

### FUTURE + FINANCE

Student loans Graduate loans About us Help Insights Sign in

## MEET YOUR FUTURE YOU →

### Discover The Future Finance Scholarship

APPLICATIONS OPEN

Whether you want to progress your studies, land your dream job or change the world one day, The Future Finance Scholarship is for you. This year, we're backing undergraduate and postgraduate students with funding to support them in achieving their future goals.

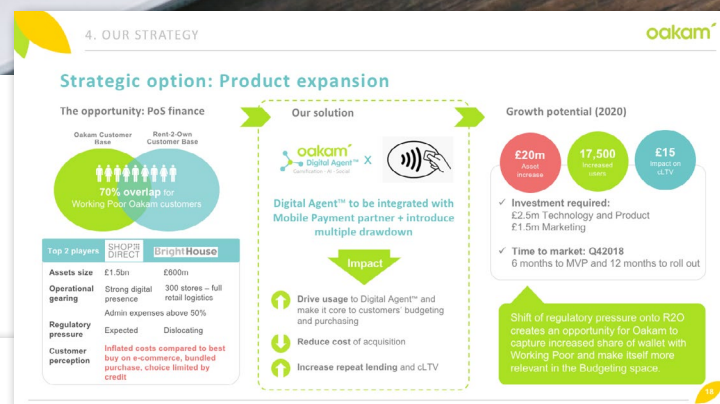
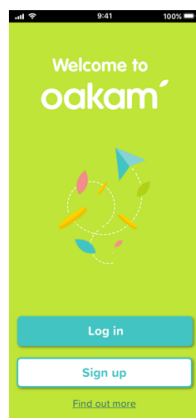
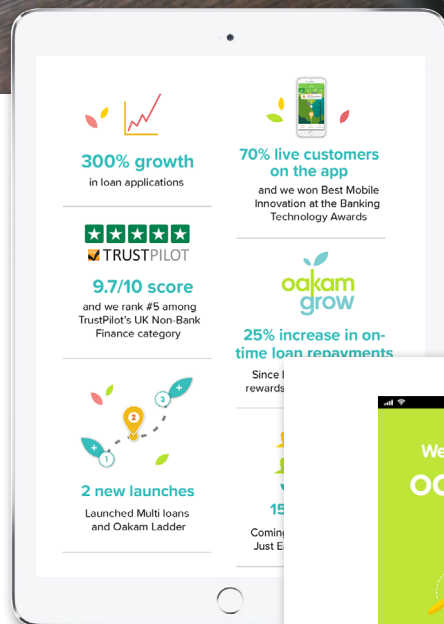
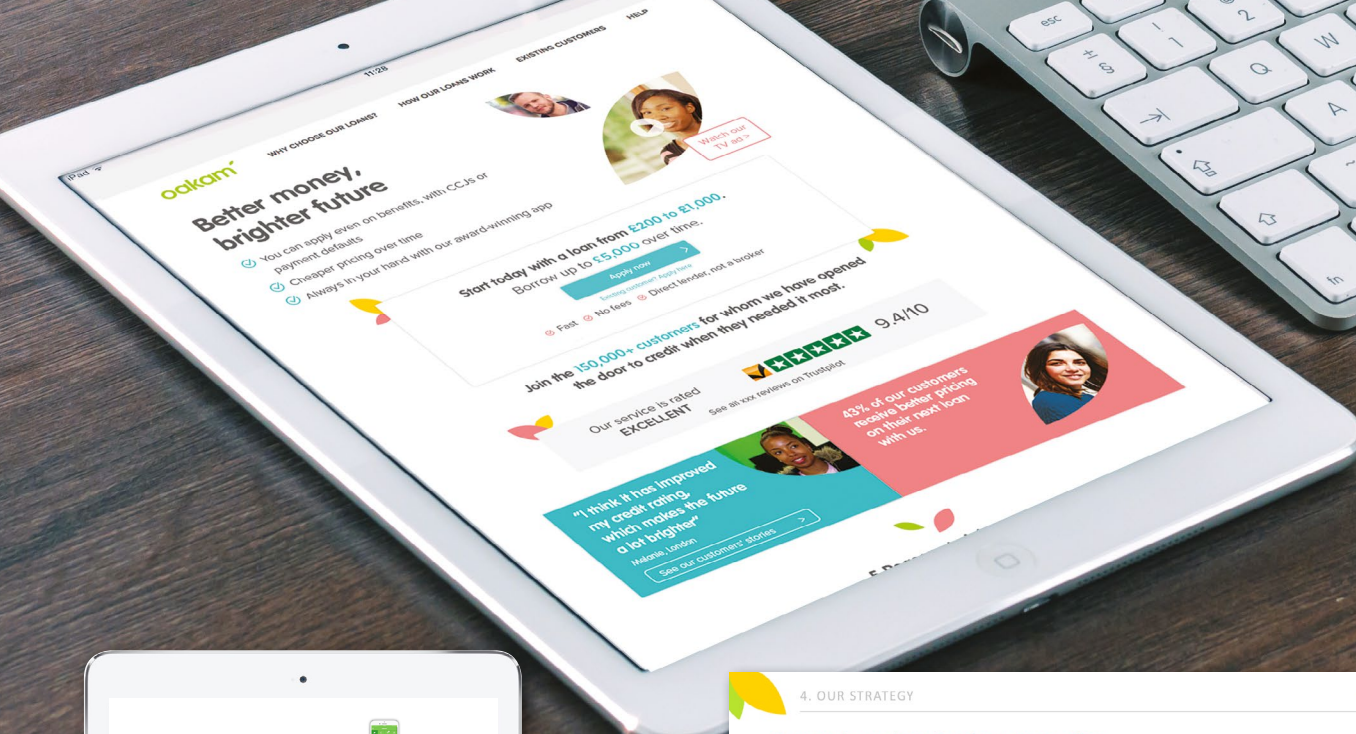
SUBMIT APPLICATION →

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Graphic design & illustration

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## oakam'

### App UI Guidelines

June 2018

Prepared by:  
Lydie Greco & Jat Singh



# Start earning points today

- Control your finances
- Save money when you upgrade your status
- Earn great rewards as you go

Download our latest app

Download on the App Store

GET IT ON Google Play

[oakam.com/oakam-grow](http://oakam.com/oakam-grow)

#oakamgrow

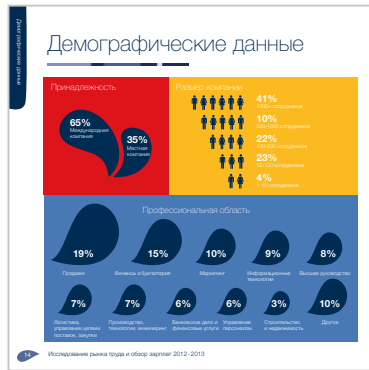
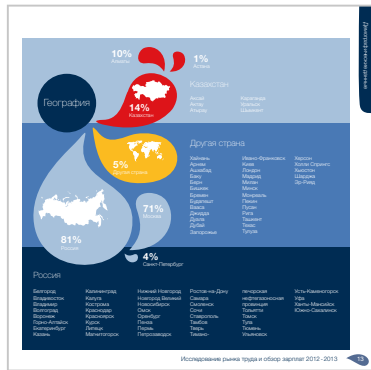
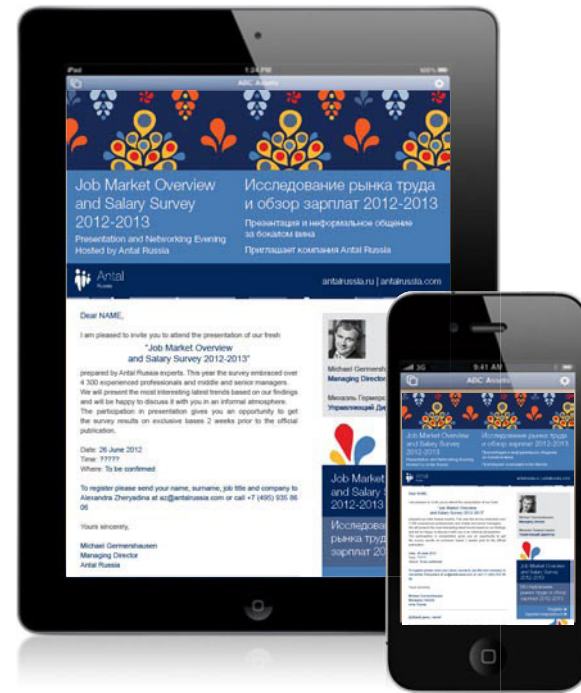
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Warning: Late repayment can cause you serious money problems. For help, go to [moneyadviceservice.org.uk](http://moneyadviceservice.org.uk)

## Branding & Marketing work for Oakam

In charge of creating and maintaining the visual identity of Oakam for 4 years, a company giving personal loans to the underbanked.

Designed assets for their app, website, social media, email, app, promotional flyers and posters, store windows display, TV ad, powerpoint presentations and maintaining brand integrity throughout communications.

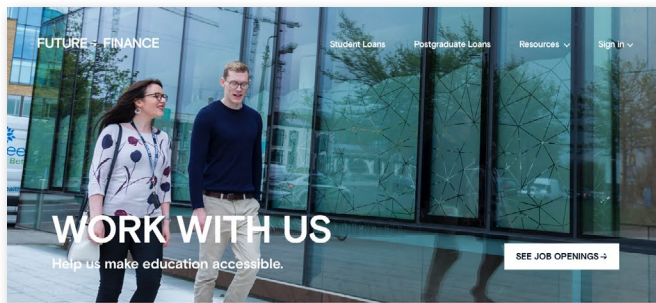


# Antal Russia Salary Survey

Design of salary survey analysing the trends of the job market accross different sectors in Russia and Kazakhstan. Creation of visual identity, data visualisation, layout and assets for promotion on web and social media.

Management of two languages (English and Russian) in the same InDesign file for speed of production. Published as print and interactive pdf.



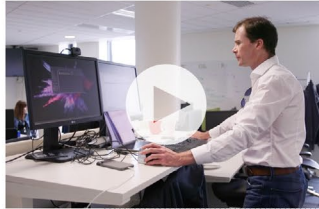


## What does it mean working for Future Finance?

"Education is the most powerful weapon which you can use to change the world." (Nelson Mandela)

We believe, with the right support, everyone can reach their potential and have a positive impact on the world. Because our work and our customers are important to us, we enjoy coming to work every day. That's why we are the fastest-growing private student lender in Europe.

[SEE JOB OPENINGS](#)



## What can you expect from us?



### Value the Future

- ✓ We focus on future potential - in students and in our employees.
- ✓ We support borrowers and employees on their journey.
- ✓ Our focus is on removing barriers to empower potential.

### Borrowers First

- ✓ Our students and their education are at the heart of our business.
- ✓ Everything we do is focused on how we can best serve them.
- ✓ We provide the tools they need to fulfil their ambition.
- ✓ We work hard to earn and keep our students' trust.

### Responsible Lenders

- ✓ We take our obligation to students and young adults seriously.
- ✓ We calculate risk and never offer more than what is appropriate.
- ✓ If things don't go as planned, we work with the students to put manageable solutions in place.

### Clear Purpose

- ✓ We are clear, honest and transparent in all our communications.
- ✓ We understand the responsibility of speaking to a young audience.
- ✓ We listen first and think about all perspectives - not just our own.

### Work as One

- ✓ We work as one team with employees, students and partners.
- ✓ We share a common belief: that to succeed we need to actively listen and learn from students and partners.
- ✓ We act with humility and integrity - we know success is earned together.



## What do our employees say?

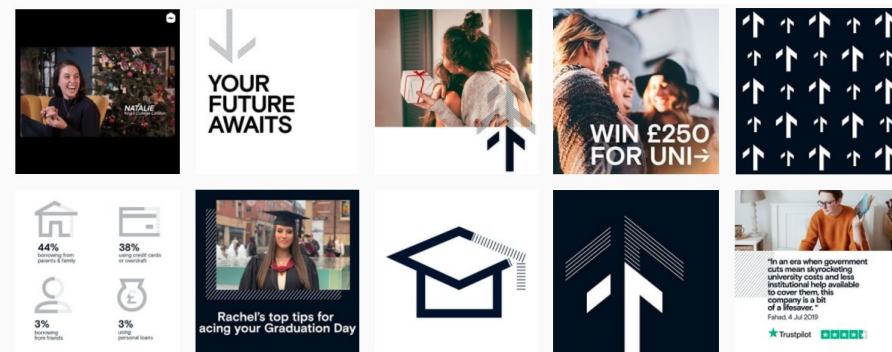
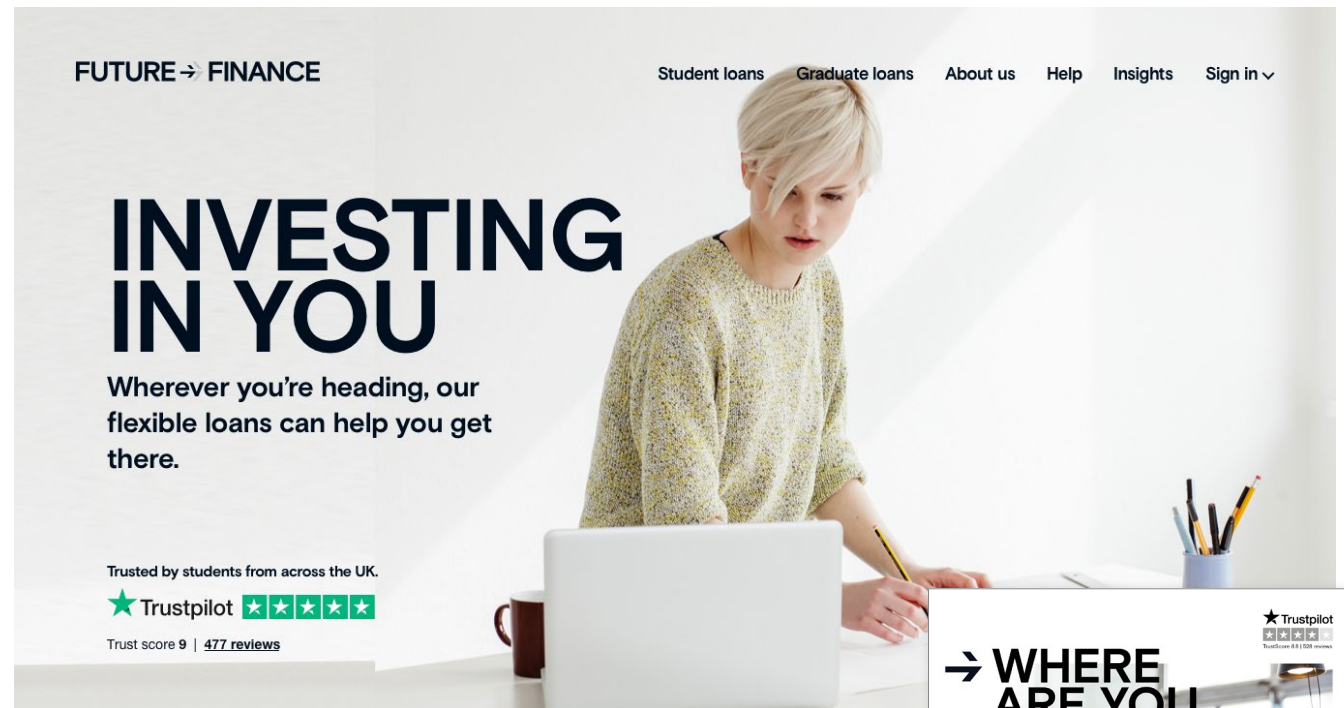
We hire people that like to push boundaries, innovate and are passionate about their work. We are smart, driven and moving fast to make a meaningful impact. See what some of our people have to say.



"I love working for Future Finance because it is truly a values led organisation. We are all committed to our mission of making education accessible to all, and that commitment drives us all to bring our best selves to work every day. FF opens opportunities for our colleagues as well as our customers, and our focus on the future means that - truly - no two days are the same!"

Bébhinn Wheelan, People Operations Manager

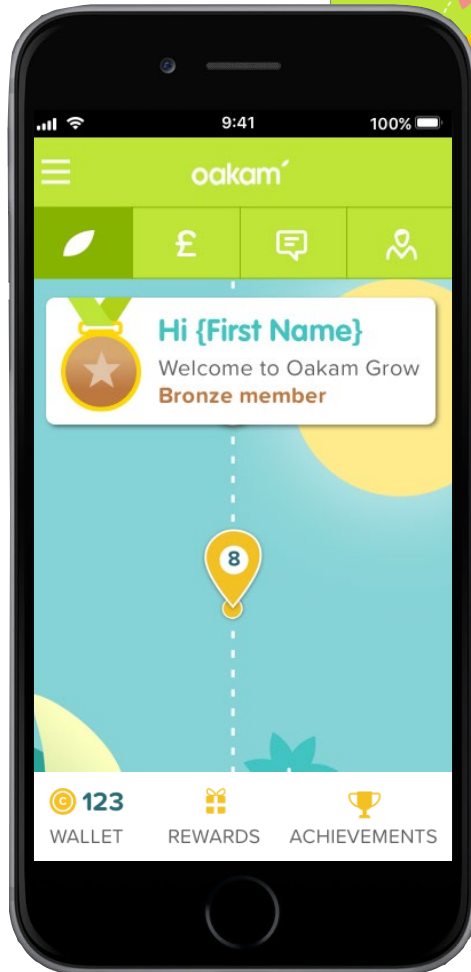
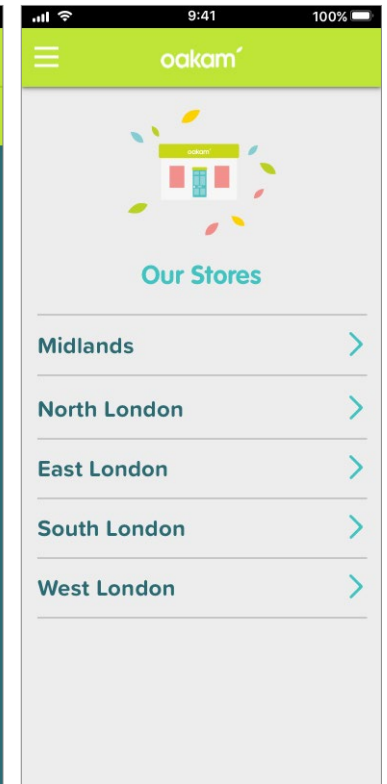
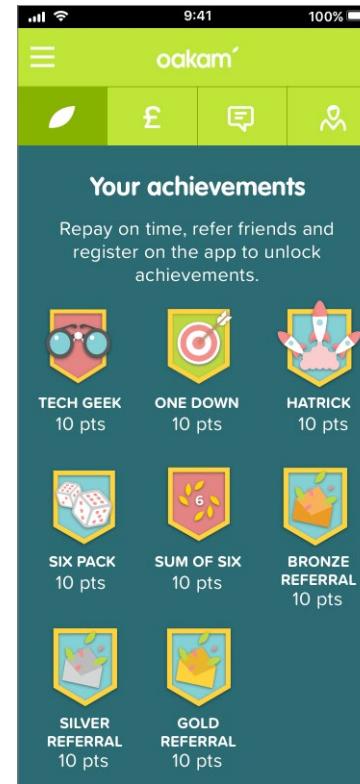
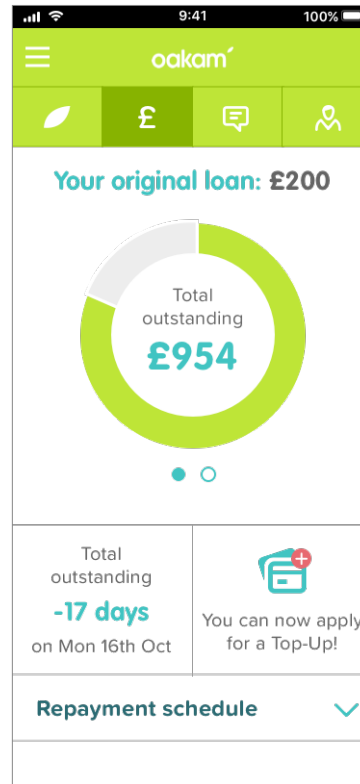
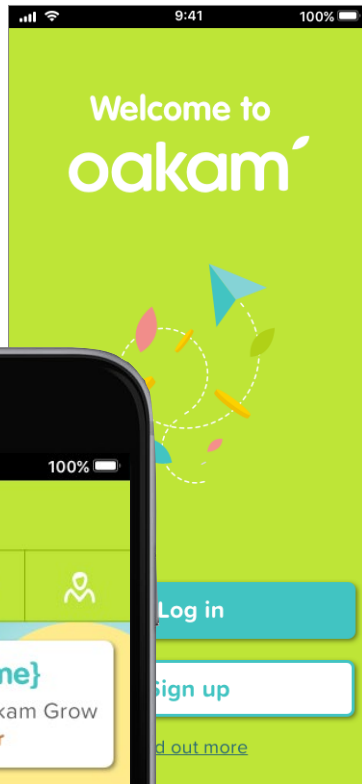
1 2 3 4



## Future Finance

Carrying out of the rebrand of Future Finance, a student loan start-up, on digital and print media. Refresh of webpages, design of emails, social assets, web ad campaigns, print merchandise, roll-up banner, conference stands.

[www.futurefinance.com](http://www.futurefinance.com)



## Financial App UI design

Rebranding and harmonising of a loan management app. The app allows you to manage your loan and introduces a gamified rewards system: you get coins for every loan repayment, and you can then get rewards for good repayment behaviour. Available on Android and iOS.

View full app here: <https://marvelapp.com/df8ji3e>



How do we do this?

Income type  
Complex

Credit quality  
Prime

Income level  
>£50k

Mortgage amount  
>£300k

Solving for all types of customers and segments we might want to deal with in our proposition will lead to a muddled failure. We need to solve for our Bull's Eye target and make sure our proposition is absolutely the best in the market for that target.

Don't take it from us...

"...Most interactions I have had with banks have left me with a bitter taste, going through you has changed my view on such matters and given me confidence - this was the easiest transaction I have ever completed. I will recommend you to all..."

"Thank you so much for providing such an excellent mortgage broker service. I could not recommend your service more highly. It was a very easy and painless experience and I felt I was in expert hands at all times! Thanks very much and I look forward to speaking with you again in 18 months!"

A woman with red hair, smiling and sitting at a desk with a plant in the background.

feefo  
323 reviews

Service Rating  
★★★★★

Product Rating  
★★★★★

4. Gamification

£995  
Basic fee

Get your legal through Lightfoots, save £200  
Lightfoots

Refer 2 friends, earn £400

First time buyer? Get £200 in IKEA vouchers  
IKEA

Save £200 on British Gas Home cover  
British Gas

£1,000  
Total savings

Insert text here

The options for CMME are clear

A. Increase the benefits of higher price

B. Cut price below

C. Develop a proposition that plays

A silver MacBook Pro laptop displaying a presentation slide titled "Our customers".

**Our customers**

85% 15%

Predominantly male

Living in London and South East

35-55  
Average age

A, B  
Social grade

£97k  
Average income

Open to advice and products and services

A bar chart showing the number of customers for different product types. The x-axis categories are "I will pay more for products that make life easier", "I will seek Financial Advice before making decisions", and "I read the Financial Section of My Newspaper". The y-axis ranges from 0 to 300.

Product Type	Count
I will pay more for products that make life easier	156
I will seek Financial Advice before making decisions	172
I read the Financial Section of My Newspaper	256

1. Internal assets

£295

Great mortgage deal and expert advice

Refer a friend and you both receive £100 each

£300 discount on your next mortgage or remortgage

10% discount on Protection

£695

Great mortgage deal and expert advice

Refer a friend and you both receive £200 each

Next mortgage free

10% discount on Protection

Free basic home condition survey

£500 credit towards legal costs

£995

Great mortgage deal and expert advice

Refer a friend and you both receive £200 each

Next mortgage free

10% discount on Protection

Free basic home condition survey

£500 credit towards legal costs

Use referral and repeat incentives, and vendor relationships to create value

There are 4.8m independent professionals currently representing over 15% of UK workforce. They're the fastest growing segment of the national economy.

A row of 16 white human icons, with 10 red human icons below them.

Few dedicated services providers

30% of self-employed have found it difficult getting a mortgage

1 in 2 self-employed think the disadvantages of those on

UK workforce Since 2008

+30% Contractors

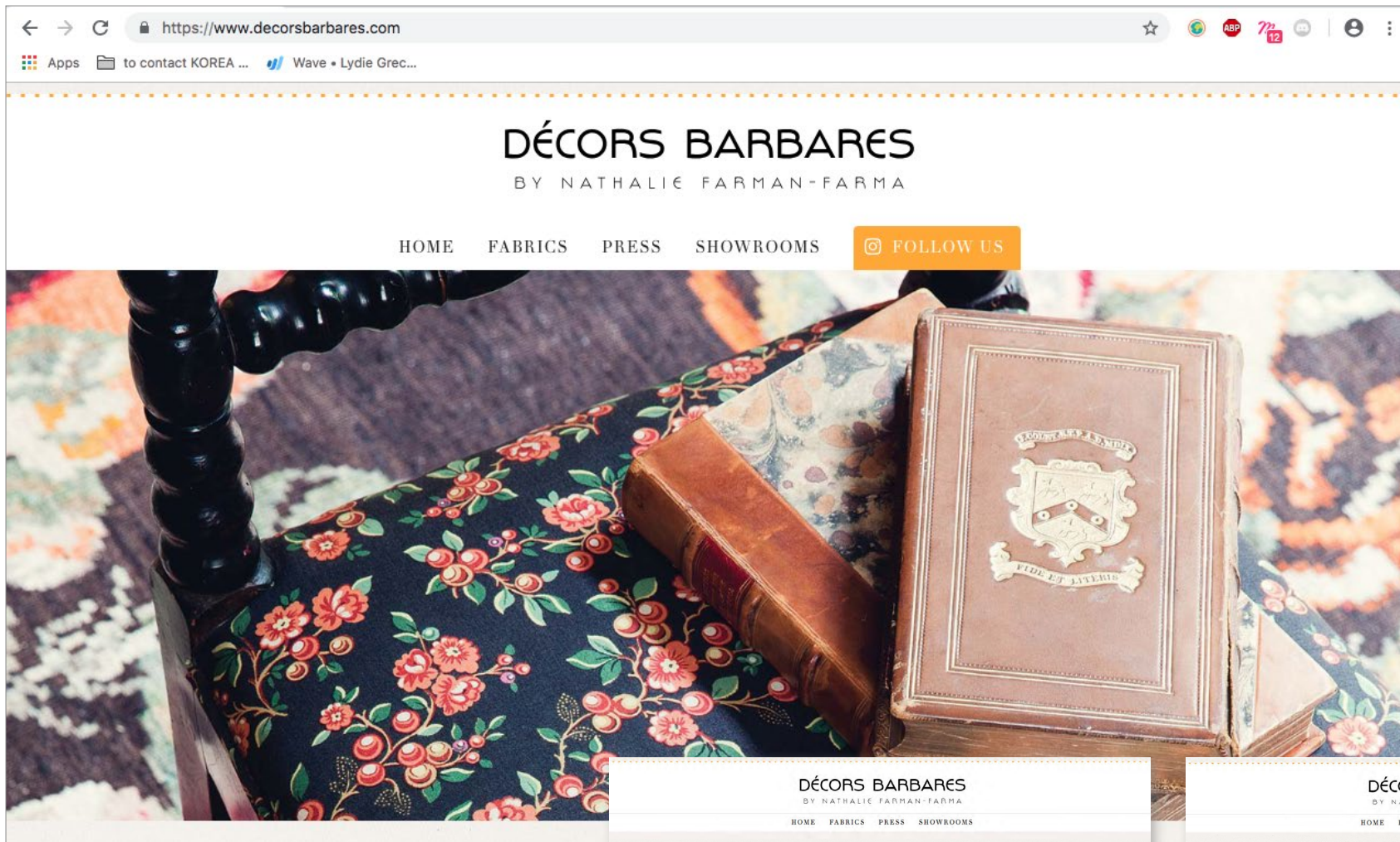
1.3 m Gig economy

+21% Self employed

But when it comes to financial services, there's a gap. For a bespoke approach risk them being left behind by traditional providers. They often have to make do with less or are faced with fewer options at higher prices.

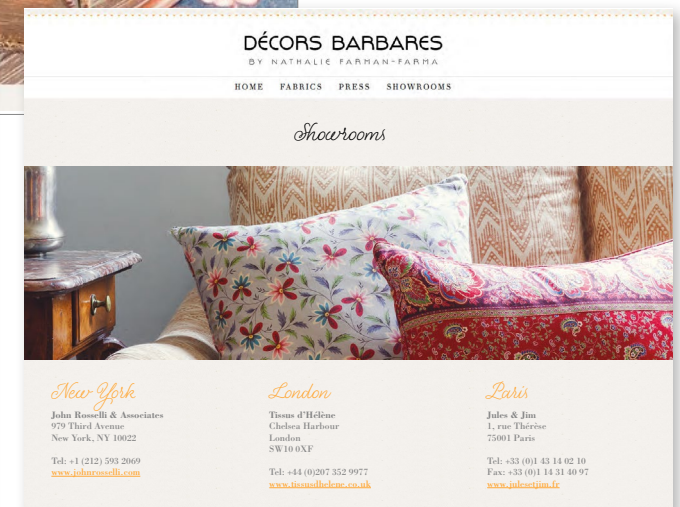
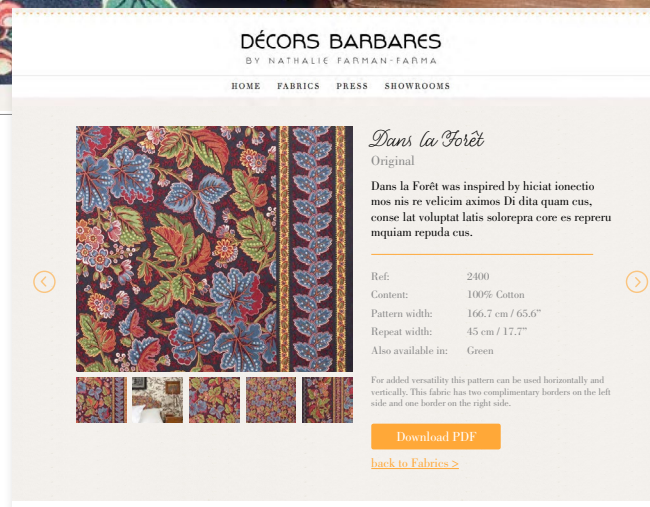
Investors and internal strategy presentations

Design of presentations for the Marketing department of mortgage broker CMME and consulting on how to summarize ideas in clear visuals.



## Décors Barbares

Design of the website and promotional material (business cards, postcards, compliment cards) of a furnishing fabric studio based in London.



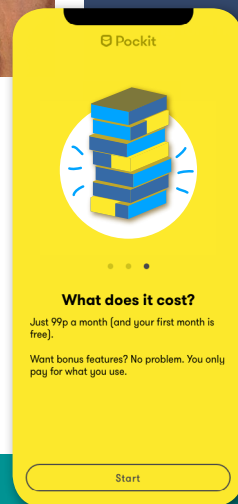
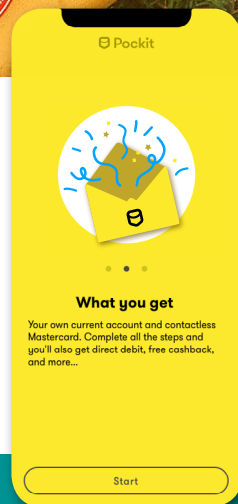
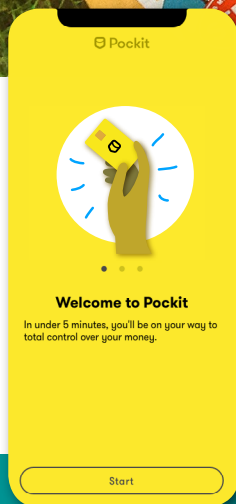




## Leadership Meeting Live scribing

Live scribing of the presentation and ideas discussed during the Leadership meeting of a Financial services company, London





## Illustration work – Digital

Various digital illustrations for ice cream packaging, magazines, tote bags, children video games, internal comms presentation, internal pitches, app tutorials.





## Illustration work – Handdrawn

Various illustrations, pen or watercolour for editorial magazines, animated gifs, ad campaigns, or live 3-min portraits in my illustration photobooth the Magic Depictor



Thanks for looking!

Meru!

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🌐 [lydiegreco.com](http://lydiegreco.com)

📘 📷 Lydie Greco