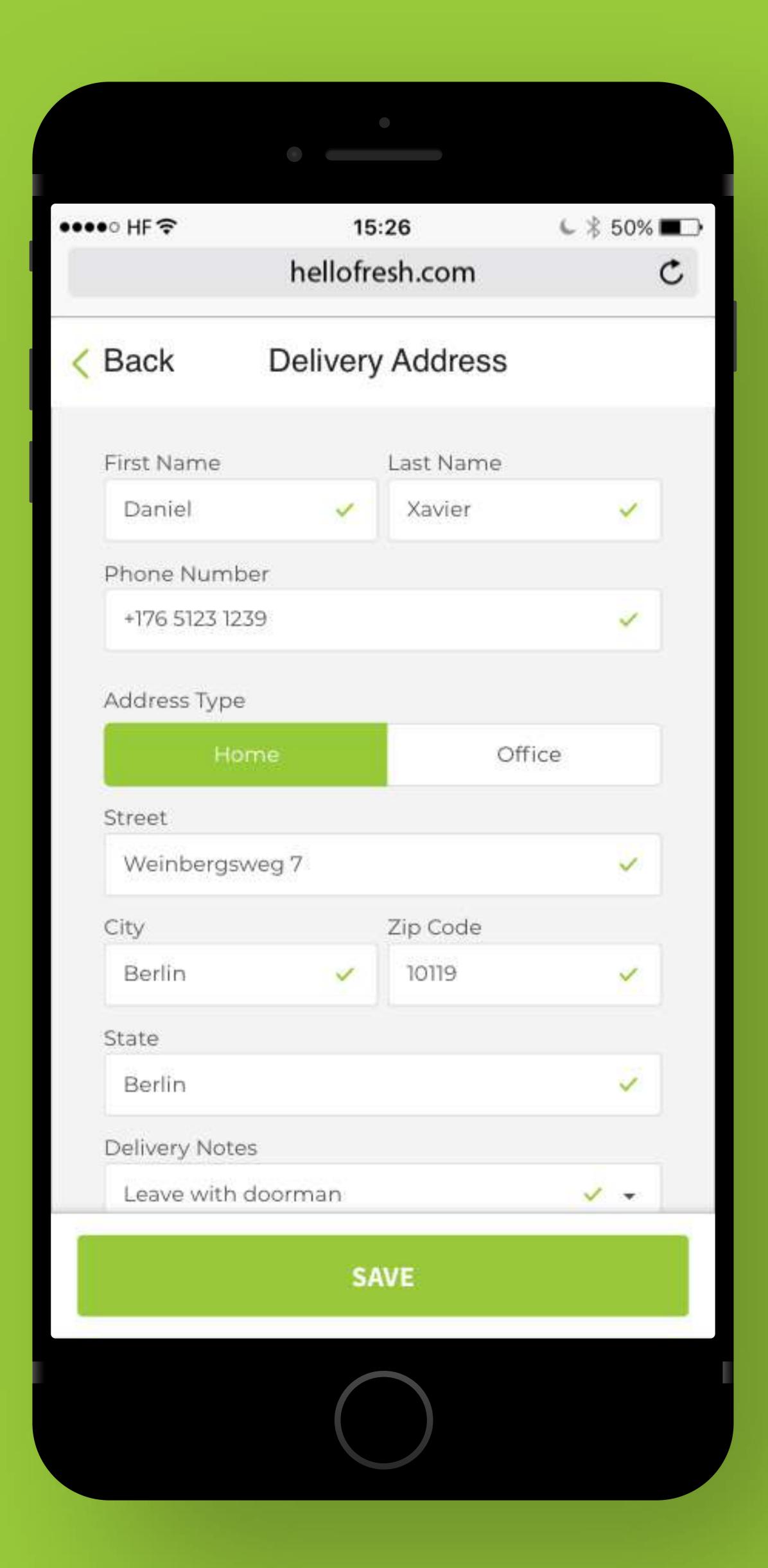
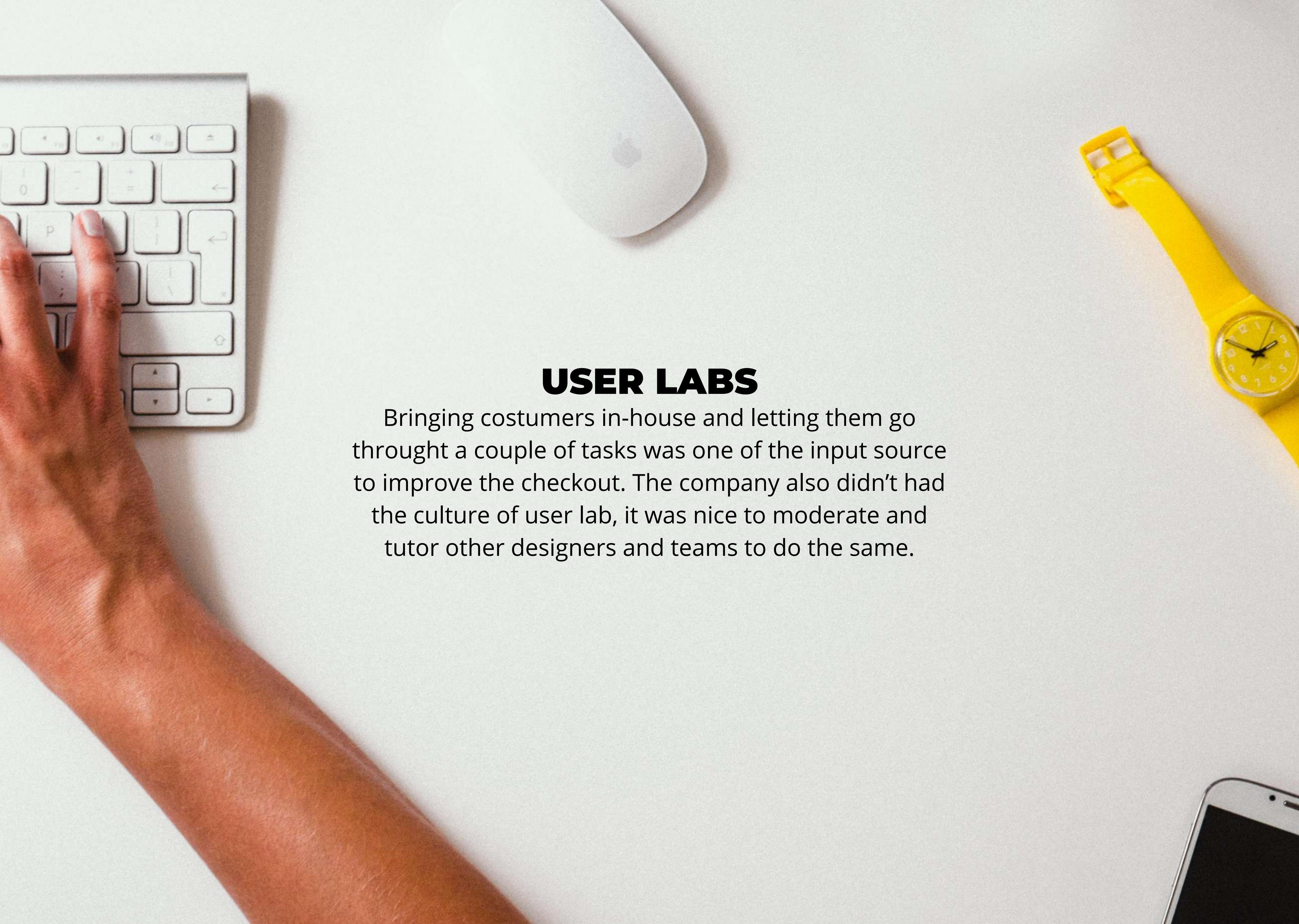


## CHECKOUT REDESIGN

Main task just after join HelloFresh was to rework the old checkout. The development team was about to rewrite the checkout on React and I had the chance to develop a better checkout.

- 1. User labs to identify main pain points;
- 2. Data Analisys to understand the behavior;
- 3. Prototype to validade new UX and communication;
- 4. UI Development and exporting assets to team;
- 5. Follow up and A/B test suggestions;





## DATAANALISYS

Understand the current behavior and optimizing the checkout for the target audience was the main goal. After redesign done, we had a significant uplift on CVR and the setup was ready to continuos A/B tests of features.

## SMART FRIDGE

A side project for me at HelloFresh that I wish had more time to spend at it. At the https://www.hellofreshgo.de/team, I could work on a smart fridge UI. Supporting the team not only with UI, but also setting up fridge layout.



