

Success Stories

It Takes a Citi

The story of how disparate partners were united around a new design system and experienced incredible growth.



The Challenge

Transitioning from an agency-reliant design model to an in-house Design org shined a light on the disconnection of business segments, design languages, and technical methodologies.

Leading the efforts for Citi.com, Luke's team and their initiatives became a crucial catalyst for refining the Citi Design System (CDS), bringing it to production, and proving the value of design-led initiatives.

The Solution

Use the Citi.com home page and key product marketing marketing pages as the testing grounds for stakeholder unification, design system resiliency, and KPI achievement.

A Resilient Design System

Prepare CDS designs for their biggest test yet – 30MM monthly visitors.

Unified Partners


Break down the silos of marketing, branding, development, analytics, business, product, design through the shared lens of the Citi.com home page.

Rigorous Testing

Perform rigorous user, technical and performance testing from wireframe through post-launch stages.

Verifiable Success

Designs need to not only meet traditional digital Citi KPIs, but need to expand that definition relative to new user insights, accessibility regulation, and branding goals.


+50%
Account Openings

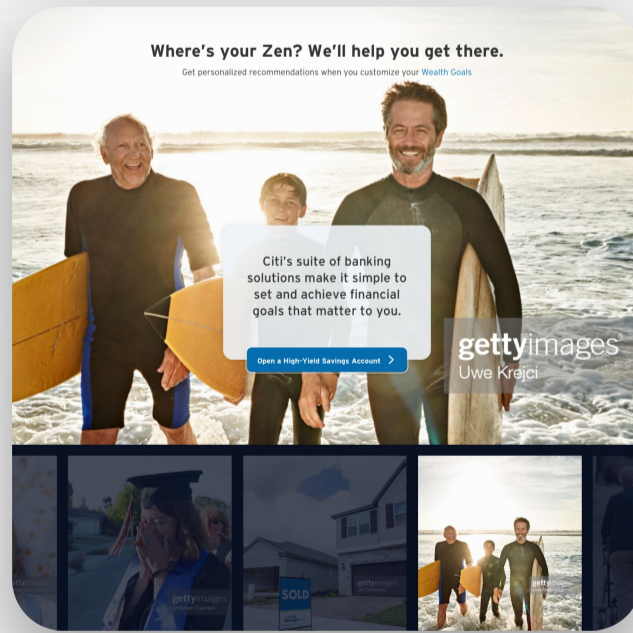

3+
System Overhauls


+80%
Performance Improvement

The Results

Account activations increased and bounce rate decreased on Citi.com home page and key product pages.

As internal silos broke down, key operational opportunities were identified and implemented. This included major performance improvements and a wholesale change to throttle testing methodology.



What's Next?

As testing and optimizations continue, Luke's team is preparing for a thorough unveiling of the latest and greatest CDS has to offer!

Coming later in 2022, the launch will include a few bonuses that can't be shared yet – so keep an eye on Citi.com

Based on the initial success, learnings will continue to influence the end-to-end customer journey in all digital spaces.



Meredith Matthews
Executive Director
at CVS Health

Luke has a keen sense of all stakeholder objectives and the drive to deliver positive outcomes.

Want to Hire Luke?

From startups to Fortune 30 – his strategic, creative leadership drives business forward.

Get in Touch

Built on Trust

