

# Folajomi Rukayat Bello

Senior Product Designer | No-code | Illustration | UX Advocate  
[Portfolio Link 1](#) | [LinkedIn](#) | [Email](#) | [Phone Number](#)

## Summary

As a product designer for the past **five years**, I've been designing digital products for **fintech, SaaS, Fintech, SaaS, AI, Human resource, AR and Web3** startups mostly across Africa, Europe, and the US. I've worked on mobile apps, web apps, and progressive web apps (PWAs). I've also helped shape and maintain design systems for big platforms. But beyond the tools and flows, I care about making things clearer and easier for people. I've mentored over **12,000 designers** and collaborated with cross-functional teams.

## Core Skills & Tools

- UX/UI Design (Mobile & Web)
- User Research (Usability Testing, Contextual Inquiry)
- Accessibility & Inclusive Design
- Design Systems
- Team Collaboration
- Micro-interactions
- Figma, Framer, Webflow
- Mentorship & Team Leadership

## Work Experience

### Lead Product Designer || Nov 2022 - Present || [Vpay Africa](#) (Full Time)

- **POS Agent Platform & Cash App:** Designed tools that improved sales tracking, agent accountability, and transaction visibility, resulting in a 10% increase in merchant sales. Designed interfaces accessible to non-literate small business owners.
- **Storefront Africa (B2B SaaS):** Designed digital storefront platform for merchants without websites. Integrated a Vpay-powered checkout system that enabled product uploads, payments, and increased local sales. This introduced a new subscription revenue model for Vpay Africa.
- **B2B & B2C Fintech for Students:** Led a 6-month *participatory design process*, conducting *weekly moderated usability tests* and *contextual inquiry sessions* with 2–5 real users (students, small business owners, vendors). Gathered qualitative insights that informed product flows, improved usability, and ensured relevance to campus-based businesses.
- **Vpay NFC Tap-to-Pay System:** Designed and launched Vpay Africa's live tap-to-pay payment interface. Enabled contactless payments in local businesses, increasing product adoption and revenue.

### Senior Product Designer || Sept 2024- Nov 2025 || [Lobby AI](#) (Full Time)

I helped turn a large SaaS HR platform into a simpler mobile version of what we called the Lite version. It focused only on quick tasks employees needed on the go. I had to break down big features into small, useful actions that made sense on a phone.

- **Solely designed** the entire mobile app of Lobby AI within 3 months.
- **Improved overall UX**, resulting in increased user engagement & adoption across countries. Which has generated more revenue for Lobby AI
- **Led the design** team of a new Augmented Reality (AR) product in collaboration with the engineering team.
- Served as **Program Lead** for the Agentic AI Course with **500+ trainees**.
- Collaborating with product managers and engineers to understand and define user requirements.
- Conducting dev handoff sessions and ensured pixel-perfect implementation of all designs pre-launch.

### Product Designer || Jun 2023 - Aug 2024 || [Bookum Inc](#) (Part Time)

Key contributor as the main designer for the Company mobile app, elevating user experience through advanced UI design and achieving a launch date 3 weeks ahead of estimates. They had launched but had almost no users. After my redesign, they got **1,000+ active users** within 8 months. What changed? I made the experience better, easier to move around, easier to enjoy.

- Established and adhered to mobile app development schedules, consistently meeting deadlines.
- Collaborated across stakeholders to deliver **advanced UX solutions**.
- **Enhanced and refined** existing designs, focusing on visual polish and ease of use.
- Maintained design professionalism and integrity, ensuring consistency across platforms.

### UI/UX Design Consultant || Sept 2022- Aug 2024 || [Snag Solutions](#) (Part Time)

Responsible for design consultation, building immersive digital channels so that NFT creators can take control of the buying experience starting with our white-label marketplace. Coming up with design solutions and mockups for features for All NFT marketplace

- Researched competitor platforms and crafted tailored **UX solutions**.
- Provide UX solutions to the Marketplace development
- Some marketplace like Apecoin marketplace

### Product Design Lead || Dec 2021 - Nov 2022 || [Datamellon](#) ( Full Time)

I was in charge of coming up with solutions to issues, soliciting input from stakeholders, and working on product prototypes and wireframes. In the first three months, I revamped one of the company's MVP products, including the admin platform. As a result of the platform's enhanced UX and UI, more users have since joined. I was promoted and became the design lead by March 2022. I execute the following duties and undertake the following responsibilities:

- Software user interface/experience design and development.
  - Product design and management.
  - Design development and initiatives.
  - Live project [Dillivry](#)
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### **Mentoring Experience**

Product Design Mentor || [HNG Internship](#) || 2022 till present

UI/UX Design Tutor || [Zuri Team](#) || 2022-2024

UI/UX Design Tutor || [Reskill America](#) || 2022-2023

### **Education**

M.Sc Business Administration (Management)

B.Sc. Business Administration (Entrepreneurship)

### **Trainings**

UI/UX Design training ([Zuri Team](#))