Product Designer

PROFESSIONAL SUMMARY

As a Product Designer, my goal is to deliver the ultimate level of user satisfaction by crafting amazing experiences through a blend of creativity and strategy. I currently lead design efforts on the consumer team at Paga, where we are committed to making life possible.

EMPLOYMENT HISTORY

Paga, Lagos, NG
Feb 2023 – Jul 2025

Senior Product Designer (Lead Designer, Consumer Direct)

- Led the design efforts for Paga's multicurrency accounts and international expansion, driving strategy development, planning, coordination, and execution of all design work to ensure successful product launches.
- Managed a product design intern, guiding their skill development and performance improvement, which led to their seamless transition into a full-time role on the team.
- Led successful design workshops, fostering collaboration and enhancing design thinking skills across cross-functional teams, and driving impactful results in product development.
- Designed a recurring payments feature which led to a 19% increase in active monthly users and 15% increase in user retention.
- Redesigned the onboarding flow which brought about a substantial 27% decrease in drop-off during registration, 20% increase in completion rate and an 18% decrease in completion time.
- Designed a monthly account statements feature, allowing users to easily access their financial history within the product.
- Worked closely with developers and carried out multiple design QA sessions to ensure all design specifications are met in production.

Guidea, Austin Texas, U.S.A Product Designer (Contract)

Mar 2023 – Apr 2024

- Designed mobile interfaces for various startups in the FemTech/MedTech space.
- Styled and applied design systems to build consistent interfaces across android and iOS devices.
- Worked with stakeholders to convert low fidelity wireframes to high fidelity designs.
- Provided multiple design documentation for developer hand-offs.

HopStair, London, UK Product Designer

Jan 2022 – Feb 2023

- Leveraged behavioural science and AI to build a coaching platform that helps users build confidence one nudge at a time.
- Designed and iterated on prototypes and UI elements for the entire app, ensuring a consistent visual identity and optimal user experience throughout.
- Streamlined a complex registration process into a user-friendly, intuitive flow, resulting in a seamless user experience during testing.
- Led a team of three(3) designers and collaborated closely with cross-functional teams, including engineers and a project manager amongst others to ensure everyone was in sync and our objectives were aligned.

Freelance (Upwork), Lagos, NG Product Designer

Sep 2021 – Jan 2022

• Collaborated closely with clients to understand their needs and translate them into effective design solutions that improved overall experience.

- Managed diverse projects independently, showcasing strong adaptability, time management, and client communication skills.
- Provided design consultation and feedback to clients, helping refine their ideas and guide projects from concept to completion.

Travcut, Lagos, NG Product Designer

Dec 2020 – Aug 2021

- Led comprehensive research, including competitive analysis and qualitative surveys, to define problems clearly and enhance solution development, resulting in improved outcomes.
- Conducted 25+ user-testing focus groups leading to the release of three(3) new product features in six(6) months.
- Led cross-functional team in defining project style guides and pattern libraries, resulting in improved consistency and efficiency.

Webcoupers, Lagos, NG Visual and Product Designer (Intern)

Jan 2020 – Jun 2020

- Assisted in optimising website navigation and reorganised menus, resulting in 30% decrease in misdirected customer service inquiries and increased traffic to neglected pages.
- Participated in application design sessions with client teams on 5+ projects to develop functional and technical requirements.
- Implemented prototype designs for testing and simulation, contributing to a 20% cost reduction during the early stages of product development.

EDUCATION

Federal University of Agriculture Abeokuta, Abeokuta, NG

BSc. Computer Science

SKILLS & TOOLS

• Product Design

Prototyping

• Interaction Design

• Heuristic Evaluation

• UX Research

Wireframing

• Usability Testing

• Adobe Illustrator

• Adobe Photoshop

• Figma

• Framer

• After Effect