



## TIAA App

To View retirement plan balances and rates of return on the go, app offers brokerage trading for equities, ETFs, and mutual funds. TIAA Personal Portfolio account without having to log into your home computer.

## Overview

### The Challenge:

Create ease and convenience with just a single swipe or tap of your iPhone or iPad. Exciting new features are at hand.

### Approach:

Through the design thinking approach, I sought to understand the needs of the user and balance those with the company's Objectives and Technological capabilities.

### Outcome:

Easily transfer funds, check pending transactions, share a file with TIAA, view your checking account and more!

### Length of project:

6 Months

### Role:

UX designer (Interaction design, Visual Design)

## High Fidelity Designs

