



Tess Mroczka

designer | illustrator

# The new standard for interest rate marketing

BankingBridge is the best software platform for allowing lenders to incorporate their identity, brand, loan officers and rates into wherever homebuyers are shopping.

CONTACT SALES



# BankingBridge

At the start of this project, BankingBridge was a startup with no solid brand identity. I was tasked with revamping the existing website to target their audience in a way that was engaging and refreshing. One of the biggest challenges was creating a visual system that was informative without overloading the viewer with too much verbage.

### Components

Web Design  
Illustrations

# The Complete Toolkit for Pricing Engine Integrations



- 1 BankingBridge integrates to your pricing engine building out the most powerful and flexible tools to bring your rates, loan programs and compliance to a larger online audience.
- 2 Whether you need an internal API, mortgage calculators, payment flyers, CRM drip campaigns, or embeds, BankingBridge meticulously designed digital tools and APIs help you create the best possible product for your users.
- 3 Mortgage lenders can scale faster and more efficiently by utilizing BankingBridge digital tools.



### Developer First

We believe that incorporating your unique rates into all your marketing channels is a problem rooted in code, not budget. We are obsessed with simplified, scalable, flexible integrations that promote your unique selling proposition to a larger audience.



### Scaling

Our integrations with the leading pricing engines allows us to perform 100,000+ price quotes without slowing down your loan officers. BankingBridge has a growing team to help transform how small to medium sized mortgage lenders are competing in the latest evolution of mortgage originations.



### Always Improving

BankingBridge is an always improving toolkit rolling out new features every month. From industry standards or custom pricing engines, working with BankingBridge means you get access to technology that gets the most out of your pricing engine.



**BANKINGBRIDGE**

## A complete platform engineered to grow purchase business

Whether you're looking to embed specific loan officers rates into a website, help customers understand rate trends through graphs and charts, or simply incorporate rates into print media, do it all from a fully integrated, user friendly platform.

Position loan officers as an option on referral partners websites | Provide real time content to educate customers | 10X your online presence with immediate ROI

### Transparency and education help your business grow

BankingBridge's platform gives your loan officers a choice as which type of marketing tools they want to display, and with the right compliance tools and more transparency, you present your loan officer to the customer as a trusted advisor rather than a salesperson.

Learn how BankingBridge positions your loan officers for success

"BankingBridge places my content into my realtors website. I'm now positioned much earlier in the home buying process." — Retail Loan Officer

### Powerful tools for lenders to reach a larger audience

BankingBridge helps you convert your highest quality leads. Reduce content conversion your lead conversion on your own website by delivering real time rates customized to your loan officer customer base. Whether you want improved lead conversion from your realtor partners or track ROI with other partners gain insight with our partner management dashboard.

- Scalable
- Documented API
- Build own embeds
- Cost efficient
- Utilize existing technology
- Admin hierarchy

### Your data working for you

BankingBridge makes it easier for your leadership, marketing, and loan officers to gain insight into your real time interest rates on all loan programs. Daily snapshots, graphs, trend analysis available on your actual rates.

"There was an initial hesitation of incorporating rates into our marketing channels but it has become a critical need 12 months later. BankingBridge allows you to take small steps or giant leaps and we like that approach." — Retail Sales Director

### Collaborate with vendor partners and services

Rapidly build production ready integrations with BankingBridge internal API tools that support various existing pricing engine APIs. BankingBridge RESTful JSON swagger 2.0 compliant API - significantly reduces integration to your website or existing applications.

Ready to learn more? | Get in touch to get started.

PRODUCT SUPPORT CONTACT | Copyright © BankingBridge 2017 | 100 King St. Charleston, SC 29401

**BANKINGBRIDGE**

## The new standard for interest rate marketing

BankingBridge is the best software platform for allowing lenders to incorporate their identity, brand, loan officers and rates into wherever homebuyers are shopping.

### The Complete Toolkit for Pricing Engine Integrations

- BankingBridge integrates to your pricing engine building out the most powerful and flexible tools to bring your rates, loan programs and compliance to a larger online audience.
- Whether you need an internal API, mortgage calculators, payment APIs, CRM site integrations, or website BankingBridge multi-touchpoint integrated digital tools and APIs help you create the best possible product for your users.
- Mortgage lenders can act faster and more efficiently by utilizing BankingBridge digital tools.

- Developer First**  
We believe that empowering your unique sales site of your marketing campaign is a problem solved in code, not budget. We are obsessed with seamless, intuitive, flexible integrations that position your unique selling proposition to a larger audience.
- Scaling**  
Our integrations with the banking pricing engines allow us to handle 150,000+ price updates without slowing down your loan officers. BankingBridge has a growing team to help transform how you do business. Used mortgage lenders are continuing to be the most successful of our pricing engines.
- Always Improving**  
BankingBridge is an always improving tool. We're adding new features every month. From industry standards of content pricing engines, making sure BankingBridge content you get access to technology that gets the most out of your pricing engine.

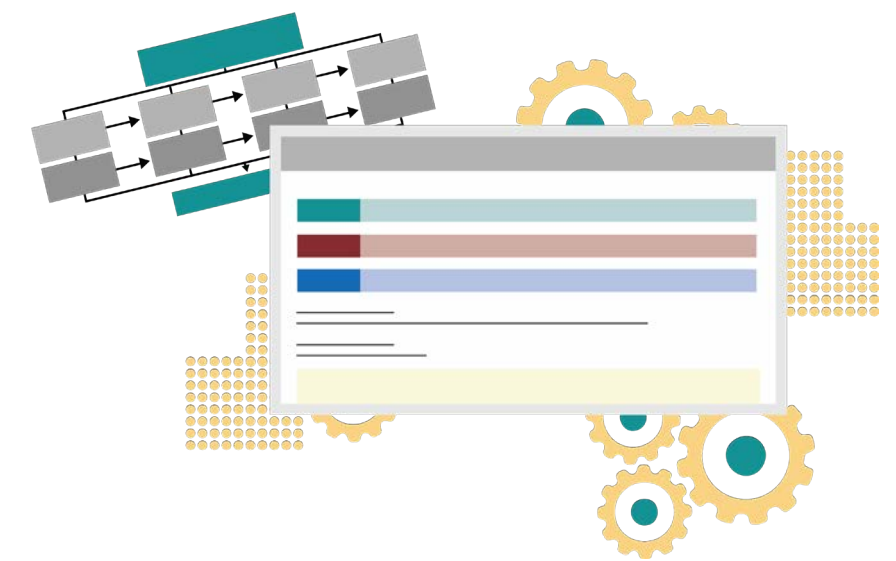
Introducing RateFlow: Use RateFlow API toolkit to super charge your existing pricing engine. Reduce developer time to market, ensure compliance and scale functionality for lenders building to develop lead generation apps.

Explore the Like Case: Start building the tools on your product roadmap. RateFlow is a fully documented API for loan officers to get access to technology that gets the most out of your pricing engine.

"I love using BankingBridge because no one ever goes into a store to buy a sofa or an outfit without knowing EXACTLY how much it will cost and how that fits into their budget. BankingBridge lays this all out for potential buyers in an easy to understand way!" — DIRECTOR OF MARKETING, MORTGAGE BANK

Ready to learn more? | Get in touch to get started.

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## Dephy

I worked along side the Motion Graphics Designer to create illustrations that were then animated. The project was for Dephy's new ExoBoot, a skeletal boot geared towards the military to help create "super humans". The illustrations are modern and dynamic to go with a technical, combative flow.

### Components

Illustrations



DEPHY  
BEYOND NATURE



**INVENTED IN 2015**

**BATTERY**

**MOTOR**

**AI**

**AI**

**SENSORS**

**AUGMENTING GAIT**

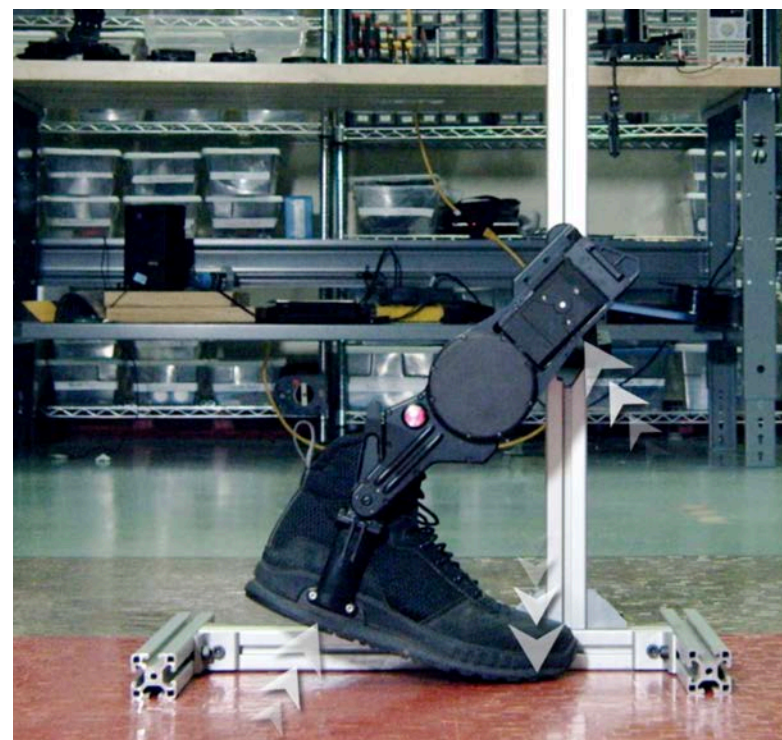
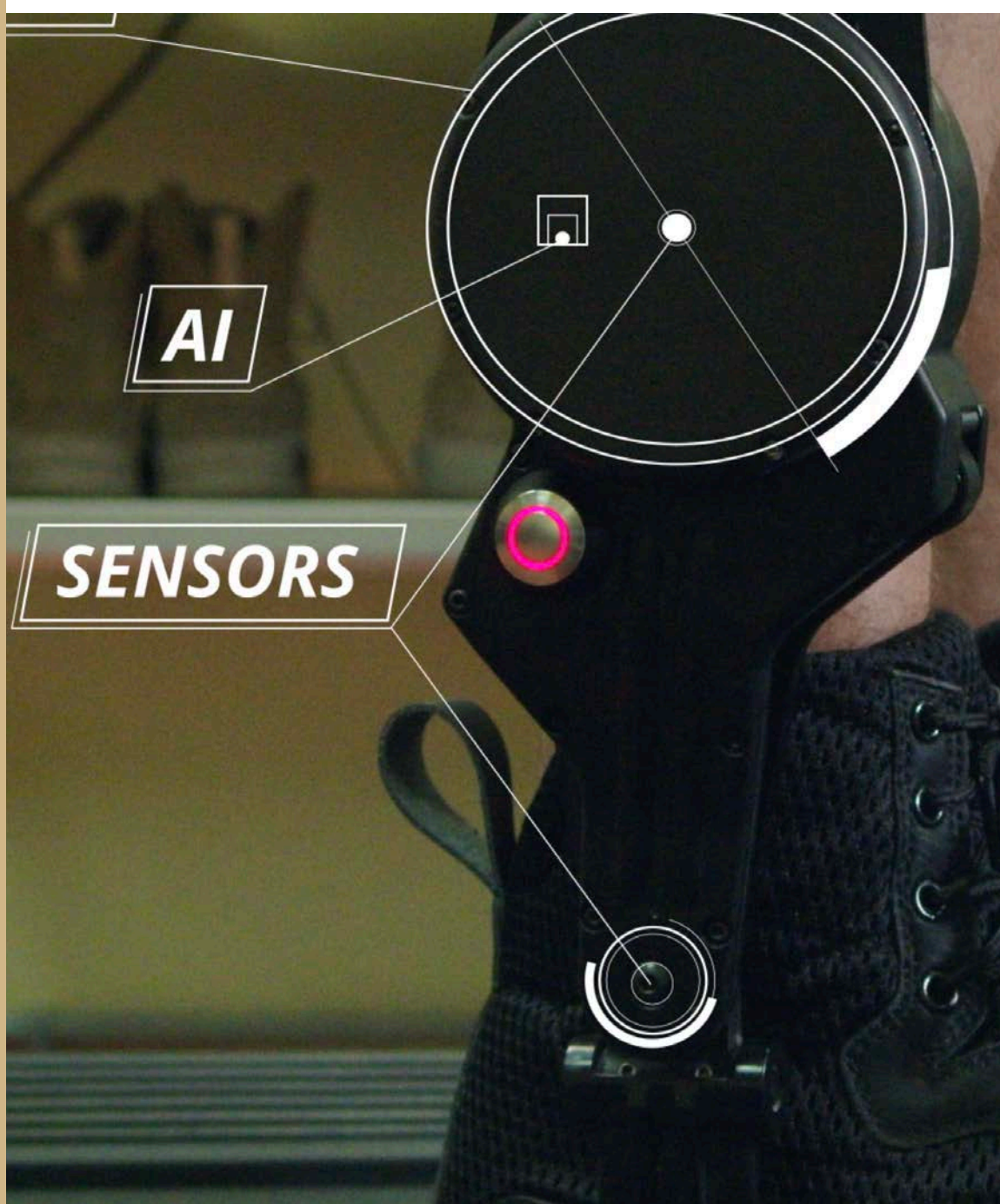
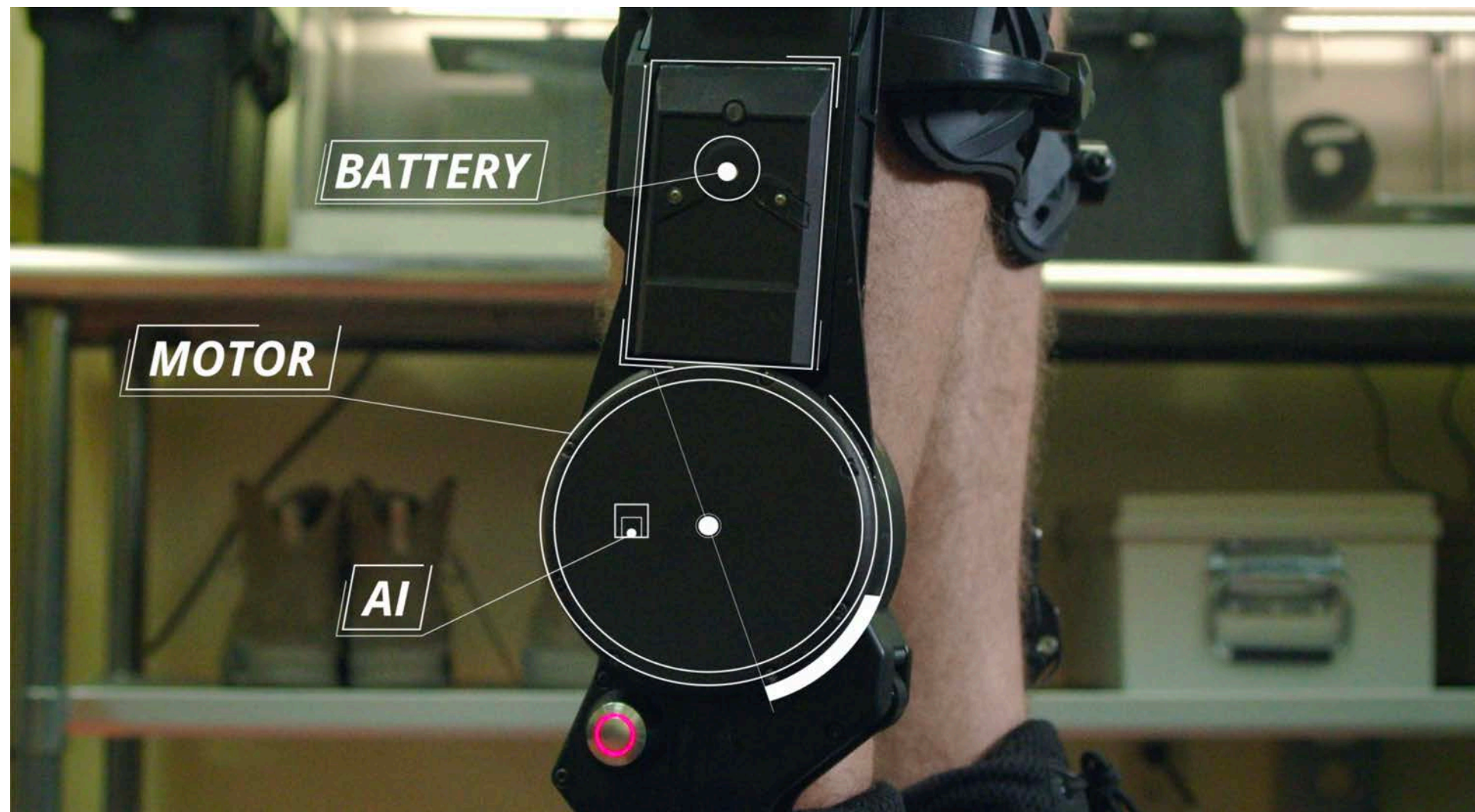
**COLLECTING GAIT DATA**

**73%**

**45°**

**TORQUE**

**100°**





## Great Dane

Great Dane is a tractor trailer corporation that I had the pleasure of interning in house prior to becoming a remote contract worker. Being their graphic designer, I have designed an array of print and digital deliverables across multiple media outlets.

### Components

Print Design  
Graphic Design  
Illustrations  
Packaging Design

## THE CHAMPION TRAIL

*Complete challenges to earn badges and win exclusive prizes. Travel off the beaten path to earn additional points and unlock new levels!*

### HOW TO PLAY

*Simply take photos that represent each challenge and submit them for points.*

- Download the Great Dane Events app and log in. Navigate to the Spark 2019 event and open **The Champion Trail** game.
- Tap **Profile** to see a list of challenges.
- Pick a challenge, then tap the camera.
- Take a photo or choose from your gallery.
- Tap **Submit**.
- Not satisfied? Tap the photo icon to resubmit the challenge.
- Once you complete each level, you will earn a new badge and unlock a prize. Visit the information desk to claim your items.



### DOWNLOAD THE APP!

Visit the Apple or Google Play store and search for "Great Dane Events".





## CHAMP Sales Qualification

*You already qualify your prospects (whether you call it that or not).*

Qualification determines whether (and how) you move forward through the sales process





## Sukrin USA

I was approached by Sukrin USA to recreate their website homepage. Their previous design was very static and overwhelming to look at, providing a lot of information in an unorganized manner. My solution was to organize the information in sections, ensuring no information was lost or overlooked. Each section provides a unique look that better helps the consumer understand Sukrins goals and offerings.

### Components

Website Design







FOOD FOR EVERY LIFESTYLE

- LOW CARB + CALORIE KETO GLUTEN FREE NO SUGAR ADDED ALL NATURAL



LOVING OUR CUSTOMERS FROM THE INSIDE OUT

We are passionate about helping our customers live a healthier lifestyle, by providing products and ingredients that allow easy, simple changes to be made to your lifestyle. Whether you follow a special diet that needs to be low in carbohydrates or sugars, be gluten-free, or high in fiber - or you just want to add more healthy foods to your diet - the Sukrin range is perfect for you. All of our products are as natural, unprocessed and good for you as we can possibly make them!

\$5.99 Flat Rate Shipping Free Shipping on Orders Over \$75



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Form fields for Email Address, First Name, and Last Name, with a 'Subscribe' button.



FOOD FOR EVERY LIFESTYLE

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LOVING OUR CUSTOMERS FROM THE INSIDE OUT

We are passionate about helping our customers live a healthier lifestyle, by providing products and ingredients that allow easy, simple changes to be made to your lifestyle. Whether you follow a special diet that needs to be low in carbohydrates or sugars, be gluten-free, or high in fiber - or you just want to add more healthy foods to your diet - the Sukrin range is perfect for you. All of our products are as natural, unprocessed and good for you as we can possibly make them!



## EDC: AWARE 2

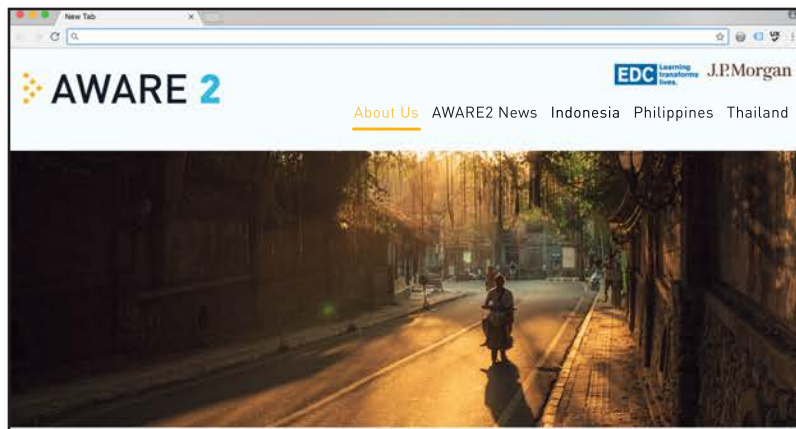
I was tasked with transforming wireframes into beautiful, effective designs. The AWARE 2 project was crafted in Wordpress, where I utilized a template to it's best capabilities. There were a ton of pages that went into this site, so keeping the design simple and navigatable was essential.

### Components

UI/UX Design







## About Us Page Title

**Overview Of Key Transaction Elements**

**Introducs/Project Ecosystem Summary**

The accelerating work readiness and achievement for Employment 2 (AWARE2) Project, funded by the JPMorgan Chase Foundation, aims to prepare a future-ready workforce with the skills needed to succeed in the digital economy.

The AWARE2 Project is working with technical vocational education and training secondary schools and technical colleges in Indonesia, the Philippines and Thailand.

Students participating in our program learn how to build both soft digital skills such as email etiquette and maintaining a professional online presence, are introduced to technical or hard digital skills, such as animation, graphics design, programming and other in-demand skills. We work with students to apply these skills through in-person and remote work experience for a real employer.

We work with school to help teachers understand the importance of digital skills and to transform teaching from lecturing to facilitating.

Our private sector partners include a wide range of established businesses, from global conglomerates to local pioneers, that provide training and technology for our Innovation Bootcamps, and host students for work-based learning opportunities, helping to build a pipeline of skilled workers ready to tackle the challenges of tomorrow.

### About EDC



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### About J.P. Morgan



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### AWARE2 In The News



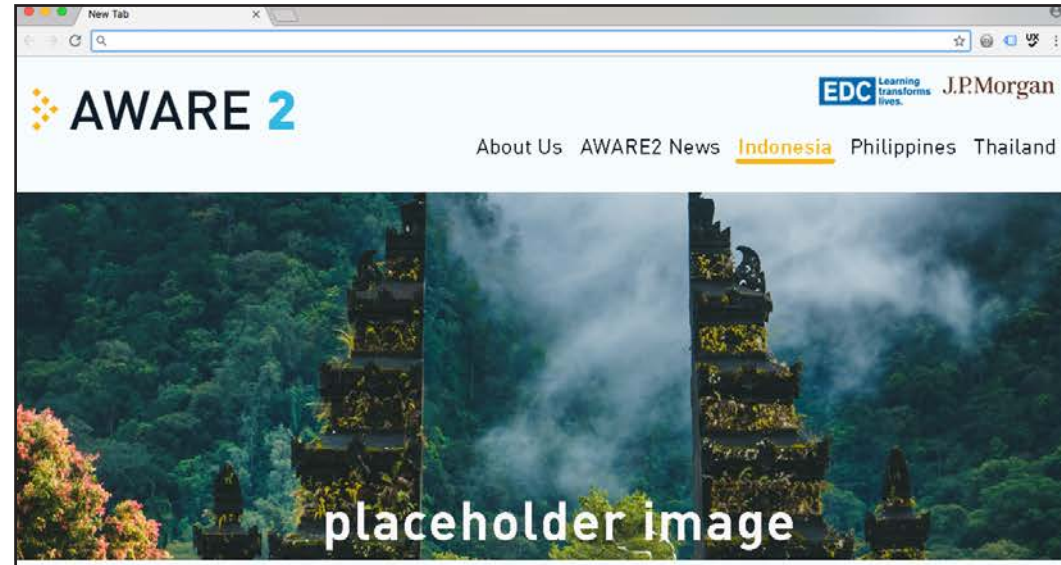
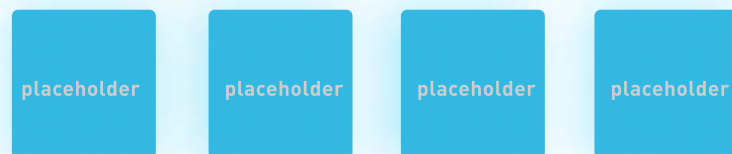
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[More News](#)

## Ministries Partner Logos



## Select Partner Logo



placeholder image

## Indonesia/Page Title



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**951/1800** Students Trained  
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**39/80** Teachers Trained  
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**64/40** Firms Engaged  
Exceeding target by 60%  
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Students placeholder  
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Teachers placeholder  
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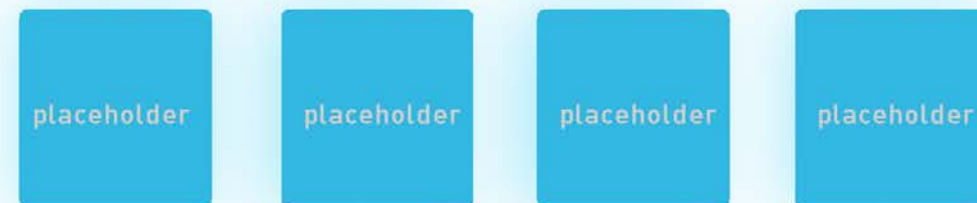


Employer's placeholder  
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Ministry/LGU placeholder  
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## Select Partner Logo





# Logofolio



RYAN EDWARD  
LIGHTING & FURNITURE STUDIO

*Rocket Pops*



*Adrift*



FLEMING HUNT CLUB  
— EST. 1937 —



**THRASHER**



# Illustrations

