Folajomi Rukayat Bello

Lead Product Designer | Product Strategy | UX Research | Design Systems

Lagos, Nigeria | Open to Remote (UK/EU/US Hours) & Relocation

Portfolio LinK 1 | LinkedIn | Email | Phone Number

Professional Summary

Lead Product Designer with 5+ years of experience driving product strategy and end-to-end product delivery across fintech, HRTech, SaaS, AI, Web3, and emerging technology products. Experienced in translating complex business requirements into intuitive user experiences that improve adoption, accessibility, engagement, and commercial outcomes.

Throughout my career, I have designed products serving merchants, businesses, students, creators, and enterprise users across Africa, Europe, and North America. Alongside product delivery, I have mentored over 15,000 aspiring designers, led community initiatives, coordinated industry events, and contributed to the growth of design communities across Africa.

Selected Case studies

Spark - Merchant Payment Experience (VPay Africa)

Tressed - AR & AI Hair E-Commerce platform (Loubby AI)

Football Furry(Sport fantasy App)

Adele Pay (Web3 Fintech App)

Flybirdie (Web 3 Gaming Platform)

Core Skills

Product Design & Strategy
Product Design, Product Strategy, Product Discovery, UX Design, UI Design, Design Systems, Information Architecture, User Flows, Interaction Design, Service Design, Accessibility & Inclusive Design

Research & Validation
User Research, Contextual Inquiry, User Interviews, Usability Testing, Product Discovery Workshops, Qualitative Research, Journey Mapping, Heuristic Evaluation

Leadership & Collaboration
Cross-functional Collaboration, Stakeholder Management, Design Leadership, Workshop Facilitation, Mentorship, Team Development, Agile Product Development, Dev Handoff, Presentation skill, Communication Skill

Tools
Figma, FigJam, Miro, Framer, Webflow, Notion, Jira, Trello, Slack, Claude, ChatGPT, Lovable, Stitch

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Professional Experience

VPAY AFRICA

Lead Product Designer| November 2022 – Present | Full-Time | Fintech, Payments Infrastructure & Merchant Solutions

Leading product design initiatives across merchant payments, fintech infrastructure, agent banking, and business solutions while collaborating closely with product, engineering, and business teams.

- Led the design of merchant-focused fintech products that improved transaction visibility, sales tracking, and operational accountability for businesses and agents.
- Designed the POS Agent Platform and Cash App, contributing to a 10% increase in merchant sales through improved tracking, transparency, and usability.
- Designed accessible financial experiences for merchants and small business owners, including users with low digital literacy, improving product usability and adoption.
- Designed VPay's NFC Tap-to-Pay payment experience, enabling contactless payment interactions and supporting broader product adoption across local businesses.
- Designed and launched a digital storefront platform that enabled merchants to create online stores, upload products, accept payments, and manage sales through a unified experience.
- Introduced a new subscription-based revenue opportunity through the Storefront Africa product offering.
- Led a six-month participatory design initiative involving students, vendors, merchants, and small business owners to shape a student-focused fintech product.
- Contributed to the development of new fintech products targeted at students and campus-based businesses through participatory design, moderated usability testing, and contextual inquiry sessions.
- Collaborated with cross-functional teams to align product strategy, business objectives, and user needs across multiple initiatives.
- Partnered closely with product managers, engineers, and business stakeholders to align user needs with commercial objectives.

LOUBBY AI

Senior Product Designer |September 2024 – November 2025 | Consulting (Concurrent Engagement) | HRTech, Workforce Management & AI

Led product design initiatives for a SaaS HR platform serving businesses across multiple countries.

- Solely designed the company's mobile experience, translating complex desktop workflows into streamlined mobile-first experiences.
- Improved usability and product adoption through simplification of employee workflows and task completion journeys.
- Led a three-person design team on the development of an Augmented Reality (AR) product, partnering closely with engineering teams from concept through implementation.
- Served as Program Lead for an Agentic AI training programme attended by over 500 learners.
- Facilitated collaboration between product managers, engineers, and business stakeholders to define user requirements and product priorities.
- Led design handoff sessions and supported implementation to ensure design quality and consistency throughout development.

BOOKUM INC.

Product Designer | June 2023 – August 2024 | Part Time (Concurrent Engagement)| Social Technology & Reading Communities

Owned product design for a social reading and book community platform.

- Took ownership of product design following launch-stage adoption challenges.
- Redesigned the platform's end-to-end user experience, contributing to growth from a small user base to over 1,000 active users within eight months.
- Improved navigation, engagement flows, and community interaction experiences to support increased user retention and participation.
- Collaborated with stakeholders to define product requirements and prioritise user needs.
- Delivered product redesign initiatives three weeks ahead of planned timelines.
- Delivered wireframes, prototypes, and high-fidelity interfaces that accelerated product delivery timelines.
- Maintained consistency across the product experience while continuously iterating based on user feedback.

SNAGS SOLUTIONS

UI/UX Consultant | September 2022 – August 2024 | Consulting (Concurrent Engagement) |Web3, NFT Marketplaces & Digital Ownership

Provided UX consulting and product design support for NFT and Web3 marketplace products.

- Conducted competitive analysis and market research across Web3 ecosystems to identify opportunities for product improvement.
- Designed user experiences for white-label NFT marketplace solutions enabling NFT creators and communities to launch branded digital ownership platforms.
- Collaborated with product teams to improve user journeys, marketplace functionality, and overall product usability.
- Worked on marketplace experiences including Apecoin marketplace initiatives.
- Produced design concepts, workflows, and interface solutions aligned with business and user goals.

DATAMELLON

Product Design Lead | December 2021 – November 2022| Full-Time | Cloud Services & Logistics Technology

Led design initiatives across cloud services and logistics products from MVP stage through launch.

- Led redesign efforts across multiple products, improving usability and supporting platform growth.
- Revamped a core MVP product and administrative platform within the first three months of joining.
- Promoted to Product Design Lead within three months in recognition of ownership, delivery quality, and product impact.
- Collaborated with stakeholders to identify user problems and translate business requirements into scalable product solutions.
- Produced wireframes, prototypes, design systems, and production-ready interfaces.
- Managed product design delivery from discovery and validation through launch and post-launch iteration.

Leadership, Community & Mentorship

PRODUCT DESIGN MENTOR

HNG Internship | 2022 – Present

- Mentored aspiring designers across multiple cohorts of one of Africa's largest technology internship programmes.
- Supported cohorts representing approximately **13,000** participants across HNG10–HNG14.
- Guided participants through UX processes, portfolio reviews, design critiques, product thinking, and career development.

UI/UX DESIGN TUTOR

Zuri Team | 2022 – 2024

- Trained and mentored designers across multiple cohorts totalling approximately **6,500** learners.
- Delivered structured learning programmes covering UX research, UI design, prototyping, accessibility, and product thinking.
- Supported students through practical projects and career development.

UI/UX DESIGN TUTOR

Reskill America | 2022 – 2023

- Facilitated UX and product design training programmes.
- Mentored learners transitioning into technology careers.

Community Leadership

EVENT COORDINATOR & SESSION MODERATOR

World Usability Day (WUD) Africa | 2024 - 2025

- Coordinated planning and delivery of large-scale design community events.
- Moderated industry discussions and professional panels in 2024 and 2025.
- Contributed to knowledge-sharing initiatives connecting designers, researchers, and technology professionals.

Education

- **Ahmadu Bello University, Zaria**
  Master of Science (M.Sc.), Business Administration (Management)
- **Kwara State University (KWASU)**
  Bachelor of Science (B.Sc.), Business Administration (Entrepreneurship)

Training

UI/UX Design training (Zuri Team