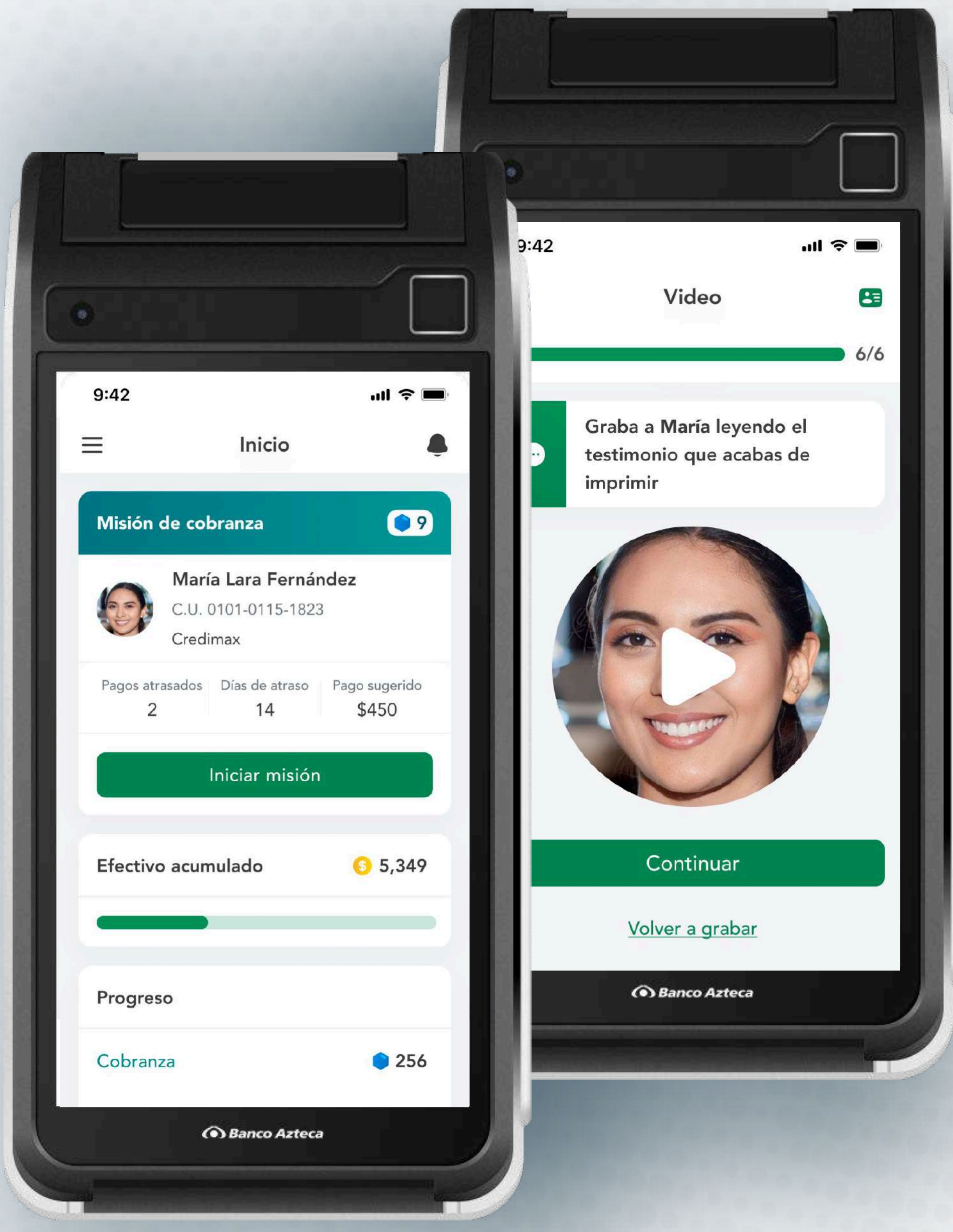


# Project

## PAX Investigación

Role Product Designer UI/UX

2023 - 2026



## Deliverables

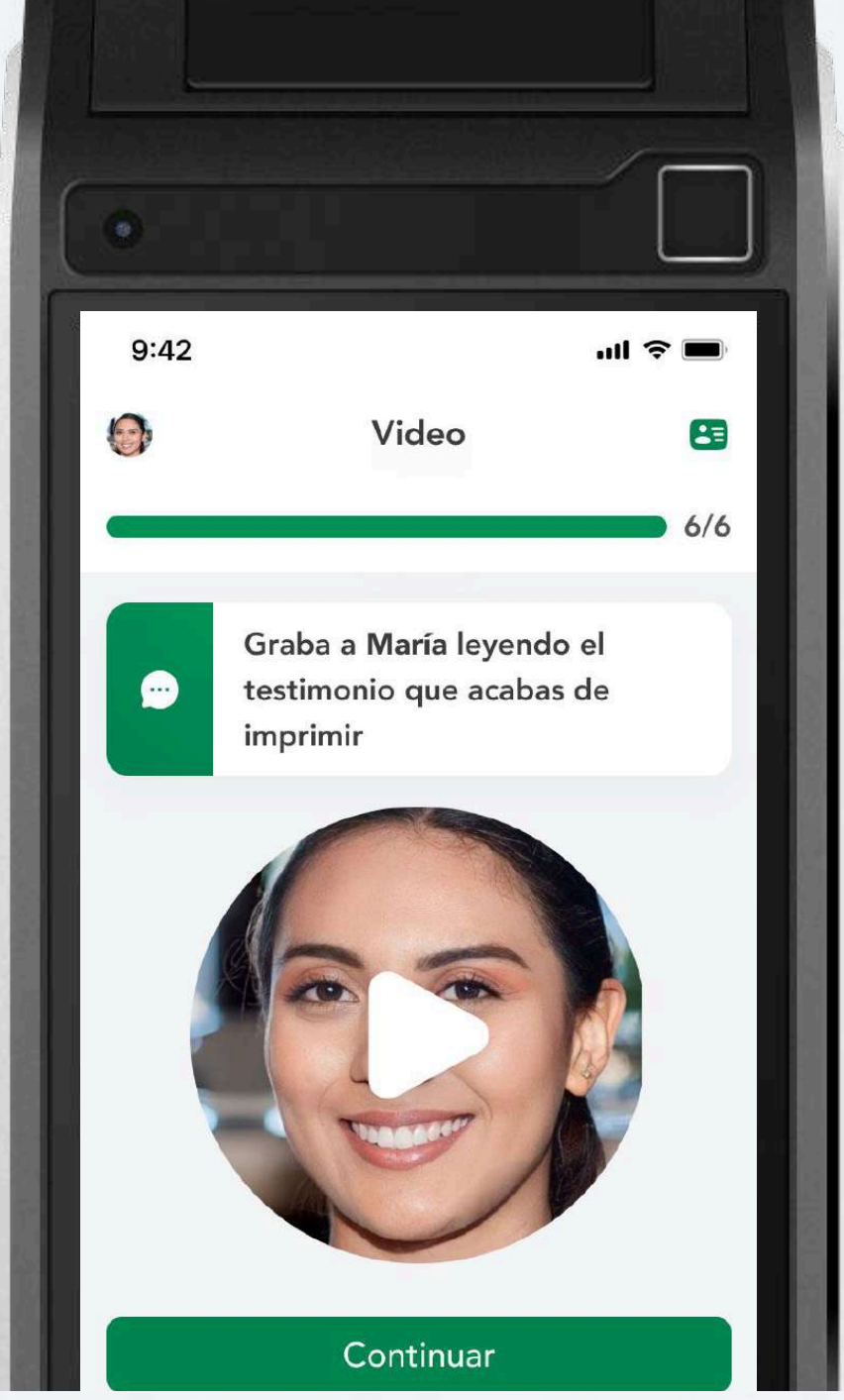
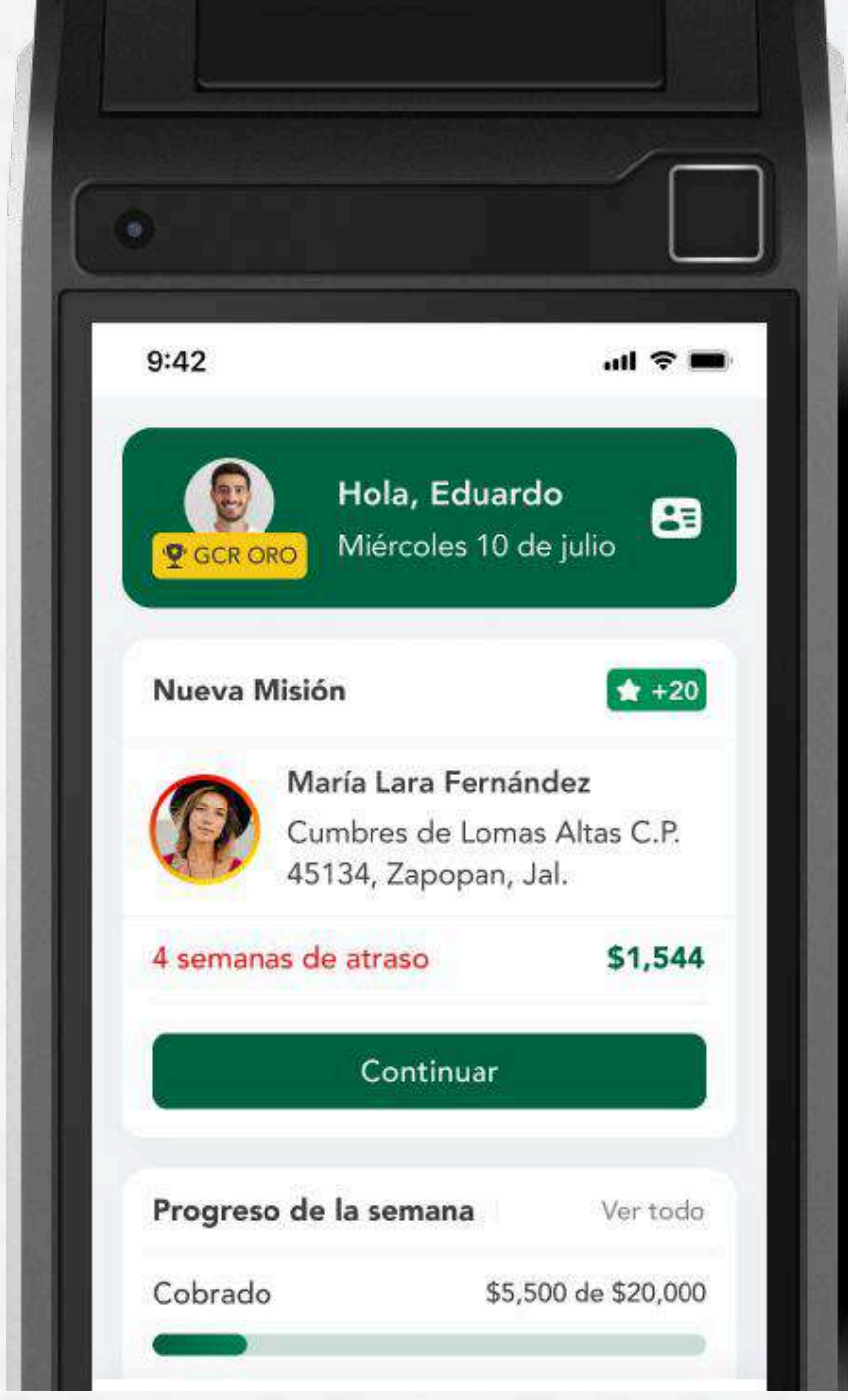
- User flow
- Wireframes
- Competitor analysis
- High fidelity designs
- Usability and accessibility testing
- Prototyping
- Design System



## About PAX

### APP

PAX system: is a terminal device used by field advisors to verify information during in-person home visits



## Challenge



### The Goal

Improve the field research time by optimizing the application's flow, guiding the user step by step so they can intuitively complete the process in the shortest possible time.



### Process

Field research conducted directly with users to understand how they carried out an investigation using the previous flow and how much time it took, collecting feedback and observations from each user while considering the business needs



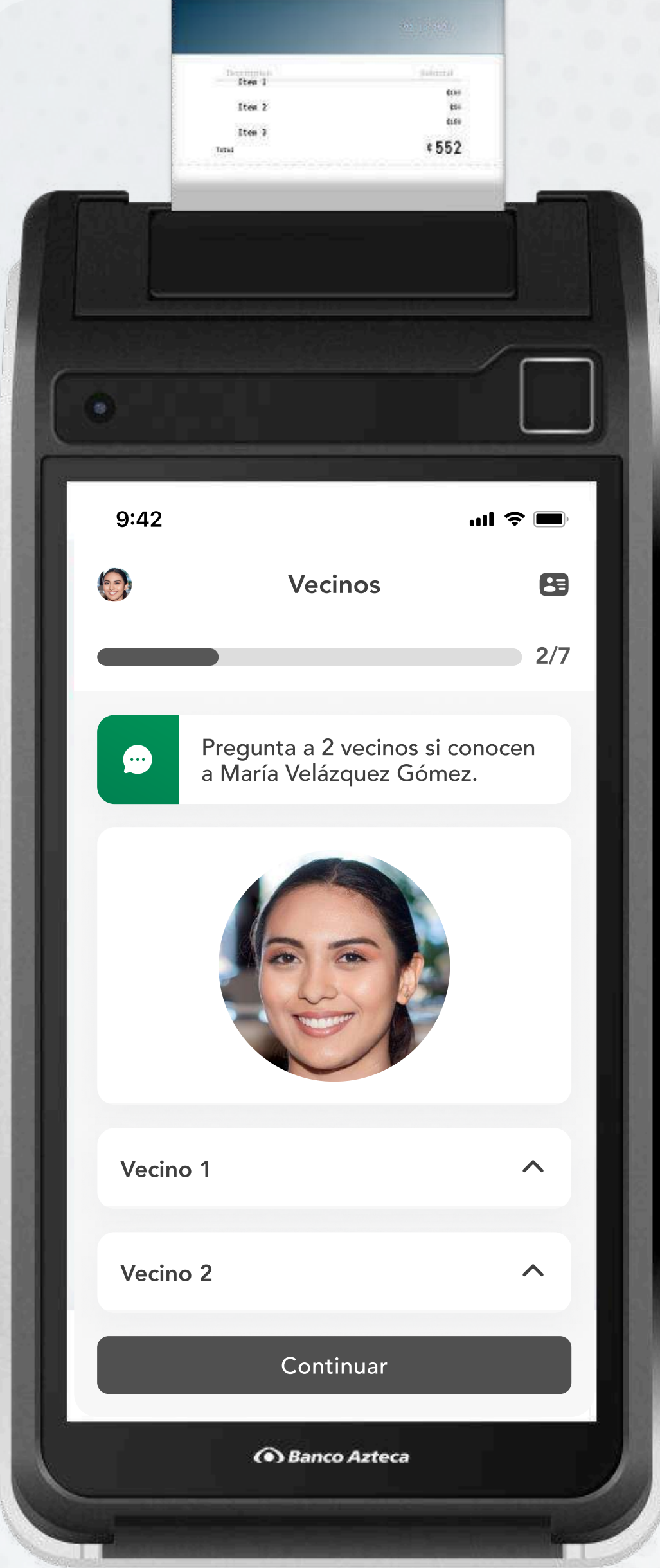
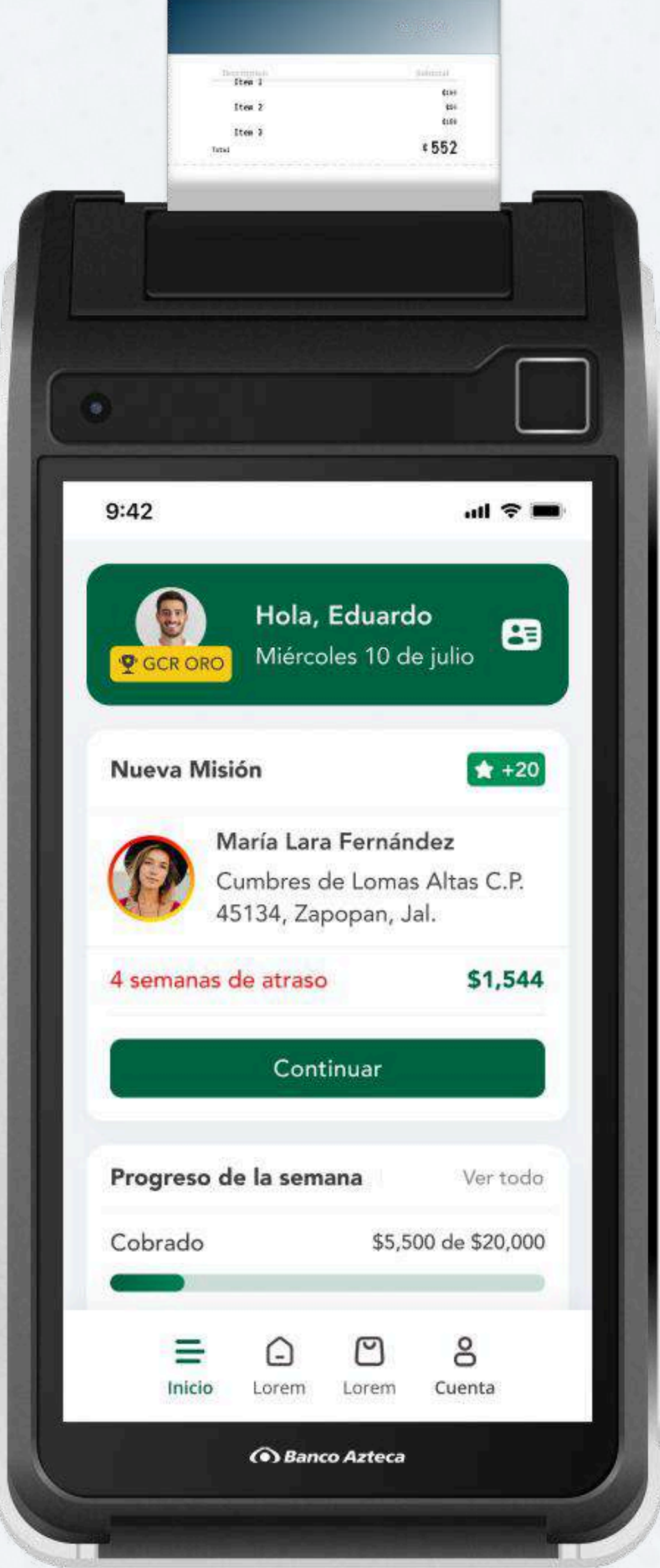
### Usability Testing

- 56 testing rounds: Happy Path & alternate flows
- 67% to 80% of participants found the process effective and simple
- Accessibility Testing
- Field Testing

## What did we do?

Through usability testing, we continuously improved the application by gathering direct feedback from managers, allowing us to identify issues, iterate, and validate enhancements. This process resulted in a more intuitive and user-friendly experience tailored specifically to managers, with a voice and tone they could easily understand and relate to.

Which helped us make data-driven decisions and significantly improve usability, efficiency, and task completion rates. The design evolved considerably through the implementation of a well-structured and scalable design system, ensuring visual consistency, accessibility, and faster iteration across the product while supporting long-term growth and maintainability.



## What I Learned

- Designing for hybrid experiences (digital + physical) requires both empathy and clarity
- User trust depends on micro-details: tone, pacing, and visuals
- Real-world testing with field teams brings essential design insights
- Accessibility and thoughtful guidance aren't extras — they're essential