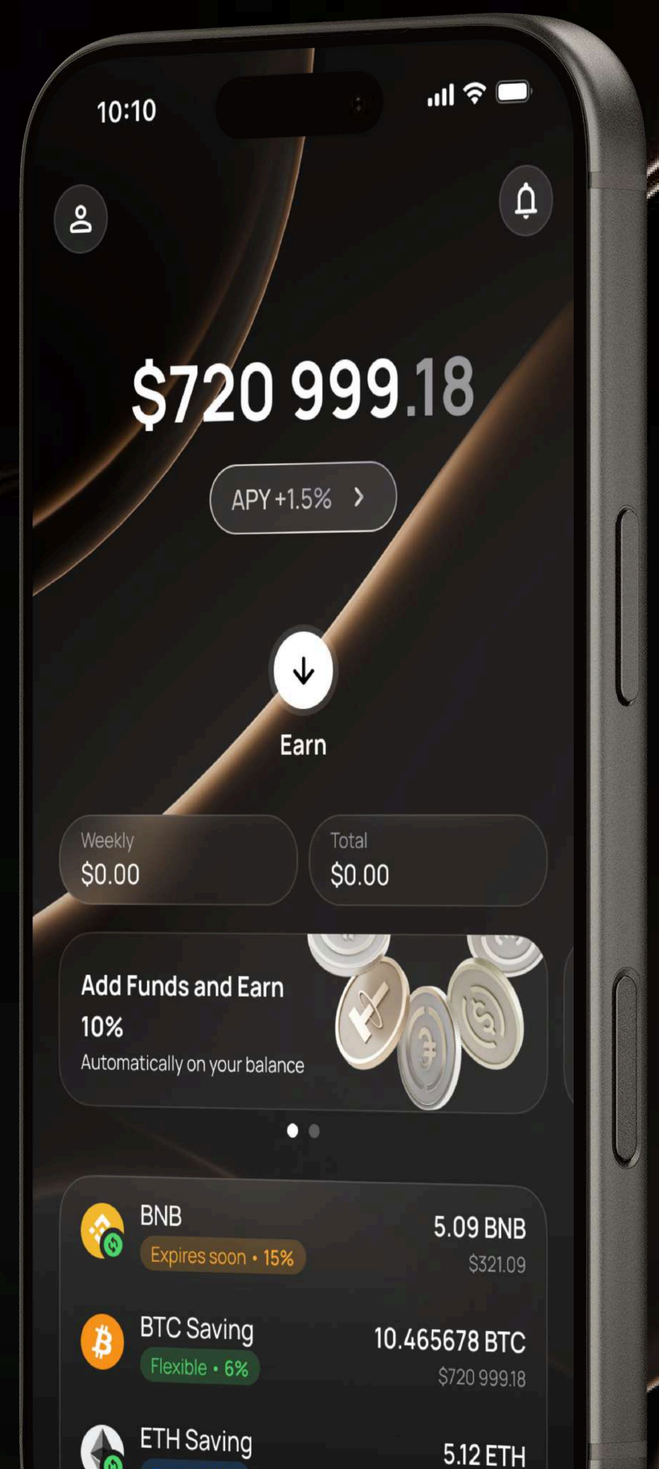
Wirex One

Simplifying crypto without limiting

Designing a clearer way to discover markets, understand portfolio performance, monitor opportunities, and act — without the complexity of a traditional trading platform.

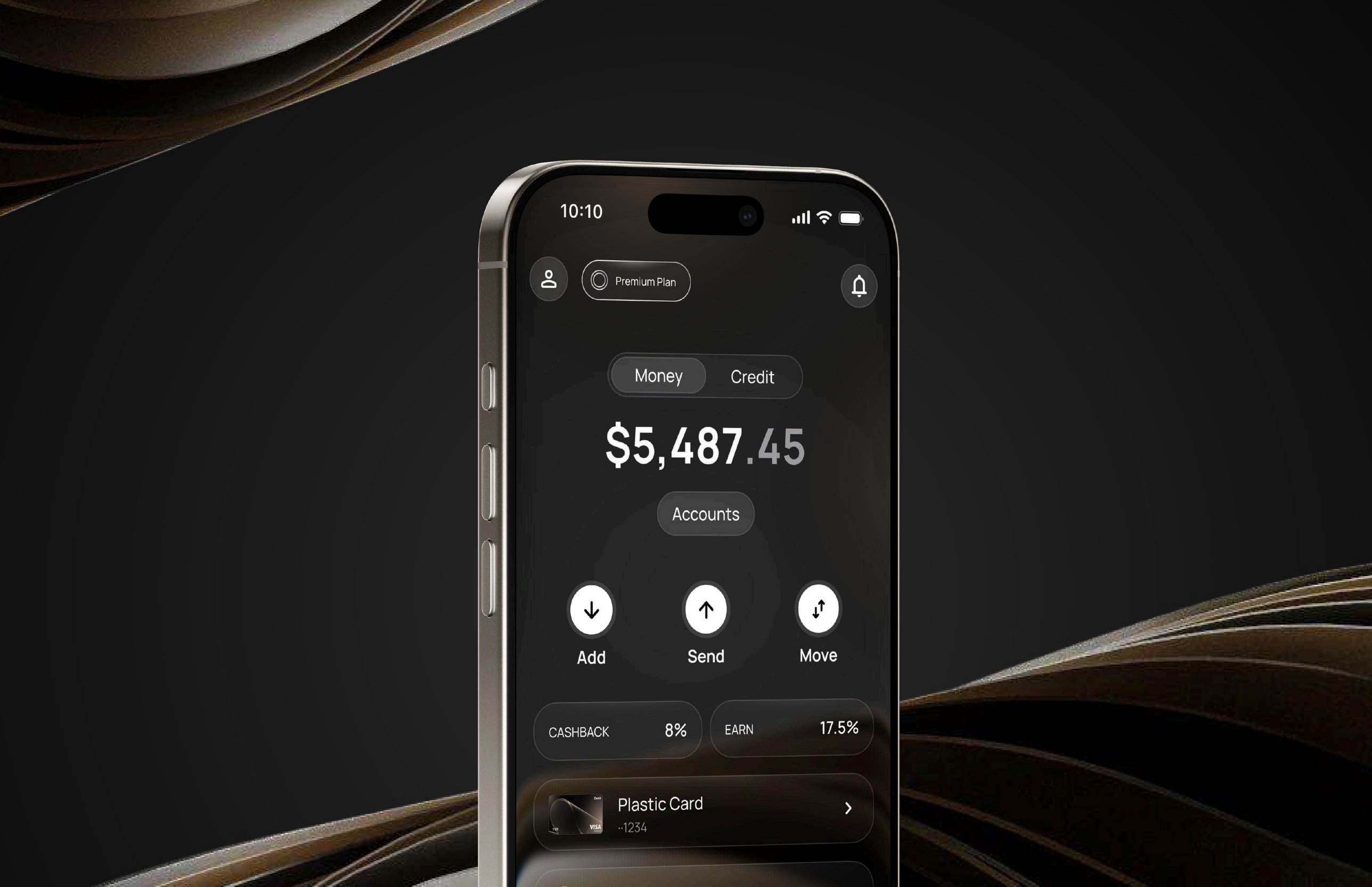


Bringing everyday finance and crypto together

Wirex combines everyday payments, multi-currency accounts, and crypto investing within one financial ecosystem.



During my time on the product, I worked across several interconnected areas of the crypto experience — from market discovery and portfolio management to price monitoring and automated trading.


10:10
Premium Plan
Money
Credit
$5,487.45
Accounts
Add
Send
Move
CASHBACK
8%
EARN
17.5%
Plastic Card
··1234

Rather than treating these as isolated features,
I focused on a broader challenge:

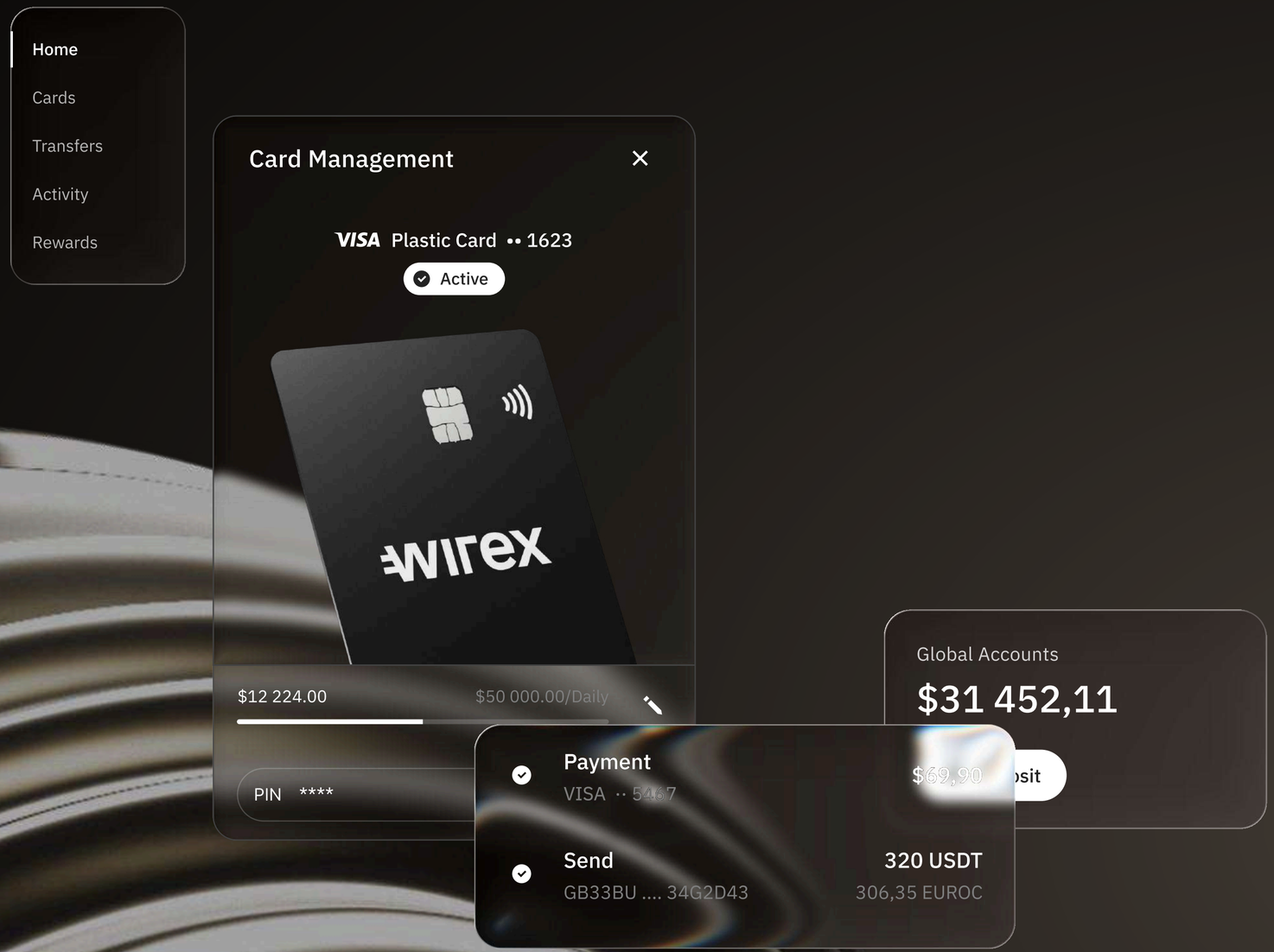
“ How can we give users more control and better financial insight without introducing the complexity typical of professional trading platforms?“

Research

10
User Interviews

4,722
Survey Responses

10+
Competitors Analysed



My contribution



Product Strategy

Defined product opportunities based on user needs and business goals.



UX Research

Turned user interviews and survey data into actionable insights.



Competitive Analysis

Analysed leading fintech and crypto products to identify opportunities.



Information Architecture

Structured complex crypto information into clear, scalable experiences.



User Flows

Designed intuitive journeys from discovery to monitoring and action.



Interaction Design

Made advanced financial tools feel simple and easy to use.

Understanding the Users with different experience levels

Key Insights



Complexity

Powerful crypto tools often felt overwhelming.



Portfolio clarity

Users wanted to understand performance, not just balances.



Automation

Users wanted alerts and automated actions instead of constantly monitoring prices.

I use Wirex for everyday transactions and managing my crypto portfolio. I want more control without making the experience more complicated.

Research revealed users with very different levels of crypto experience, but a shared need for clarity, control, and better financial insight.



George Wilson

Persona · Experienced Crypto Investor

The Challenge

Crypto powerful without making it complicated

Designing a clearer way to discover markets, understand portfolio performance, monitor opportunities, and act — without the complexity of a traditional trading platform.



The work created a more connected crypto experience across discovery, portfolio, monitoring, and trading.

Product strategy

From fragmented tasks to one connected journey

01
DISCOVER

What's Happening?

- Markets
- Categories
- Gainers / Losers
- Search
- Market Data

02
UNDERSTAND

What Does It Mean For Me?

- Portfolio
- Asset Performance
- Allocation
- Average Entry Price
- P&L

03
MONITOR

Tell Me When Something Changes.

- Watchlist
- Price Alerts
- Market Monitoring

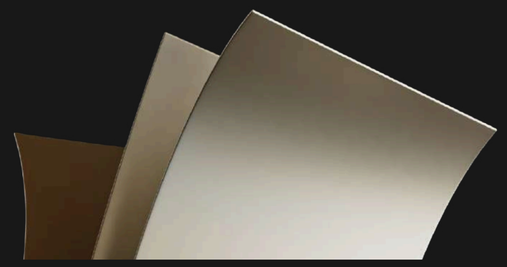
04
ACT

Let Me Do Something About It.

- Buy / Sell
- Exchange
- Limit Orders

Reduced monitoring effort

Price Alerts allowed users to follow market movements without repeatedly checking the app.



Introduced greater trading control

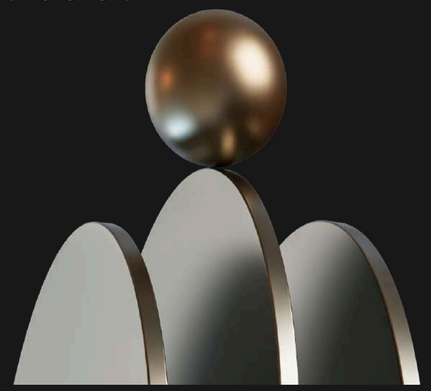
Limit Orders brought automation into the experience while maintaining Wirex's simpler interaction model.



Impact

Expanded crypto discovery

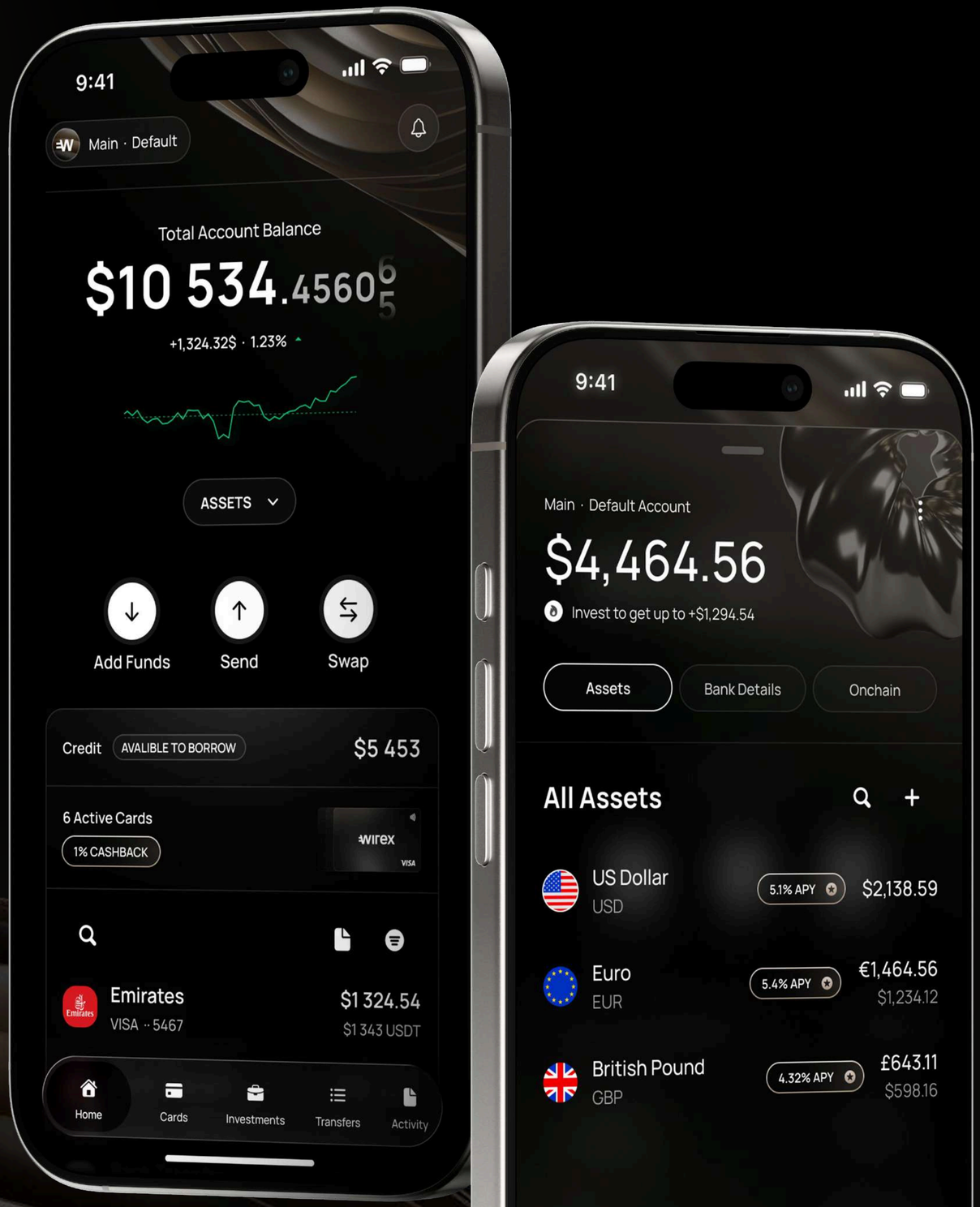
Created more structured ways to explore assets and market movement.



Improved portfolio understanding

Gain privileged access to execute trades efficiently and with discretion through our dedicated OTC service




9:41
Main · Default
Total Account Balance
$10 534.456065
+1,324.32$ · 1.23%
ASSETS
Add Funds
Send
Swap
Credit
AVALIBLE TO BORROW
$5 453
6 Active Cards
1% CASHBACK
wirex
VISA
Emirates
VISA ·· 5467
$1 324.54
$1 343 USDT
Home
Cards
Investments
Transfers
Activity

9:41
Main · Default Account
$4,464.56
Invest to get up to +$1,294.54
Assets
Bank Details
Onchain
All Assets
US Dollar
USD
5.1% APY
$2,138.59
Euro
EUR
5.4% APY
€1,464.56
$1,234.12
British Pound
GBP
4.32% APY
£643.11
$598.16

BUSINESS

0x4dfe...54654ew4
Ethereum network ›

- Home
- Cards
- Transfers
- Activity
- Rewards

Terms & Conditions Privacy Policy

Total Balance

$31,452,11

+ Deposit ⇆ Swap

Claimable
2,232.43$

Currency
USD

↓ Claim

APY
6,54%

Last Week Yield
+1,324.32$

Life Time Yield
+10,232.43$



All Assets

US Dollar USD	$15,654.32	
Euro EUR	$13,435.66 EUR 11,514.47	
British Pound GBP	$4 435.76 GBP 3,316.21	

Download Filter

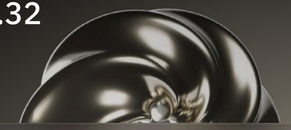
12 Dec

Emirates VISA ·· 5467	$3,269.90	
Pavel Matveev GB33BU 34G2D43	320 USDT 306,35 EUROC	
Starbucks VISA ·· 5467	$64,11	
Deposit GB33BU 34G2D43	£6 346.54 6 121.23 USDT	
Crypto Deposit Tether	400.00 USDT 382,94 EUROC	
Transfer	10 000 USDT	

US Dollar

$15,654.32

+ Deposit ↑ Send



Assets Bank Details Onchain

Check if your asset's network is supported by global address

To see which networks are supported please choose the asset first:

USDT USDC DAI ETH WETH WBTC

Supported Networks · USDT

Ethereum · Optimism · Polygon · Mode · Scroll · Bsc

Sending unsupported tokens or using other networks may result in **permanent loss of funds**

WirexPay Chain

3DSEzUq2avzCZLK1WSQV5RHMz7d936BoDN

10:10

BTC
Bitcoin

$78 600.54
1.92%

LIVE 1D 1M 1Y All

Long Sort

GENERAL INFO

Security Verified
24h Volume $4.9B
Market cap $1.5T
Network Bitcoin

$100

Perps • $1 000.00

Continue

$100 $200 $500 MAX

1 2 3
4 5 6
7 8 9
. 0

10:10

Review

BTC Long Addition
$100.00

10:10

Review

BTC Long Addition
$100.00

DETAILS

Leverage 30x
Size 0.001 BTC
Liquidation $76 234.84

Successfully Submitted

From market information to confident action



Research → Strategy → UX → UI → Delivery

Thank you!


wirex
wirex
wirex
wirex
wirex
VISA
Built to Power
Your Spending
Borrow Smarter.
Stay Invested