

# Chidubem Chinwuko M.

chidubemchinwuko@gmail.com • chidubemchinwuko.framer.website

## PROFILE

UX/Product Designer with 4+ years of experience delivering intuitive, inclusive, and business-driven digital experiences across fintech, crypto, and startup ecosystems. Proven ability to lead full product lifecycles from discovery and user research to high-fidelity design and delivery. Expert in mobile-first design (iOS & Android), scalable design systems, and accessible user interfaces that balance user needs with business goals. Skilled in product strategy, cross-platform design, team collaboration, and stakeholder management. Adept at documenting design decisions to improve clarity, consistency, and developer handoff. Passionate about design systems, design tokens, and solutions that scale for growth.

## Experience

FEB 2024 – PRESENT

### **Drench | Founding Team, Lead Product Designer**

- Co-founded Drench, helping define the company's mission, product vision, and brand identity.
- Collaborated with founders on product strategy, roadmap, feature prioritisation, and go-to-market planning.
- Led end-to-end product design for mobile and web, from zero-to-one MVP through iterative user testing and validation.
- Designed scalable design systems, UI patterns, and marketing assets to ensure product and brand consistency.
- Contributed to content strategy, investor presentations, and community engagement initiatives.

JAN 2024 – PRESENT

**Netcoins | Graphics/Product Designer**

- Redesigned region-specific web homepages for Canada and the U.S., improving usability and trust signals.
- Partnered with PMs and engineers to overhaul the admin panel and compliance queue, increasing efficiency.
- Explored design approaches for the OTC trading section, balancing brand voice with user needs.
- Delivered marketing assets, prototypes, and cross-platform campaign materials.

MAY 2023 – MAY 2024

**Dnar | UX Designer and Researcher**

- Developed the UX strategy and UI kit from scratch using Figma.
- Led surveys, interviews, and ethnographic studies to inform MVP design decisions.
- Collaborated with business analysts and engineers on product positioning.
- Advocated for accessible and inclusive design during development.

MAR 2023 – NOV 2023

**Nodeless | UX Designer**

- Designed user interfaces for crypto payment flow and onboarding experiences.
- Improved usability by about 25% through research and iteration.
- Created interactive prototypes to align cross-functional teams and speed up developer handoff.
- Worked with frontend developers to implement pixel-perfect UIs using React-based handoffs.

APR 2022 – NOV 2022

### **Madali Ventures | UI Designer**

- Led dashboard UX for SendMeCrypto, boosting engagement by 30%.
- Delivered mobile-responsive designs for global remittance workflows.

2021 – 2022

### **Freelance & Volunteer Projects**

- **GraafOne (Canada)** — Helped redesign UI for lightning brokerage relaunch
- **AMMCO (Cameroon)** — Volunteered UI design for marine tracking app.

## **Core Skills**

### **UX and Strategy:**

User-Centred Design, Design Thinking, Product Discovery, UX Research, Journey Mapping & User Personas, Competitive Analysis, Heuristic Evaluation, Data-Informed Design, Conversion Optimisation, Product Strategy, Stakeholder Management, Information Architecture.

### **UI and Visual Design**

Responsive Web Design, Mobile Design (iOS & Android), Design Systems & Component Libraries, Interaction Design, Wireframing, Typography, Layout, Branding, Accessibility (WCAG), UX Writing, Design Tokens, Cross-Platform Design.

### **Prototyping and Testing**

High-Fidelity Prototyping, A/B Testing, Usability Testing (Moderated & Unmoderated), Interactive Prototyping & Animation, User Flow Optimisation, Session Replay & Heatmap Analysis (Hotjar, FullStory).

### **Collaboration and Delivery**

Agile & Lean UX, DesignOps, Developer Handoff, Cross-Functional Collaboration, Design Documentation, Rationale Writing, Team Leadership, Roadmap Planning.

## **Tools**

### **UI Design & Prototyping:**

Figma, Adobe XD, Sketch, Framer, ProtoPie, Principle.

### **Animation & Motion**

After Effects, Lottie, Origami Studio.

### **Research and Testing**

Maze, Useberry, Optimal Workshop, Google Forms, Hotjar.

### **Handoff & Documentation**

Notion, Zeroheight, Zeplin.

### **Project & Workflow**

Jira, Trello, Asana

### **Communication & Collaboration**

Slack, FigJam, Miro, Google Workspace

### **Branding & Graphics**

Adobe Illustrator, Photoshop, Canva

## **Education**

2011 - 2016

**Bachelor of Engineering, Electronic Engineering | University of Nigeria | Nsukka, Nigeria**

2021 - 2022

**UX Design Program | Dufuna Design School | Nigeria/UK**

## **Activities**

YouTube • Hiking • Art