

TARIQ ADEKOLA FASASI

Senior Product Designer

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SUMMARY

Senior Product Designer with 5+ years leading product design and cross-functional strategy across fintech, SaaS, B2B, and B2C platforms. Proven record of owning outcomes end-to-end, from opportunity discovery through delivery, driving measurable results including a 70% increase in feature usage, 36% revenue growth, 25% customer base growth, and 50% efficiency gains. Skilled at translating ambiguous user and business needs into shippable roadmaps, aligning engineering and stakeholders around priorities, and building the design systems and processes that let teams ship faster.

CORE SKILLS

Product Strategy & Roadmapping • 0-to-1 Product Design • UX Research • Design Systems • Stakeholder Alignment • Cross-Functional Leadership • Prioritization • Figma • Jira • Photoshop • Illustrator • Adobe XD • Sketch

EXPERIENCE

Senior Product Designer — [Moniepoint](#)

Apr 2025 – Present

Visa-backed fintech unicorn; reached \$1B+ valuation in October 2024 following a \$110M raise.

- Conducted UX research (semi-structured interviews with business owners across hospitality, retail, telecommunications, and distribution) that directly shaped requirements for a new financial reporting module, replacing fragmented, error-prone manual bookkeeping.
- Designed and shipped a full double-entry accounting suite for Moniebook, spanning journal entries, chart of accounts, income statement (P&L) reporting, expense bill approval workflows, and transaction and export management, driving a 70% increase in Reports feature usage.
- Redesigned Business Owner Onboarding end-to-end, including self-serve business setup, bulk inventory import, a human-assisted fallback flow for businesses without digital records, and the subscription checkout experience.
- Partnered with engineering and product leadership to evolve the Moniebook design system, establishing shared standards that sped up delivery across teams.
- Coordinated cross-functionally across product, engineering, and field operations to support the successful Moniebook platform launch.

Senior Product Designer — [Dot.ai](#)

Nov 2022 – Feb 2025

VC-backed multi-product fintech (agent banking, digital banking, SME lending, and Dot HMO insurance) backed by LoftyInc Capital, Launch Africa Ventures, and Enza Capital.

- Owned strategy and roadmap for the Dot POS terminal app redesign, aligning stakeholders around a product direction that met shifting market demands.
- Identified a gap in payment options and led the “Pay with Transfer” feature from concept to launch for Dot HMO.
- Led cross-functional collaboration to unify the Dot Banking app experience, aligning multiple teams around one product vision.
- Defined and drove go-to-market design strategy for Dot agent acquisition, a key growth lever that increased customer base by 25%.

UI/UX Designer (Part-time) — [Daba Finance](#)

Jan 2024 – Nov 2025

Pan-African investment platform serving 160,000+ users; won the 2024 Ecobank Fintech Challenge and partnered with Fundr to open African investment access to US-based investors.

- Diagnosed onboarding drop-off and redesigned the flow, lifting completion rate to 85%, a 25% improvement over prior benchmarks.

- Built and rolled out a company-wide design system, reducing design-to-development handoff time and improving delivery velocity.

Product Design Lead (Advisory) — Dojah (YC W'22)

Jul 2021 – 2025

Y Combinator-backed unified KYC and identity verification platform, live across 5 African countries (Nigeria, Ghana, Kenya, South Africa, Uganda).

- Owned product strategy and roadmap prioritization, driving a 20% increase in user retention within the first three months of tenure.
- Led feature strategy from ideation through launch, contributing to a 36% increase in company revenue.
- Identified and resolved a critical performance bottleneck, cutting web app wait time by 50% through cross-functional problem-solving with engineering.
- Led 0-to-1 development of an AI-enabled fraud detection product, the first of its kind in Nigeria, from concept through launch.

Senior UX Designer — SeamlessHR

Mar 2022 – Nov 2022

Series A-funded HR tech platform (\$10M raise led by TLcom Capital) expanding into Kenya and South Africa; clients include PwC, Sterling Bank, and Lagos Business School.

- Led strategy and delivery of approval workflow tools, streamlining decision-making for HR teams and improving operational efficiency.
- Built and scaled a central design system, establishing standards adopted across every SeamlessHR product line.
- Directed the design of internal tools that boosted team productivity and streamlined operations.
- Served as the design point of contact across developers, product managers, and stakeholders to align delivery with technical feasibility and business goals.

UI/UX Designer — Losode Inc

Mar 2021 – Apr 2022

Pan-African fashion e-commerce marketplace, expanding across Nigeria, Ghana, Kenya, and South Africa.

- Led product strategy for a new e-commerce vertical for Africa's largest fashion retail company, including a super-admin app that lifted customer satisfaction to 80%.
- Identified an unmet seller need and built an intuitive dashboard that drove measurable growth for platform entrepreneurs.
- Championed accessibility and inclusive design as core product requirements across a user base with varying technical proficiency.

EDUCATION

Bachelor of Technology, Agricultural Engineering — Ladoke Akintola University of Technology

CERTIFICATIONS

- LinkedIn Learning — UX Design: Creating Personas
- LinkedIn Learning — A Design Thinking Approach to Putting the Customer First
- Fundamentals of UX Design
- Google Digital Skills for Africa (2020)