

Tye Robinson

Senior UX/Product Designer

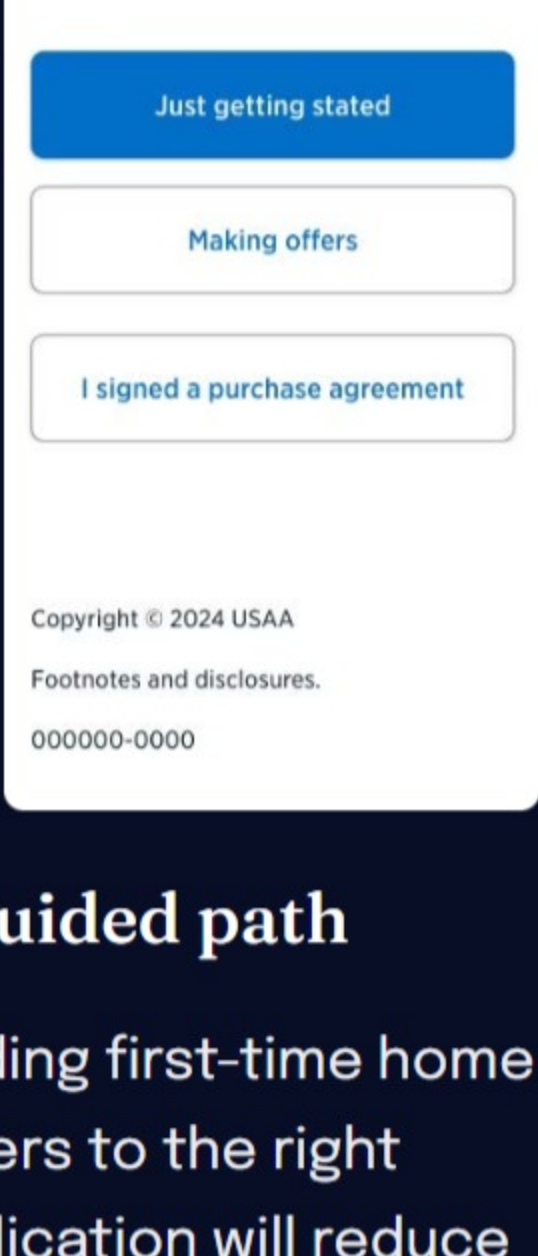
Mortgage Application Project—Overview

During this project, I focused on improving the mortgage application experience—especially for first-time home buyers who often aren't sure where to begin. We found that many users didn't know the difference between **pre-qualification** and **pre-approval** and were unintentionally entering the wrong flow. Most were just following the advice of a loan officer or real estate agent without really understanding what the process meant.

The goal was to make things clearer and easier from the start. We redesigned the entry experience to help users understand their options, what each step means, and which one is right for them. We introduced just-in-time guidance, simplified language, and visuals that made the process feel less intimidating.

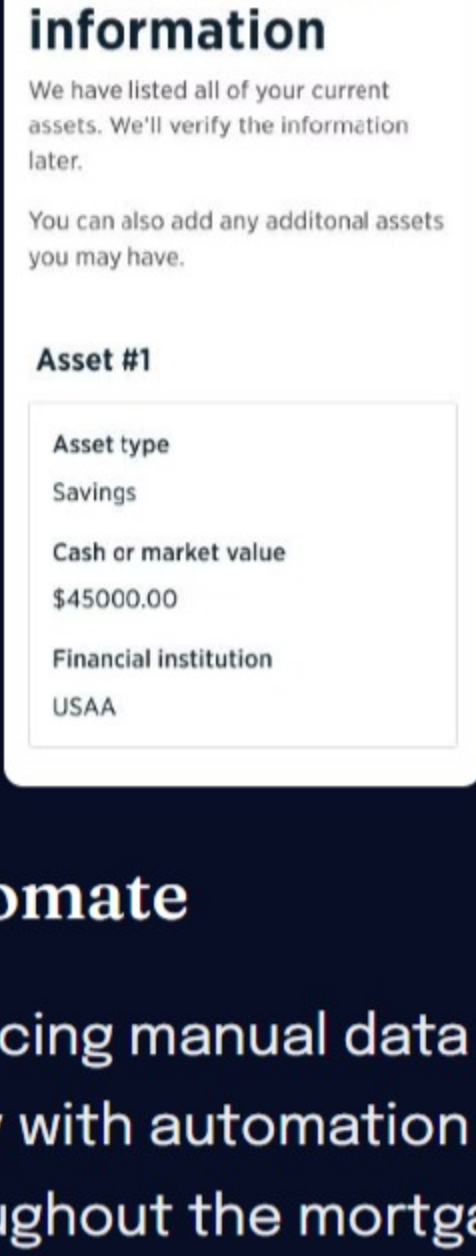
By helping users feel more confident and informed early on, we reduced drop-offs, cut down on application errors, and made the process smoother for both customers and loan officers.

UX Overhaul for Better Conversion



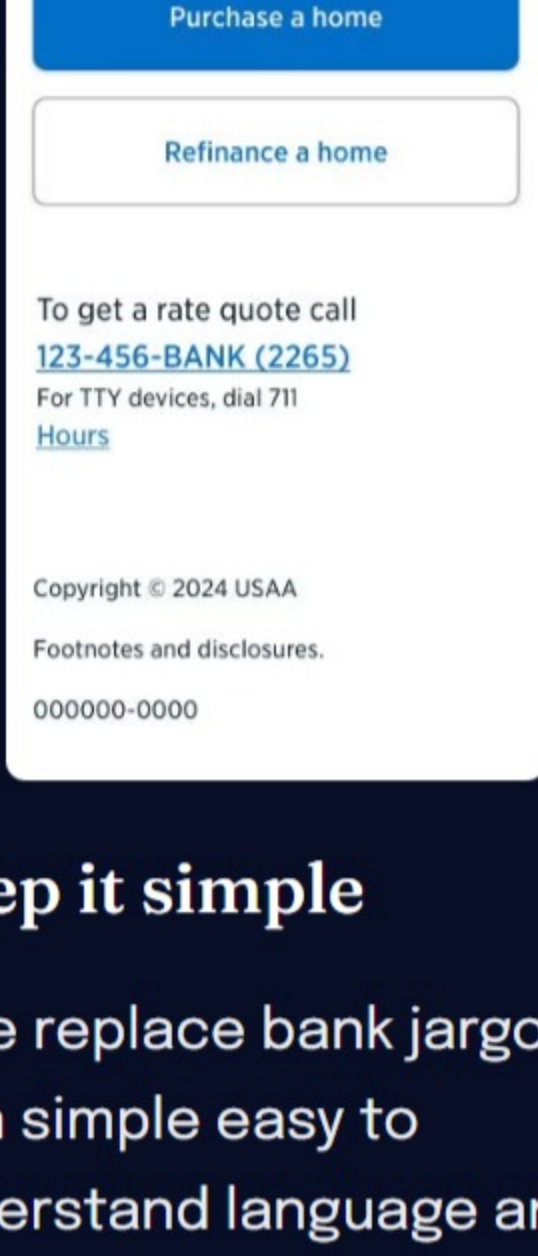
A guided path

Guiding first-time home buyers to the right application will reduce restarts, member frustration, and loan officer intervention.



Automate

Reducing manual data entry with automation throughout the mortgage application will minimize errors and processing delays and lead to faster completion times.



Keep it simple

If we replace bank jargon with simple easy to understand language and include intuitive instructional content for CTAs and headers members will be more likely to complete the application with fewer errors and less frustration.

[Link to full case study](#)

UX Design That Transforms Mortgage Experiences

Specialized expertise in creating intuitive, results-driven digital experiences that simplify complex financial journeys. Combining AI innovation with accessibility to reduce friction and drive business metrics.



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Military-Focused Mortgage Application Redesign

	User Research Identified pain points through interviews with military customers facing unique relocation challenges.
	Journey Mapping Created adaptive forms with "Move Type" triggers distinguishing between PCS and civilian relocations.
	Profile Integration Leveraged existing member data to autofill military service details and streamline the process.
	Validation Systems Partnered with engineering to implement military-specific validation tools and updated data models.

Measurable Impact & Results

18%

Drop in Abandonment

Users abandon less frequently.

22%

Conversion Increase

More military members complete applications.

30%

User Engagement

Increased interaction with summary screens.

40%

Support Ticket Reduction

Fewer support tickets due to clear explanations.

Rapid Innovation Sprint Strategy

Discovery & Audit Stakeholder interviews and design system evaluation to align on direction and constraints.	Component Mapping Detailed inventory of UI patterns matched to established design system standards.	Prototype & Test Rapid creation of interactive prototypes with immediate usability testing feedback loops.	Refinement & Handoff Accessibility reviews, final adjustments, and developer-ready documentation delivery.

Competitive Analysis: VA Loan Lenders

Veterans United Excels in tailored UX with military-specific language and dedicated support channels.			Navy Federal Strong in military-focused design with personalized service but less technological innovation.
USAA Highest trust factor with opportunity to better integrate AI capabilities with military focus.			Rocket Mortgage Leading in AI-driven automation and speed but lacking military-specific personalization.

AI Integration Strategy for Mortgage Lending

Personalized Recommendations AI-powered loan options based on service history, financial profile, and relocation needs.	Conversational Onboarding NLP-driven chatbots that understand military terminology and guide users through application steps.
Adaptive Authentication Smart security that adjusts to deployment schedules and international access patterns.	Post-Close Support AI-powered financial literacy tools tailored to service members' unique financial situations.

UX Tools & Design Philosophy

Tools & Methods - Figma, Adobe XD, Sketch - UsabilityHub, Maze testing - Miro journey mapping - WCAG 2.1 accessibility auditing	Design Philosophy Empathize: Understand users facing complex life changes, especially military relocations. Empower: Provide clarity, transparency, and control throughout the mortgage journey. Evolve: Continuously improve through data-informed iteration and user feedback.
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Ready to Transform Your Digital Experience?

	Discover Uncover your unique challenges and opportunities
	Design Create intuitive, accessible solutions
	Deliver Drive measurable business results

Let's connect to discuss how I can apply my expertise to your fintech product roadmap or digital platform. With proven results in the mortgage sector, I'm ready to lead your next UX transformation.

Let's Build Something Amazing Together

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"I'm not just looking for a UX role—I'm looking for a team and mission where I can contribute meaningfully, grow professionally, and help shape user experiences that truly make a difference. I believe this opportunity offers that environment, and I'm eager to bring my experience, curiosity, and problem-solving mindset to help push both the product and team forward."

Tye Robinson | Senior UX/Product Designer | Specializing in Solutions