

Reinventing Good-Loop's carbon
measurement platform:
a complete product redesign

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MY ROLE

In-house product designer

User research | UX | UI | Stakeholder collaboration

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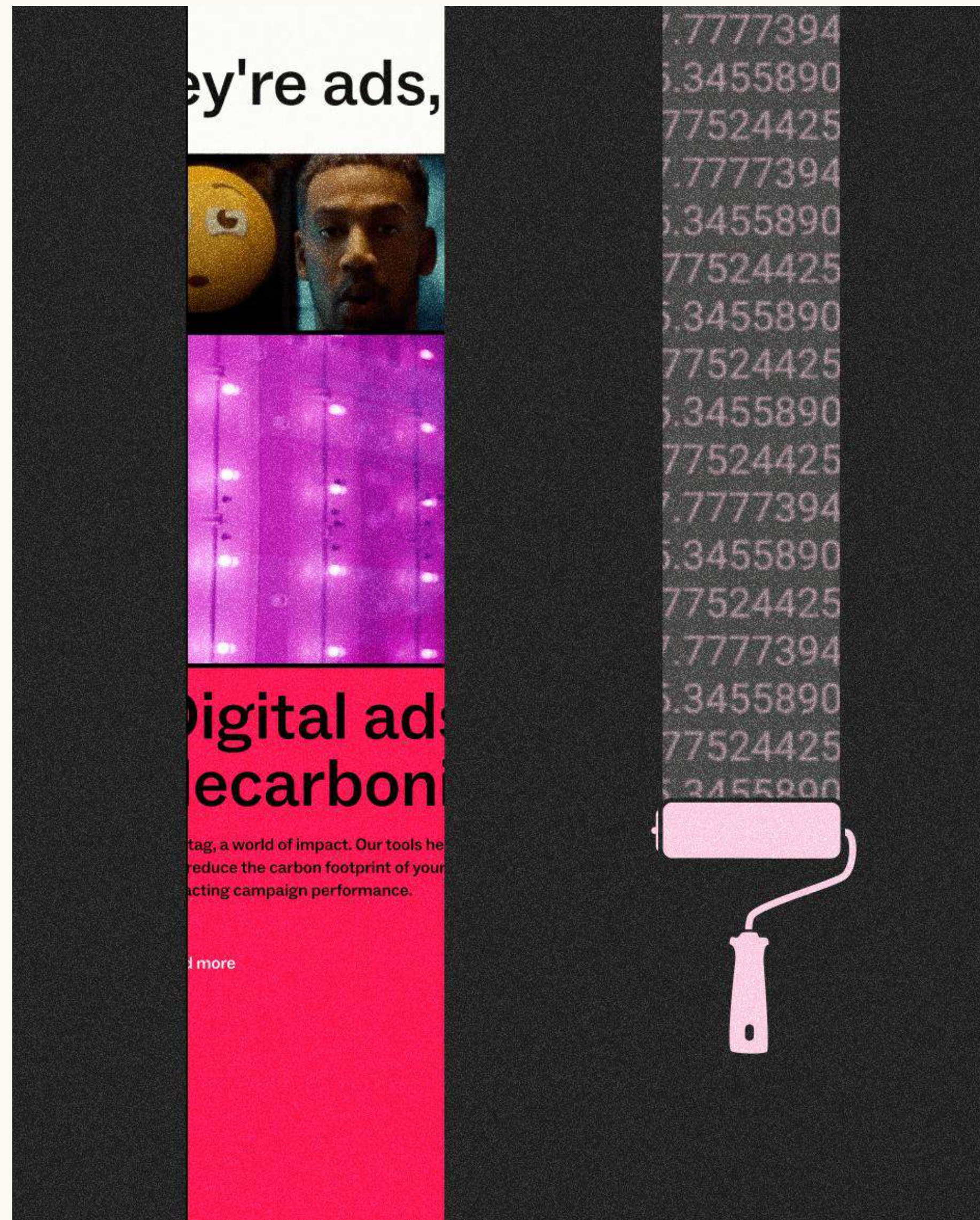
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Sometimes change happens all at once

As we moved into 2024, Good-Loop rebranded. The new identity was bold, punchy, and built to sell with big blocks of colour, energetic visuals, and a high-impact website.

Two years earlier, I had designed Good-Loop's core sustainability product, a dashboard to help brands track the hidden emissions of their digital advertising. Now, it needed an entirely new look and tone of voice.

And that wasn't the only shift.

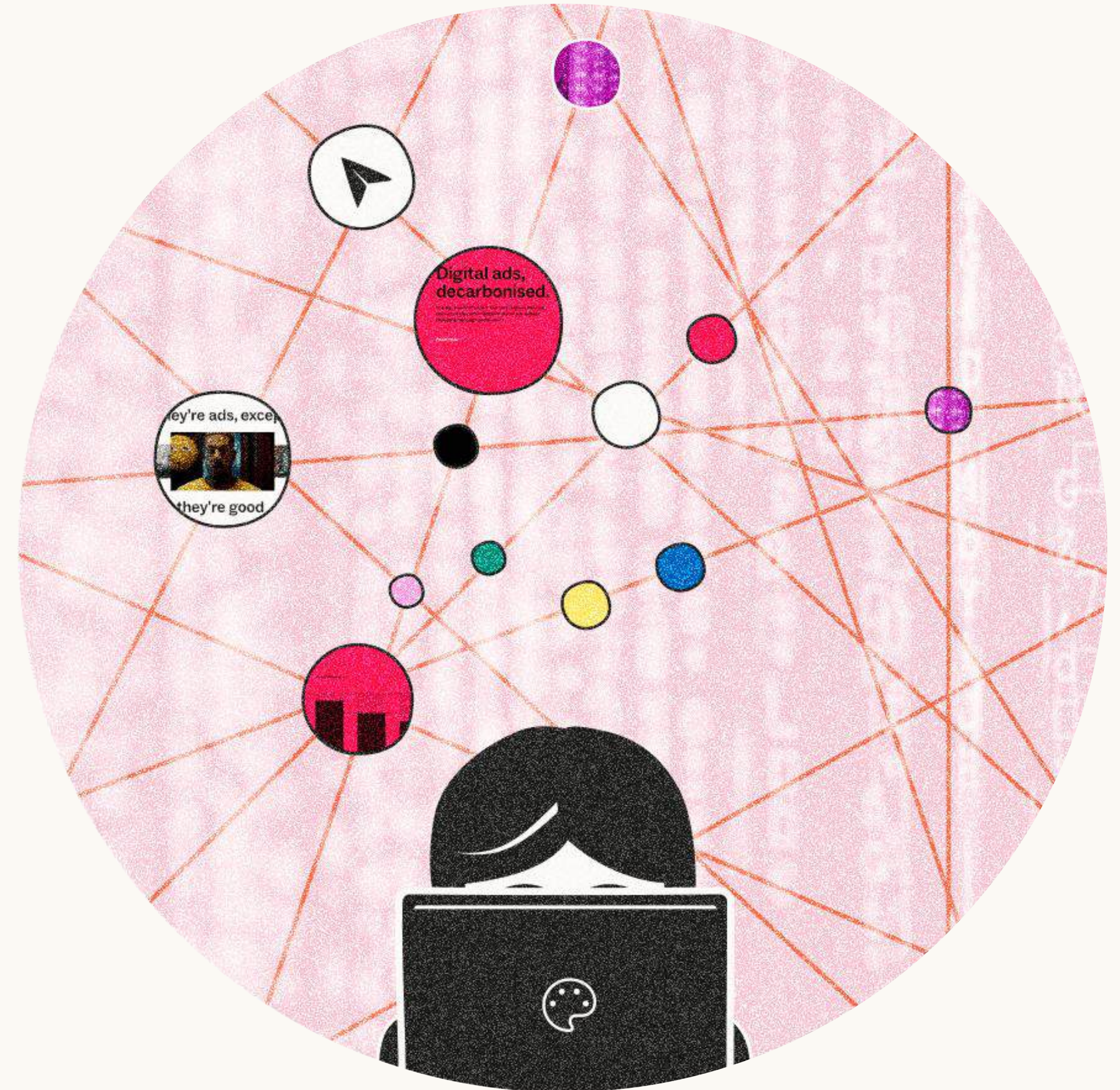
A new industry-wide carbon methodology was on the horizon, broader in scope and heavier in data. Our dashboard needed a complete rethink...

How do we design for users amid layers of complexity?

The redesigned product had to do two things: reflect a bold new brand and surface a complex new methodology that was still evolving as we worked.

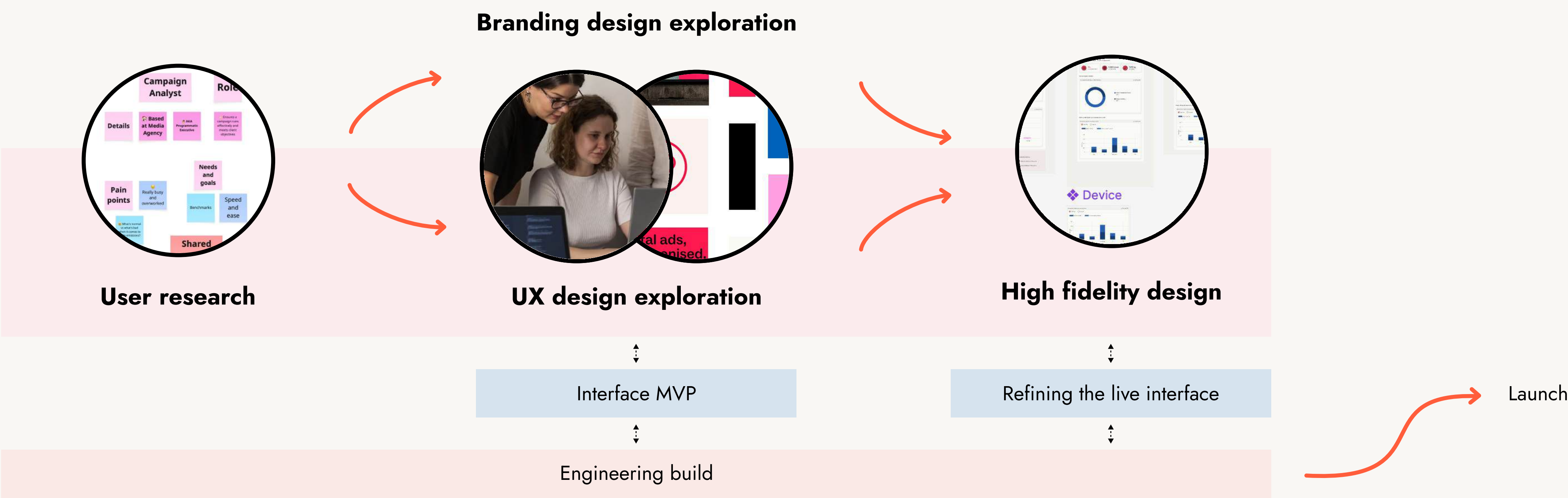
We were designing for moving targets: shifting requirements, a complete backend rebuild, and a fast-approaching industry launch.

As **Product Designer**, my role was to **bring focus and usability to the dashboard experience**. I needed to align brand and backend while keeping our goal central: helping advertisers understand and reduce their digital emissions.



My double challenge: adapting a bold,
marketing-first rebrand to a focused dashboard
- while translating complex, evolving
methodology into a launch-ready design

To deliver a complete redesign of Good-Loop’s carbon measurement platform, **I led a design process grounded in user insight.**





User interviews revealed two key user types, each with different goals but a shared need.

Our design had to be educational yet easy to grasp.

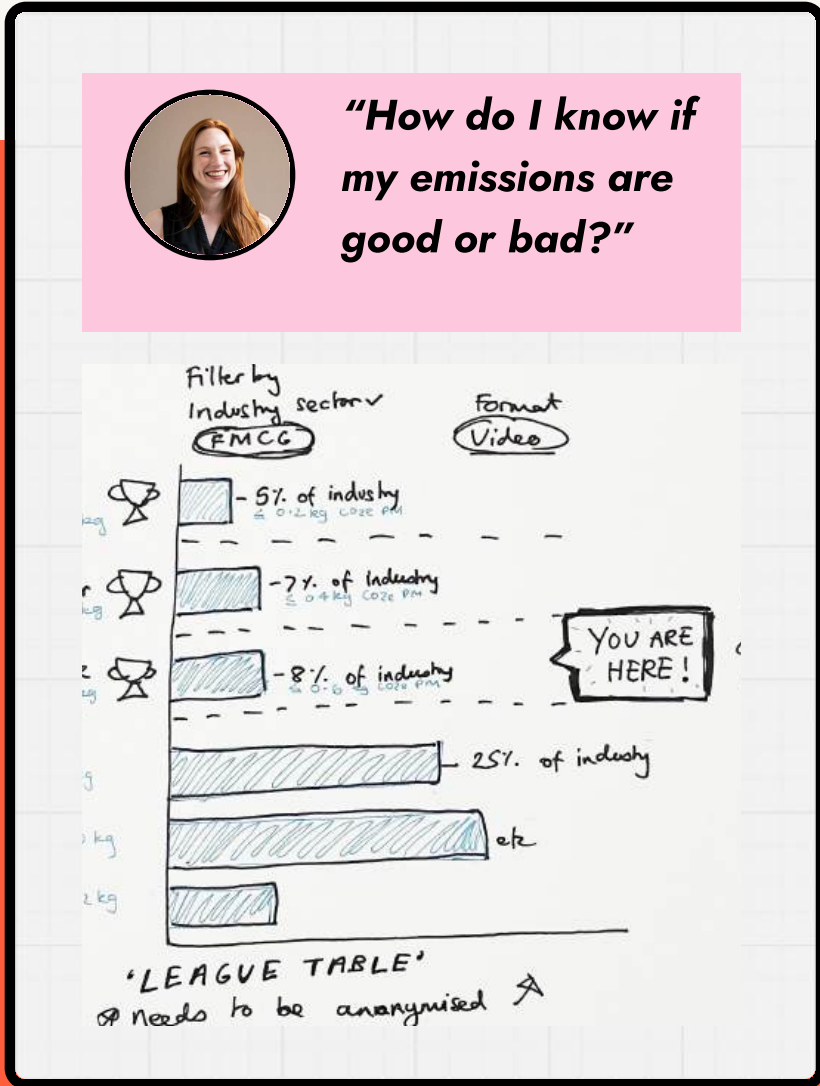
Agency Decision-makers would require a big-picture view while day-to-day, **Campaign Analysts** would drill into granular data.

Both groups expressed worries about understanding the new methodology and would need a design that spoke simply.



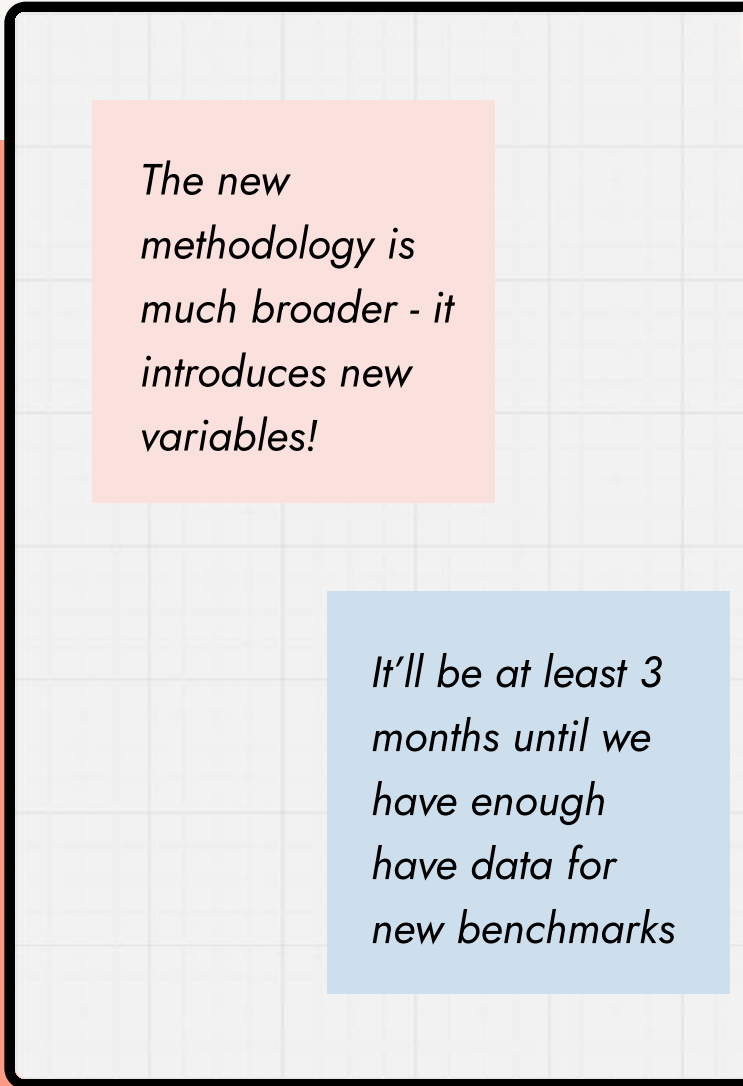


Cross-functional teamwork helped balance solving user problems with tech feasibility.



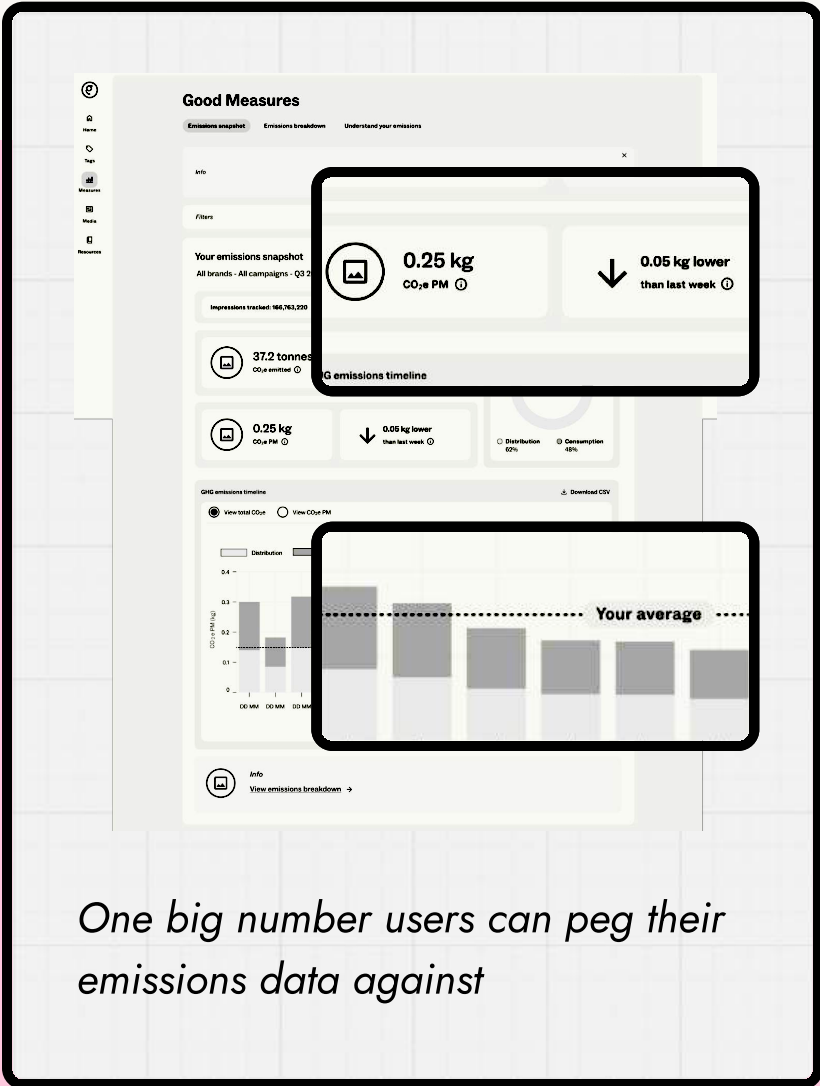
Vision

To help users understand their emissions, we explored a benchmarked league table.



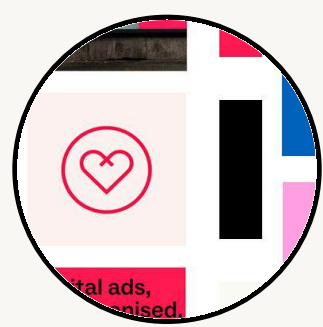
Constraint

With more clarity on the new methodology, we saw our old benchmarks wouldn't hold up.



Resolution

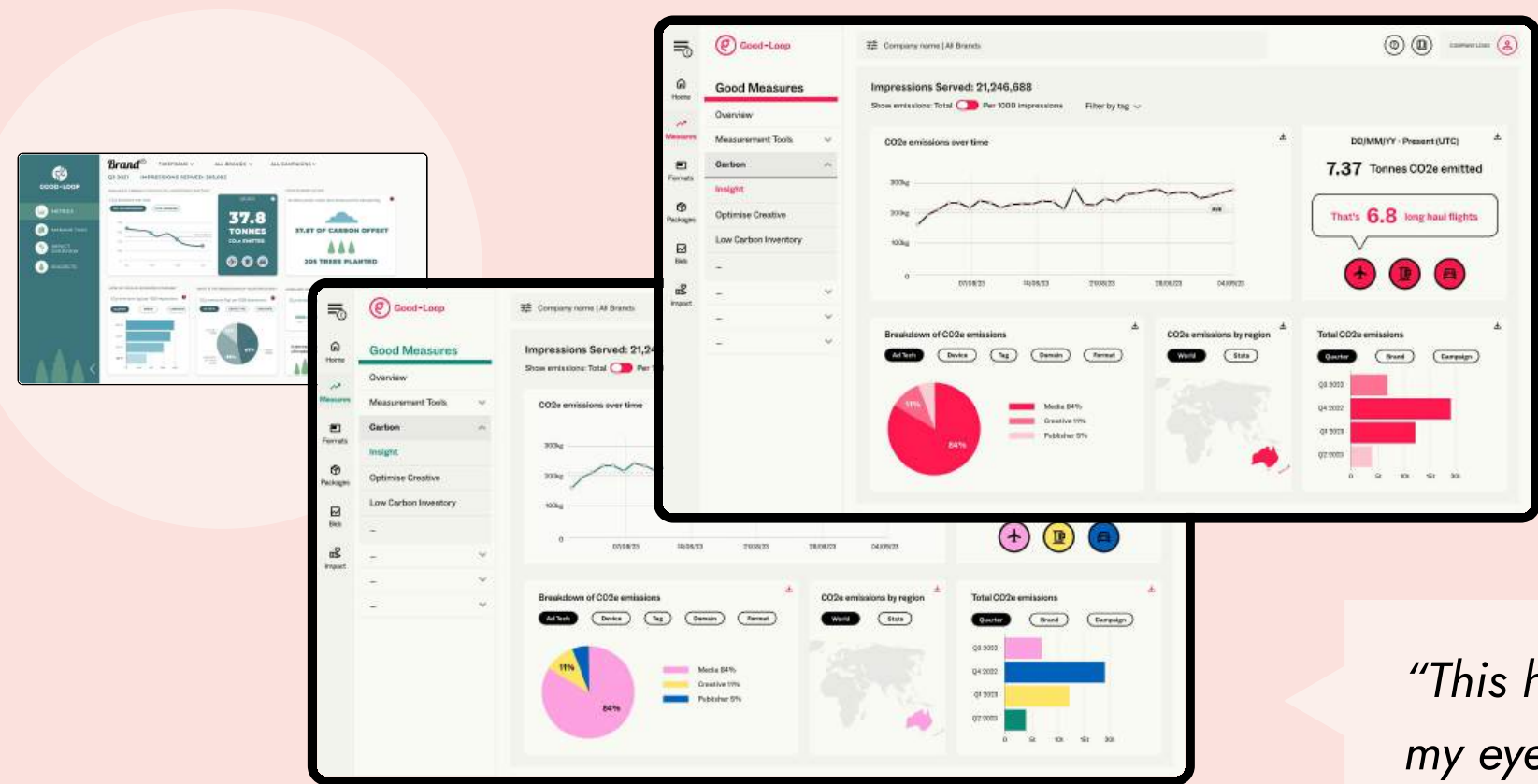
Instead, we gave users a meaningful starting point: a personal average to improve on.



Iteration and testing honed a visual language that made complex data easier to digest.

Visual overwhelm

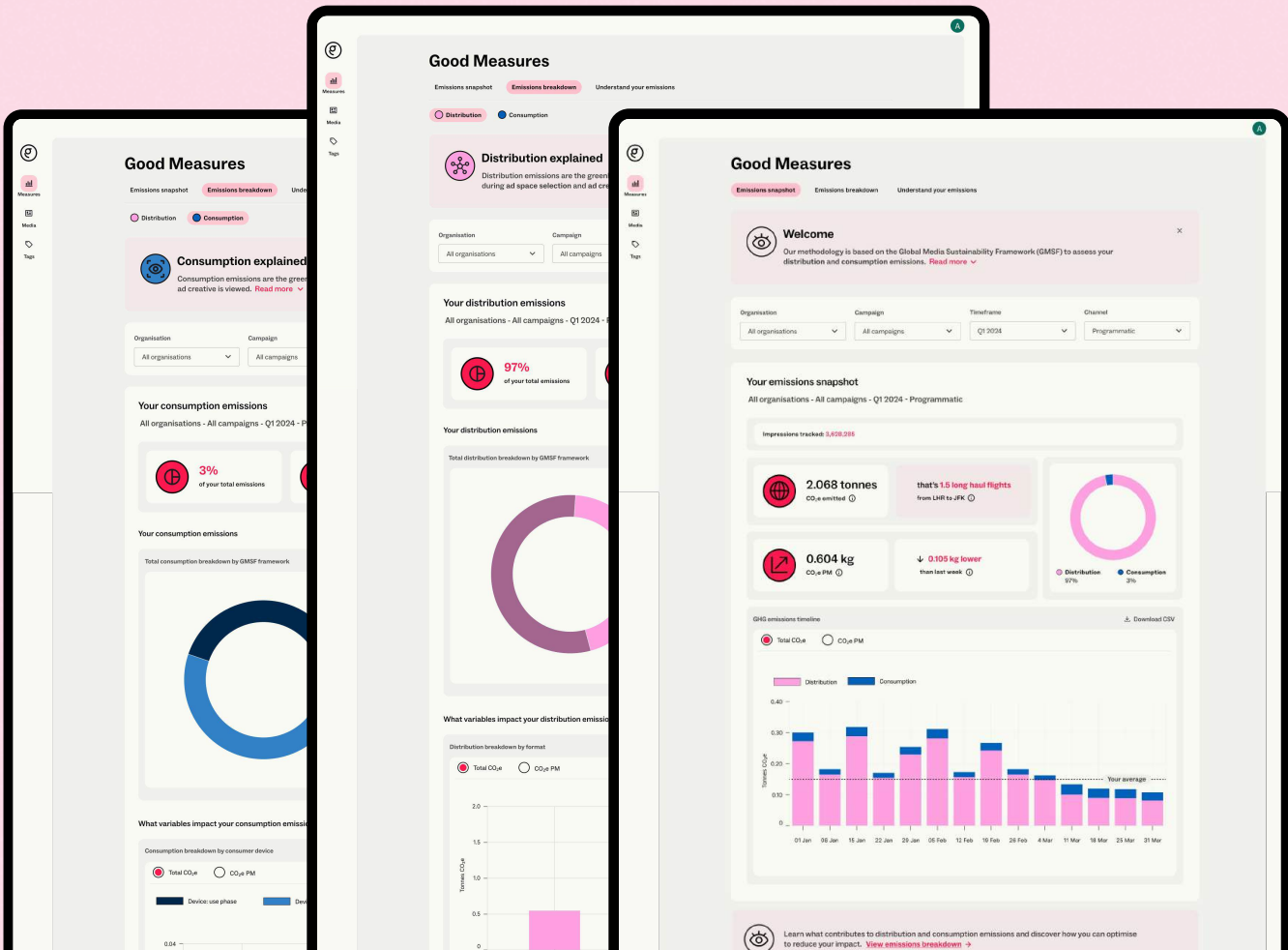
Repurposing the old dashboard in new brand colours



"This hurts my eyes!"

Visuals that guide

Purposeful use of layout and new brand colours

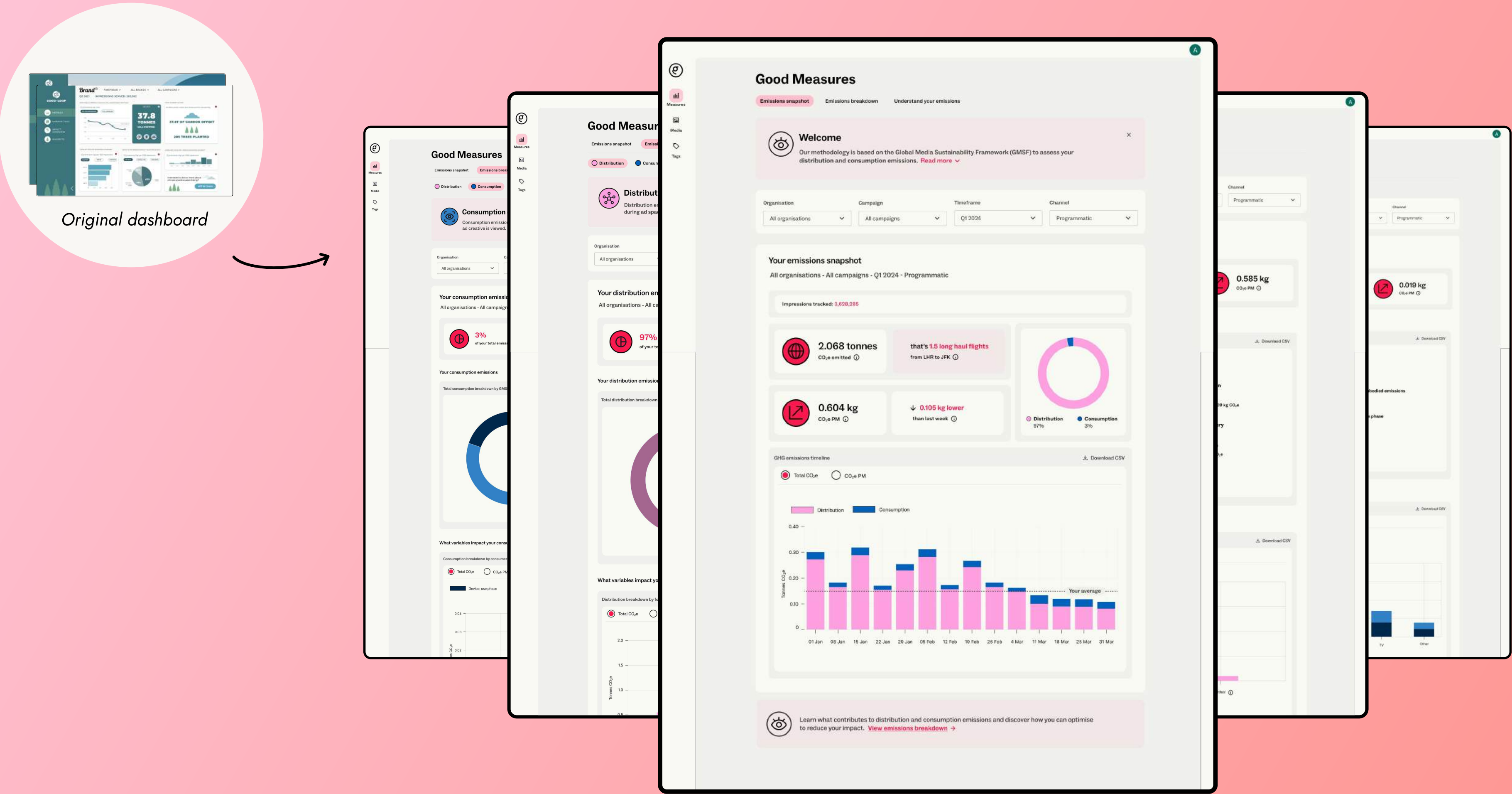


"So easy to follow with the colour-coded sections!"

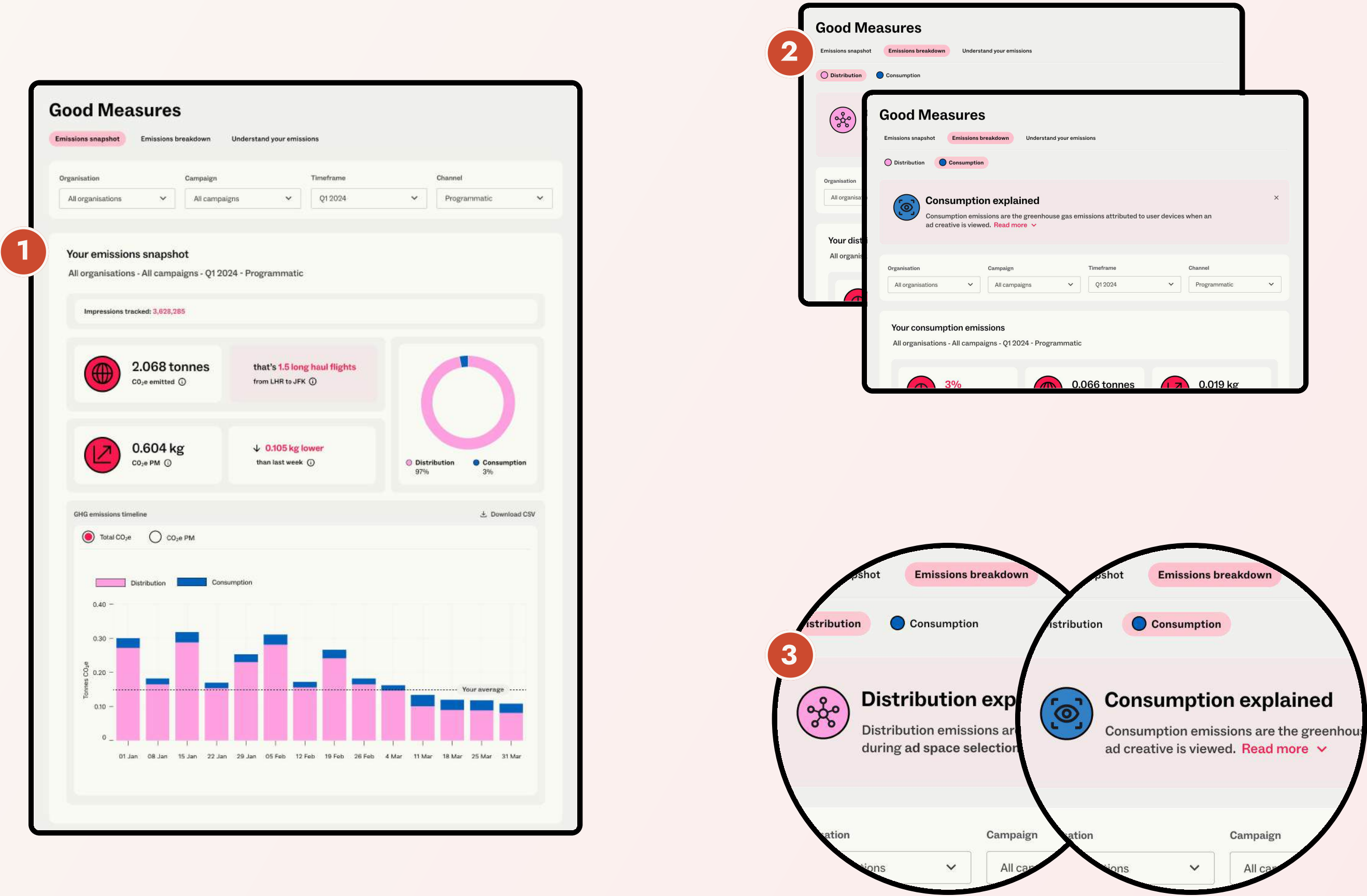


To support accessibility, I included text and icons to ensure that understanding of data was not reliant on colour alone

From before to after: the reinvented dashboard



Delivering clarity for **two types of users**

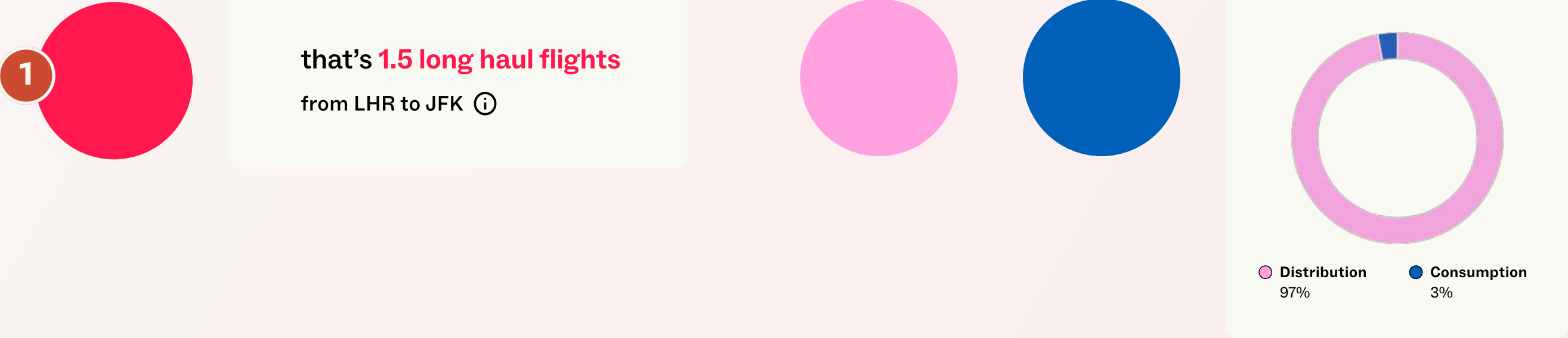


1 Big-picture view
An emissions snapshot gives Agency Decision-makers a quick overview of key metrics for presentations and strategy.

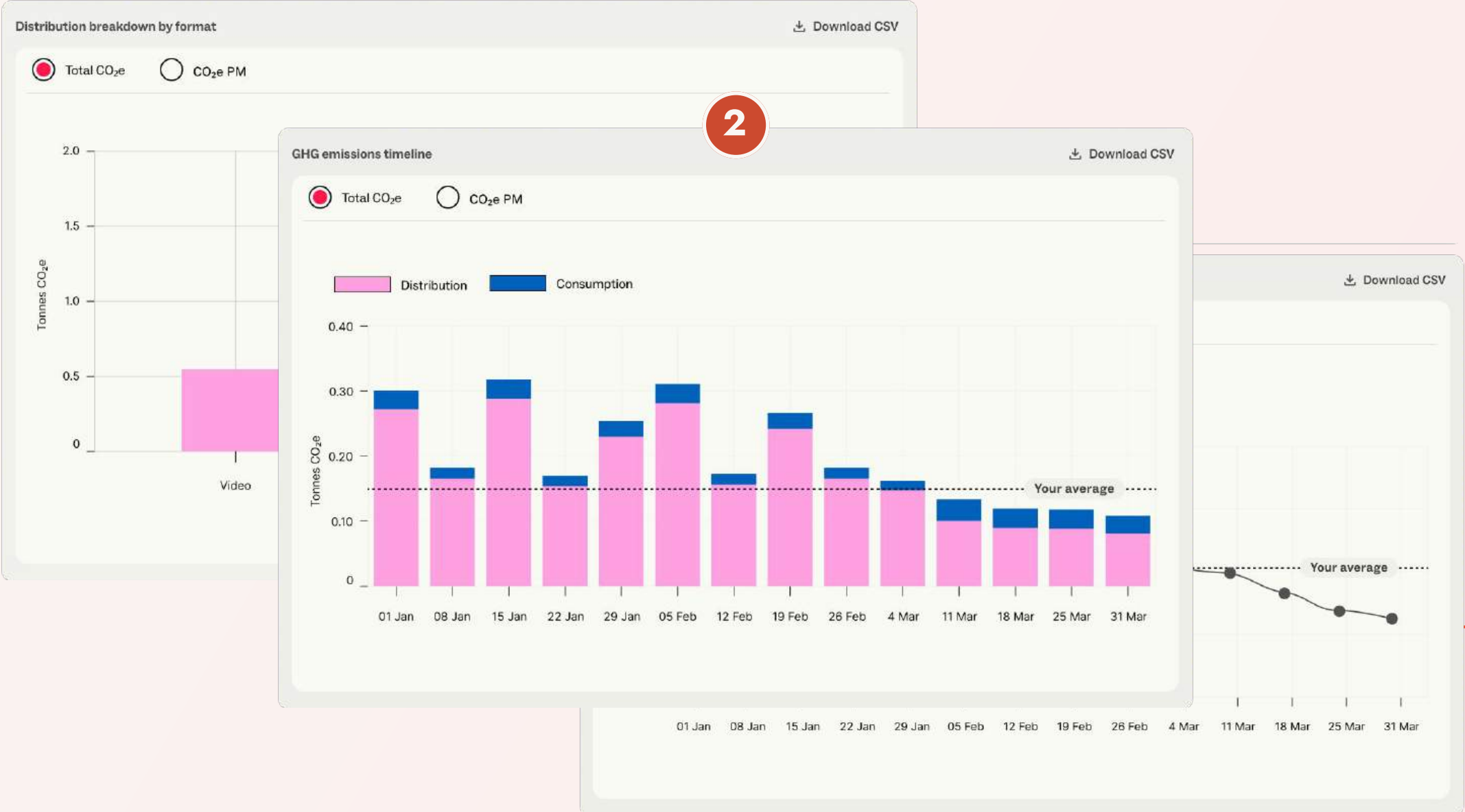
2 Granular view
Tabbed sections let Campaign Analysts drill into data breakdowns and spot optimisation opportunities.

3 Supporting learning
Bitesize explainers and tooltips keep users oriented as they navigate unfamiliar concepts.

Bringing **brand** and **data** together



1 Guiding users
Good-Loop’s red calls out key information, while the secondary palette guides users through data.



2 Built for scalability
A clean, modular design supports customisable views and the seamless expansion of data points.

To support Campaign Analysts using the dashboard for long periods, I drew on softer brand elements like rounded corners and pale backgrounds to shape the core UI.

What I learned

Working closely with engineers from early concepts through to implementation meant there were no surprises in the build and ensured high design fidelity, quick problem-solving, and a smooth handoff.

What I'd do differently

I'd establish tools for cross-company communication. As the project was fast-paced with parallel design and build, expectations between teams were misaligned at times - for example, some stakeholders expected a polished MVP, while the priority was backend-to-frontend data flow. Creating a shared timeline helped later on, but if I could revisit, I'd do this from day one.

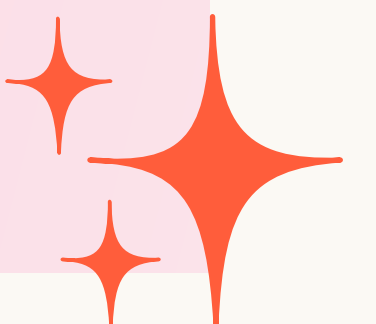
What I'm most proud of

Juggling many plates and successfully designing for brand and complex data needs while keeping users front and centre. I'm proud that the dashboard felt modern and approachable - feedback like "this is my favourite part of the week" from the team and "it feels really fresh" from brand reviewers meant a lot.



Easy to use, with clearly
presented data and a design
that feels modern

— CARLA, CAMPAIGN ANALYST



THANKS FOR VIEWING!

KEEP IN TOUCH

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Design, content and illustrations

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