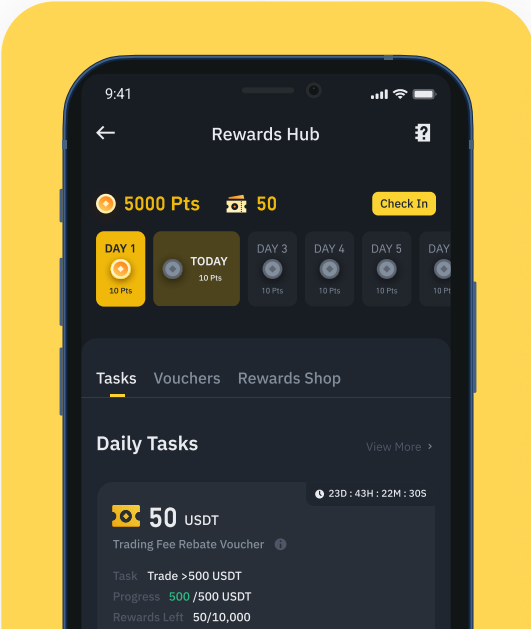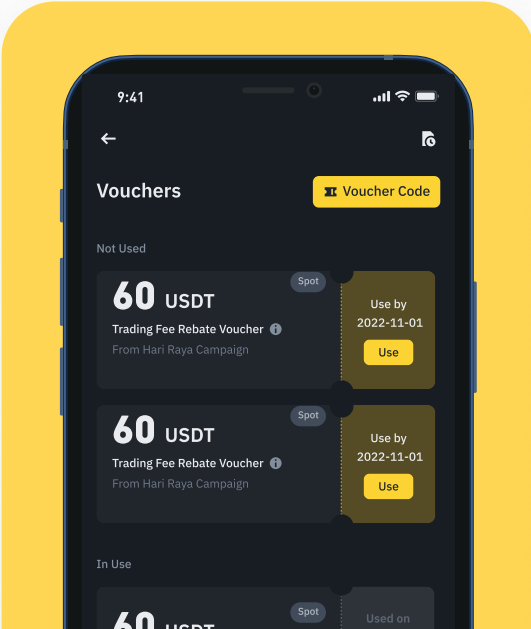**BINANCE**

Feature 1: Rewards hub

My main focus was on enhancing user engagement through structured daily tasks, interactive task vouchers, and dynamic daily missions.
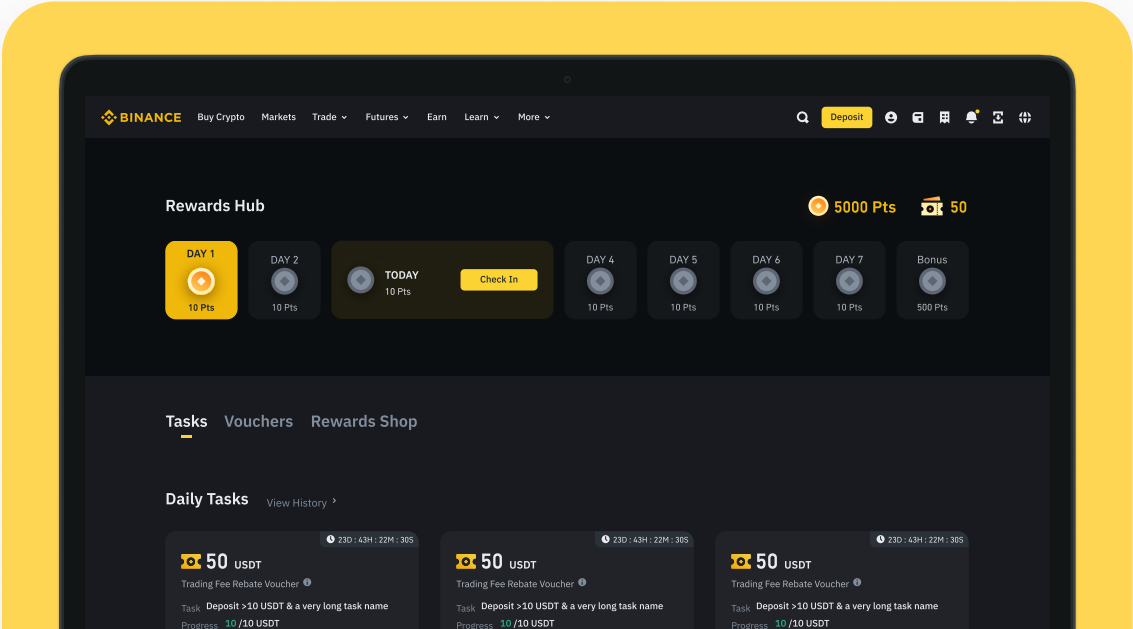
These features hellps incentivize continued platform usage and trading activity.

Restructured information hierarchy and redesigned task layout

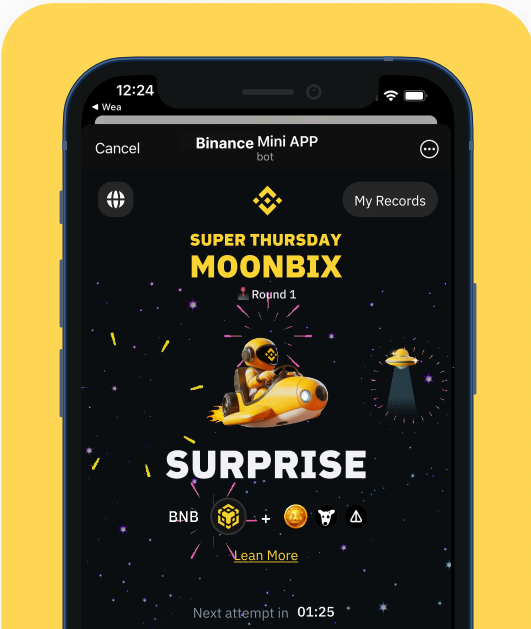Redesigned to have a better visual cue that it is a voucher

In addition to the restructuring of information, the flow on the web version was also improved by streamlining the navigation of the different pages on rewards hub on web

Redesign of Binance's Rewards Hub across both mobile and web platforms.
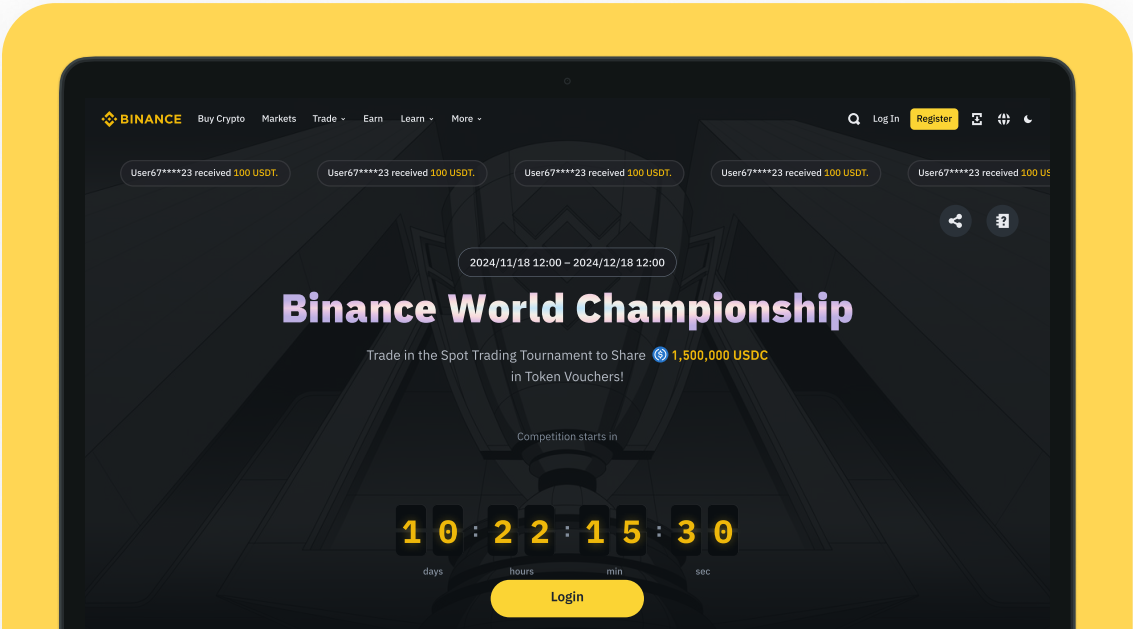
Feature 2: Binance Moonbix Telegram Minigame

I served as the main visual designer in creating UI and assets for events such as halloween and super thursdays. Additionally, I served as the main designer in a revamp of generic campaign pages where different BUs can reuse the template when they have a new campaign coming up.

Developed Moonbix's main visuals for events such as Super Thursdays

Created themed visuals and events for Halloween

Revamped the campaign pages for different trading campaigns in Binance while ensuring reusability across different trading events.

Redesign of campaign pages and telegram mini app (moonbix)