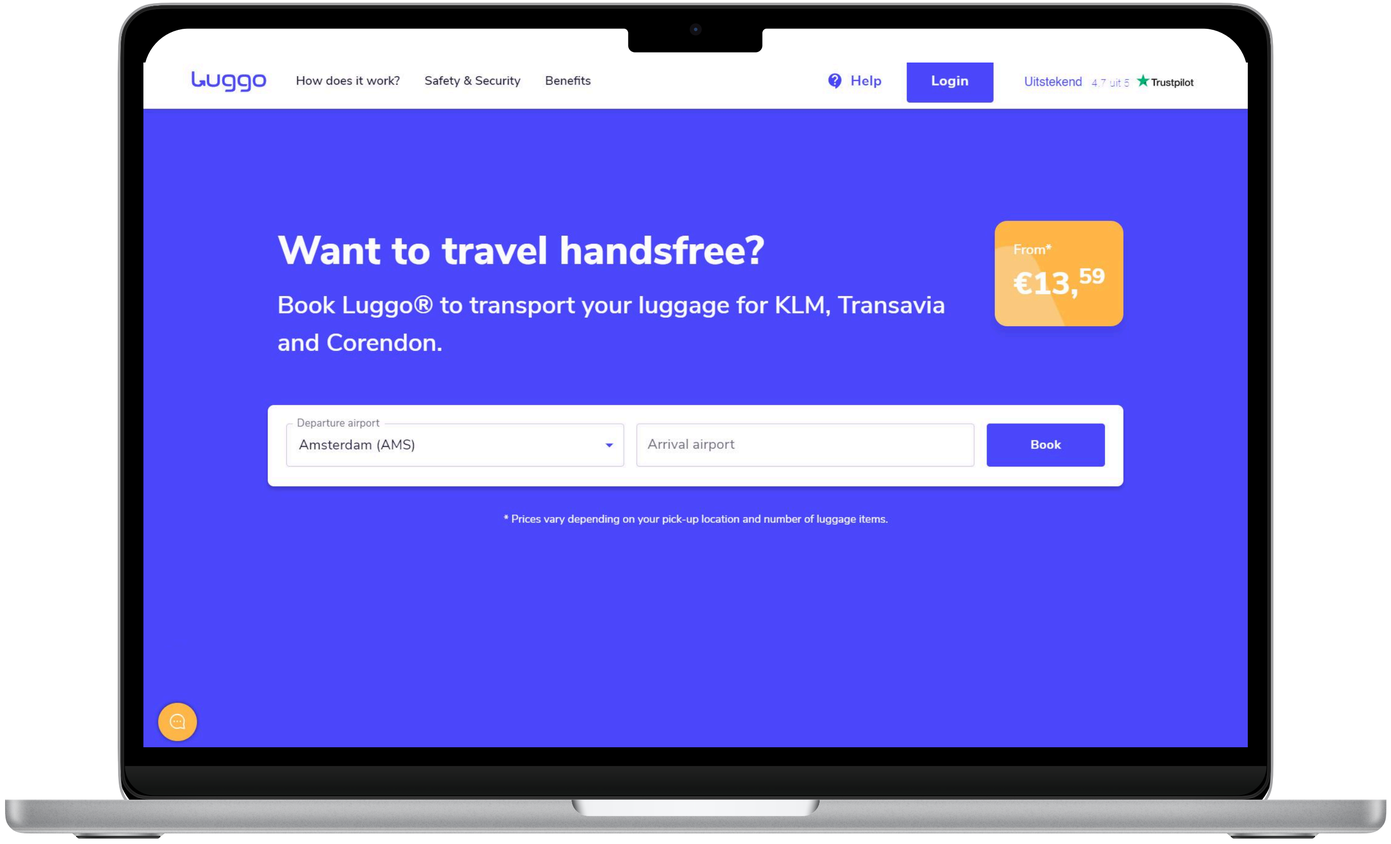
Ecommerce / Travel

# A changing service with limited customer insight

## Problem

Limited customer insight and a changing product
The company had bookings, but little understanding of its audience
Luggo had existing bookings but limited information about who was using the service. The company lacked basic demographic and interest data, making it difficult to make informed marketing decisions.
Site traffic was also low, while travel restrictions continued to affect demand.
At the same time, a new service required the booking journey to be revised.
Analytics and usability testing showed opportunities to simplify the existing flow while incorporating the new functionality.
There were three main issues:

- Limited customer data — little was known about users' age, gender, or interests.
- Booking friction — the existing journey needed to support a new service and could be simplified.
- No design system — product work had been created without a shared design framework.




## Approach

I led the redesign of the booking journey, using analytics and usability testing to simplify the existing flow while incorporating the requirements of the new service.

The redesign was completed and added to the development backlog before I left, so I do not claim post-launch engagement or performance improvements.

# Improving the product and building the design foundation

## Redesigning the booking journey

I used analytics and usability testing to review the existing booking process and identify where steps and interactions could be reduced.

The revised flow incorporated the new service while reducing:

- 35% of screens
- 25% of user clicks

The redesign was complete and added to the development backlog before I left, but it had not yet been released.

## Building customer knowledge

The company also lacked a dedicated marketing function. To address low site traffic and limited audience data, I planned and ran a national advertising campaign through Meta.

The campaign increased traffic and gave the company demographic and interest data it had not previously had.

## Creating the first design system

Luggo did not have an existing design system. I created the first system to establish reusable components and consistent visual standards across the product.

# Simplifying the Booking Experience in a Disrupted Travel Market - Solution

Ecommerce / Travel

## Completed design work and clearer audience data

### Product work

During my time at Luggo, I completed:

- The redesigned booking journey
- The company's first design system
- A small backend feature for delivery drivers
- Product changes required by the new service

The booking redesign remained in the development backlog when I left, so I do not claim post-launch performance results.

### Audience insight

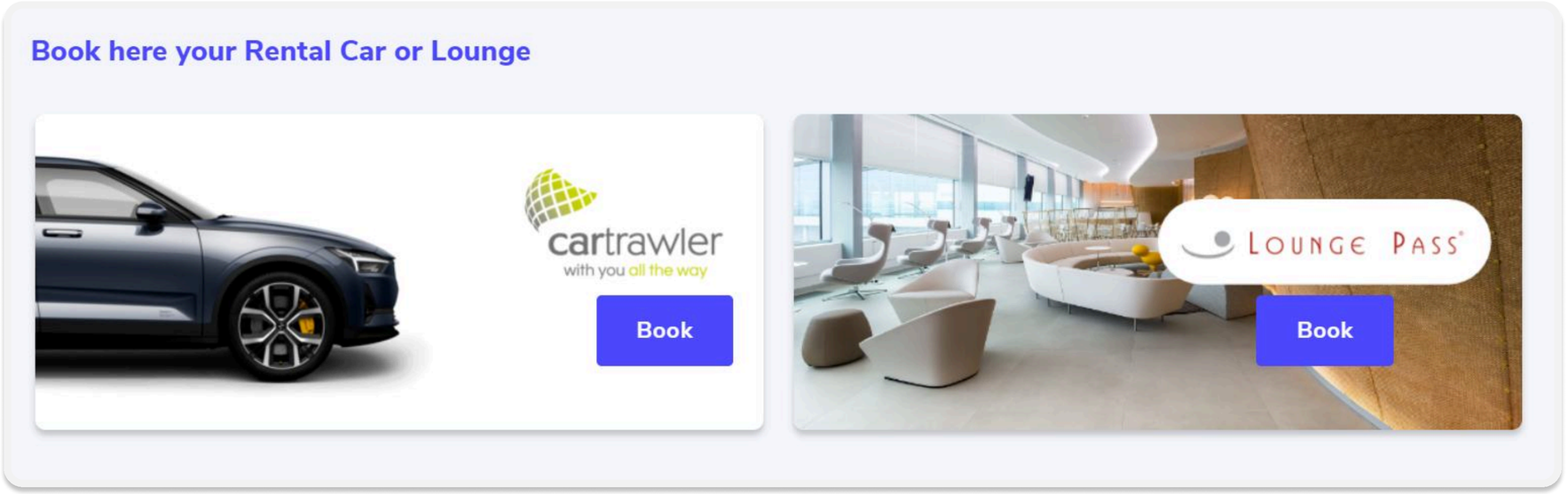
The advertising campaign generated 1,500+ unique site views and provided new information about the audience reaching the service, including:

- Age
- Gender
- Interests

These findings informed future marketing decisions.

### Project status

The campaign, product designs, and design system were complete when I left Luggo. The redesigned booking journey had not yet been implemented.




### New feature design

I designed the customer-facing entry point for two new partner integrations.

# Leadership & Knowledge Sharing

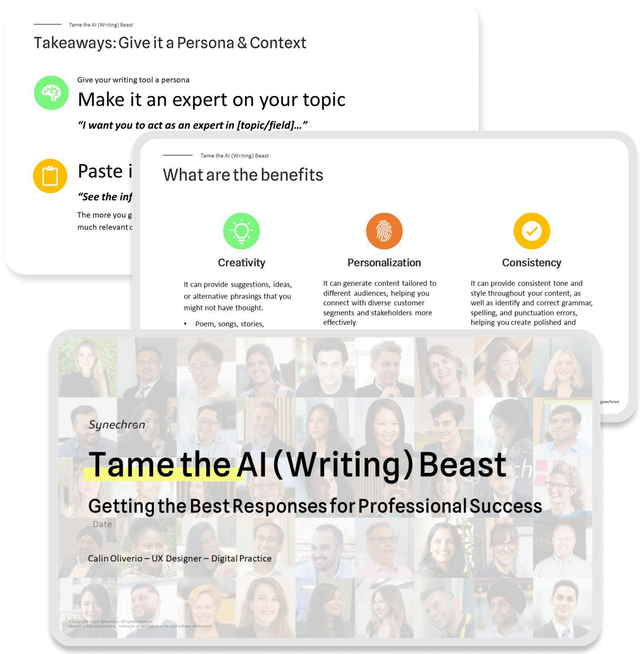
Thought Leadership

Examples of various initiatives I completed.




## Published Internal Newsletters

I created and co-edited an internal newsletter focused on digital trends, methods, and emerging technology, including an edition on AI that I authored.




## Hosted Internal Training Sessions

I initiated and hosted an internal workshop on practical ways employees could incorporate AI into their workflows and improve productivity.




## Wrote & Published Generative AI Article

I wrote a published article for financial-services consultants on practical applications of generative AI and the challenges of adopting it within regulated financial organizations.



# **LET'S** chat!

I'm interested in **Senior UX / Product Designer roles** focused on complex workflows, systems, research, and product strategy.

Reach me at:

**calinoliverio@gmail.com**

**(919) 413-1013**

or connect on **LinkedIn.**