Ajiri Omafokpe
Senior Product Designer

Portfolio link | +97450314677 | Linkedin Link

SUMMARY

Dynamic product designer with extensive experience in the fintech industry, contributing to the growth and success of industry-leading companies. As one of the seven founding team members at Yellow Card, I supported its expansion to over 160 employees and growth from 8,000 customers in Nigeria to over 1 million customers in 15 African countries. Currently, I am focused on building innovative fintech products with Korapay.

EXPERIENCE

Senior Product Designer, *Korapay (Full time)* **|** June 2022 - Present

- Collaborate with product and cross-functional teams to develop and enhance Korapay's internal administrative and payout products.
- Designed features around chargebacks and access control management, saving the company over 100 hours weekly and preventing security breaches that could result in millions of dollars in losses and compromised customer data.
- Developed payout solutions enabling merchants to effortlessly send money to multiple countries.

Lead Product Designer, *Morena Pixels (Contract)* **|** Jan 2021 - April 2021

- Led a team of three product designers using agile methodology to design the creators' web app, customer website, mobile app, and in-house admin panel.
- Doubled as a product manager, writing detailed requirements for all product features and reducing the design timeline from six months to three by organising designers into focused pods.
- Directed preliminary user research to assess product-market fit and identify key features, using the data to develop a comprehensive product and features roadmap.

UX/UI Designer, *Vela Business Solutions (Contract)* **|** Jan 2020 - April 2020

- Worked on various client projects, including the Jaiz Bank mobile app, mobile management system, Salam Takaful insurance web app, and website. Jaiz Bank and Salam Takaful are leading Islamic financial institutions in Nigeria.

Product Designer, *Yellow Card App (Full time)* **|** Aug 2019 - Apr 2022

- Partnered with product and cross-functional teams to design all digital products, including the mobile app, web app, website, in-house administrative back office, and academy.
- Spearheaded the company's expansion into 10 countries by creating new payment flows tailored to each market.
- Led the product relaunch in Nigeria, achieving over 50,000 new customer sign-ups in the first month and a 150% increase in transaction volume.
- Conducted physical usability testing to refine payment flows, resulting in a 60% reduction in customer drop-off rates.

SKILLS

User Experience Design **|** User Interface Design **|** User Flow Mapping **|** Documentation **|** Design Leadership **|**

User Research Prototyping **|** Systems Design **|** Usability Testing **|** Content Design **|**

EDUCATION

Design Accessibility, *UXcel* (April 2024)

Human-Computer Interaction, *Interaction Design Foundation* (Oct 2020)

User Experience: The Beginner's Guide, *Interaction Design Foundation* (Feb 2020)

Human Physiology, *Delta State University, Nigeria* (2013 - 2017)