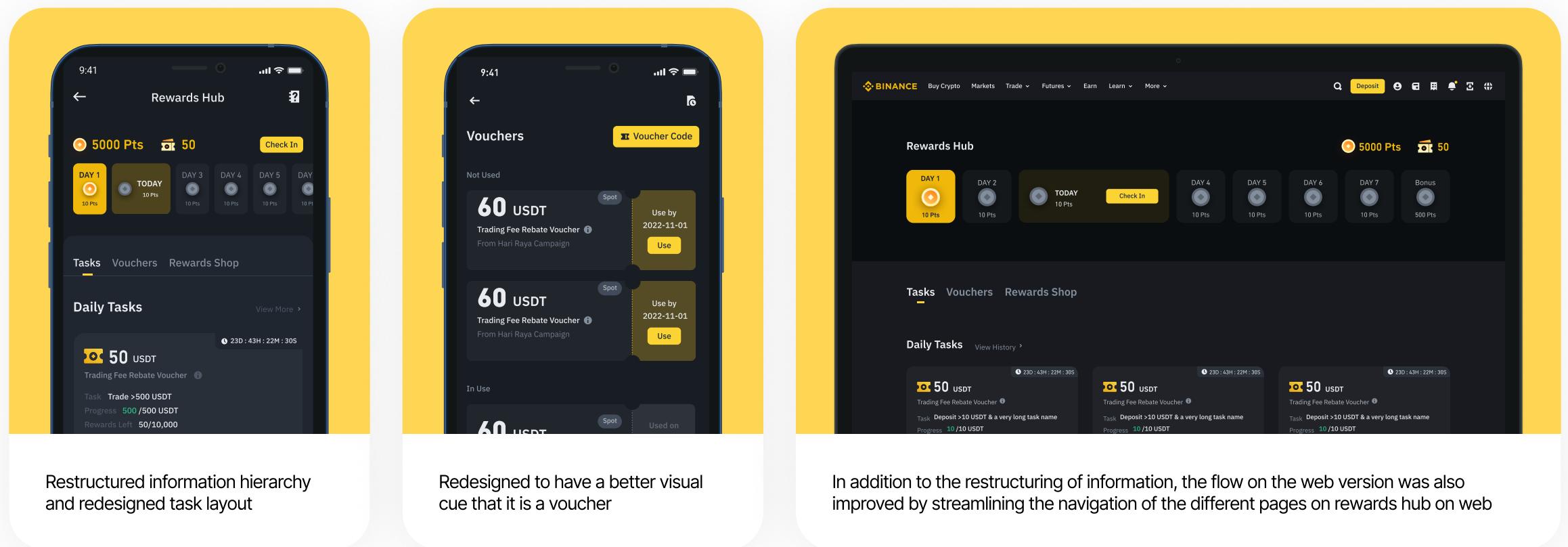


Feature 1: Rewards hub

My main focus was on enhancing user engagement through structured daily tasks, interactive task vouchers, and dynamic daily missions.

These features help incentivize continued platform usage and trading activity.



Three screenshots illustrating the redesign of the Binance Rewards Hub:

- Mobile Rewards Hub:** Shows a summary of 5000 Pts and 50 USDT, with a 'Check In' button. Below, a 'Daily Tasks' section lists a task for 50 USDT with a progress of 500/500 USDT. The 'Tasks' tab is selected.
- Mobile Vouchers:** Shows two '60 USDT' trading fee rebate vouchers from the 'Raya Campaign' with a 'Use by 2022-11-01' button. The 'Vouchers' tab is selected.
- Web Rewards Hub:** Shows a similar layout to the mobile version but with a more structured information hierarchy. The 'Rewards Hub' section is at the top, followed by 'Tasks', 'Vouchers', and 'Rewards Shop'. The 'Tasks' section shows three tasks for 50 USDT with various progress levels.

Restructured information hierarchy and redesigned task layout

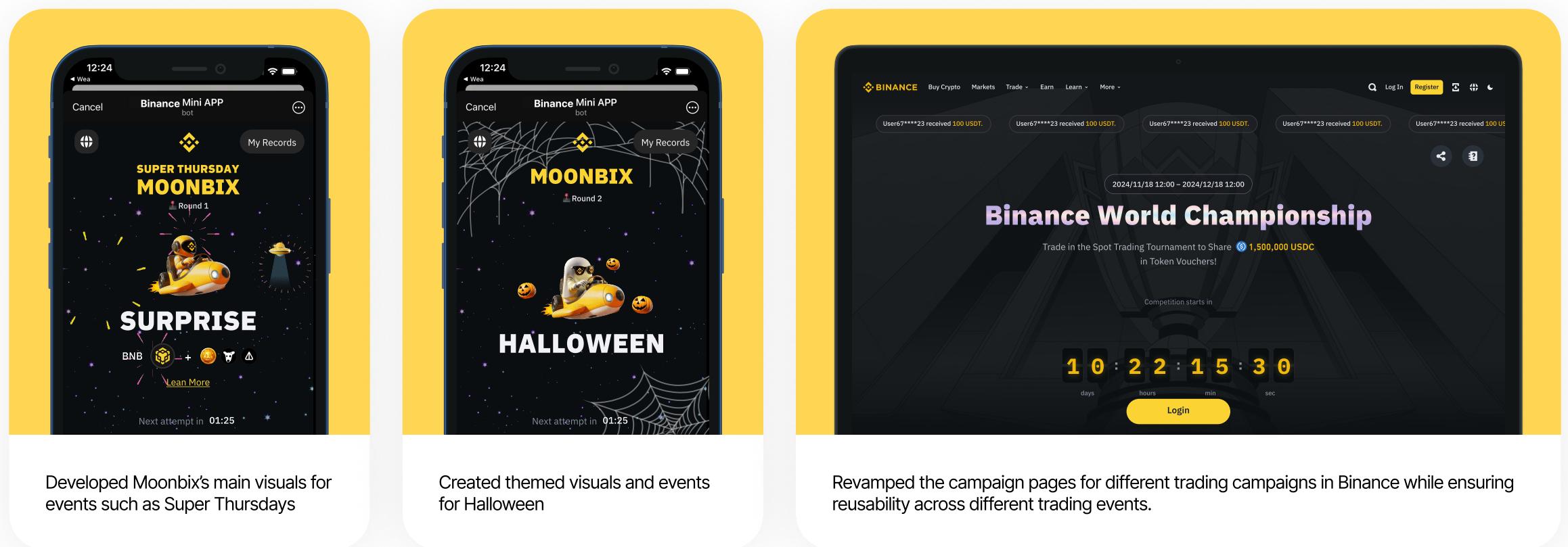
Redesigned to have a better visual cue that it is a voucher

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.



Three screenshots illustrating the redesign of campaign pages and the Binance Moonbix Telegram minigame:

- Binance Moonbix Telegram Minigame:** Shows a mobile screen for the 'SUPER THURSDAY MOONBIX' event. It features a yellow rocket with a character, a 'SURPRISE' button, and a timer for the next attempt.
- Binance Moonbix Telegram Minigame:** Shows a mobile screen for the 'HALLOWEEN' event, featuring a ghost character and a spider web background.
- Binance World Championship:** Shows a web page for the 'Binance World Championship' trading tournament. It features a timer, a 'Login' button, and a banner for the tournament.

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 minigame (moonbix)