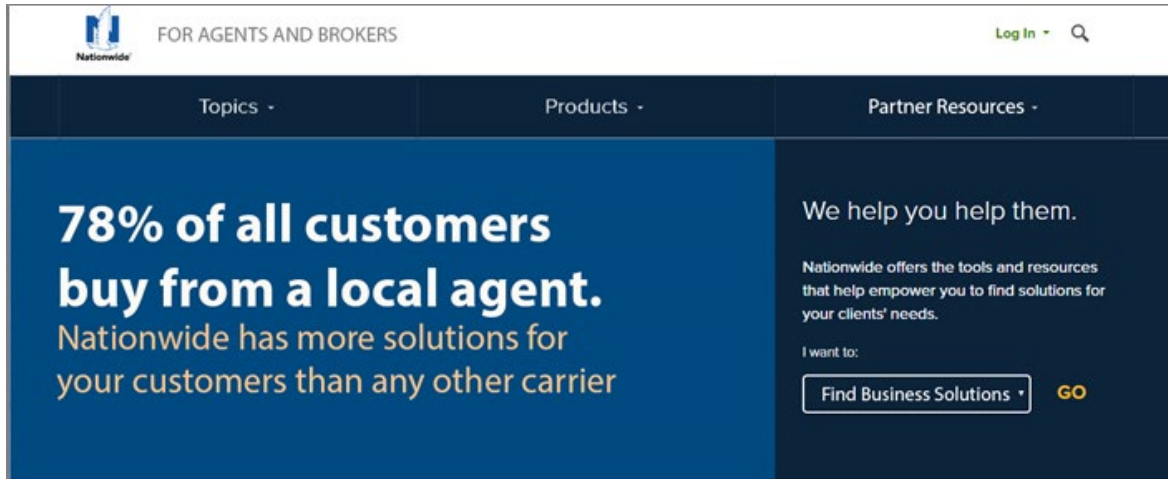


B2B - Nationwide Agent Portal Redesign



Nationwide's agent portal was initially just a collection of tool links without any B2B messaging. In the first phase of the redesign, I enhanced the user experience by introducing rotating B2B messaging to highlight Nationwide's benefits and simplifying navigation.

These modifications not only improved the agent experience but also aligned the visuals with the Nationwide brand and increased the perceived value.

