

NKIRU UBA

Senior Product Designer | Portfolio: hellonkuru.me | Email: nkuruubaa@gmail.com | LinkedIn: [Nkuru Uba](#)

WORK EXPERIENCE

Senior Product Designer, Growth

September 2024 – present

NewU | Amsterdam, Netherlands

NewU is a health-tech platform providing vitality and healthcare solutions to European enterprises.

- Partnered with Product and Engineering leadership to drive **growth, onboarding, and engagement from discovery through delivery**.
- **Rebuilt core onboarding flows** using Google Analytics insights, segmentation, and continuous discovery to improve activation and retention.
- Designed and led the launch of a **self-service Help & Knowledge Base** with support and engineering, improving discoverability and reducing support load.
- Designed and led the implementation of the long-term gamification system, translating product strategy into scalable progression and reward mechanics.
- Collaborated closely with engineers to define interaction logic and edge cases, improving build quality and delivery speed.
- Established design systems, templates, and operating rituals that improved cross-functional alignment and execution quality.

Senior Product Designer, Growth

February 2022 – September 2024

Paulcamper (*Acquired by Camplify*) | Berlin, Germany

Europe's largest motorhome & camper-sharing marketplace.

- Owned design for the Owner Platform, spanning onboarding, pricing, messaging, and calendar management.
- Led onboarding and pricing redesigns, driving a **30% increase** in owner conversion.
- Reworked the Owner Dashboard to clarify earnings, availability, and tasks, resulting in a **15%** uplift in engagement.
- Improved messaging and pricing flows, contributing directly to **250%** revenue growth across the Owner platform.
- Redesigned the internal CRM, significantly improving **20%** operational speed and team satisfaction.

Senior Product Designer, Growth

August 2023 – December 2023

Proxify – Contract | Stockholm, Sweden

Largest P2P Marketplace for developers and tech talents

- Led onboarding, conversion, and top-of-funnel experimentation.
- Designed and tested growth experiments delivering **12–16%** conversion lifts.
- Improved first-time user and website experiences through data-driven UX iterations.
- Expanded the design system to accelerate delivery and cross-team consistency.
- Partnered closely with product and analytics to shape hypotheses, evaluate outcomes, and iterate rapidly.

Founding Product Designer

January 2022 – August 2023

WLNC – Contract | London, United Kingdom

Early-stage SaaS marketplace for no-code talent.

- Served as design lead, shaping product direction, onboarding, and core user flows
- Conducted research, usability testing, and rapid prototyping to support product-market fit.
- **Redesigned** onboarding and ran A/B tests that reduced drop-off by **30%**.
- Delivered end-to-end UX/UI for key features, supporting successful acquisition.

Product Designer

January 2021 – January 2022

Freebusy – Contract | San Francisco, USA

A startup that helps teams and individuals find optimal meeting times by sharing availability without exposing full calendar details.

- Improved onboarding, scheduling flows, and overall product coherence.
- Synthesised 100+ hours of user research into a unified onboarding and product vision.
- Redesigned onboarding with segmented pathways, increasing retention by 40%+.

EDUCATION

University of Lagos

Bachelor of Arts in English (BA)

CERTIFICATIONS

- Google Africa Developers Scholarship | Mobile & Web Development
- Growth Design School | Growth Design Course, 2023

SKILLS, TOOLS & INTERESTS

- **Skills:** UX & Visual Design | Wireframing | Prototyping | Journey Mapping | Product Thinking | User Research | User-Centred Design | Usability Testing | Growth Design | UX Auditing | Information Architecture | Design Systems | Stakeholder Management | Product Strategy
- **Tools:** Figma | Adobe Creative Suite | HTML/CSS/JS | No-Code (Framer) | AI Coding (v0, Bolt, Claude, Cursor)
- **Interests:** User Experience Design | Product Design | Leadership | Visual Design | B2B SaaS Products | Growth design | Product Management