

Simonas Ancevicius

Role: Product designer

Type: Self-initiated concept project

Tools: Figma, Affinity, Framer, Miro

splitwise

2026

Splitwise redesign concept

Project overview

Role: UX/UI, Product designer
Type: Self-initiated concept project
Tools: Figma, Affinity, Framer, Miro

Mobile app

Onboarding, dashboard, groups, expenses and settling balances.

Applications

Debit card, outdoor advertising and campaign mockups.

Brand identity

Logo, wordmark, colour system and graphic language.

Website

Homepage, feature communication, pricing and responsive layouts.



Why Splitwise?

I chose the product because the core service is recognisable, but the visual identity, product interface and marketing experience could be brought into a more unified and contemporary direction.

How might Splitwise evolve its existing identity without losing what makes it recognisable?

Rather than replace Splitwise's identity, I used its existing triangular forms as a foundation. I refined and extended this visual language into a more modern, premium and cohesive system across the app, website and wider brand experience, while keeping the brand recognisable.

How I approached it

05 — Design approach

This was a self-initiated concept redesign informed by visual evaluation, competitor benchmarking and iterative design exploration.

1. Reviewed the existing product

I looked at the existing identity, app and website to identify opportunities for improvement.

2. Defined the design direction

I established a direction based on clarity, connection, sharing and everyday social situations.

3. Explored the identity

I tested logo marks, wordmarks, colours, patterns and supporting graphic elements.

4. Redesigned the core app journey

I applied the new system to onboarding, groups, expenses, balances and settling up.

6. Extended the system

I carried the identity across the website, debit card, advertising and campaign mockups.

The visual language I took inspiration from

Splitwise already used triangles across its backgrounds, icons and illustrations. I used this existing visual language as a starting point, then reinterpreted it into a more modern and cohesive system for my redesign.



Background

The triangular background texture creates depth and movement while keeping the composition simple.



Icons

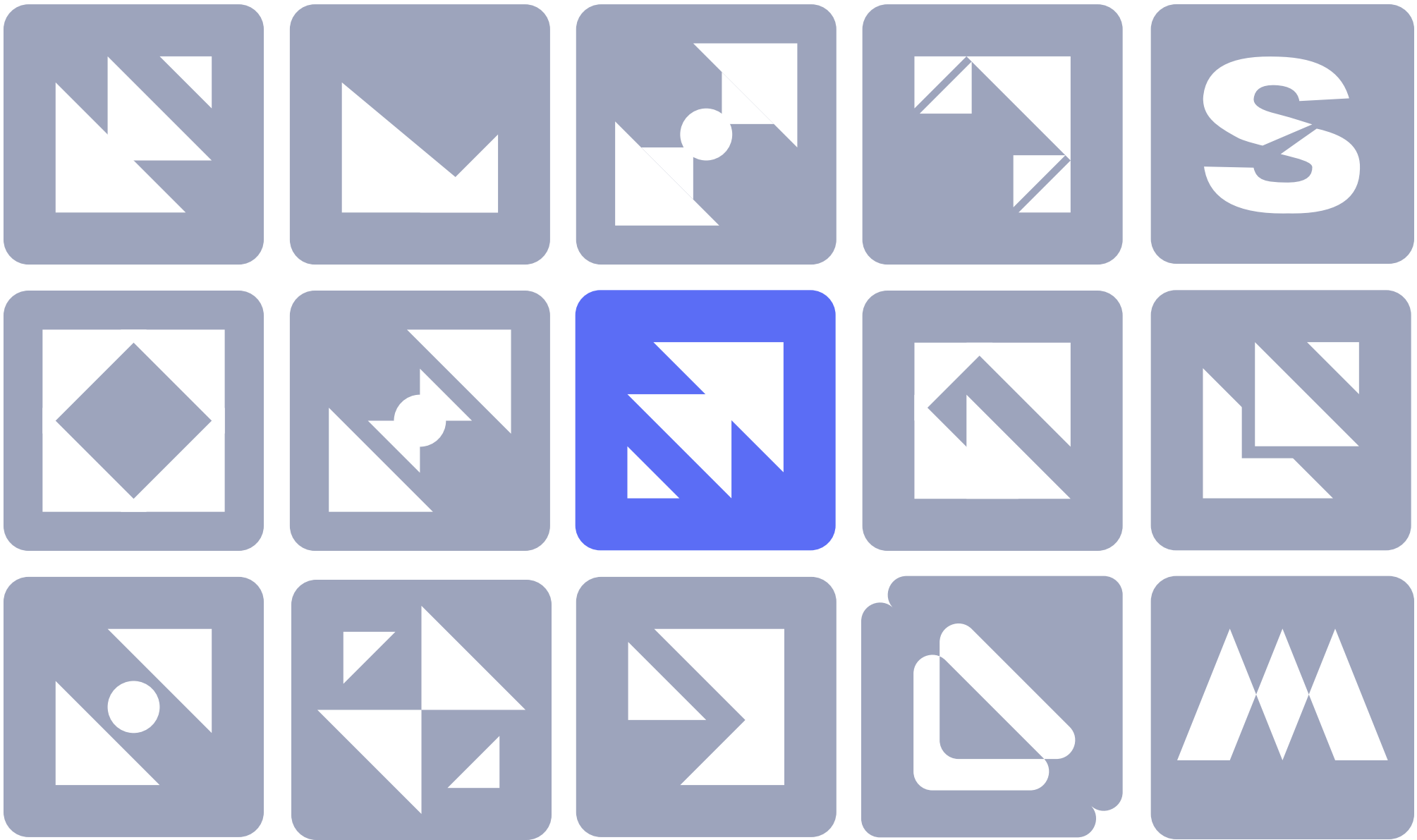
The geometric icons showed how repeated triangular shapes could form recognisable symbols and visual patterns.



Illustration

The larger illustrations demonstrated how the same geometric language could expand into more expressive compositions.

Turning geometry into a recognisable identity



My vision was to explore how simple geometry, triangles and negative space could form a recognisable identity for Splitwise. The goal was to create a logo that communicates sharing through connected shapes, while using separation to represent the act of splitting. Together, these elements create a visual language that reflects the purpose of Splitwise.

Finding the right voice for the word-mark

I explored how the ideas behind the icon could be carried into the wordmark through sharp edges, triangular details and split letterforms. The final direction uses these details selectively, creating a wordmark that feels distinctive without sacrificing readability.

splitwise

01 — People-led detail

A curved “i” was introduced to symbolise people coming together. However, its softer form felt inconsistent with the sharper triangular identity, so the direction was not taken forward.

SplitWise

02 — Simplified typographic route

A cleaner and heavier wordmark direction with fewer geometric interventions. It feels confident, but connects less strongly to the icon language.

splitwise

03 — Selective letter cuts

More letterforms were modified to express the split concept. However, the treatment became too dominant, reducing readability and making the wordmark feel less clear.

splitwise

04 — Selected direction

This direction balances recognisable typography with sharp edges, triangular details and selective cuts. It communicates splitting while remaining clear, distinctive and readable.



Simple geometry. A clearer Splitwise signature.



Venmo



Tricount



Settle Up



Redesigned Splitwise



Revolut



Wise

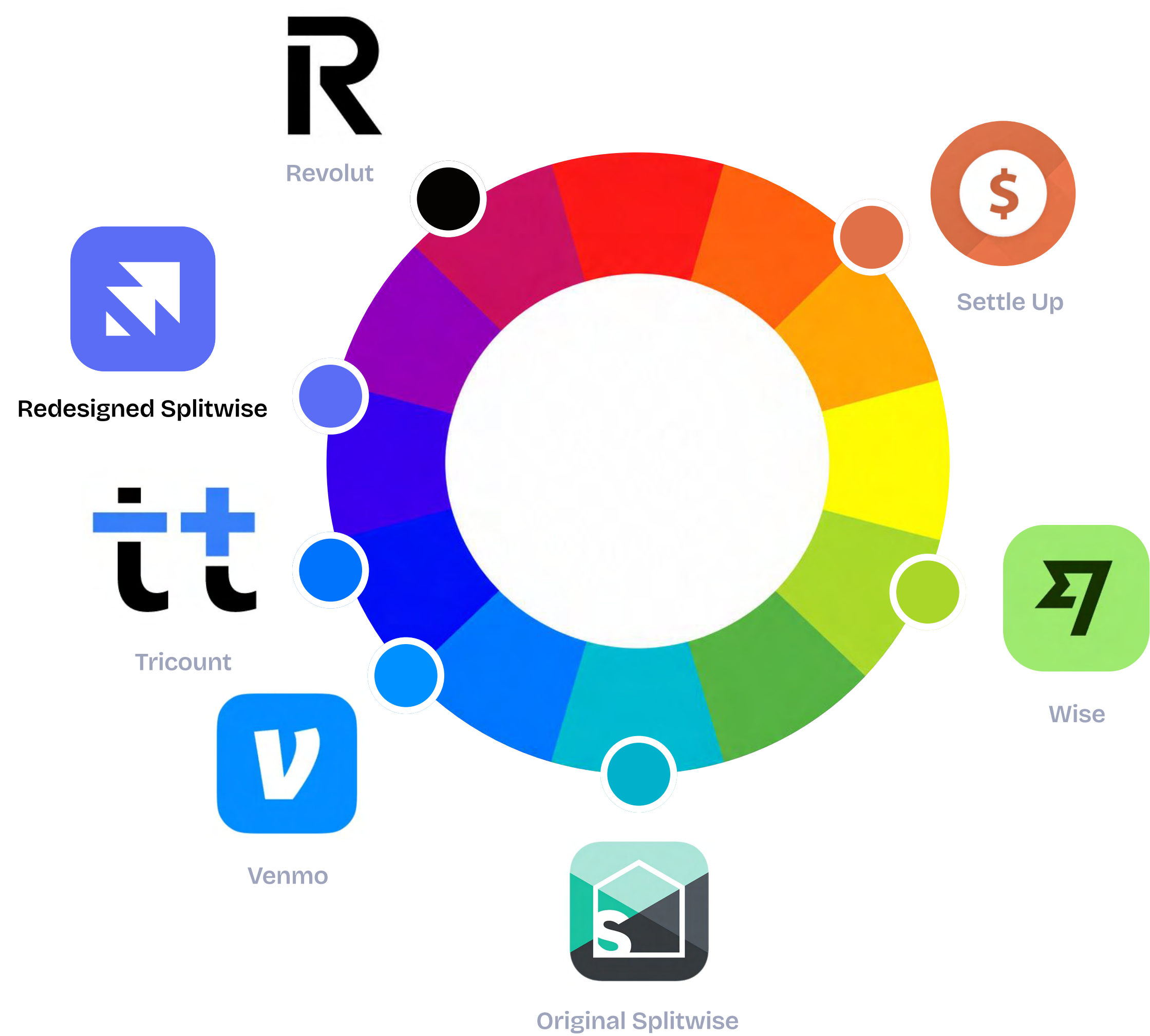


Original Splitwise

Bold silhouette • Connected forms • Recognisable negative space

Compared with the selected financial and expense-sharing icons, the redesigned Splitwise mark stands out through its bold silhouette, limited palette and connected geometric structure. It is designed to be instantly recognisable among competing app icons, while the separated forms reference splitting and the shared shape communicates connection.

Blue is familiar. The system makes it distinctive.



Familiar colour • Vivid periwinkle • Distinctive system

I chose blue because it is strongly associated with technology and is commonly perceived as trustworthy and reliable. It also gives Splitwise immediate visual familiarity within the digital finance category, where blue is already used by several competing products.

Rather than choosing an unfamiliar colour simply to appear different, I selected a vivid periwinkle blue #5B6EF5. Combined with the geometric icon and wider visual language, it allows Splitwise to feel recognisable within the category while still developing its own distinctive identity.

The core palette

A focused palette keeps the identity recognisable and consistent across the app and website. Blue anchors the brand, while dark and light surfaces provide clear contrast across both experiences.

BRAND



Primary Blue
#5B6EF5



Deep Blue
#2E3BAE



Light Blue
#BABFFD



Soft White
#DCE0FF

BACKGROUNDS & SURFACES



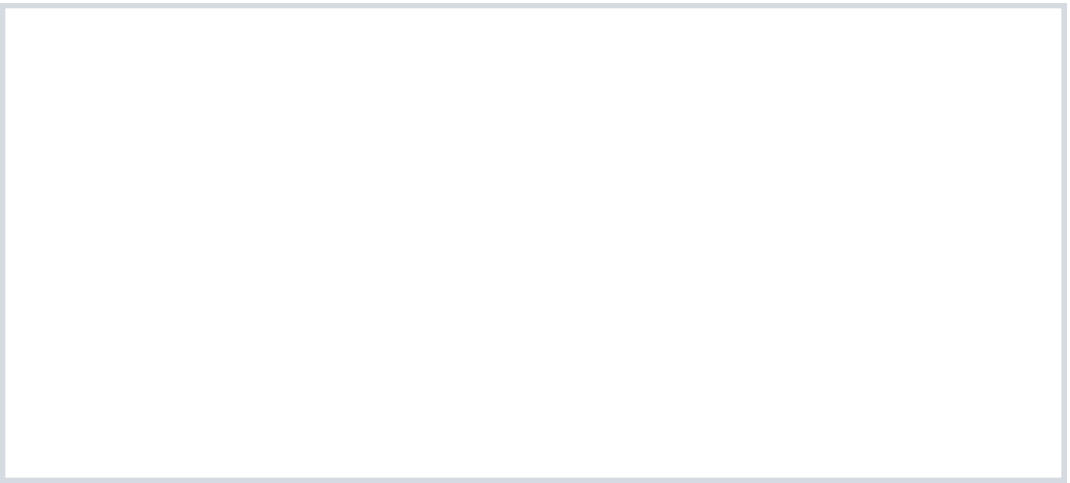
Dark Background
#0B0D17



Dark Surface
#151827



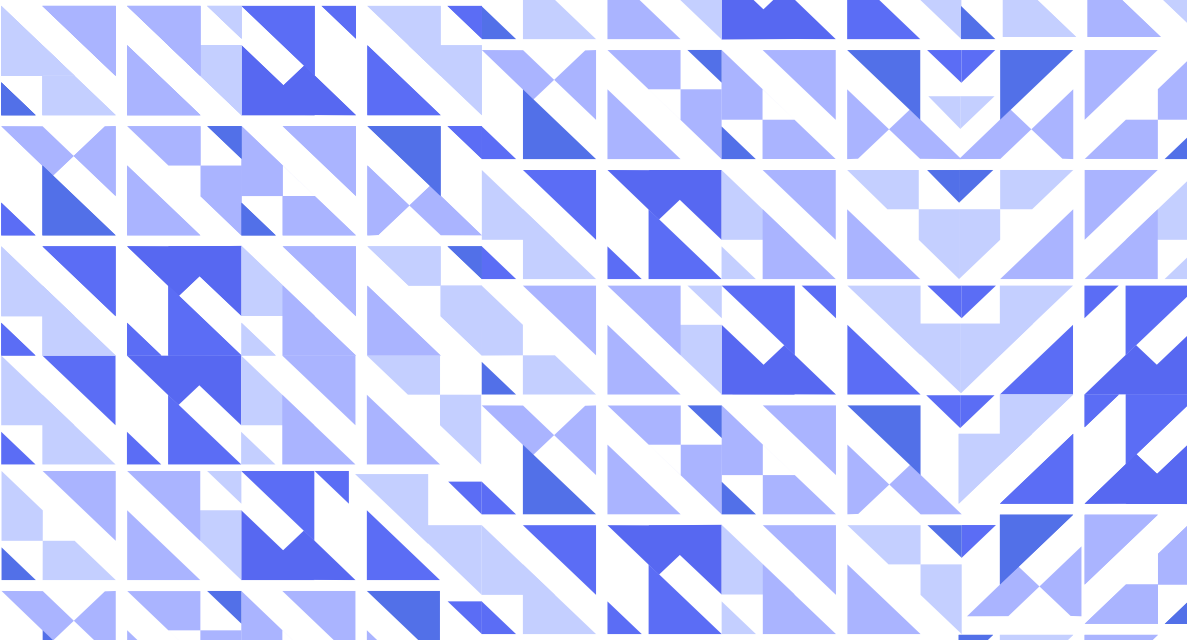
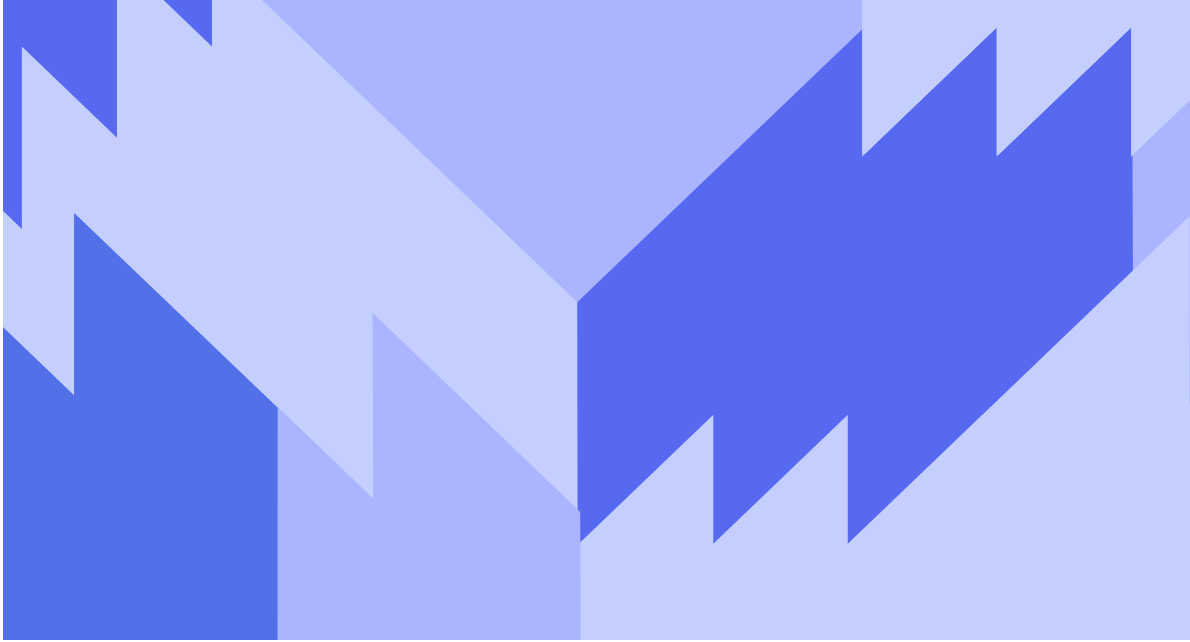
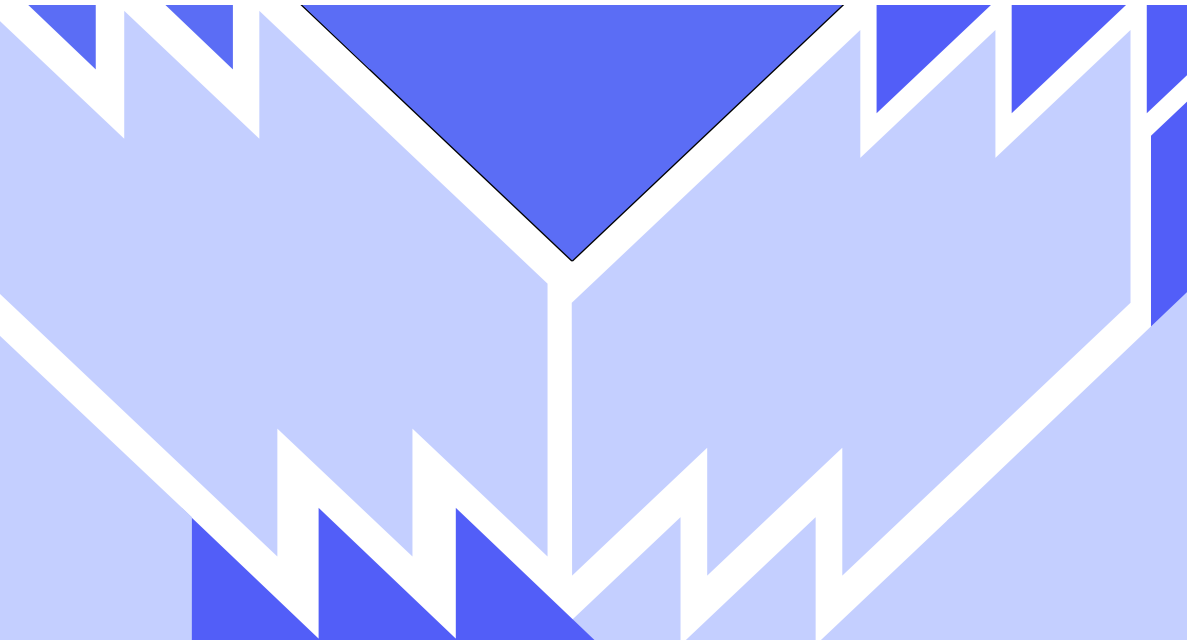
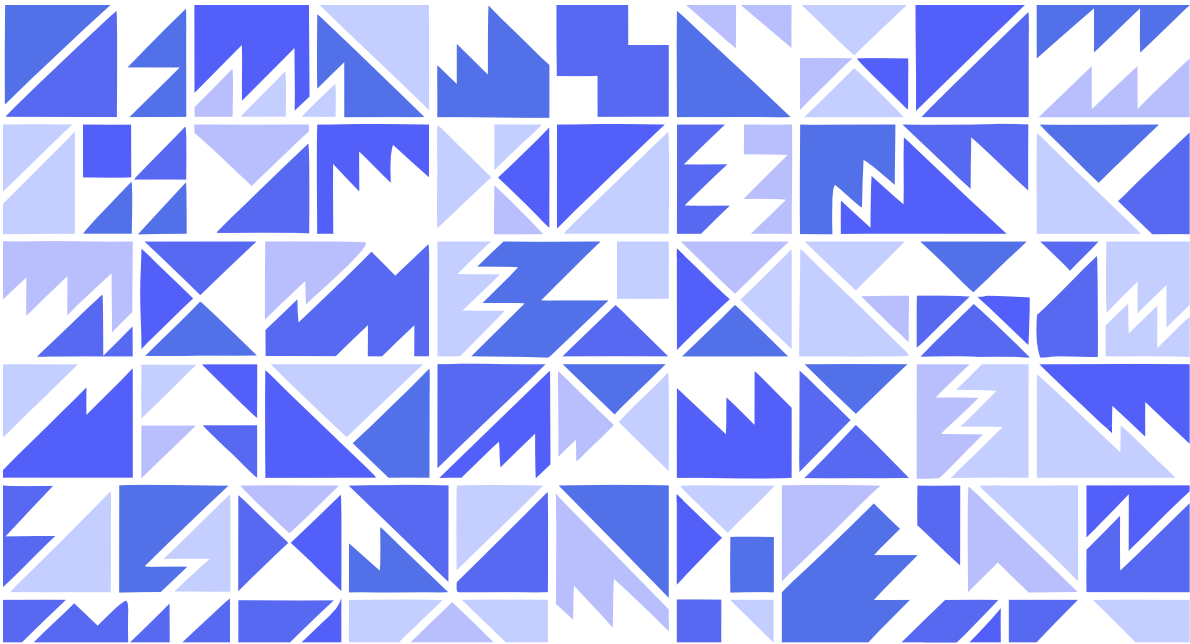
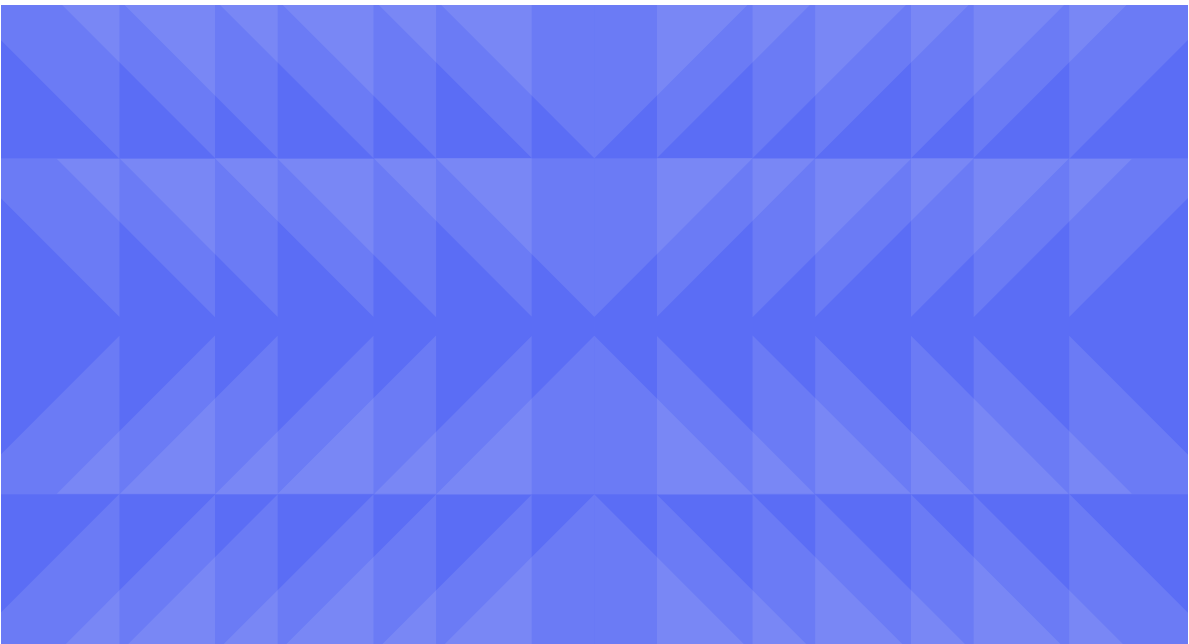
Raised Surface
#20243A



White
#FFFFFF

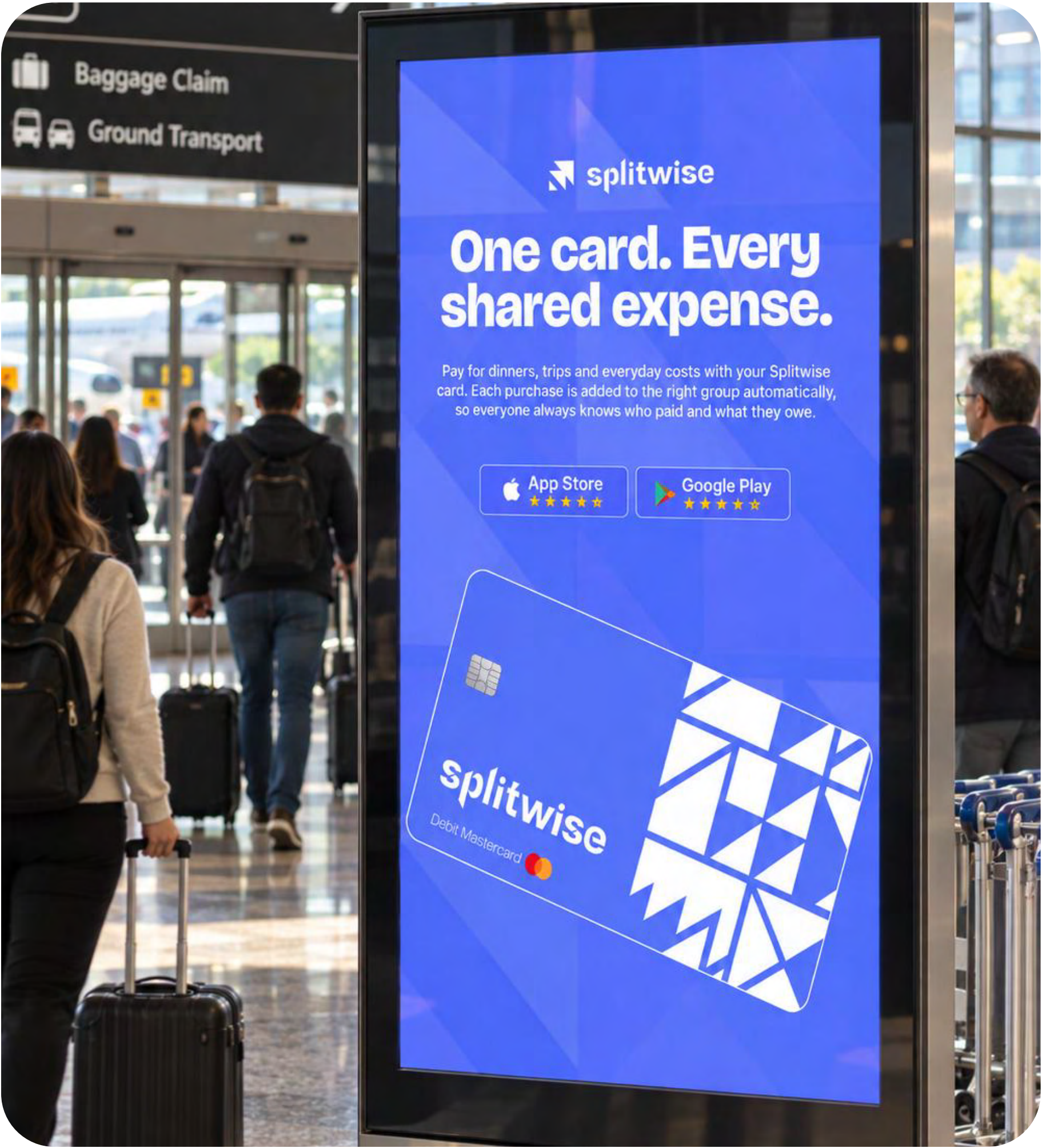
Putting the visual system to work

The geometric language was designed to extend beyond the logo and become a flexible brand system. I applied the patterns, illustrations and colour palette across digital and physical touchpoints to explore how consistently the identity could work in real-world contexts.



Taking the visual language into the real world

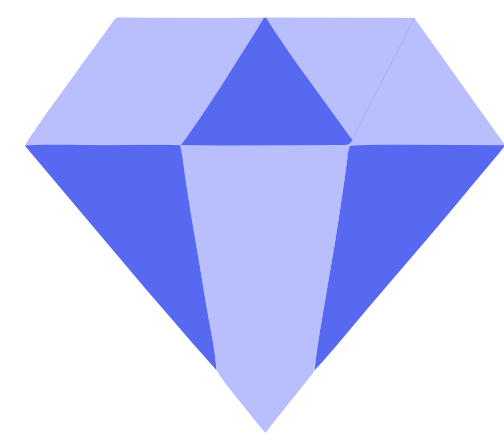
I applied the geometric system to campaign materials beyond the screen. The triangles, connected forms and bold colour blocks create recognisable compositions that can adapt to different formats while keeping the Splitwise identity consistent.



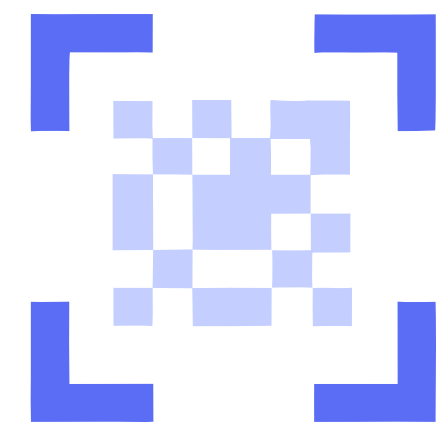
Simple shapes. Clear actions.



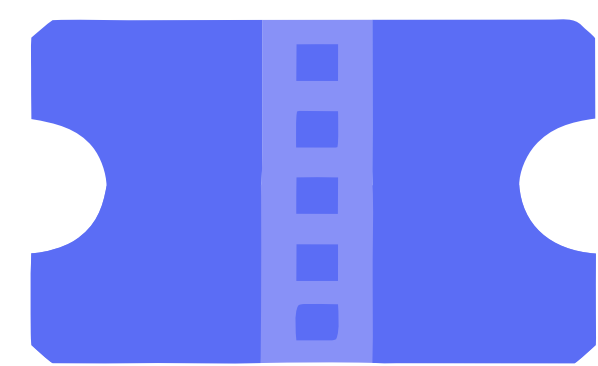
Bank



Pro Plan icon



Scan



Cash

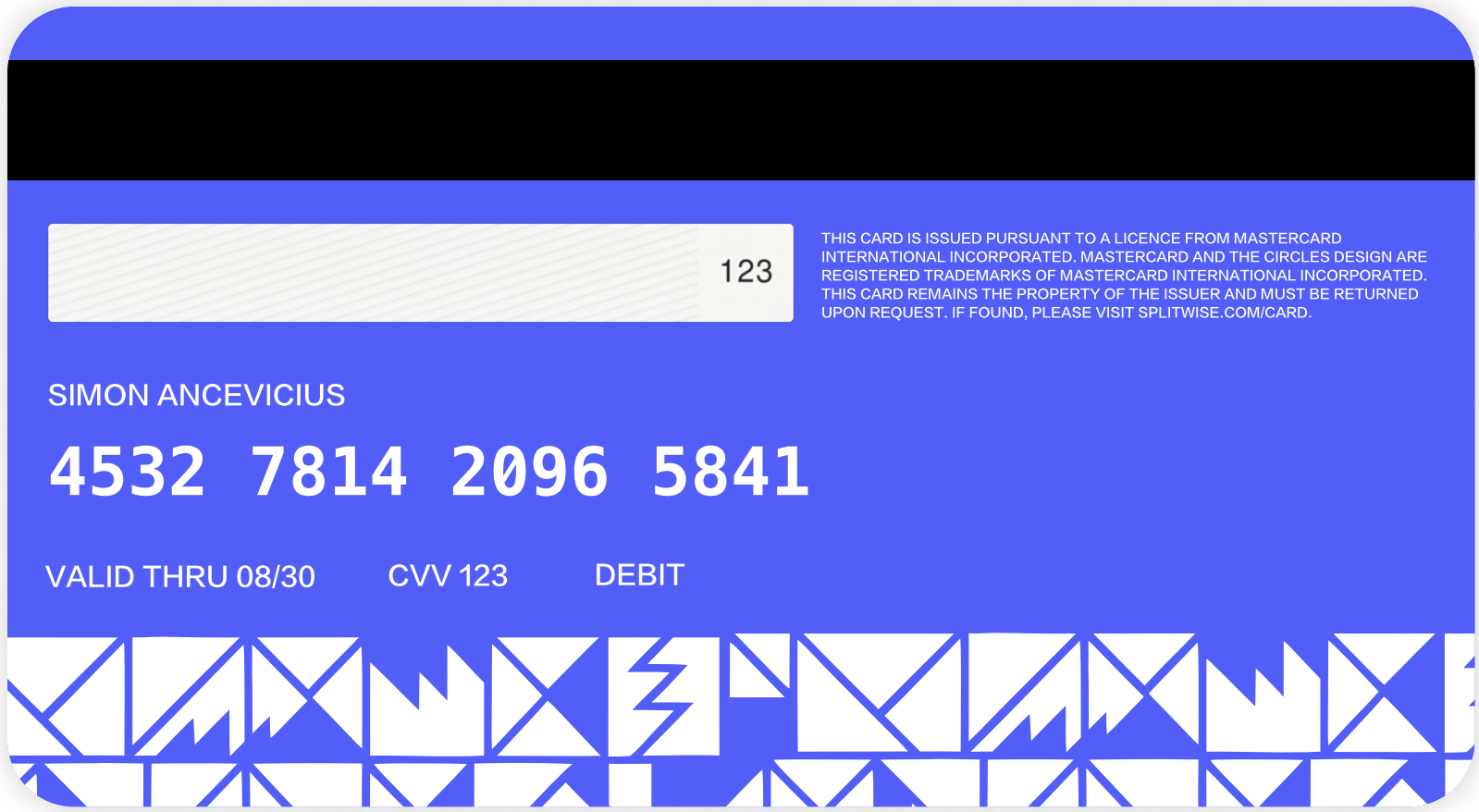
Clear silhouettes • Geometric construction • Everyday meaning

I extended the triangle-based visual language into a supporting icon set for everyday actions and product features. Each icon uses simple silhouettes, sharp geometry and a limited colour palette so it feels recognisable on its own while still belonging to the wider Splitwise system.

A shared-expense tool with a recognisable identity



Card front



Card back

Clear information • Strong pattern • Everyday usability

I extended the Splitwise identity onto a physical debit card using the geometric pattern as a strong visual signature. The front keeps the wordmark, chip and card details clear, while the back continues the pattern to create a consistent two-sided system.

A shared expense, made physical.

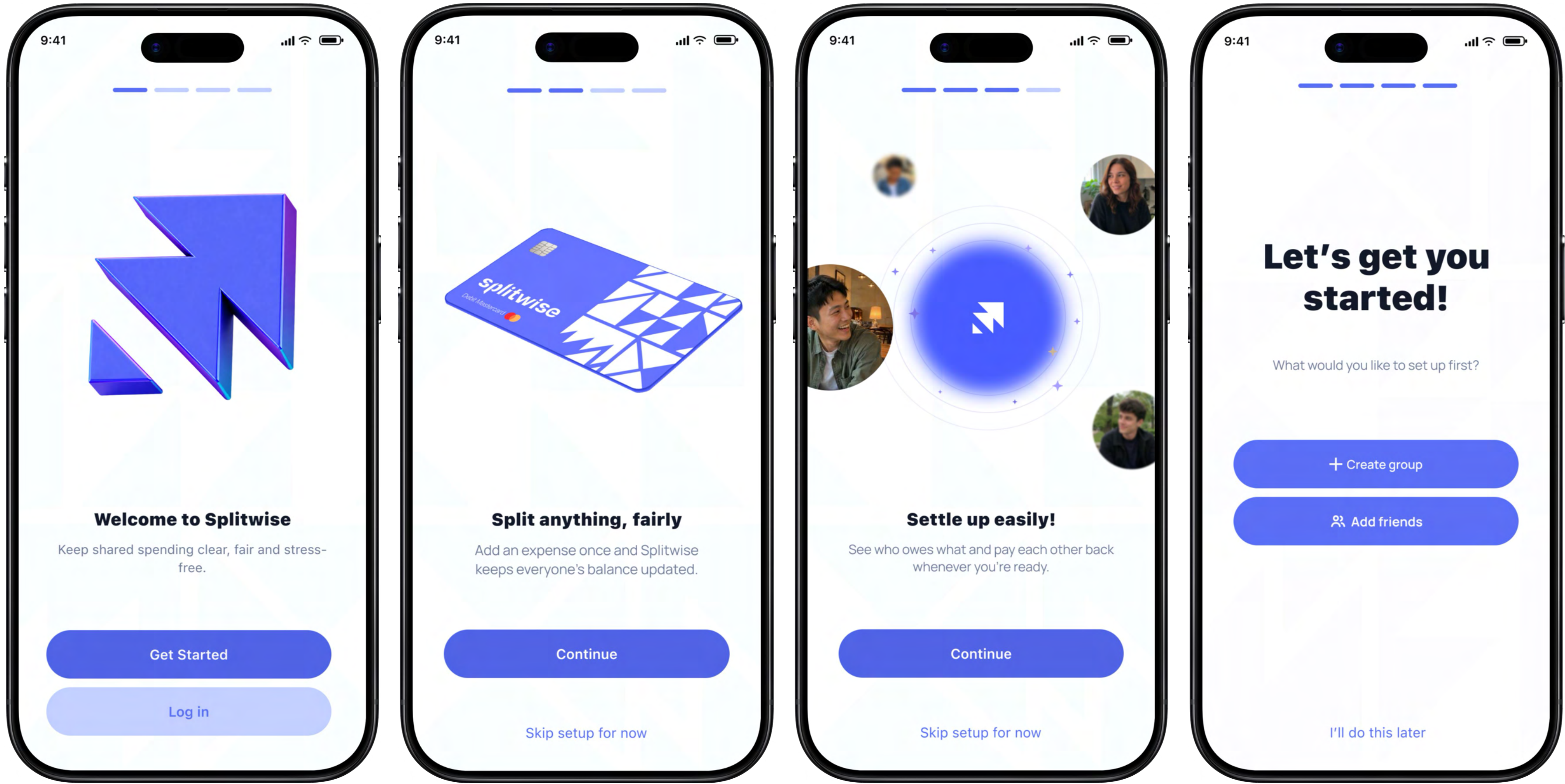
13 – Applications

**Physical touchpoint • Clear hierarchy •
Recognisable at a glance**

The card brings the redesigned Splitwise identity into the moment a payment happens. Its vivid blue surface, sharp geometric pattern and custom wordmark make it recognisable in the hand, while the familiar card format keeps the product practical and easy to use.

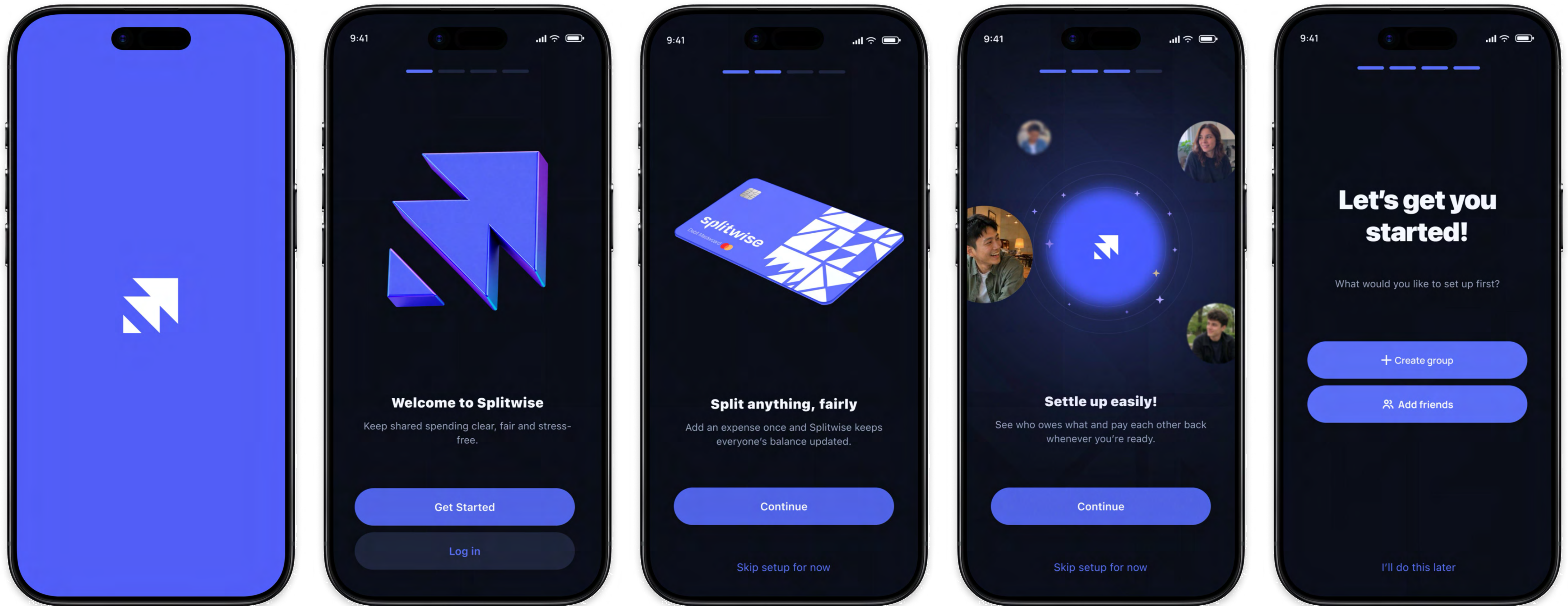


A clear start before the first expense.



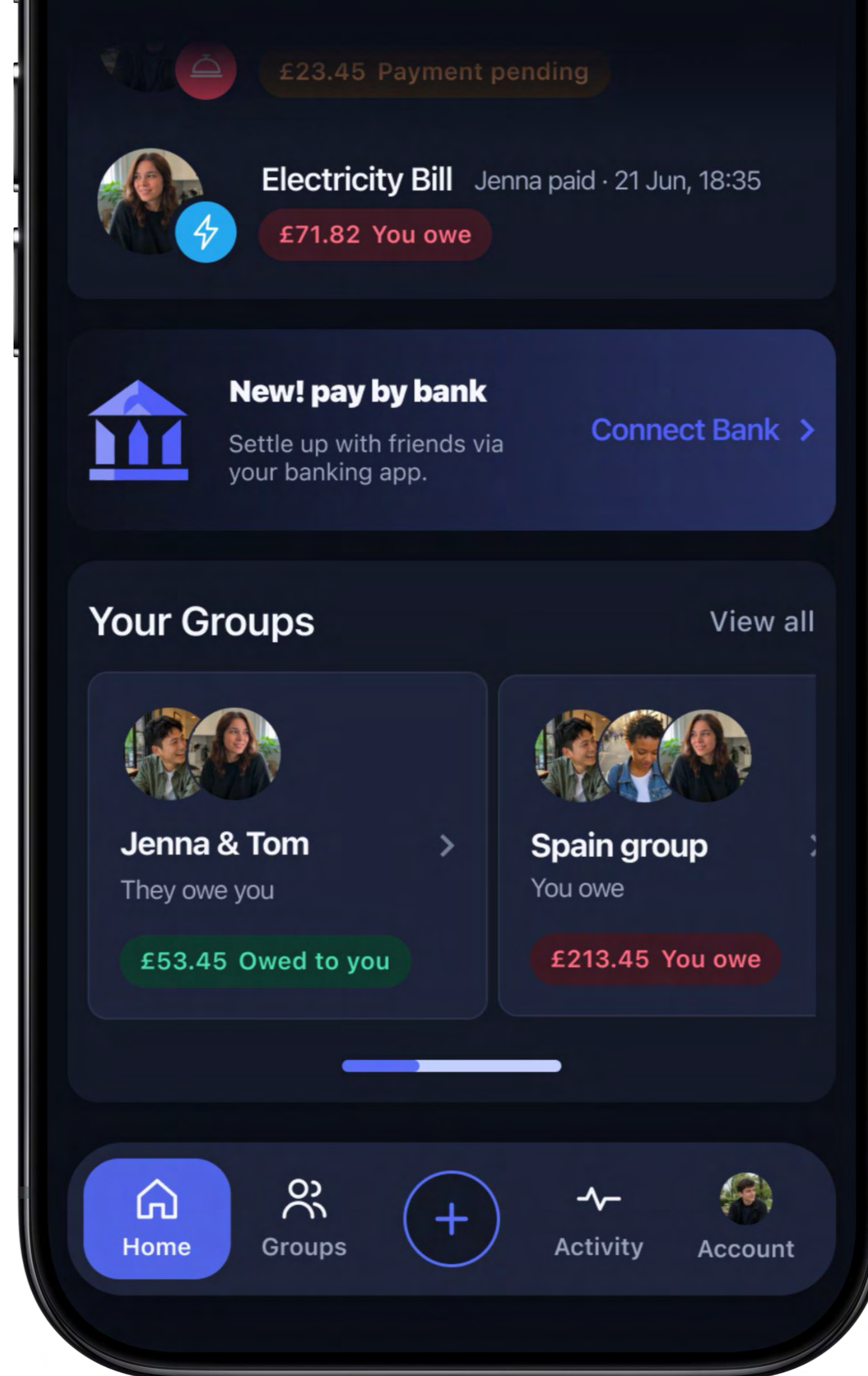
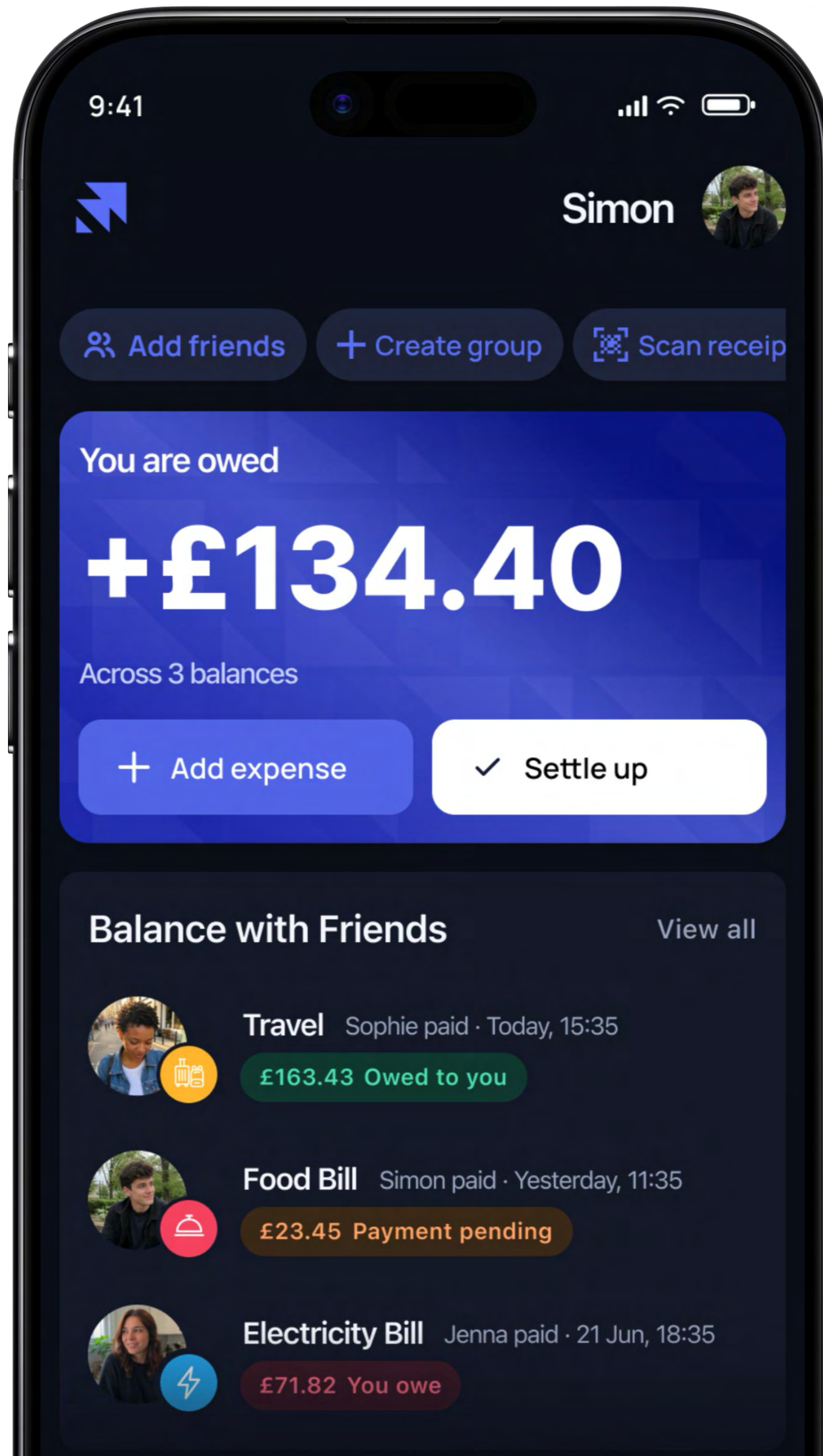
Introduce the value • Guide setup • Keep choice visible

The onboarding flow introduces Splitwise through three simple ideas: welcoming users, helping them split expenses and making it easier to settle balances. The final step guides users towards creating a group or adding friends, while still allowing them to skip setup.



Dark mode version

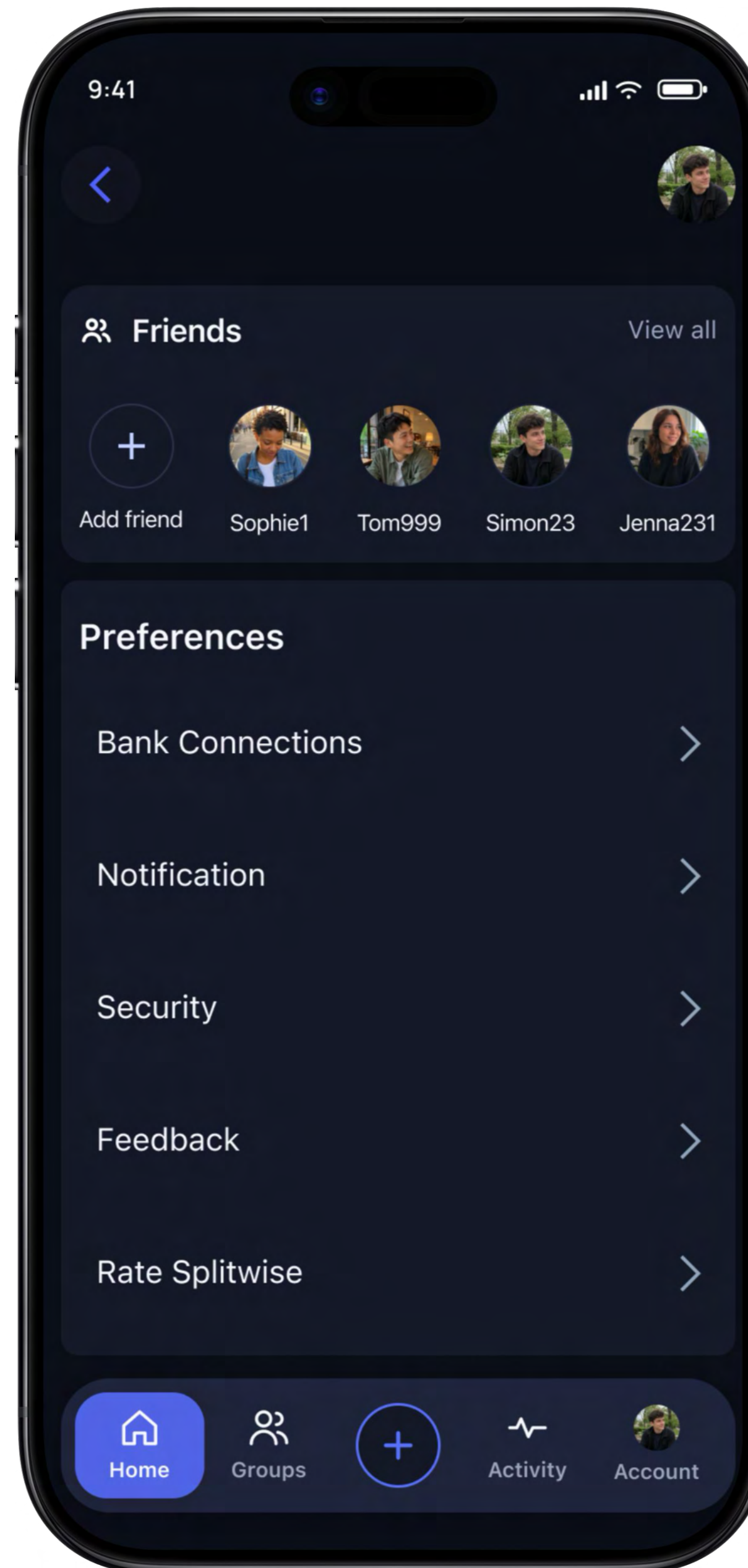
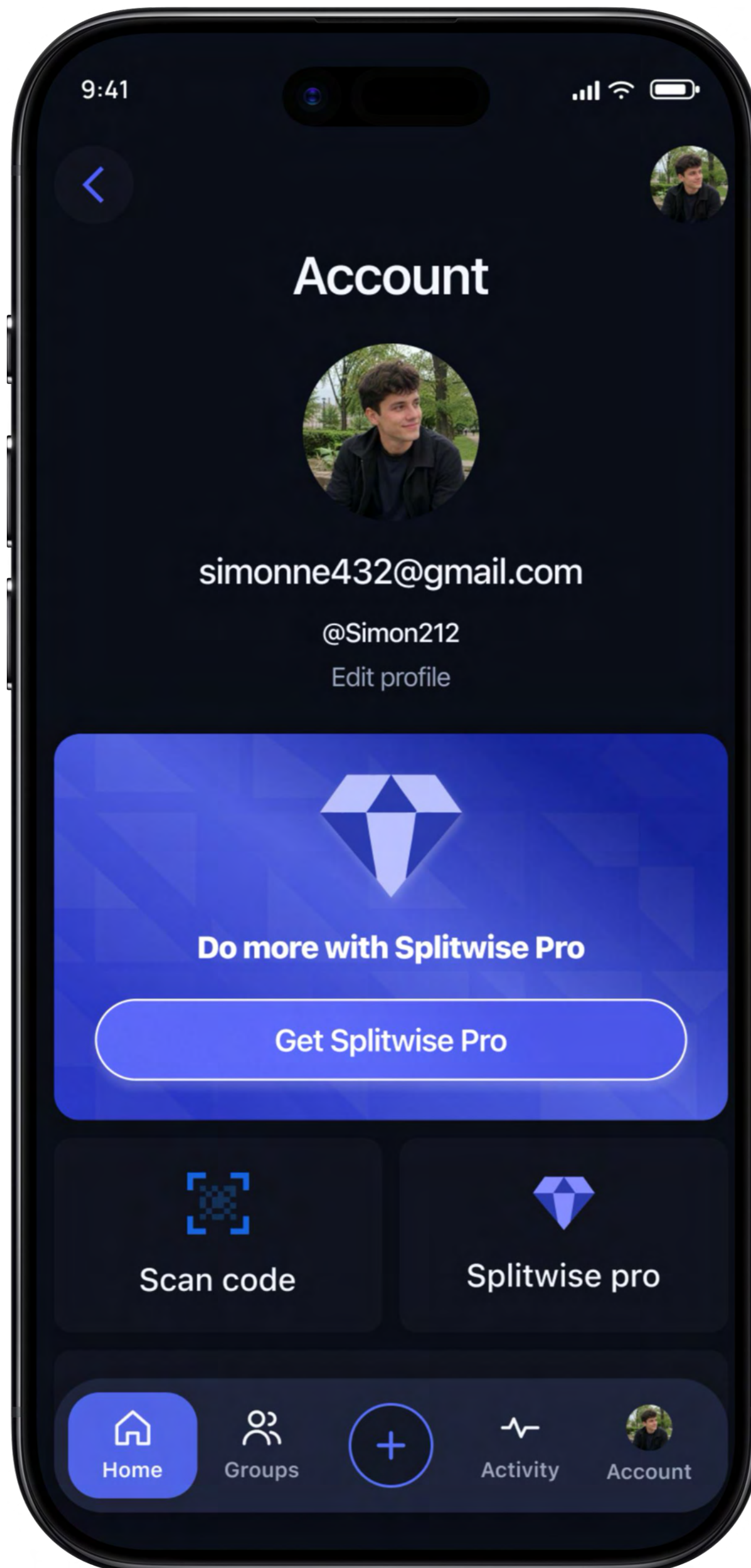
14 – Mobile app



Homepage

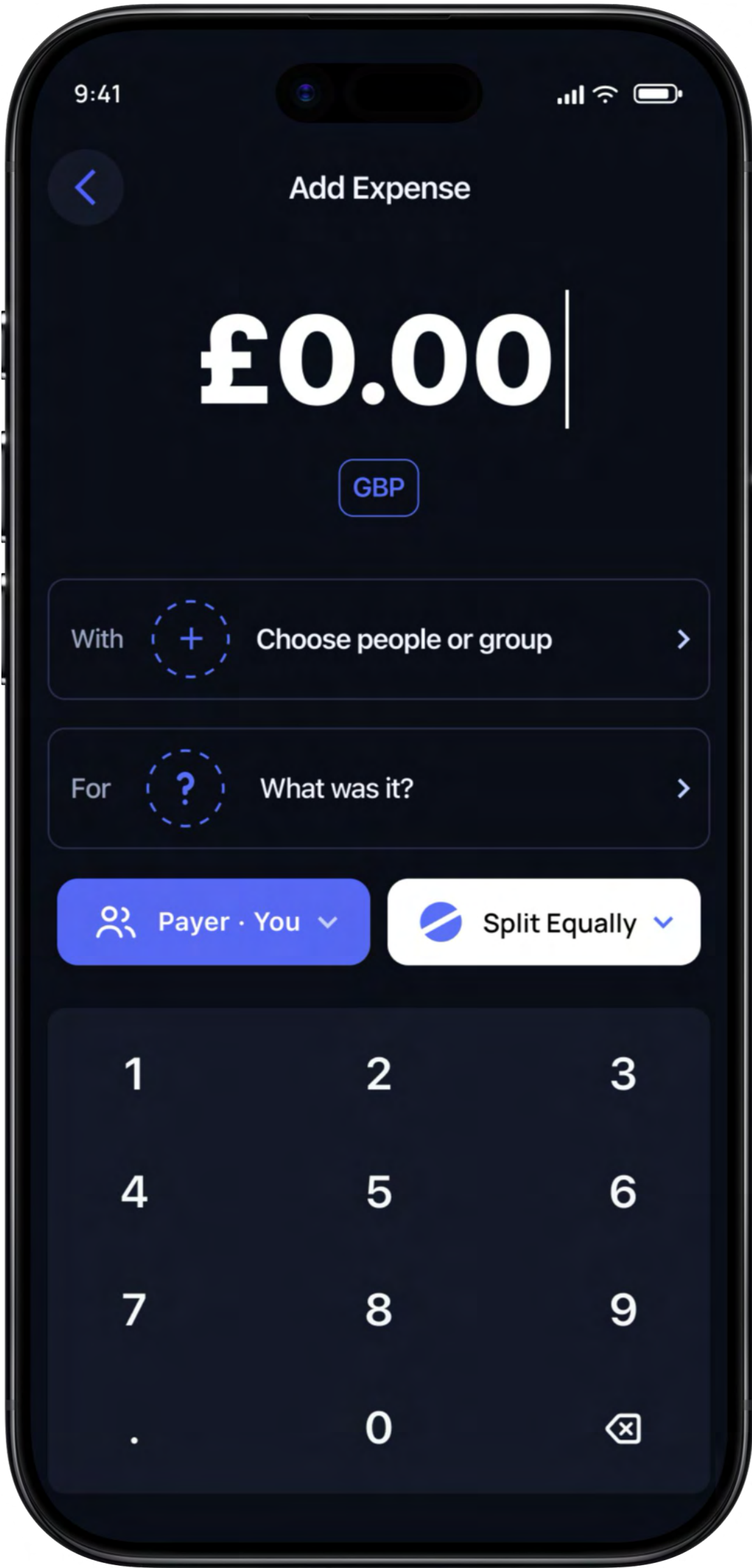
The redesigned homepage brings balances, recent expenses and groups into one clear view. A prominent balance summary shows what is owed at a glance, while grouped activity makes it easier to understand who paid, what is outstanding and what needs attention next.

14 – Mobile app

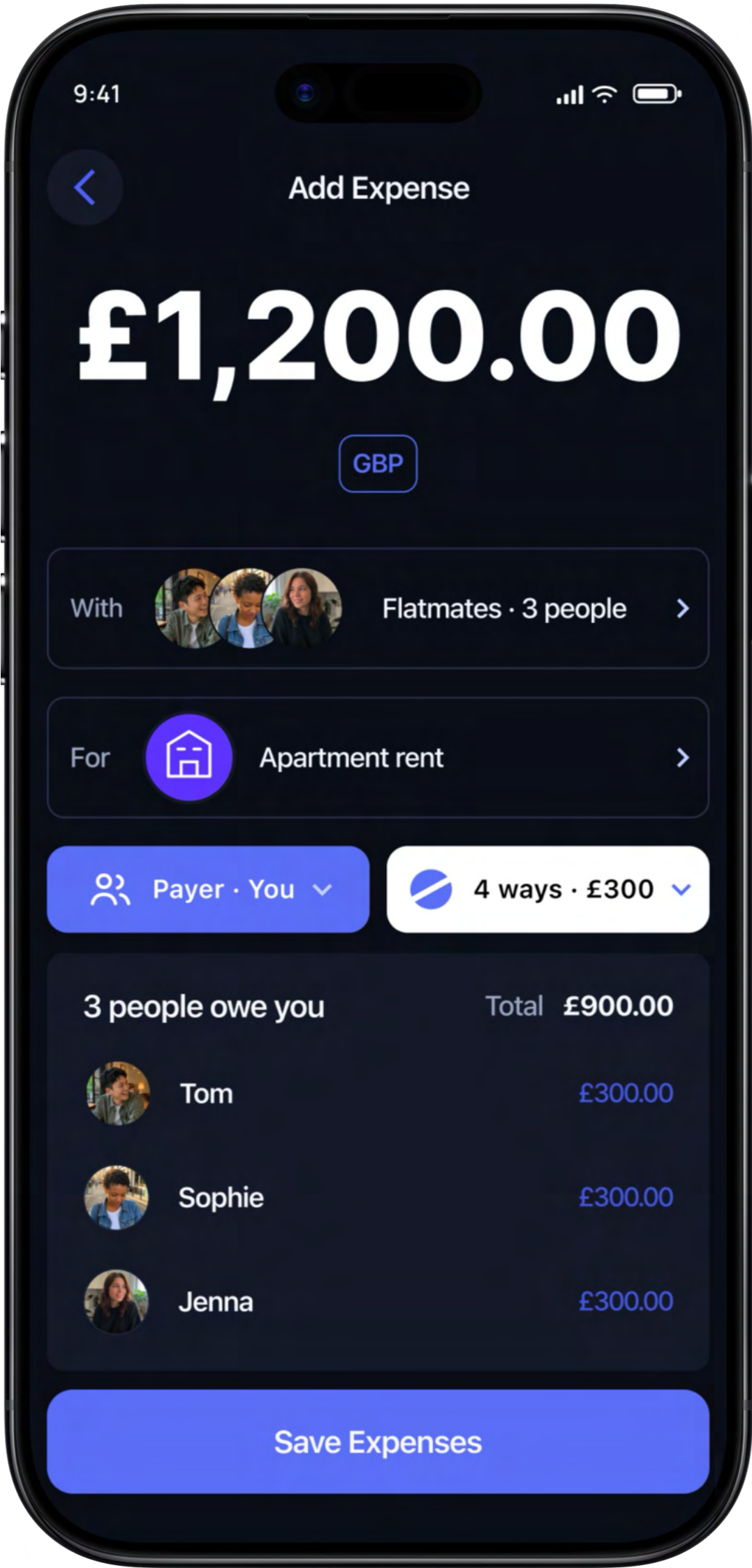


**Personal identity • Quick access •
Clear settings**

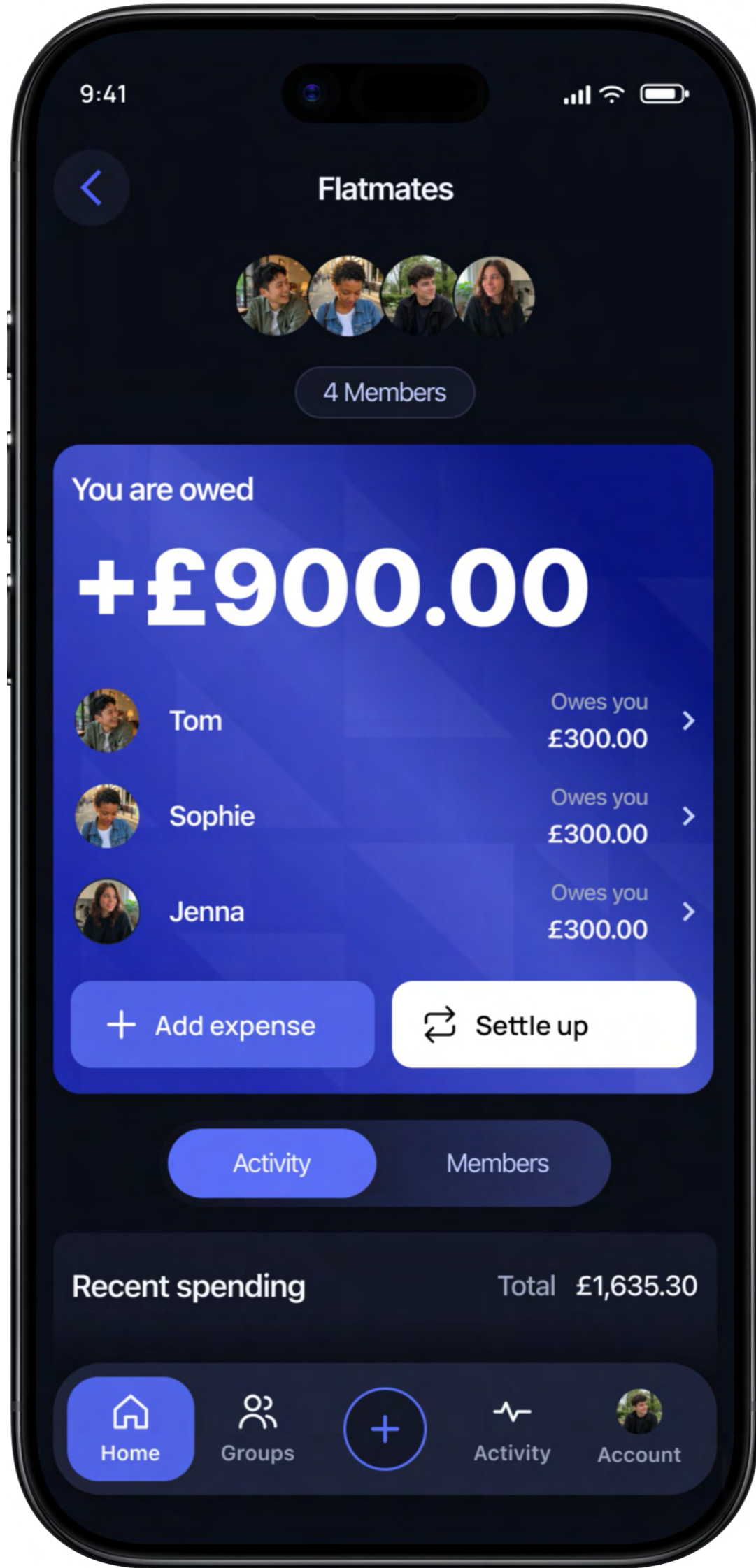
The account area brings personal details, friends and app preferences together in one organised space. A clear profile header establishes ownership, while quick access to Splitwise Pro, friend management and settings keeps everyday account tasks easy to find.



Confirm the update



Confirm the update



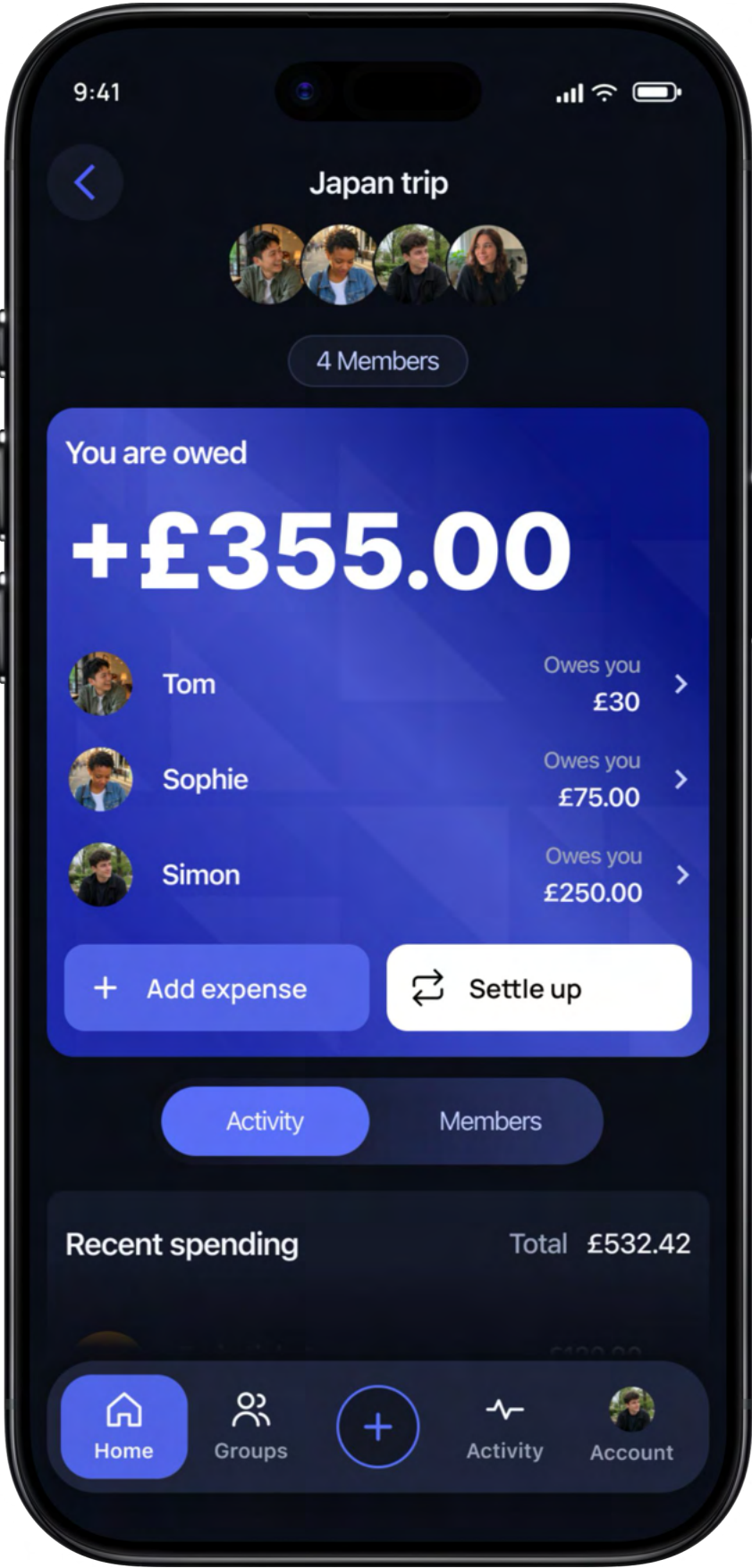
Confirm the update

Personal identity · Quick access · Clear settings

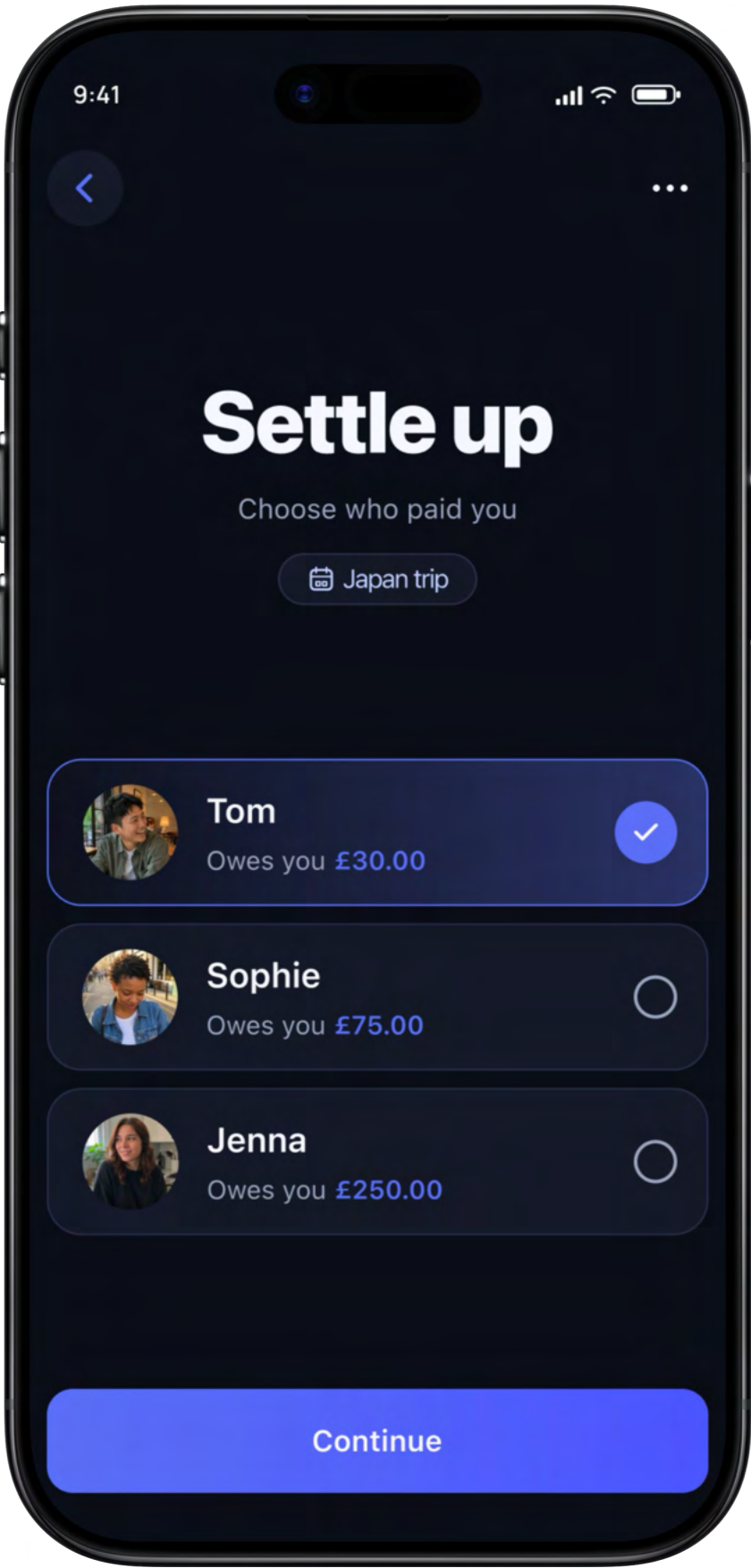
The account area brings personal details, friends and app preferences together in one organised space. A clear profile header establishes ownership, while quick access to Splitwise Pro, friend management and settings keeps everyday account tasks easy to find.

Settling up without the awkwardness.

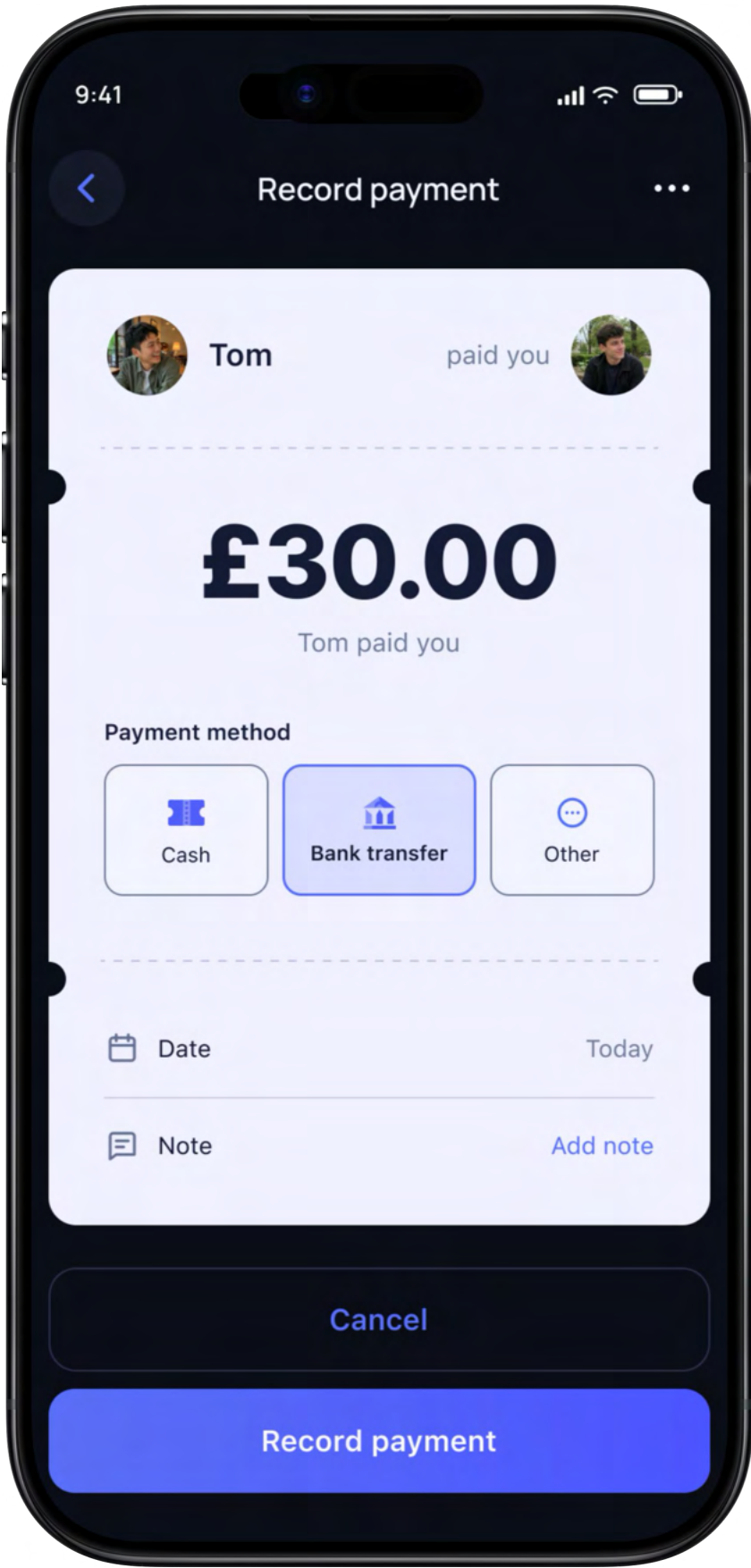
Splitwise turns repayment into a clear, trackable flow. Users can choose who has paid them, select the payment method and record the update. Once confirmed, Tom's £30 payment is marked as settled and the group balance changes from +£355.00 to +£325.00.



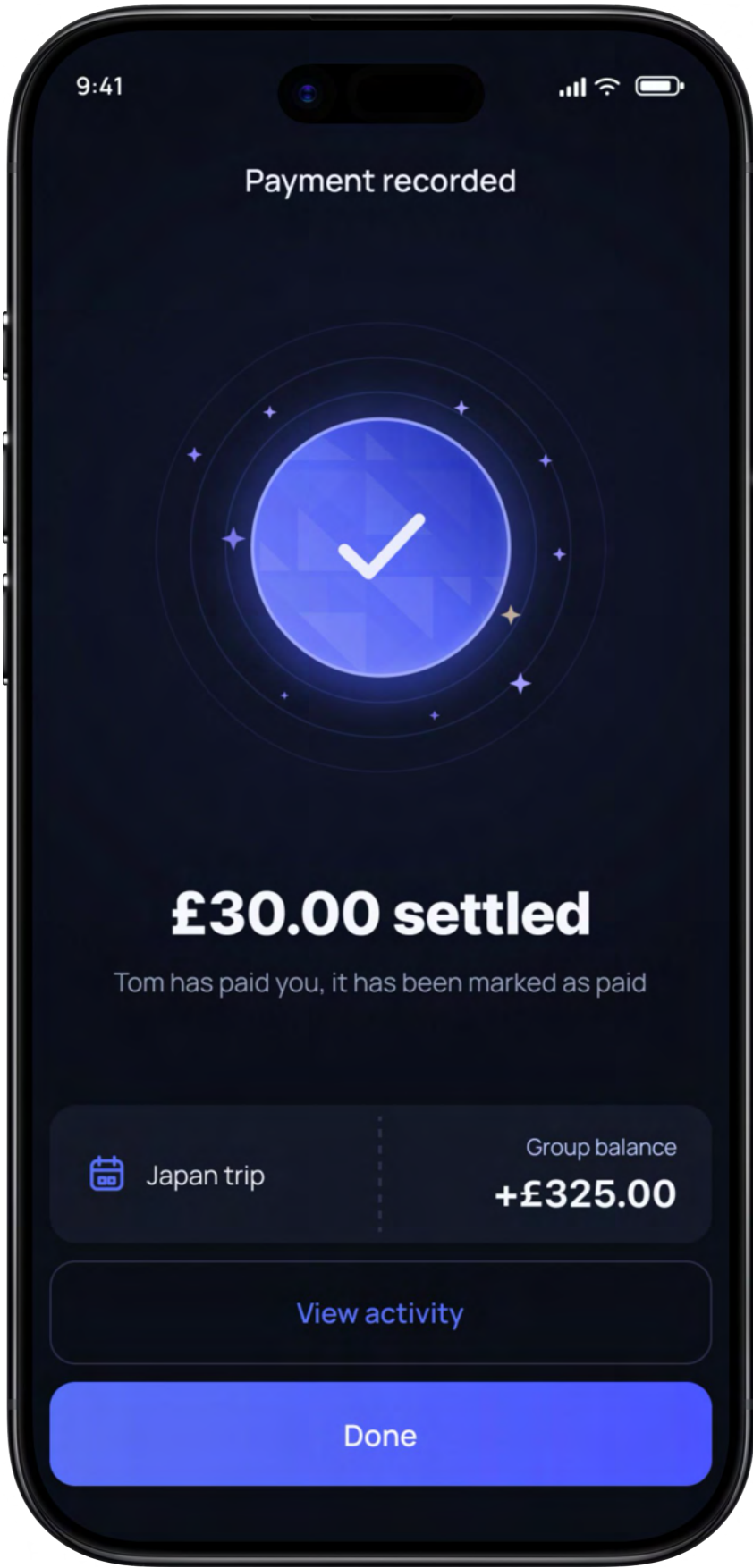
View the group balance



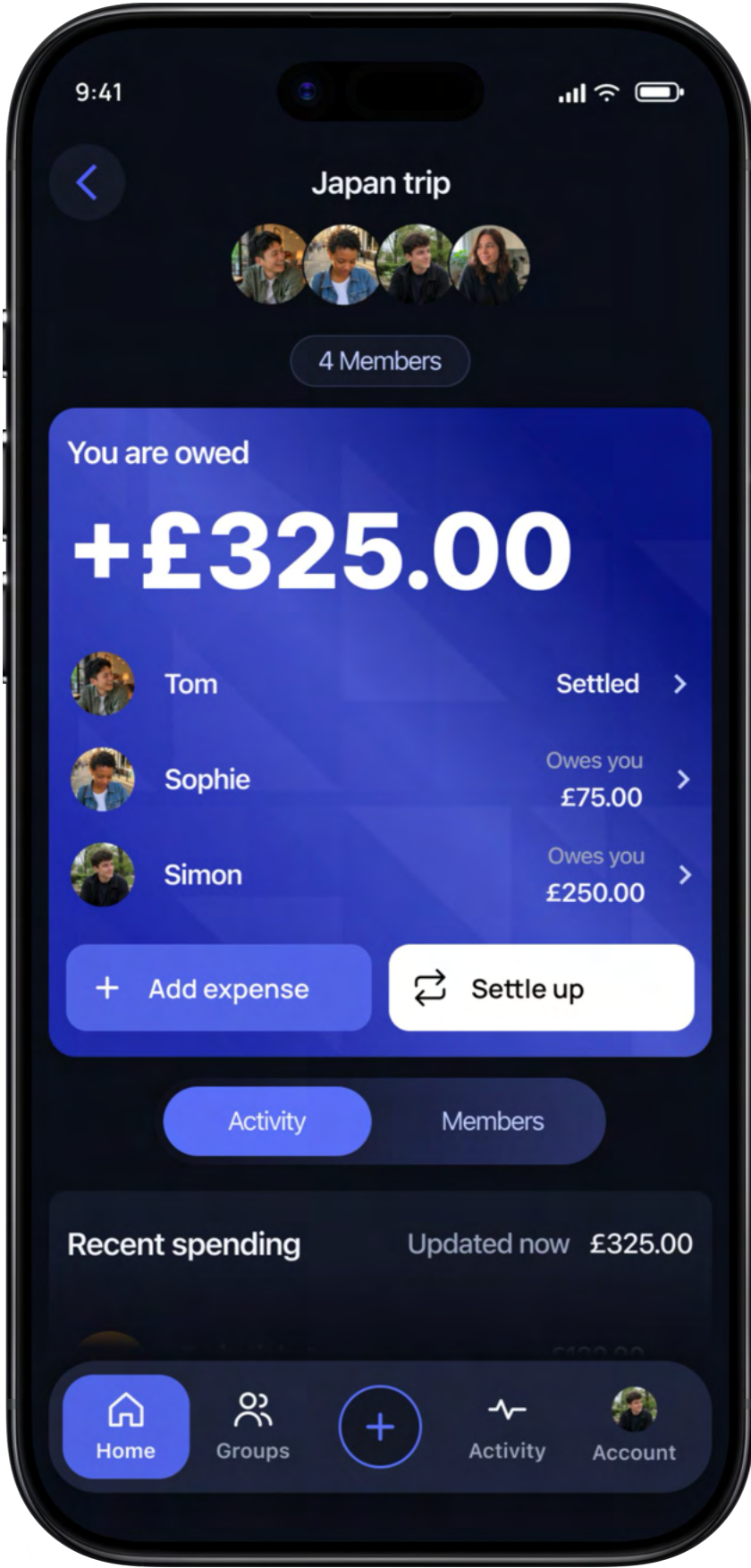
Choose who paid you



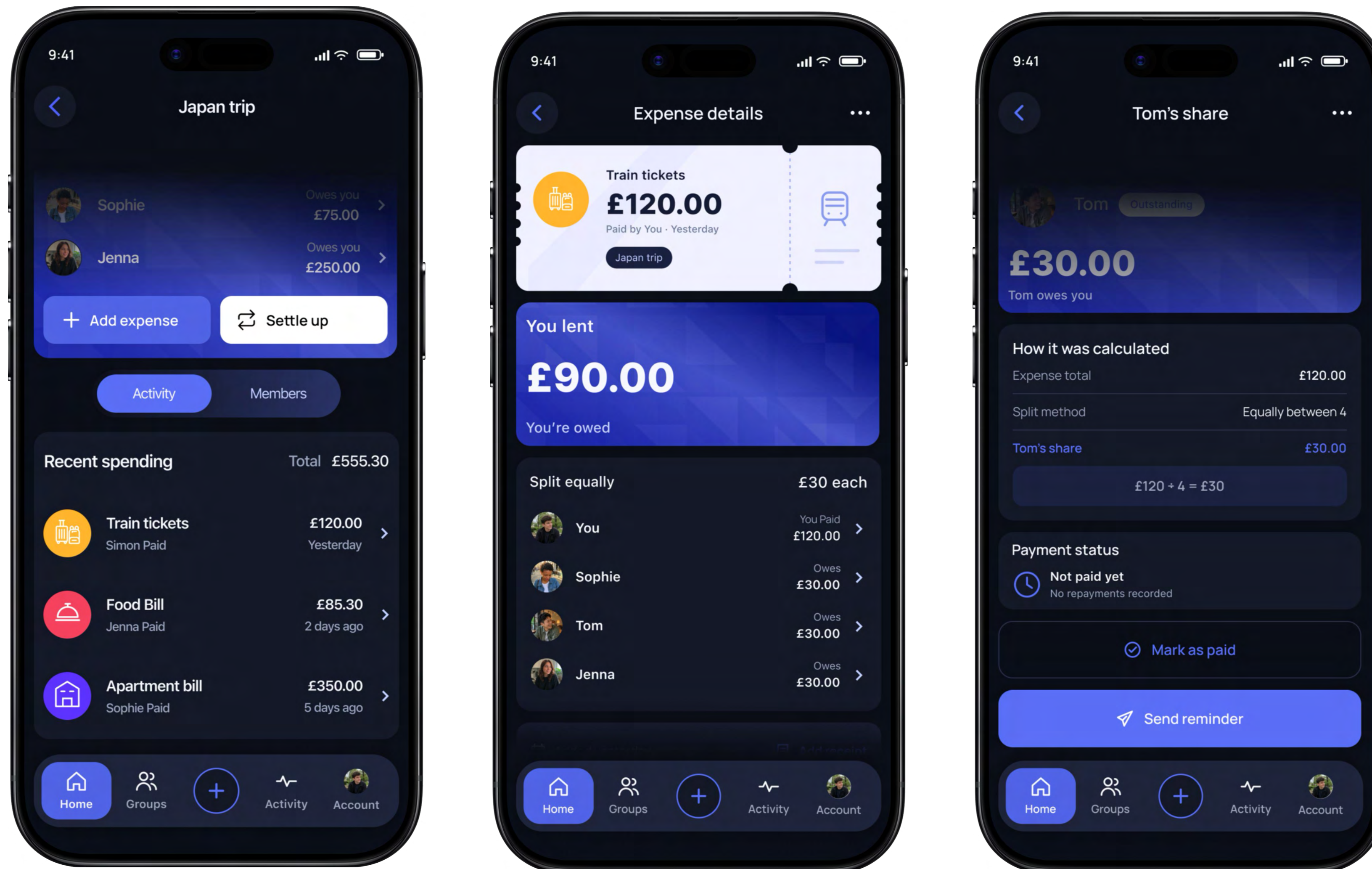
Record the payment



Confirm the update



Return to the group



Select the expense

Review the split

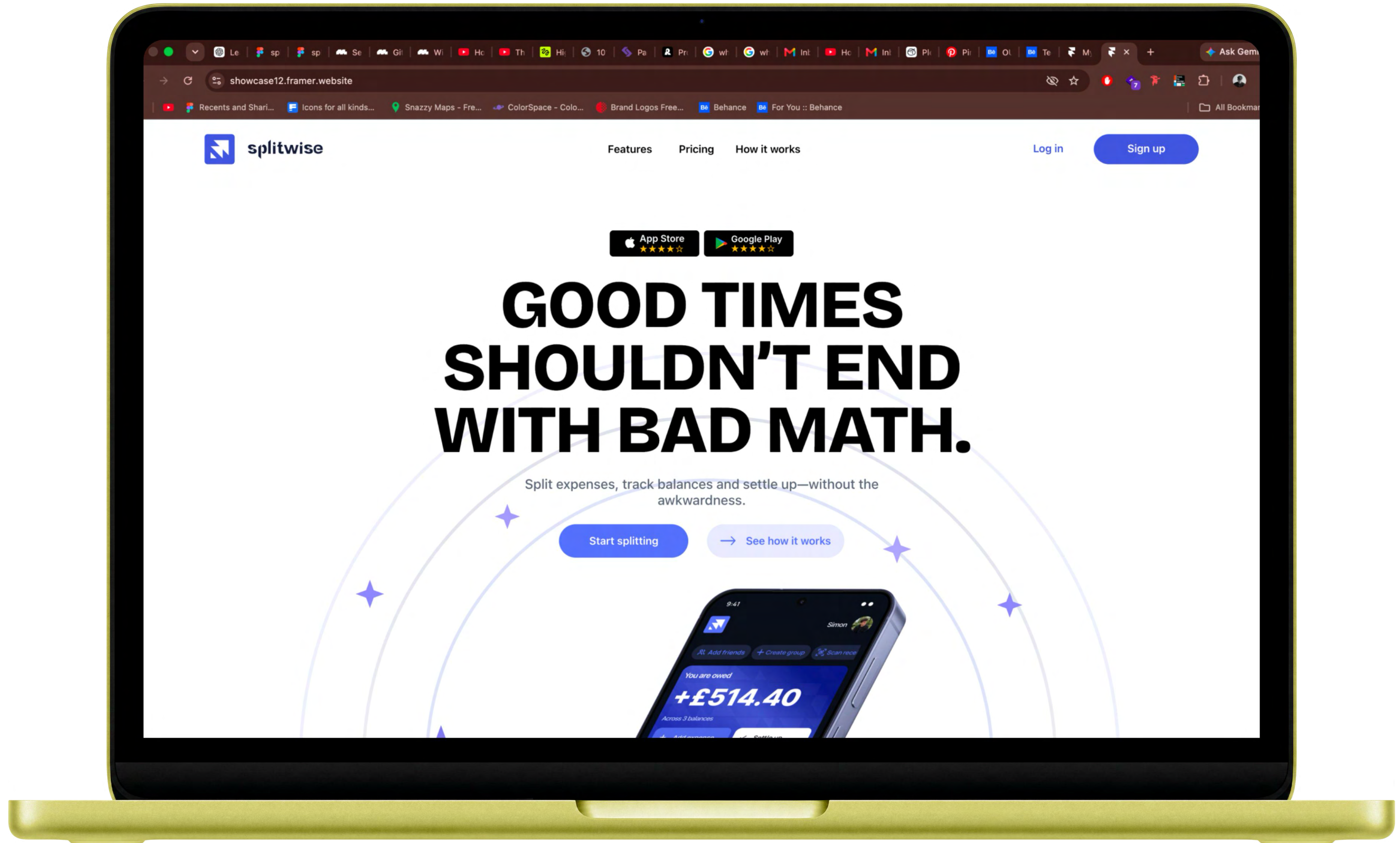
View Tom's share

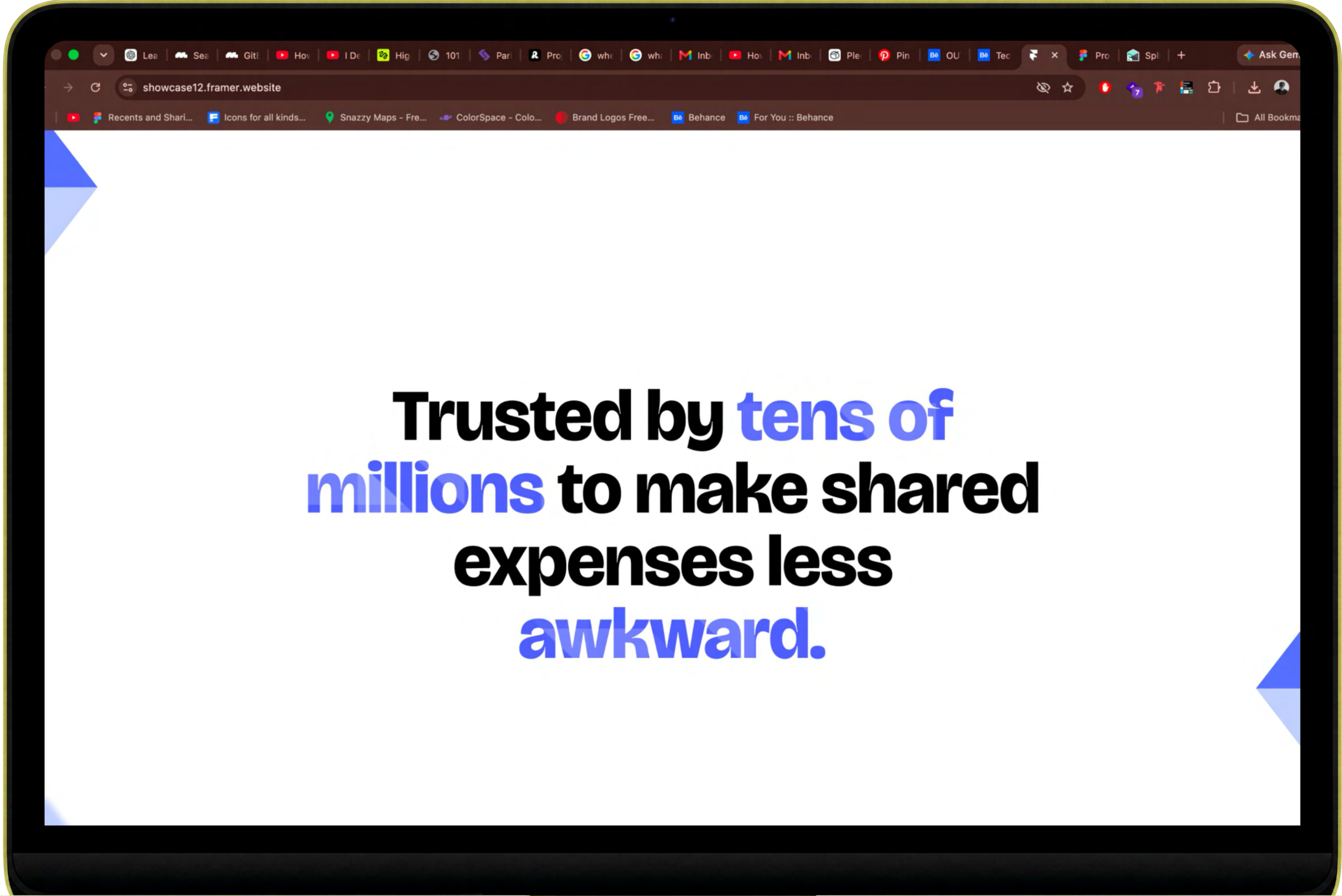
Follow the cost • See the split • Know what is owed

Selecting “Train tickets” from the Japan trip opens a detailed view of the £120 expense. It shows who paid, how the cost is divided and what each person owes. Selecting Tom then focuses the view on his individual £30 share, making the outstanding balance clear before moving to repayment.

Show the problem • Introduce the value • Lead users forward

The homepage introduces Splitwise through a familiar problem: shared expenses should not get in the way of good times. The hero message explains the value quickly, while the app preview shows how balances and repayments stay organised. Clear calls to action then guide visitors towards starting their first split or learning how it works.



A laptop with a gold-colored frame is shown from a slightly elevated front angle. The screen displays a website with a dark brown header bar containing various icons and a search bar. Below the header, the main content area is white and features a large, bold text block. The text is centered and reads: "Trusted by tens of millions to make shared expenses less awkward." The words "tens of millions" and "awkward." are in a vibrant blue color, while the rest of the text is in black. The laptop is set against a plain white background.

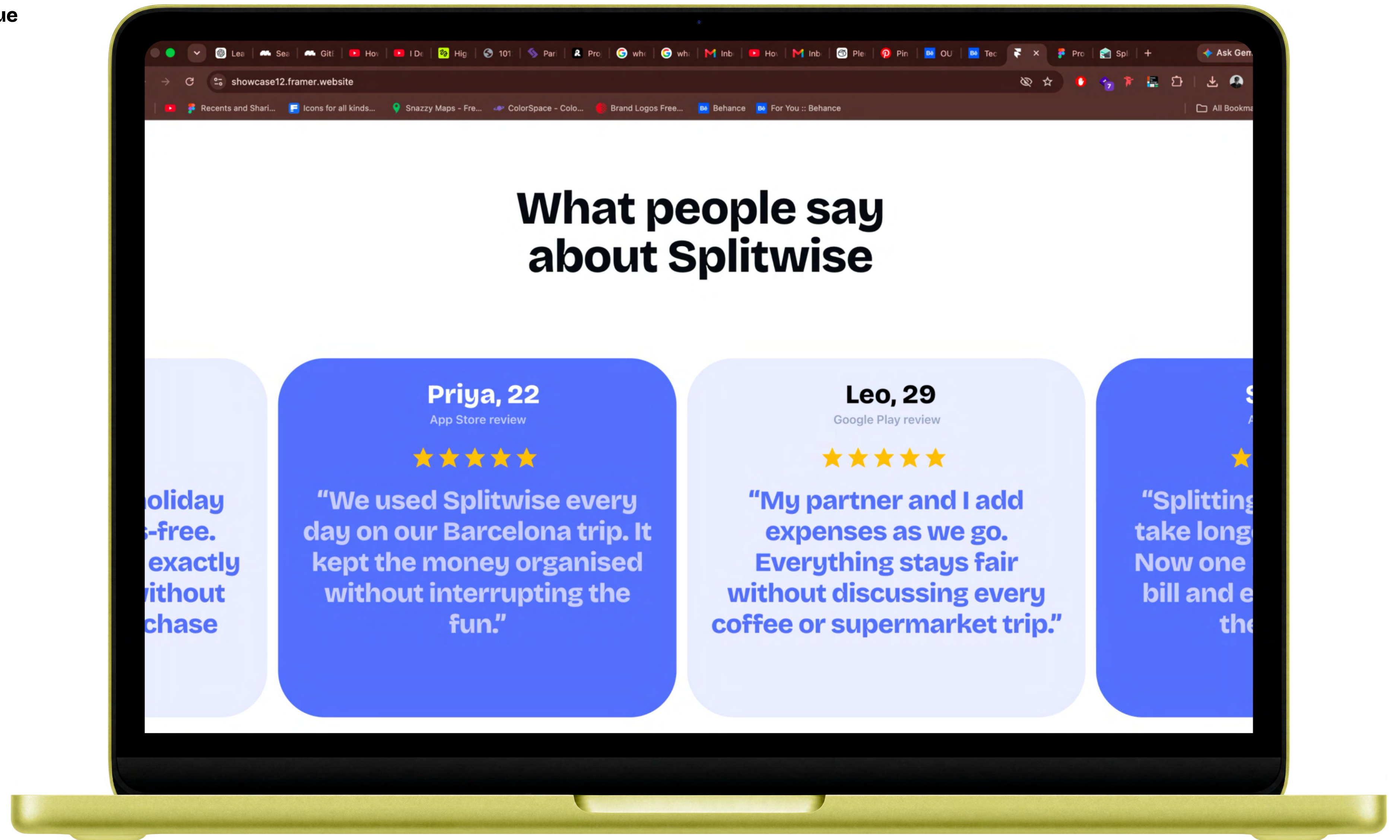
**Trusted by tens of
millions to make shared
expenses less
awkward.**

**Show the scale • Reinforce credibility •
Make splitting feel familiar**

Placed directly below the hero, this section uses social proof to reassure visitors that Splitwise is already trusted by millions of people. Showing the wider community behind the product makes the service feel established, helping users feel more confident about trying it for themselves.

Show real voices • Highlight everyday value
• Build confidence

The reviews section brings opinions from Apple App Store and Google Play users into the experience. Their comments show how Splitwise supports real situations, from travelling with friends to managing everyday household expenses. Letting users describe the value in their own words makes the product feel more trustworthy and relatable.



**Share the moment • Track the spending •
Settle without friction**

Made for the plans you share.

Dinner with friends

Split the bill in seconds without doing awkward maths at the table.

Everyday spending

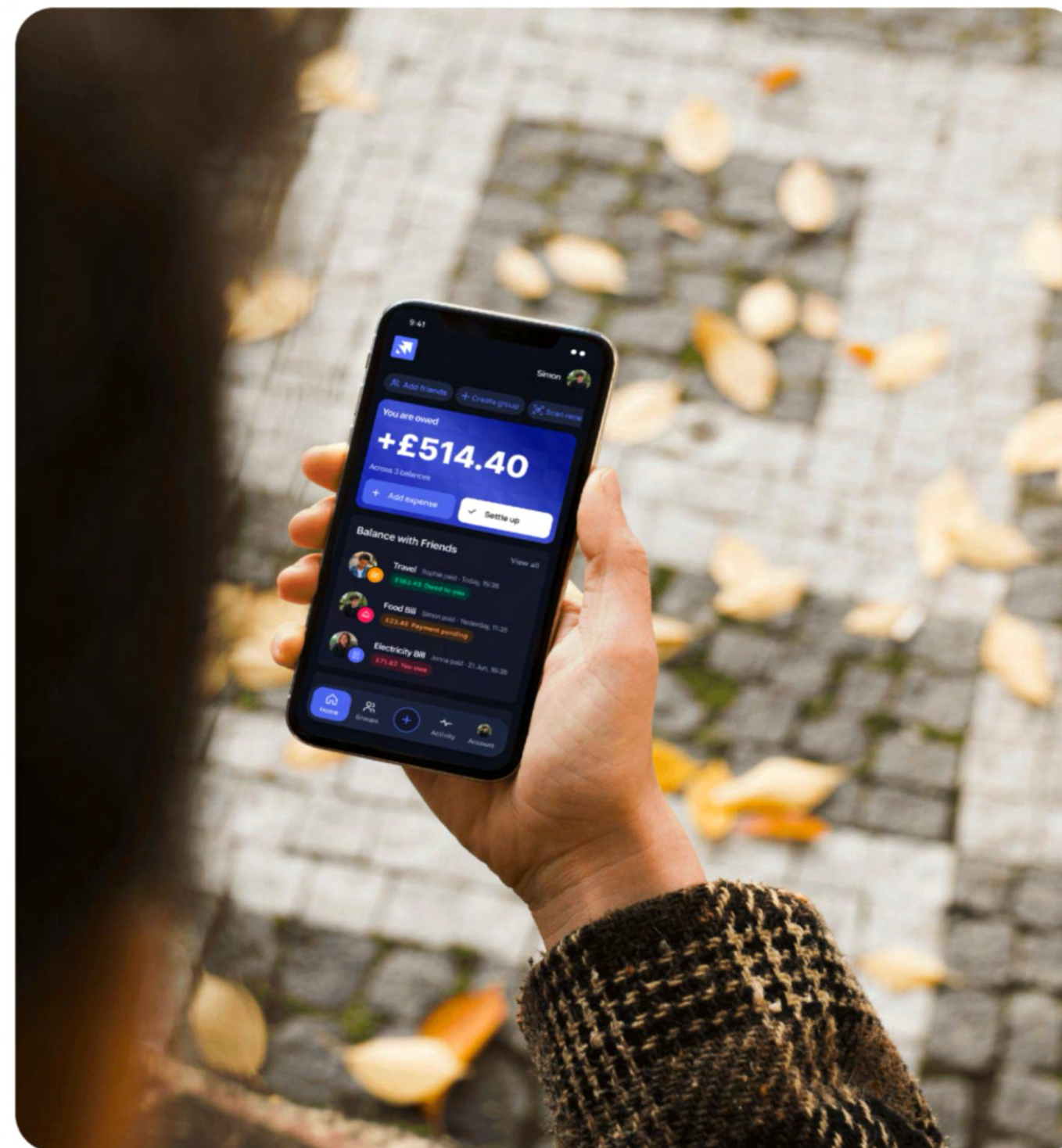
Keep flights, stays and every shared expense in one place.

Trips with friends

Keep flights, stays and every shared expense in one place.

Check in and settle up

See exactly who owes what and settle without chasing anyone.



Explore the essentials • Choose where to start • Go deeper when needed

This section introduces the app through three focused feature areas: adding expenses, checking balances and managing personal preferences. Each card gives visitors a quick overview, while the “Learn more” links provide a clear path to explore how each feature works in more detail.

Everything you need is on the app for you

From group trips and shared rent to everyday dinners, Splitwise keeps every expense, balance and payment organised. Add costs in seconds, see who owes what and settle up without awkward conversations.

Explore features

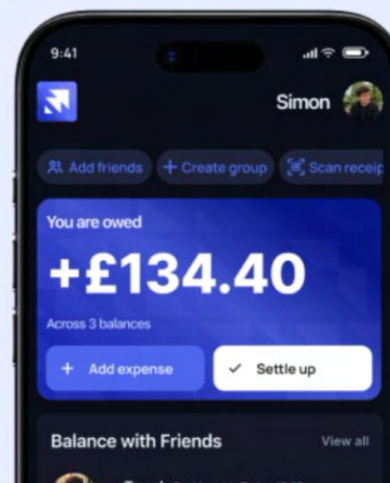
See how it works



Add Expenses for trip

Add a bill, choose who was involved and split it equally or however you like.

Learn more →



Homepage

See what you owe, what you're owed, recent expenses and active groups—all from your homepage.

Learn more →



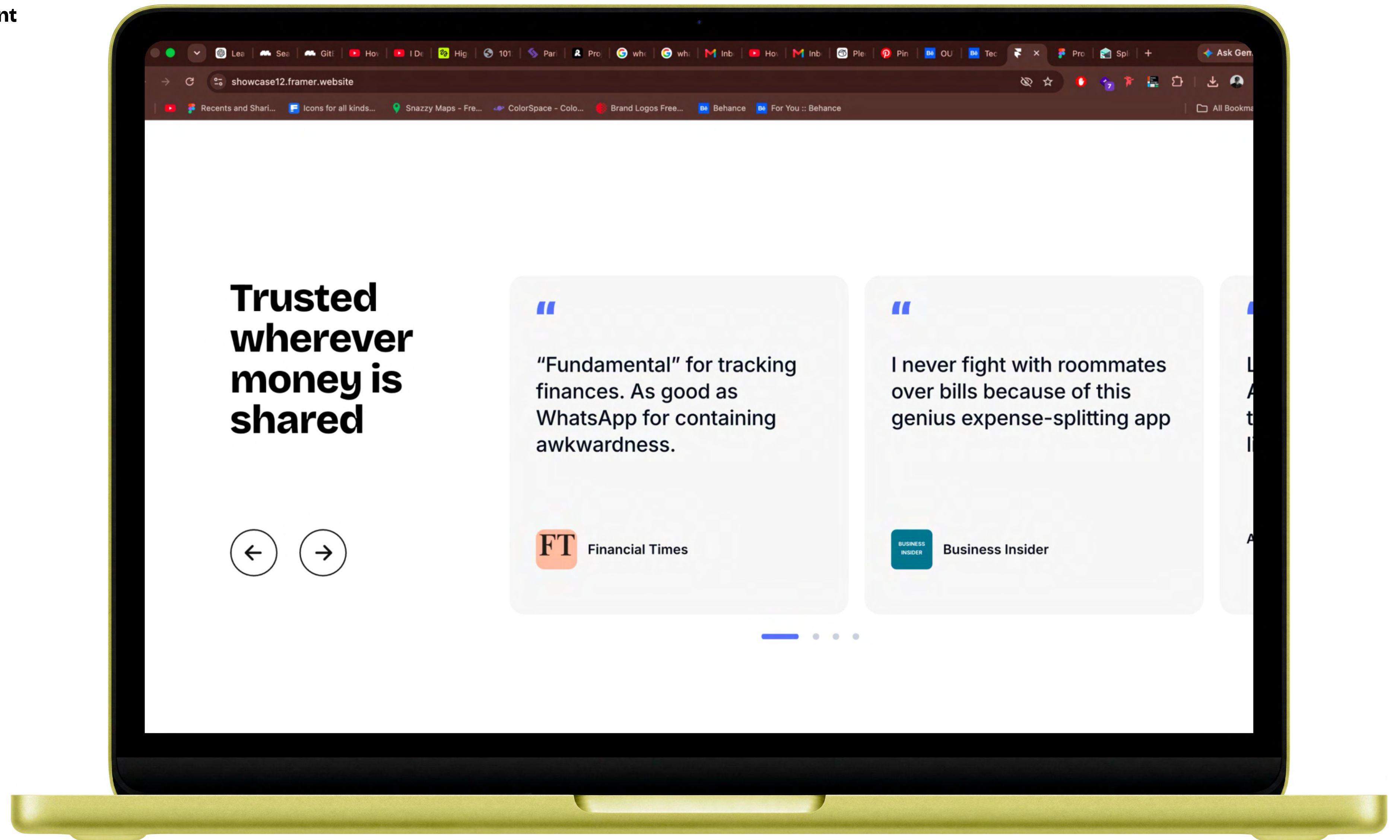
Make Splitwise yours

Manage your account, payment preferences, notifications and app settings from one simple profile.

Learn more →

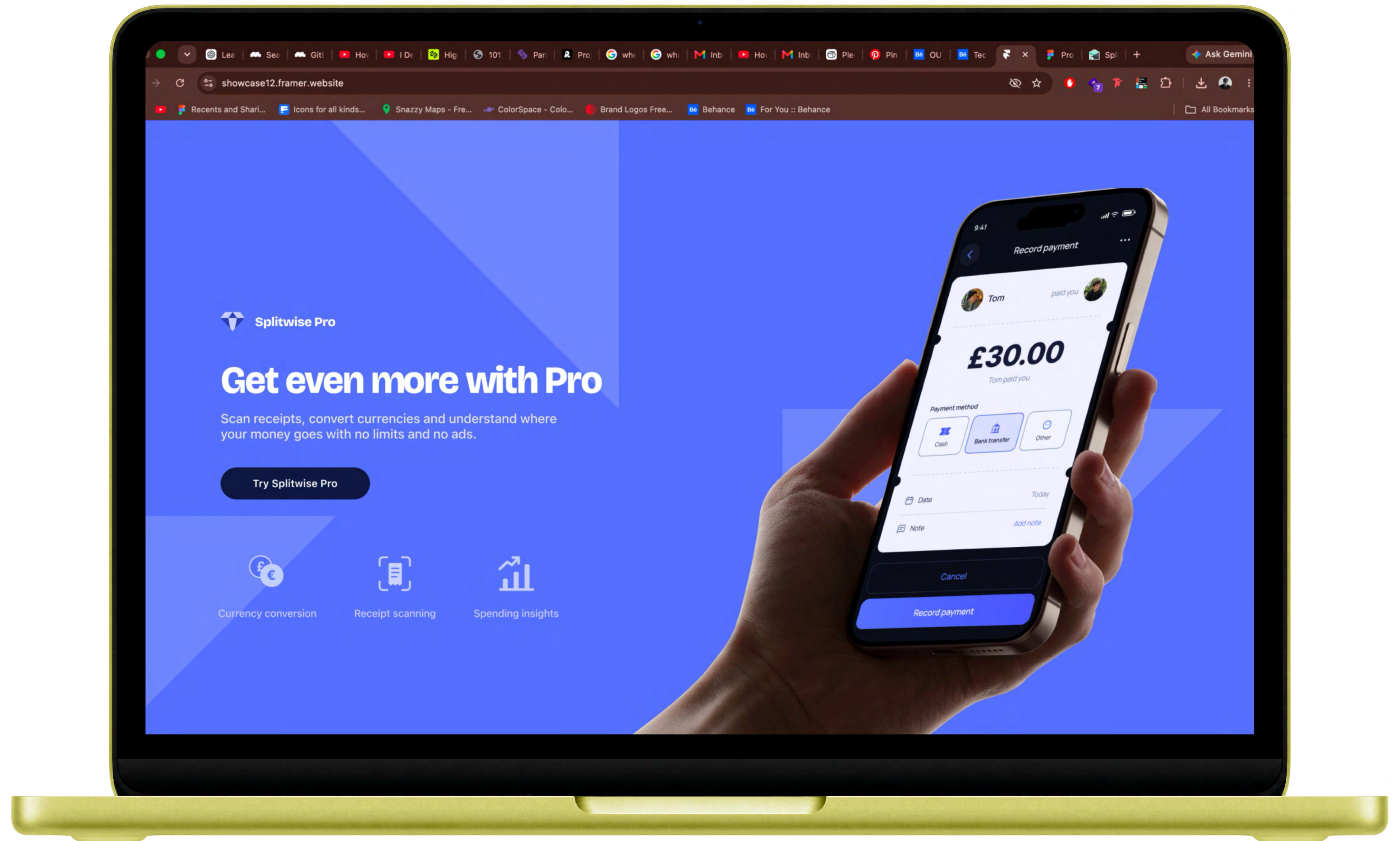
Bring in outside voices • Show independent value • Build confidence

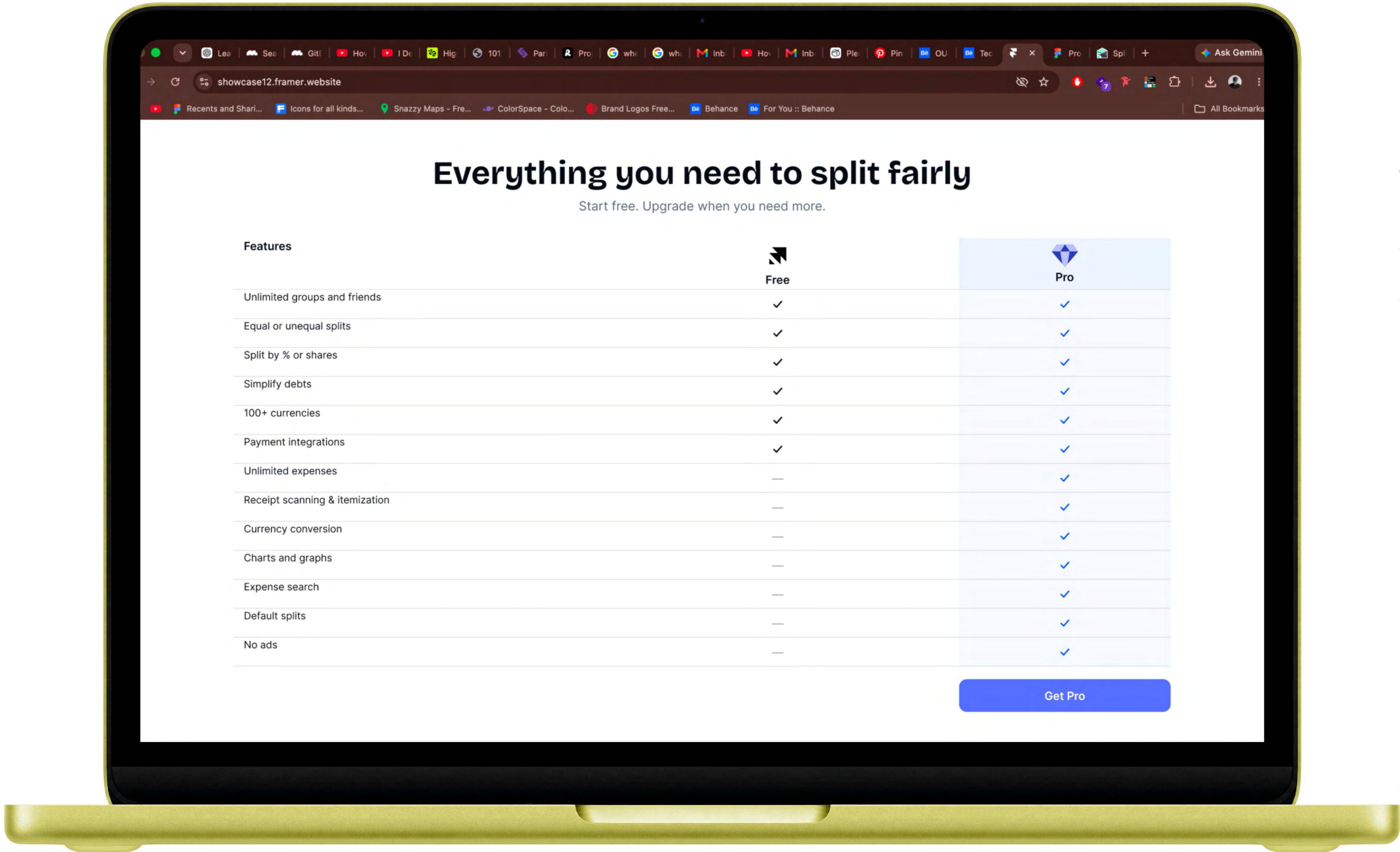
This section uses editorial quotes from publications such as the Financial Times, Business Insider and The New York Times to show how Splitwise is viewed beyond its own marketing. The carousel lets visitors browse independent opinions, adding credibility while reinforcing the product's role in making shared money feel easier to manage.



Highlight the benefits • Make Pro feel valuable • Create a clear upgrade path

The Pro section shifts from the white page into a bold blue panel to create a stronger moment of focus. It brings premium benefits such as receipt scanning, currency conversion and spending insights together, while the phone-in-hand visual shows these features in context. The focused call to action then gives users a clear next step towards trying Pro.



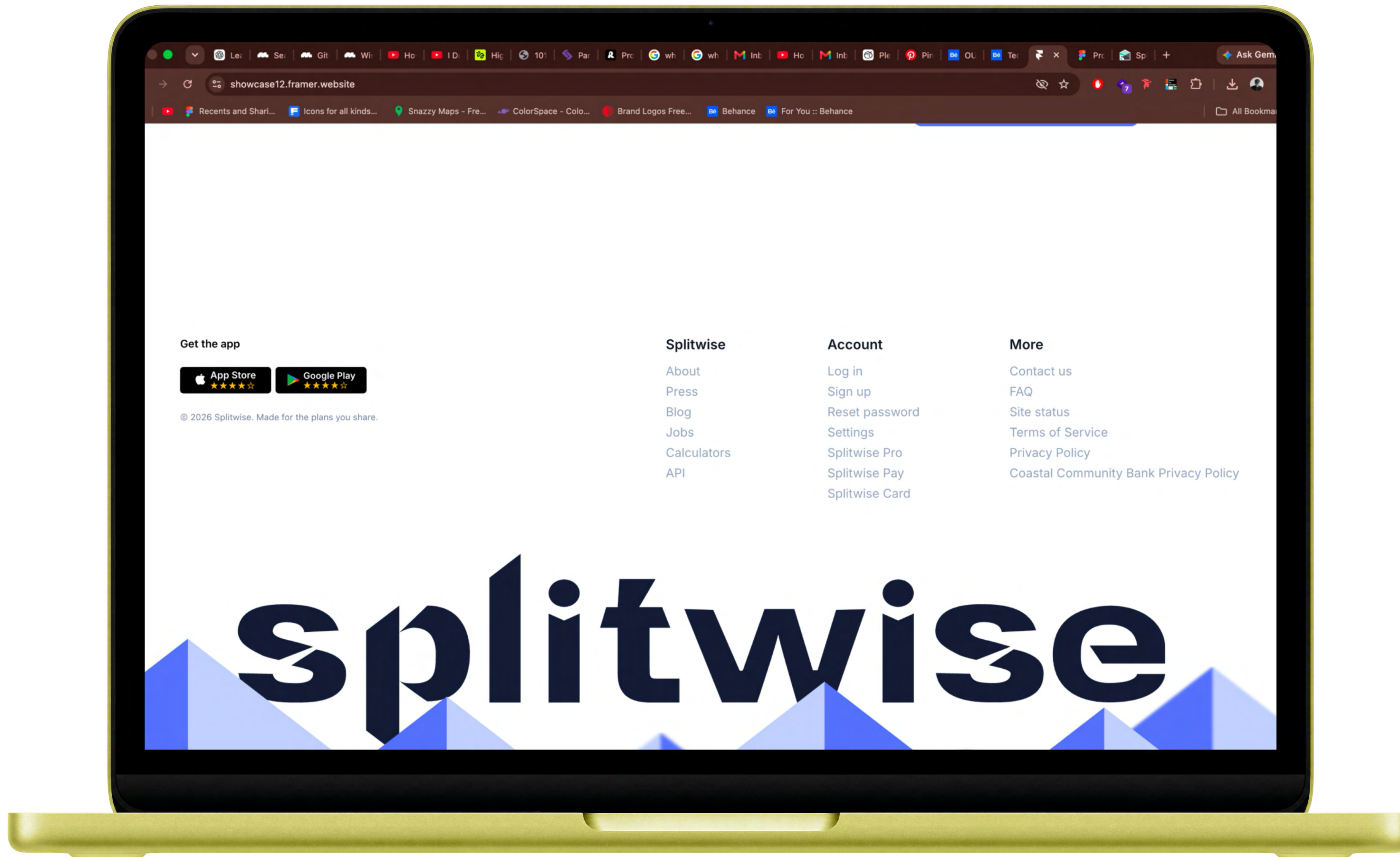


Start free • Compare the difference • Upgrade when it adds value

The pricing section makes the difference between Free and Pro easy to understand at a glance. A side-by-side comparison shows what everyone can access, what Pro adds and how the extra features support more frequent or complex expense tracking. Keeping the information transparent helps users make the right choice without pressure.

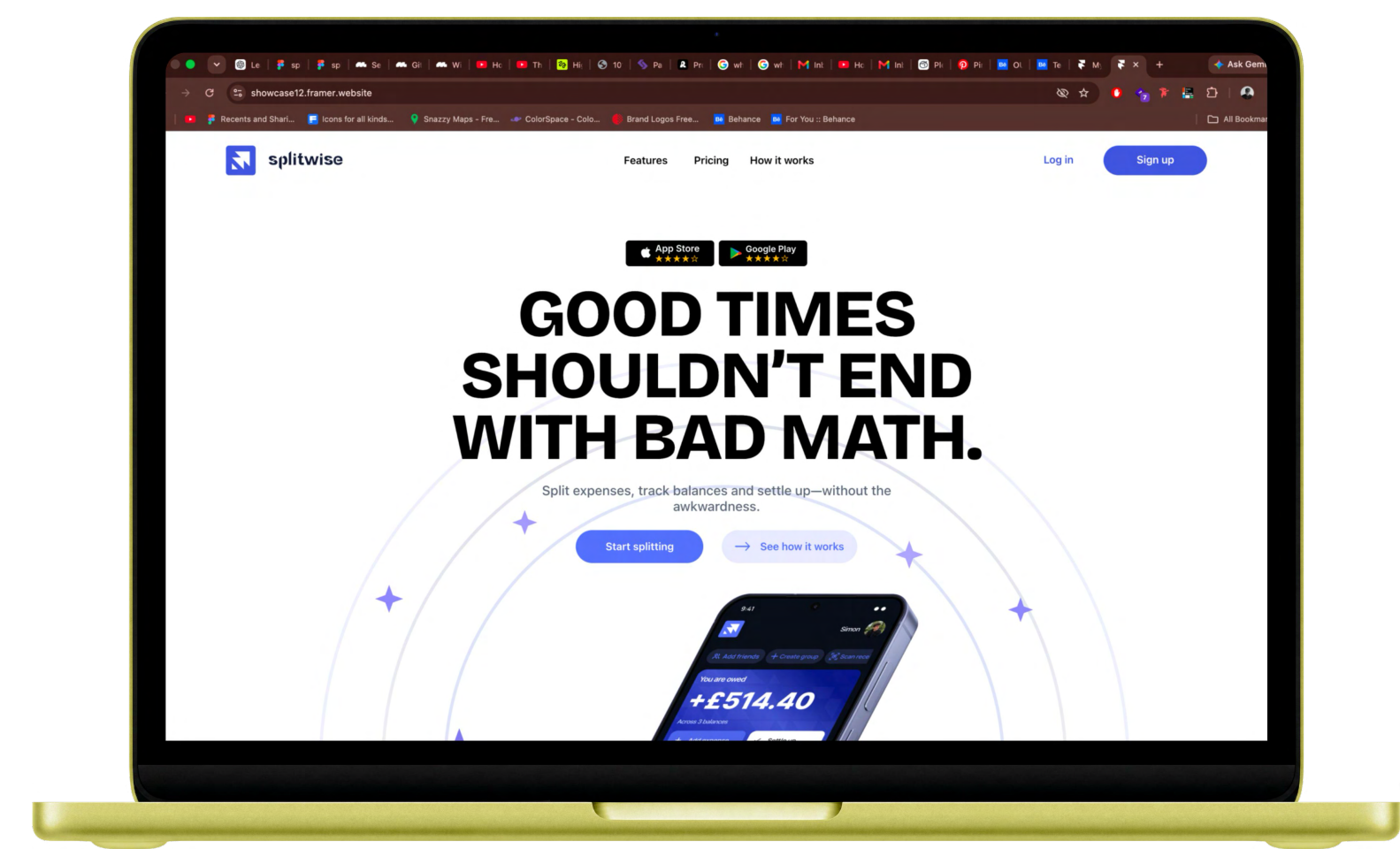
Organise the information • Keep the app within reach • Leave a memorable mark

The footer brings the experience together with clearly organised links for the app, Splitwise, account settings and support. App-store badges keep the download action visible, while the oversized wordmark and geometric shapes create a strong final brand moment.

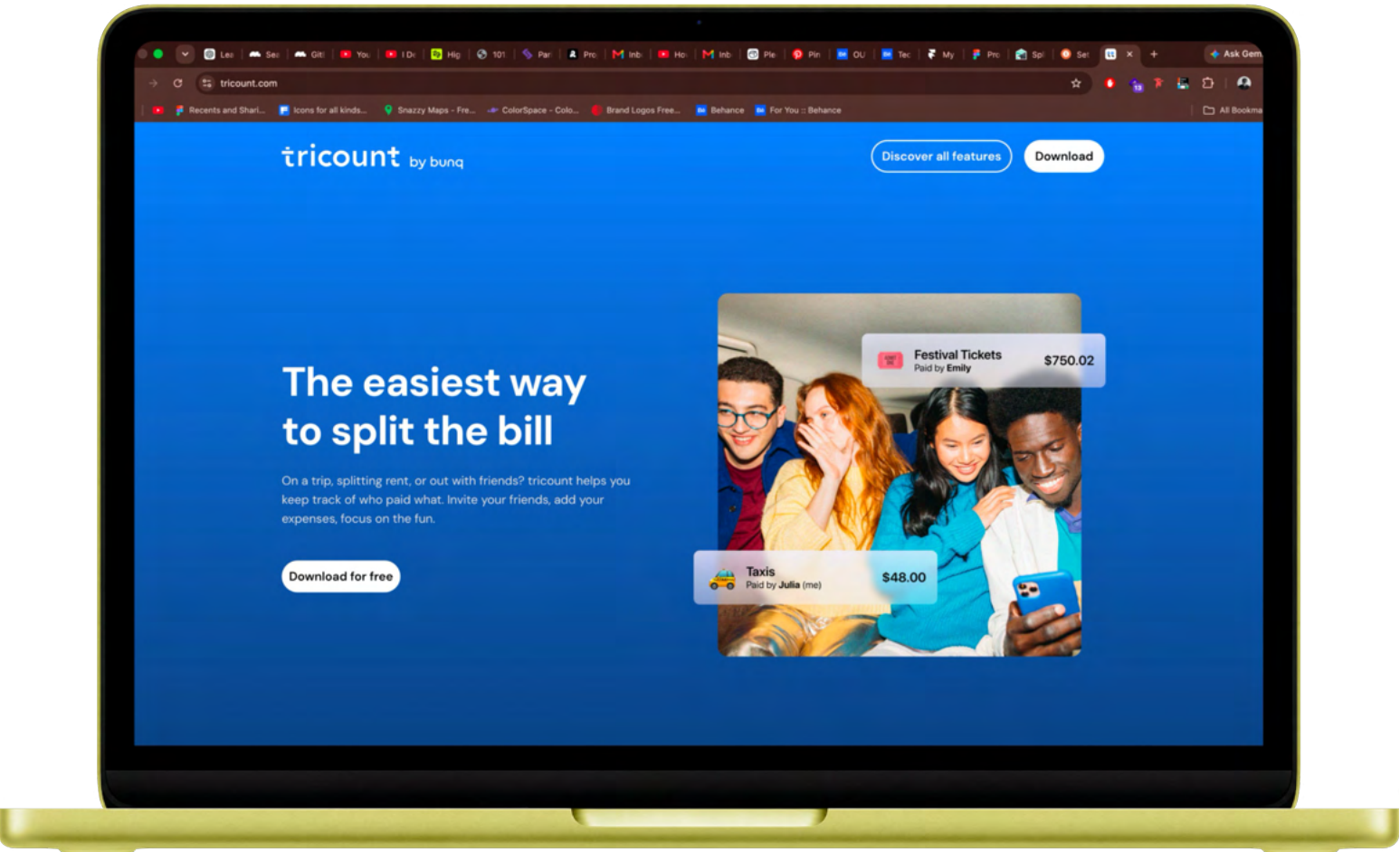


Similar tools • Limited differentiation • An opportunity for clearer storytelling

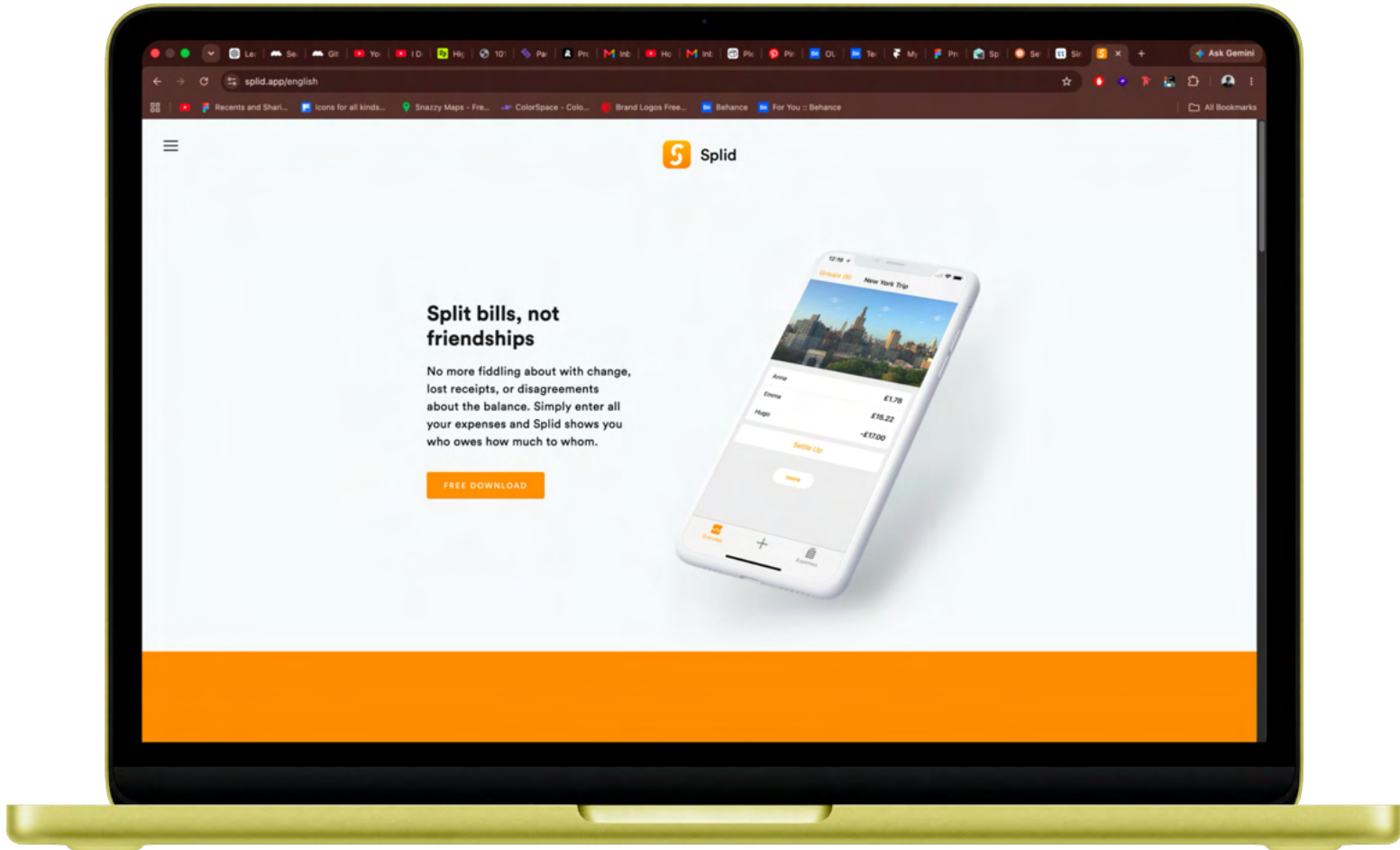
I compared Splitwise with Tricount, Splid and Settle Up to understand how shared-expense products present themselves online. Splid and Settle Up use similar utility-focused layouts and colour choices, making them feel difficult to distinguish. Tricount communicates the product less clearly at first glance, while the overall category feels visually dated. This created an opportunity for Splitwise to feel more modern, recognisable and easier to understand.



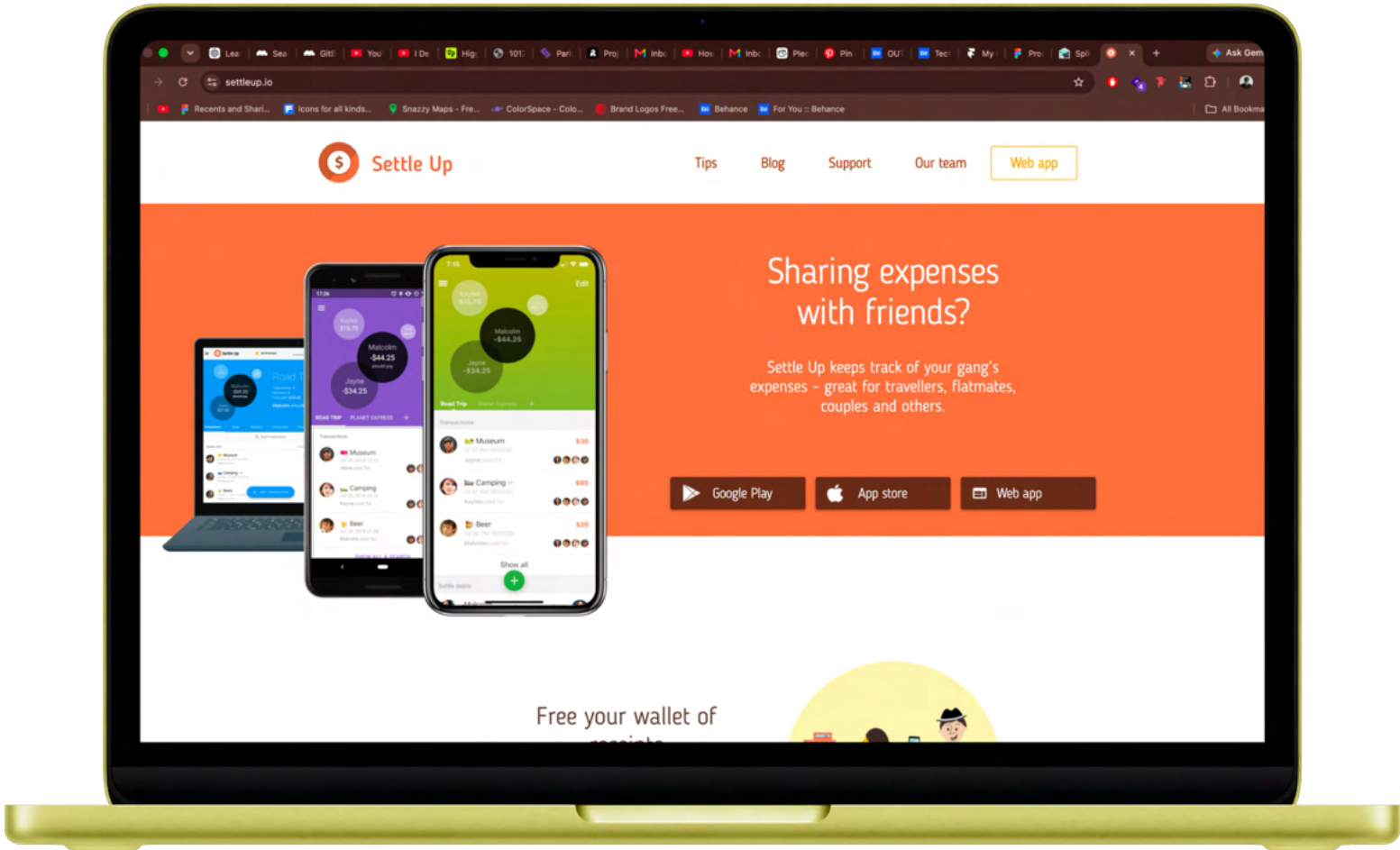
Splitwise Redesigned



Tricount

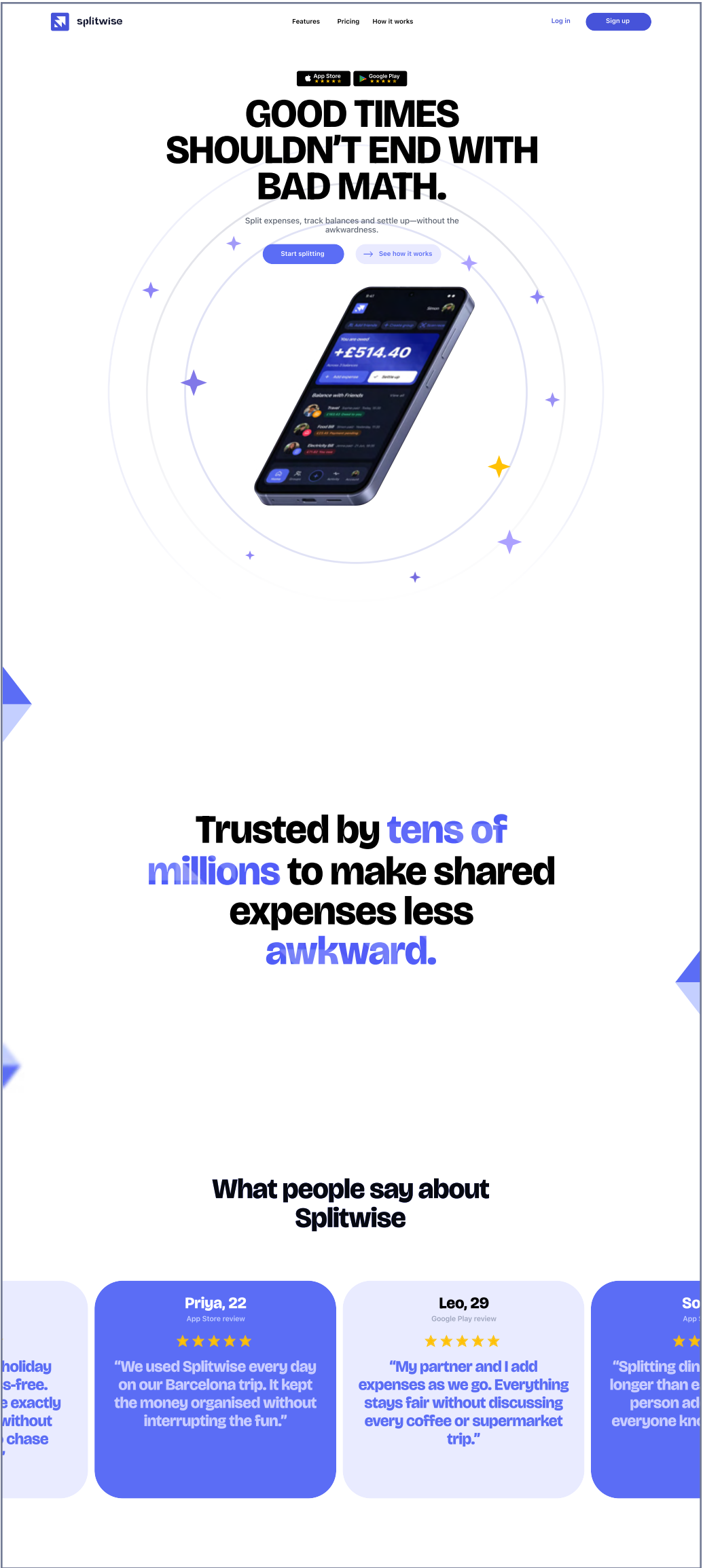


Splid

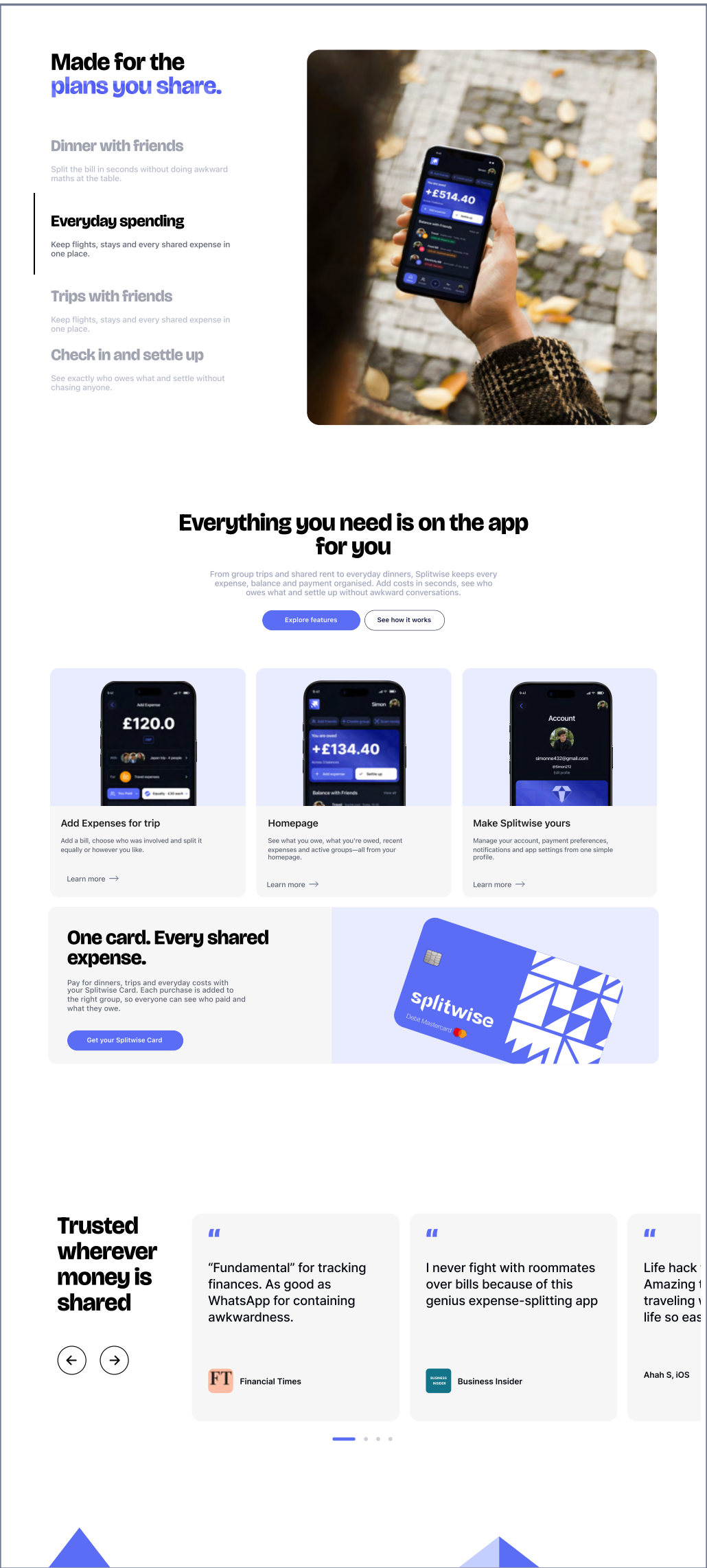


Settle Up

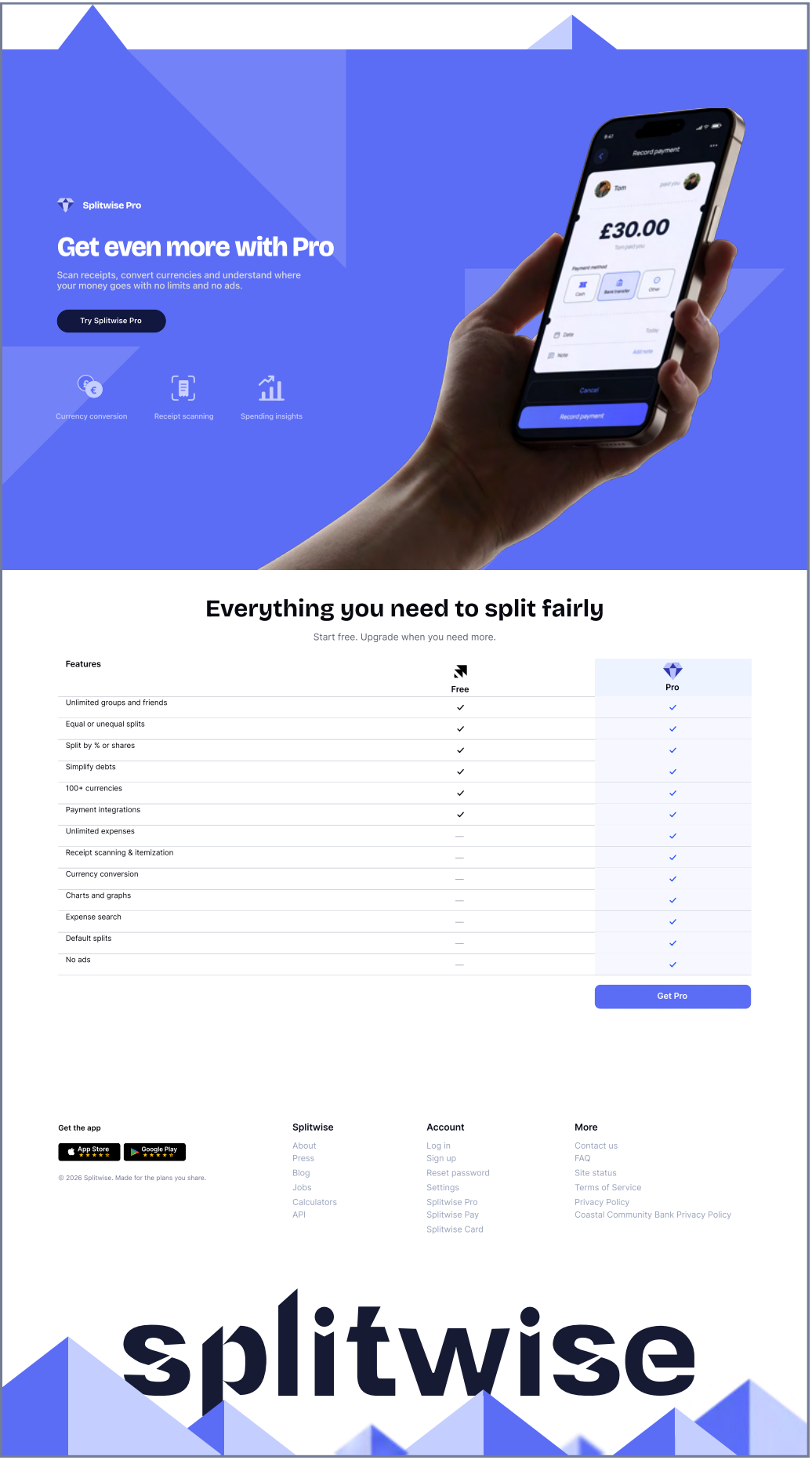
Top of homepage



Mid-page experience



Bottom of homepage



From first impression to final action.

Build interest • Explain the value • Make the next step clear

The full homepage brings the redesign together as one continuous journey. It introduces the problem, builds trust through reviews and real-life use cases, explains the app, then guides visitors towards Pro or getting started. The repeated geometric language and generous whitespace keep each section distinct while making the page feel like one cohesive experience.

Simonas Ancevicius • 2026

Splitwise redesign