

ADTECH PLATFORM INTERFACE REDESIGN

From a functional campaign marketplace to a more mature, intuitive, and scalable publisher experience.

Traffic Icons

AI-powered adtech automation platform. Publisher interface UX/UI redesign.

offers.trafficicons.com

Context

Traffic Icons is an AI-powered adtech platform connecting supply and demand through a self-service campaign exchange.

The redesign focused on refining the existing interface, strengthening UX logic, and creating a more mature visual system that could scale across future product modules.

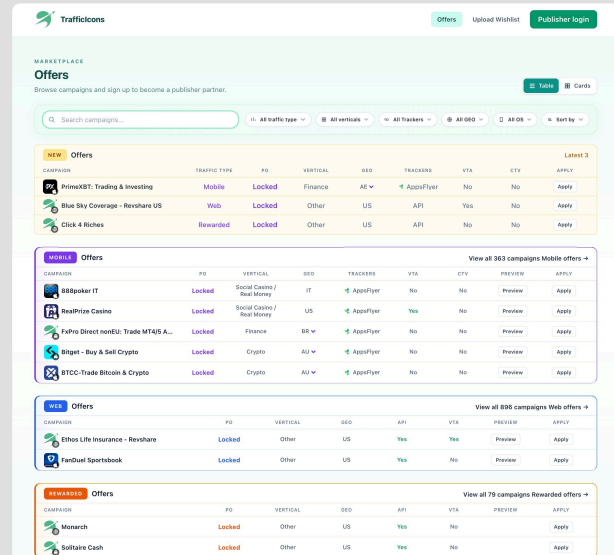
Goal

Create a cleaner, more professional, and intuitive product experience while preserving the established functionality.

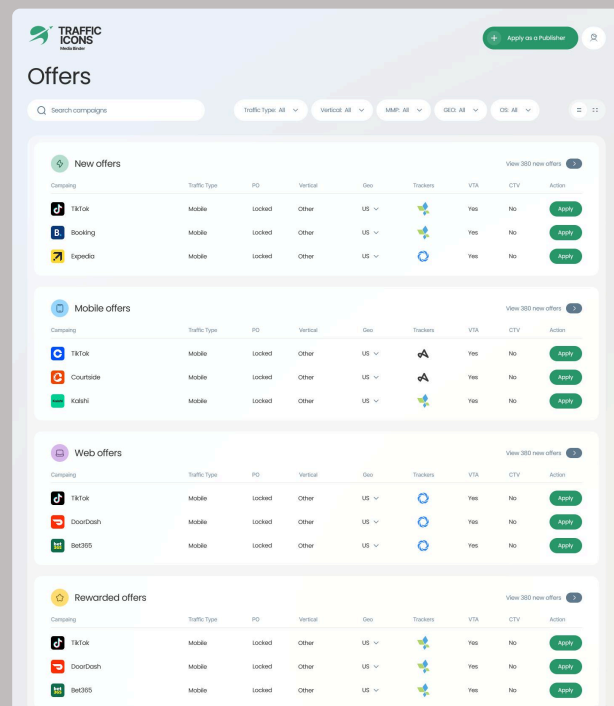
Focus

- clearer information hierarchy
- stronger UX logic and navigation
- cleaner and more refined visual presentation
- better use of space and reduced visual density
- easier campaign scanning
- more prominent and consistent primary actions
- stronger guest-to-publisher conversion path

Before



After



Ready to work with Traffic Icons?

Create a publisher account to access full offer details, apply for campaigns, and manage your partnership in one place.

[Apply as a Publisher](#)

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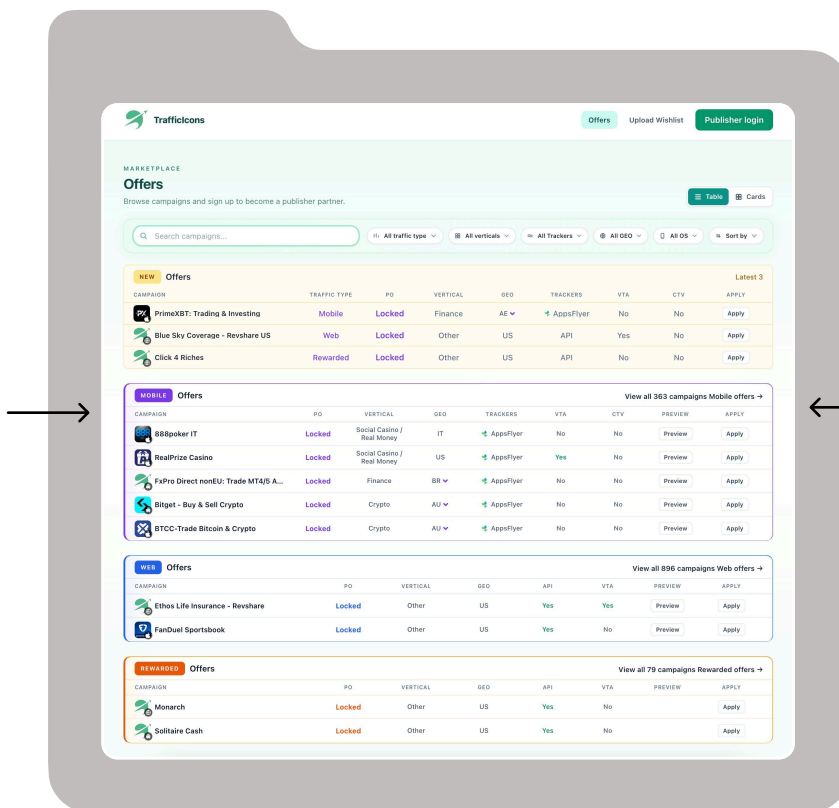
BEFORE

The previous guest Offers screen already provided the essential campaign browsing functionality, including search, filters, campaign categories, and application actions.

However, the interface felt visually dense and primarily utilitarian, making the experience feel closer to a working data table than a mature product environment.

Working-table impression

Strong table borders, compact spacing, and a high concentration of information made the interface functional but less polished and product-oriented.



Weaker action hierarchy

Important actions such as **Apply** and **View all offers** did not stand out strongly enough from the surrounding campaign information.

AFTER

A cleaner, more intuitive interface with a stronger product feel

The redesign retained the existing campaign marketplace logic while improving how information is organized, scanned, and acted upon.

The interface became lighter, more spacious, and more structured, creating a more mature product experience and a stronger visual foundation for future platform development.

Clearer information hierarchy

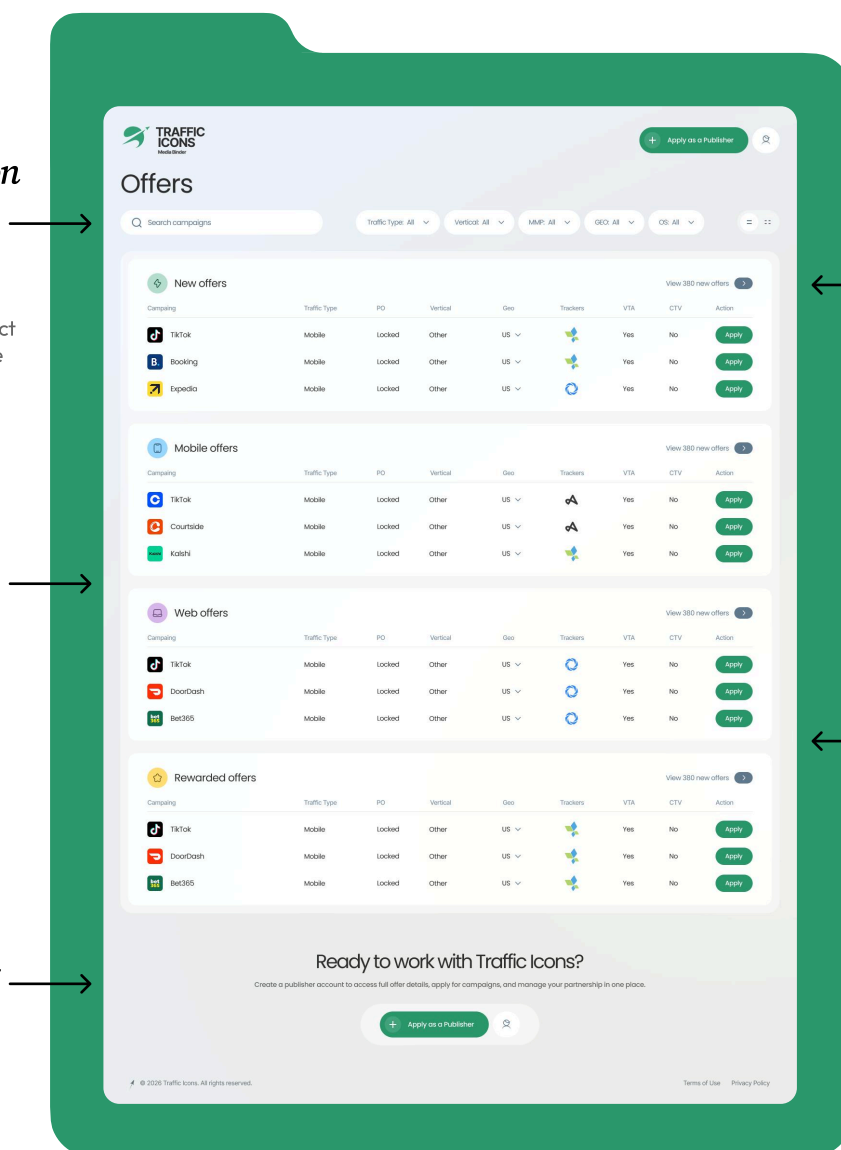
Search, filters, campaign groups, individual offers, and actions now have more distinct visual levels, making the page easier to understand at a glance.

Better use of space

Reduced visual clutter and more deliberate spacing create a lighter composition without sacrificing the amount of information available to publishers.

Better guest conversion support

A dedicated **Ready to work with Traffic Icons?** CTA section gives guest users a clear next step and introduces publisher registration naturally after they explore the available offers.



Stronger action hierarchy

Key actions such as **Apply** and **View all offers** were redesigned to stand out more clearly from informational content and remain visually consistent throughout the interface.

More scalable visual system

Consistent cards, buttons, filters, icons, spacing, and interaction patterns create a more cohesive product language that can be extended across future Media Binder screens and platform modules.

Live platform:
offers.trafficicons.com

THANK YOU FOR YOUR TIME

*If relevant, I'd be glad to discuss similar UX/UI
and product interface redesign work for your business.*

Book a call <https://calendly.com/radian-slovenia>

LET'S CONNECT



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