

AIFUWA SINON

PRODUCT & UX RESEARCHER

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Portfolio: <https://linktr.ee/sinonaif>

PROFESSIONAL SUMMARY

Strategic UX Researcher with experience leading end-to-end research across digital payment ecosystems. Skilled in driving product decisions through qualitative and quantitative insights, optimizing onboarding and transaction flows, and translating Nigerian market behaviors into scalable product strategy. Proven ability to influence cross-functional teams and improve business-critical user journeys.

CORE EXPERTISE

Research Strategy & Roadmapping | Qualitative & Quantitative Research | Fintech & Digital Payment Ecosystems | Generative & Evaluative Research | Usability Testing (Moderated & Unmoderated) | Behavioral Analysis | Experimentation & A/B Testing | Stakeholder Influence & Executive Communication | Nigerian Market & User Insight Analysis

WORK EXPERIENCE

Interswitch Group - Product & UX Researcher

Apr 2025 – Present | Nigeria (Hybrid)

- Lead research strategy across digital payment and financial service platforms, aligning research roadmaps with product and business objectives.
- Drive discovery and validation research for onboarding, payment flows, and merchant journeys across B2C and B2B fintech products.
- Identified friction points in high-volume transaction flows, contributing to a **22% improvement in task completion rates**.
- Reduced user drop-off in critical payment journeys by **15% through iterative usability validation and behavioral analysis**.
- Partner with Product, Engineering, and Design to influence prioritization and roadmap decisions.
- Translate research findings into actionable insights and executive-ready presentations to guide strategic direction.

Pradini Project (Contract) - UX Researcher & Project Manager

Nov 2025 – Jan 2026 | Remote

- Led end-to-end generative and evaluative research to understand operational workflows of business agents.
- Conducted user interviews and analyzed task flows to uncover pain points and behavioral patterns.
- Structured research outputs into journey maps and insight frameworks to guide product iteration.
- Coordinated stakeholders across product and operations to ensure research findings translated into implementation.

Interswitch Developer Community - UX Researcher & Brand Designer

Feb 2023 – March 2025

- Led a team of designers in conceptualizing and executing marketing campaigns, contributing to a **25% increase in lead generation**.
- Conducted market and audience research to understand developer behaviors, needs, and competitive positioning within Nigeria's fintech ecosystem.
- Translated research insights into brand and communication strategies to improve engagement and message clarity.
- Collaborated with marketing and content teams to align creative direction with business growth objectives.
- Designed digital campaign assets and promotional materials grounded in user insights.

Shoppr - UX Designer

Feb 2023 – Oct 2023 | Nigeria

- Conducted usability evaluations and workflow analysis to improve onboarding and operational flows across rider, customer, and merchant platforms.
- Collaborated with product and engineering teams to refine interaction patterns and streamline marketplace experiences.
- Designed and validated prototypes prior to development to reduce post-launch usability issues.

Merchant Onboarding Personnel

Oct 2023 – Mar 2025 | Lagos, Nigeria

- Reviewed and optimized merchant onboarding processes within a digital marketplace environment.
- Identified recurring compliance and documentation gaps, informing operational improvements.
- Gained deep exposure to merchant behaviors and onboarding bottlenecks within Nigerian digital commerce.

Agora Labs – Web3 (US – Remote) - Product Designer

May 2022 – Dec 2022

- Conducted competitive and behavioral research to inform marketplace positioning and experience redesign.
- Rebranded digital experience based on user insights to improve engagement.
- Contributed to product design within a Web3/NFT marketplace ecosystem.

TOOLS & METHODS

Research Methods: User Interviews | Usability Testing | Contextual Inquiry | Field Research | Card Sorting & Tree Testing | Survey Design & Analysis | Experiment Design

Research & Design Tools: Figma | Maze | Google Forms | Typeform | Google Analytics | Microsoft Excel

CERTIFICATIONS

Data-Driven Design: Quantitative Research for UX – Interaction Design Foundation | UX Management: Strategy & Tactics – Interaction Design Foundation | User Experience Design – Google Coursera | Product Design Fundamentals – Zuri & I4G Internship | Product Design and UI/UX – Future Academy Africa.

EDUCATION

Bachelor of Engineering (Electrical/Electronics Engineering) - University of Benin (2023)