

Anyionu Eberechukwu

Product Designer (SaaS, Web3, and Digital Platforms)

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LINKS

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PROFESSIONAL SUMMARY

Product Designer with experience designing SaaS dashboards, Web3 platforms, and high-conversion websites. Skilled at transforming complex systems into intuitive user experiences through research, prototyping, and scalable design systems. Experienced working with startups and remote teams to deliver products that increase user engagement, retention, and business growth. Strong background in dashboard UX, product storytelling, and developer-ready design handoff.

EXPERIENCE

Tapestree, Nigeria (Contract) - Hybrid —Product Designer (September 2025 – Present)

- Created a scalable design system for a School Management SaaS platform, establishing reusable UI components, typography rules, color tokens, and layout patterns to ensure consistency across dashboards and reduce design-to-development friction.
- Designed the UI/UX for a School Management System SaaS platform, building dashboards for students, lecturers, and super administrators.
- Created data-driven dashboard interfaces for course management, grading systems, and academic performance tracking.
- Developed high-fidelity UI prototypes and scalable design systems in Figma for seamless developer implementation.
- Designed product landing pages and onboarding flows to improve product adoption and user engagement.
- Produced investor pitch decks and product presentations to communicate system capabilities and product vision.

Xyntera, USA - Remote (Contract)— UI Designer (WordPress Dev; Elementor) (September 2024 – January, 2025)

- Redesigned Xyntera's website UI using WordPress, increasing conversion rates by 35% and reducing bounce rate by 20% by implementing an improved layout and interactive animations.
- Implemented SEO strategies and web analytics tools (Google Analytics, Google Tag Manager) to optimize content, improve site performance, and enable data-driven decision-making. Improved website traffic by 30% through SEO optimization.
- Created visually compelling marketing materials and infographics to support content-driven initiatives and strengthen brand identity.
- Increased user engagement metrics (e.g., time on site, bounce rate) by 45% due to interactive elements. Enabled data driven content strategy

SKILL

CORE UI/UX SKILLS

- UX Research
- Wireframing & Prototyping
- Design Systems
- Dashboard UX
- User Flows
- Interaction Design

SOFTWARE TOOLS

- Figma
- Protopie
- After Effects
- Framer
- Webflow
- Shopify
- WordPress (Elementor)

SOFT SKILLS

- Cross-Functional Collaboration
- User-Centered Problem Solving
- Agile & Lean UX Execution
- Detail-Oriented Communication
- Stakeholder Communication

EDUCATION

AE-Federal University of Ndufu, (Ebonyi, Nigeria)— B.Sc Biochemistry
(October 2016 – August 2019)

LANGUAGES

- English - Bilingual (Fluent)

INTEREST/HOBBIES

- Reading, Listening to music, Photography, Candle

through proper analytics implementation.

making, Traveling

Ape Planet, Nigeria (Freelance) - Remote— Product Designer (June 2024 - December 2024)

- Designed a user-friendly pre-launch digital platform for Ape Planet, merging wildlife conservation and blockchain technology, with a focus on intuitive navigation and a compelling visual narrative to attract both conservationists and blockchain users.
- Led user research and design system creation, building interactive prototypes for character progression, staking, and in-app currency management, ensuring a seamless blockchain experience for conservation users.
- Developed a visually compelling and immersive user interface that effectively communicates the platform's mission and resonates with the target audience, establishing a strong foundation for user acquisition and retention upon launch.

WORK ELIGIBILITY/ AVAILABILITY

- Remote work-ready
- Available for full-time positions

REFERENCES

- Available on request

Keke, Nigeria (Freelance) - Hybrid— UX/UI Designer (February 2024 - July 2024)

- Designed a user-centered mobile-first UI/UX for Keke App, a new ride-hailing platform in Nigeria, focusing on an intuitive onboarding flow and efficient ride booking process to address the limitations of existing services.
- Conducted UX research to identify pain points in competing ride-hailing apps and created high-fidelity prototypes in Figma for testing and iteration, ensuring a seamless handoff to developers for smooth implementation.
- Designed an intuitive ride-booking experience, improving usability and targeting high adoption rates across 5+ Nigerian states post-launch.

PROJECTS

Shogun Game UI (Freelance)

Shogun is a visually immersive NFT-based game set in a futuristic samurai universe, blending cyberpunk aesthetics with traditional Japanese warrior culture. The game features high-quality 3D characters, interactive elements, and an engaging roadmap for players. Our mission is to craft an intuitive and visually striking user interface (UI) that enhances the gameplay experience while maintaining a seamless blend of form and function.

- **Role:** Team Lead UI Designer
- **Software used:** Figma, AfterEffects.

Key Contributions:

- Designed an intuitive game UI that increased player engagement by 40% and improved onboarding completion rates by 25%.

- Worked closely with the game character designers and developers to create a seamless player experience.
- Developed wireframes, mockups, and prototypes in Figma.
- Ensured UI consistency with the futuristic samurai aesthetic and overall branding.
- Implemented animations and transitions to enhance user interaction. Also, optimized UI assets for different screen sizes and resolutions.

More projects:

See my full case studies at <https://anyionueberechukwu.com/>. Available for interviews immediately.