PORTFOLIO

UX/UI Designer

LISANDRO EIJO



I'm Lisandro, a **Senior UX/UI Designer and Design Systems Lead** based in La Plata, Argentina. I started in illustration and concept art, and that eye for visual storytelling still shapes how I design today. **Over 15 years across fintech, crypto, SaaS, and data security**, I've built design systems from scratch and turned complexity into something clear and usable, lately with a focus on where UX meets AI tooling.

UX/UI Projects

1. Kula Design System
2. Smart Savings
3. Qatar 2022 Lottery

Kula

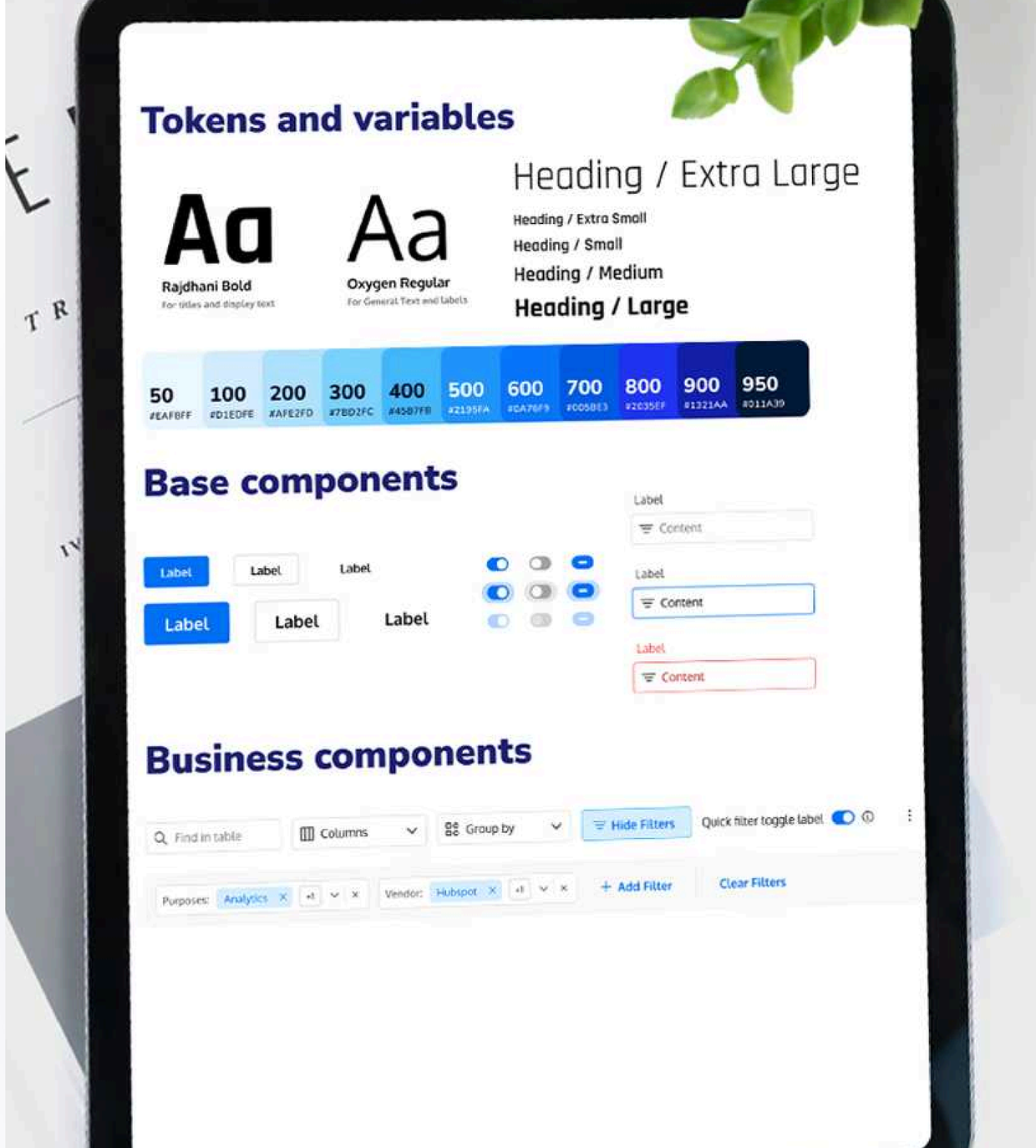
Relyance.ai Design system

Building a scalable design system from scratch for a B2B data-privacy SaaS platform.

DESIGN SYSTEM · UI DESIGN · FIGMA · DESIGN TOKENS · DOCUMENTATION · TYPOGRAPHY · DATA VISUALIZATION · CONTRIBUTION GUIDELINES

ROLE	PROJECT DURATION	COMPONENTS	STACK
DS Lead	**8 Months**	**~50**	**Figma+react.js**

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THE PROBLEM

A product without a system.

When I joined Relyance AI, there was no design system in place — just isolated screens and a growing gap between design and engineering.

Inconsistent UI

Isolated screens, no shared components or standards across the product.

Disconnected from engineering

Dev team relied on a separate Material 3 library, unrelated to design.

WCAG Failures

Contrast failures, inconsistent styling, missing token layer.

THE PROCESS

Foundations first

I started with an audit of the live product and design files against WCAG 2.1 AA standards, which surfaced contrast failures, inconsistent typography and color. These findings shaped everything that followed.

Frist Stage	Second Stage	Third Stage
Tokens and variables Color, typography, and spacing first.		
	The base components Aligned with Material 3 but with their own voice.	
		Business specific components Compliance tables, privacy dashboards, and metric cards,

THE CHALLENGES

Constraints That Shaped the System

Developer resistance to adoption.

Team was still recovering from a rolled-back redesign, with no dedicated design system resources

Solution:

- **Slow rollout**, seamless merge with existing UI

High visual impact, low disruption: **typography, spacing, small components**

- **New features built directly in the new system**, old flows migrated gradually.

Scale and growing pains

As the design system grew, the shared Figma file grew too heavy, causing performance issues on lower-spec machines.

Solution:

The file was **split into three** dedicated Figma files:

- one for **core components**.
- one for **icons**.
- one for **data visualization** components.

This separation **reduced file size and load times** while keeping each domain easy to maintain independently.

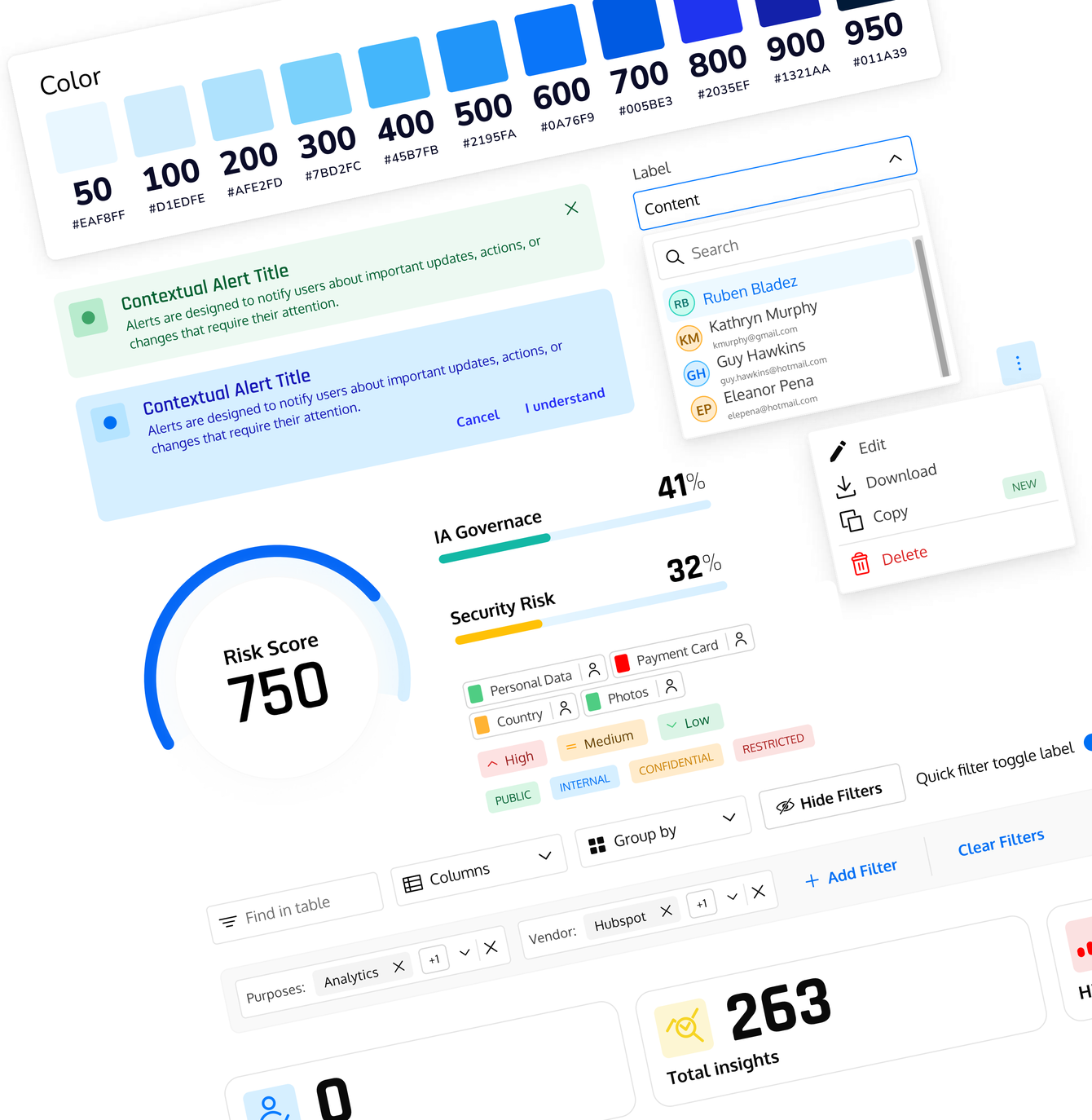
THE OUTCOME

What I've learned

Kula is one of the **most complex design systems I've built**. It's also the first in which I faced a problem hard to ignore: the distance between what gets documented and what actually gets adopted.

> A design system without an adoption strategy is only half a product.

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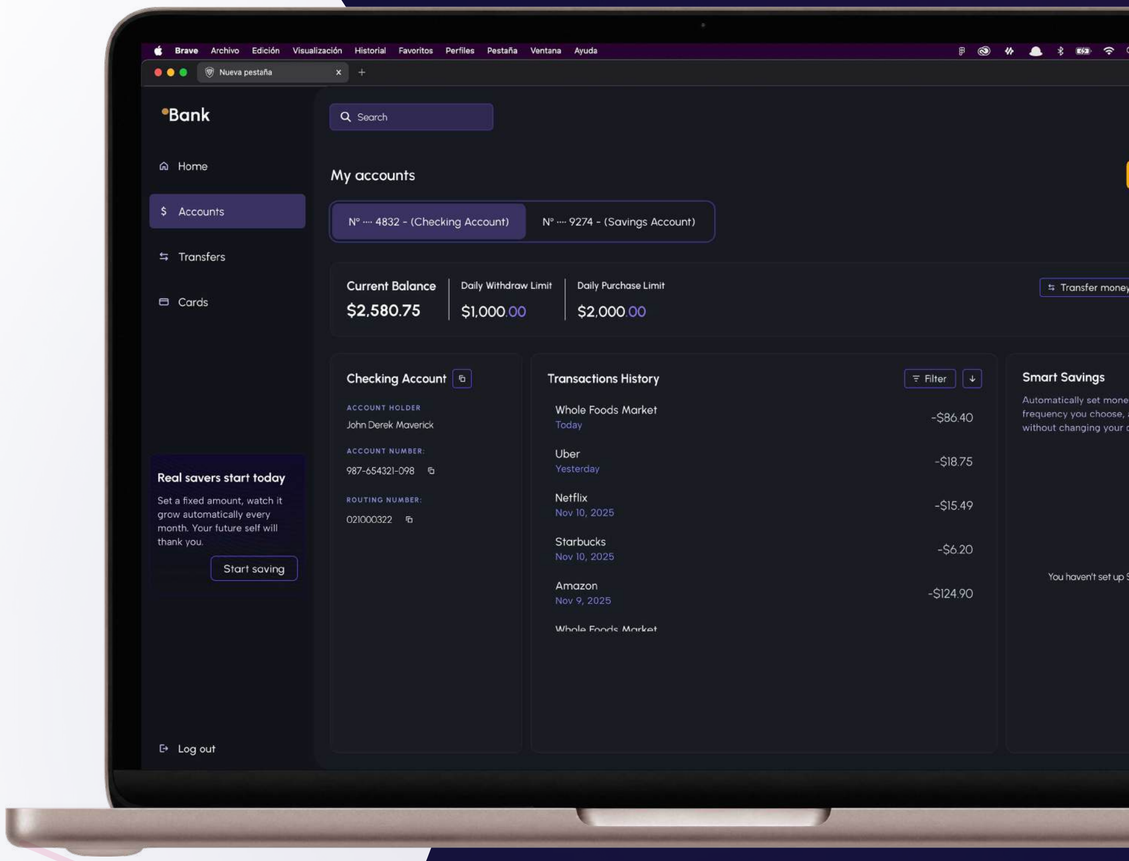
Smart Savings

Building a scalable design system from scratch for a B2B data-privacy SaaS platform.

ROLE	PROJECT DURATION	GOAL	STACK
UX Designer Lead	**2 Weeks**	**Retain Users**	**Figma**

MARKETING · UX/UI DESIGN · FIGMA · ACTIVATE USERS · LOTTERY · ENGAGEMENT

This project **explores how retail users interact with savings tools** in a web banking platform. Despite users' interest in saving money, existing solutions often require **heavy configuration or repetitive actions** month after month, creating friction and resulting in low adoption and engagement.



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VALUE PROPOSITION

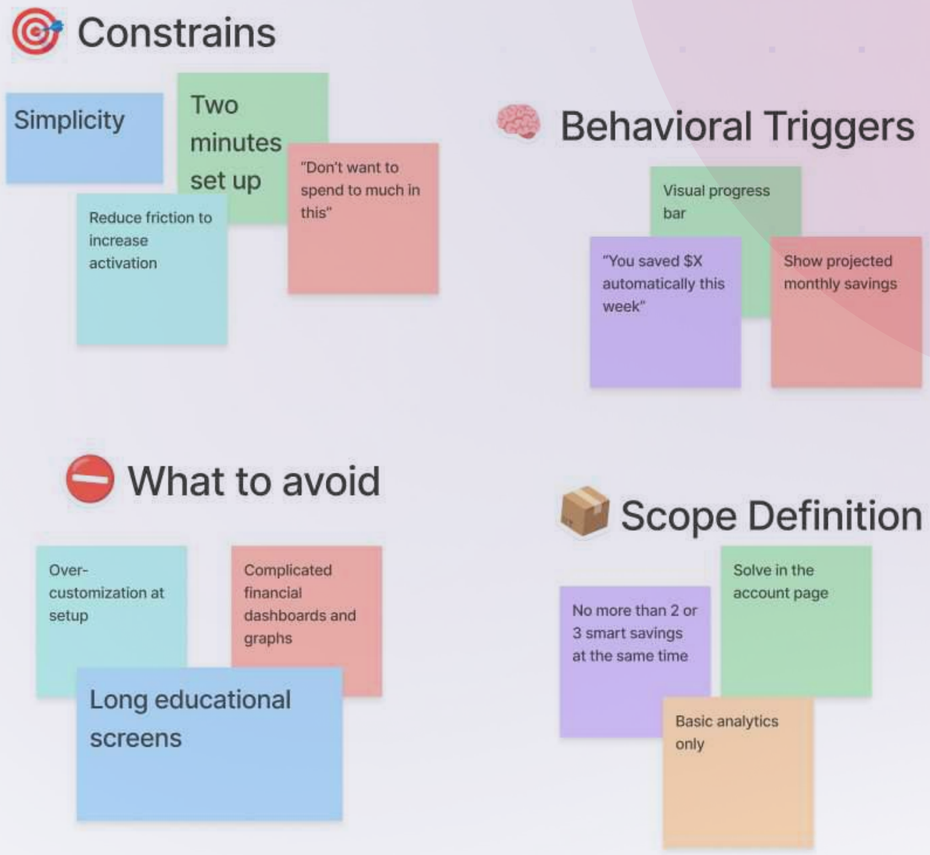
The Approach

Smart Savings

- Automatic savings suggestions based on balance and activity
- Simple setup
- Full user control

Value delivered

- Low cognitive effort
- Clear and transparent
- Progressive savings over time

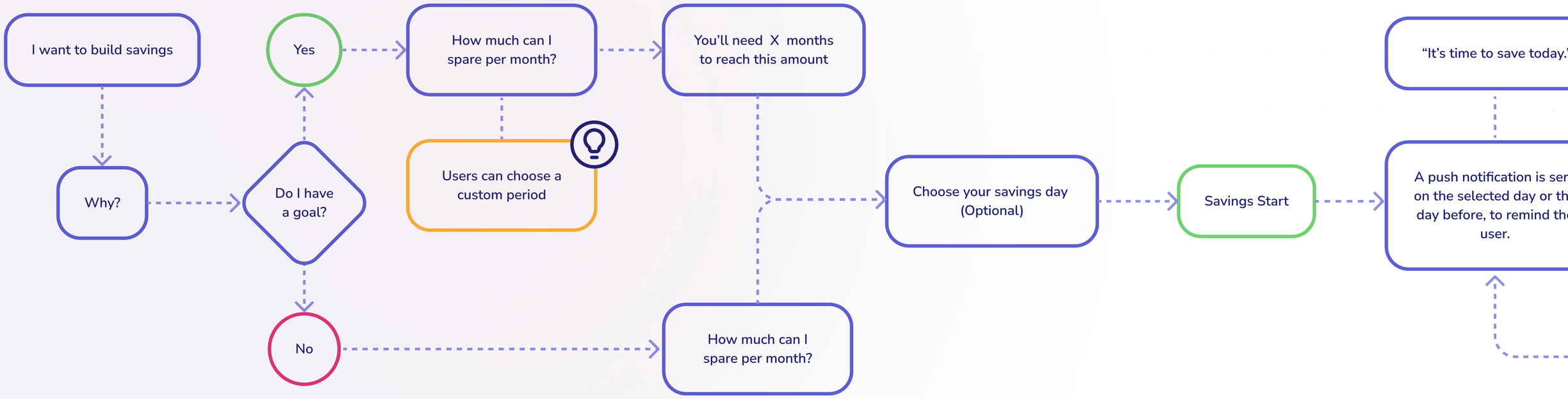


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USER WORKFLOW AND SCOPING

From Friction to Flow

With **“2 Minutes set up”** as a Product Constraint
Rather than starting from screens, I started from a principle:
If automation is meant to remove friction, **the setup process cannot become friction itself.**



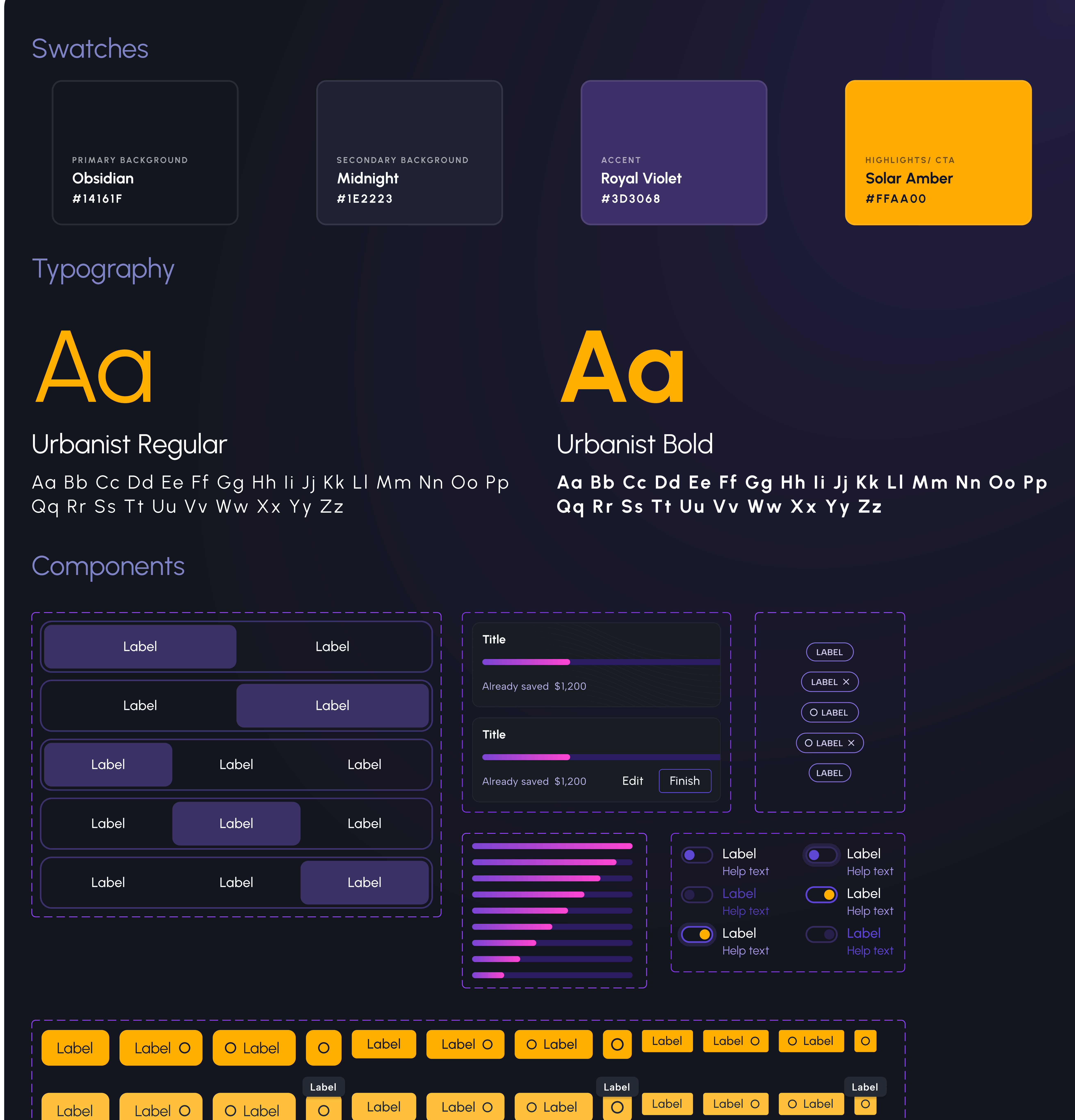
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VISUAL DEVELOPMENT

Building the Visual Language

Key decisions made during this phase:

- Dark theme **focused on clarity and simplicity,**
- Palette contrasting **deep backgrounds with vibrant, playful highlights,**
- High-contrast pairing to **maximize legibility and hierarchy,**
- Urbanist Regular & Bold — clean, geometric, **readable at every size,**
- **Components built to meet WCAG AA** contrast standards.



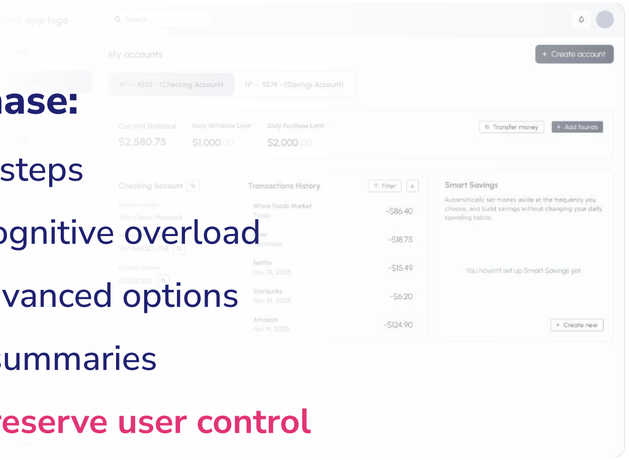
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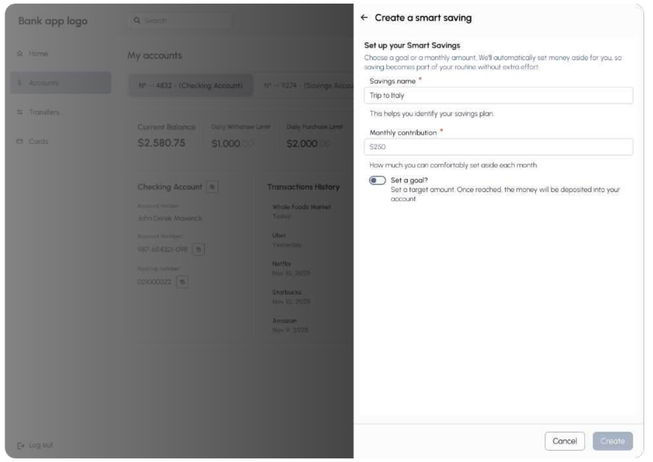
WIREFRAME AND PROTOTYPE

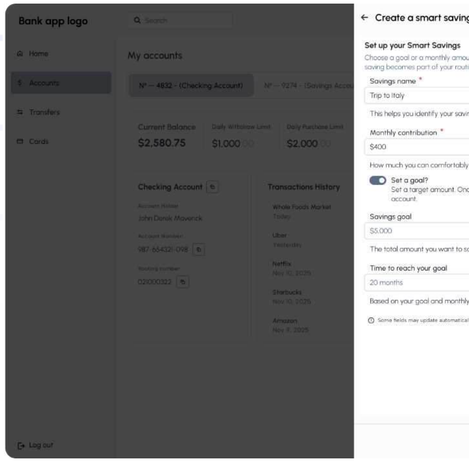
Shaping the Interface

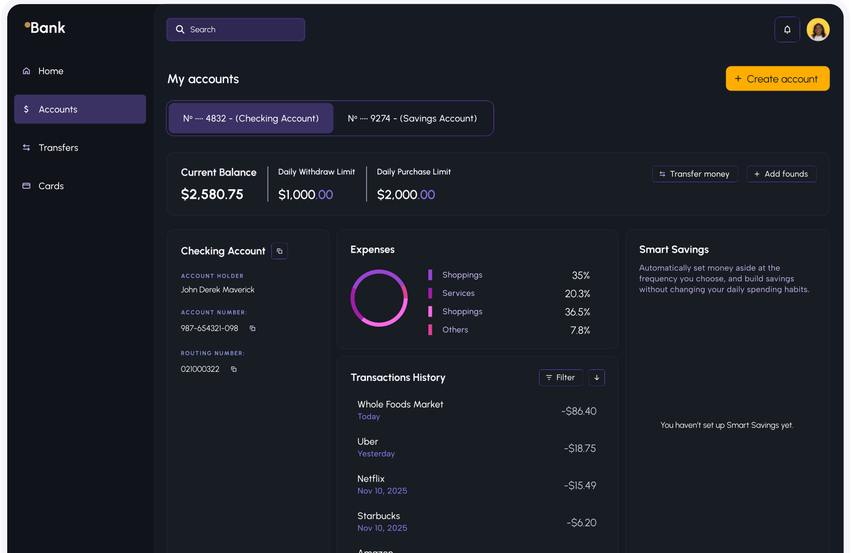
Key decisions made during this phase:

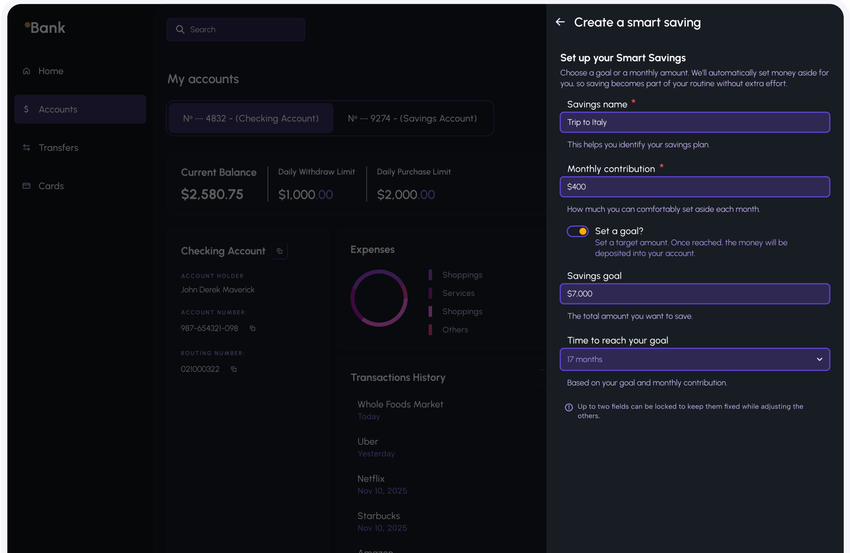
- **Reduced the setup** to three essential steps
- **Grouped related decisions** to avoid cognitive overload
- Applied **progressive disclosure** for advanced options
- **Prioritized financial transparency** in summaries
- Defined clear exit and edit paths to **preserve user control**

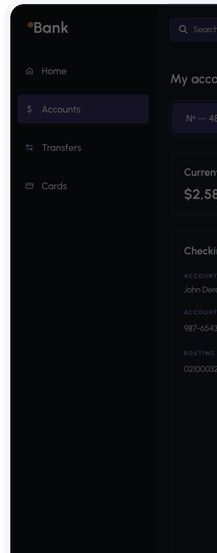












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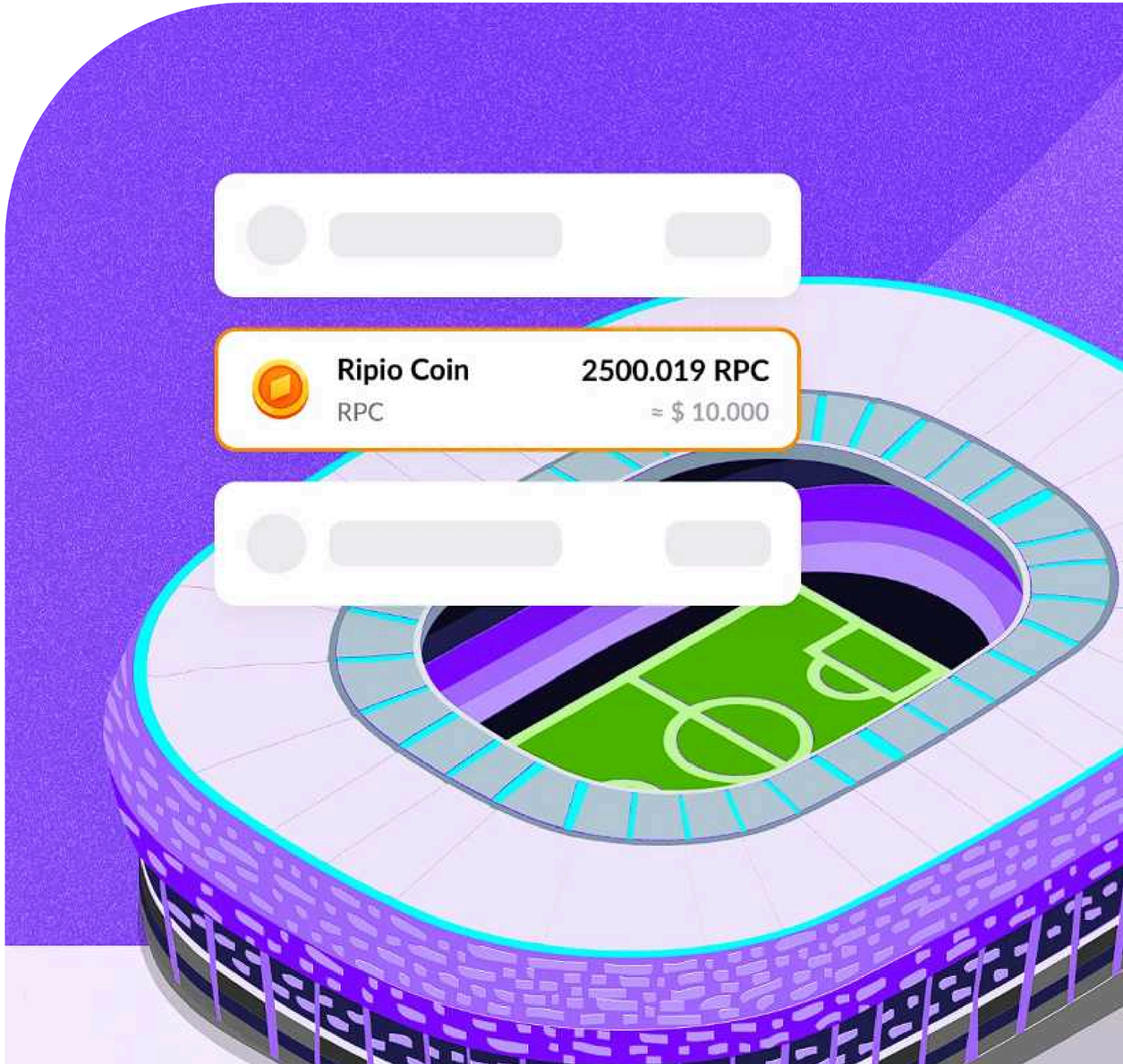
Qatar 2022 Lottery

Building a scalable design system from scratch for a B2B data-privacy SaaS platform.

ROLE	PROJECT DURATION	GOAL	STACK
UX Designer Lead	**2 Weeks**	**Reactivate Users**	**Figma**

MARKETING · UX/UI DESIGN · FIGMA · ACTIVATE USERS · LOTTERY · ENGAGEMENT

Ahead of the 2022 Football World Cup, Ripio launched a campaign rewarding users who bought and held 1,000 Ripio Coins with a chance to travel to Qatar and watch Argentina play, flight and ticket included.



THE CHALLENGE

Bringing inactive users back

Despite a large user base, **fewer than half of Ripio's users were frequent traders.** Many had signed up and deposited funds but **never purchased crypto.** This campaign aimed to close that gap by **educating users on the in-app buying process** while incentivizing that first purchase.

Using the 2022 World Cup as a hook, **Ripio ran a raffle** for a trip to Qatar. Users earned **one entry for every 1,000 RPC** (Ripio Coin, the platform's Ethereum-based community token) they bought and held.

3
Weeks to create the wole the experience

8
Teams working simultaneously



900 users participated in the experience.

+750 inactive users to win back

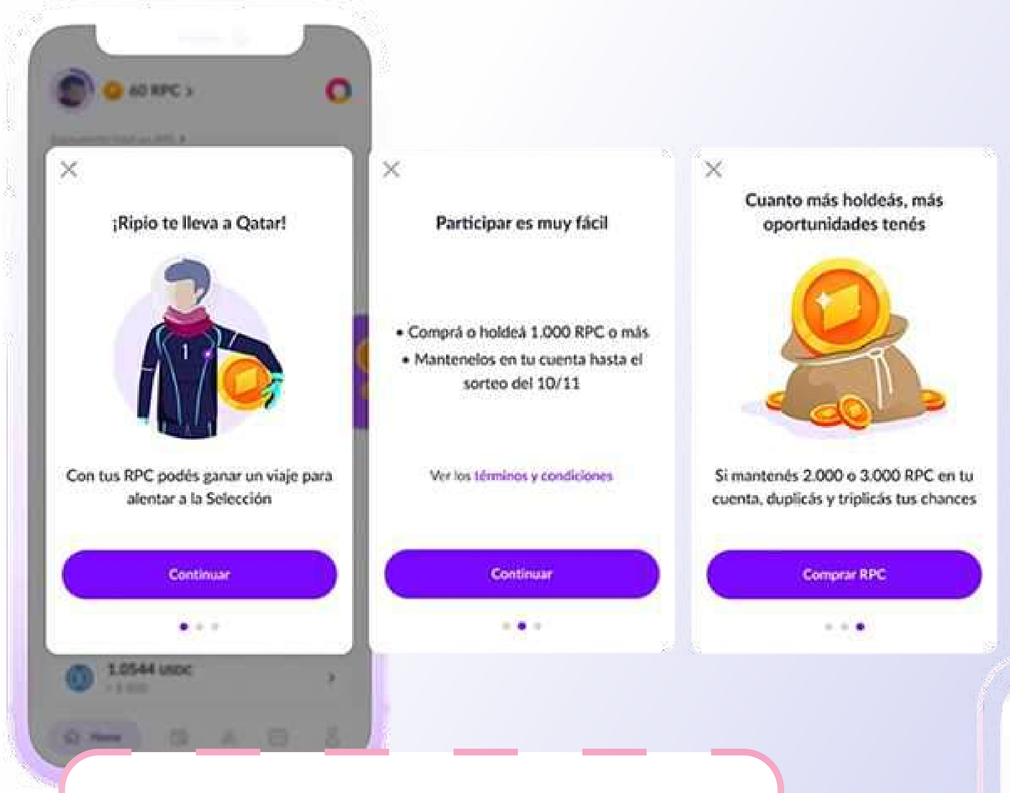
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THE APPROACH

How we did it.

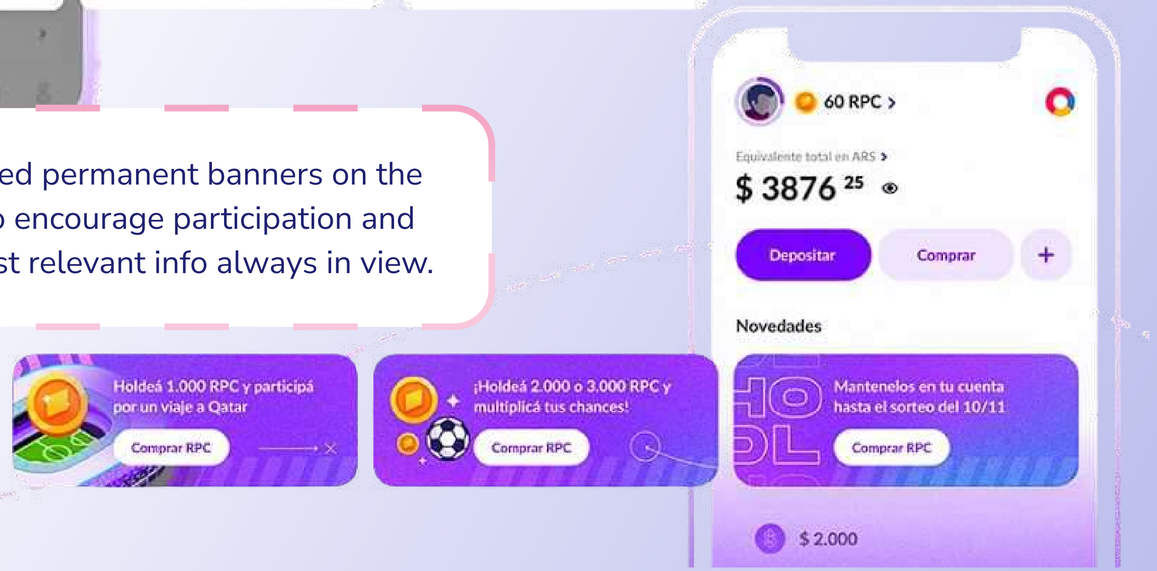
To bring inactive users back and drive participation, we focused on two key actions:

- Making the initiative **impossible to miss,**
- **keeping it visible** over time.



To make sure all users found out about the action, we created a modal carousel summarizing the mechanics and requirements to participate.

We also added permanent banners on the homepage to encourage participation and keep the most relevant info always in view.

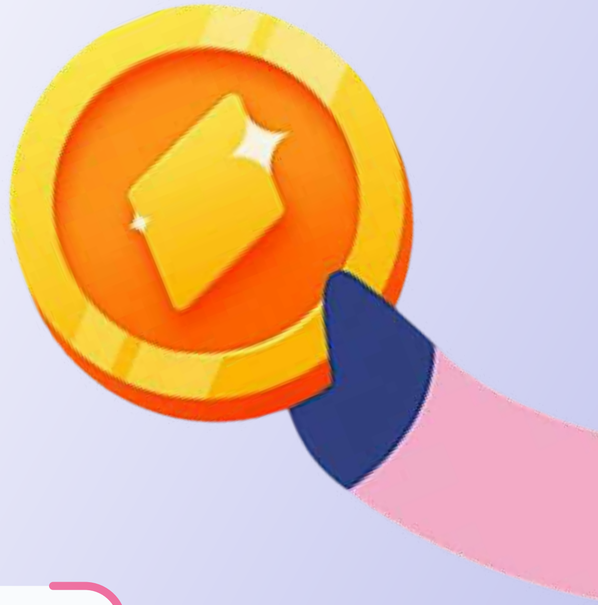


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THE RESULT

What we accomplish.

The campaign **was a huge win**, and **beyond getting great results**, we also sent one lucky winner to cheer on the national team at the 2022 Qatar World Cup.



1567
Registered new users

+785K
RPC tokens sold in one day

754
Accounts reactivated

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Thank you!