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Product leader with 6+ years of experience designing, building, and shipping data-driven web and mobile products used by thousands of users. Skilled at translating complex business, operational, and data challenges into intuitive, scalable solutions. Extensive experience leading cross-functional teams across design, engineering, data, and leadership in Fintech, FMCG, logistics, energy, and community-driven tech ecosystems.

Work Experience

1. Pika Insights, Dec 2024 – Present

Senior UX Engineer & Technical Project Manager *(Full-time)*

Pika Insights is a data intelligence platform transforming informal retail activity into structured FMCG market insights across emerging markets. The ecosystem combines a mobile data-collection app for informal market traders with a web-based analytics dashboard used by executives and investors. The Pika mobile app is currently used by 6,000+ traders and projected to surpass 30,000 downloads within the year.

Key Achievements:

- Led PikaView Dashboard to \$10K MRR, on track to \$100K MRR; improved executive adoption by 30%, field data accuracy by 25%, and delivered 95% of milestones on schedule.

Key Contributions:

- Designed and co-developed the PikaView Dashboard, transforming raw retailer-level data into actionable insights for emerging markets, contributing to \$10K MRR, on track to \$100K MRR by year-end.
- Owned UX architecture for complex analytical experiences including filters, comparisons, trend analysis, and performance breakdowns, improving executive adoption by 30%.
- Acted as Technical Project Manager across dashboard and data initiatives, delivering 95% of milestones on schedule using Jira.
- Translated high-level business questions (market share, pricing shifts, distribution gaps, brand concentration) into actionable UX flows, boosting user efficiency by 20%.

Education

B.Eng Environmental and Agricultural Engineering, Federal University of Technology, Akure.

Skills

Product & UX Design:

- User Research, Personas, Journey Mapping
- Wireframing (Low-Fi & High-Fi), Prototyping, Storyboarding
- Usability Testing, A/B Testing
- Design Systems, Design Thinking

Frontend & Engineering:

- HTML5, CSS3, JavaScript (ES6)
- React.js, React Native
- Tailwind CSS, Bootstrap, Shadcn
- Web Standards,

- Coordinated engineers, designers, data teams, and stakeholders to align data pipelines, frontend delivery, and product milestones.
- Partnered with backend, data, and mobile teams to ensure reliable data ingestion, transformation, and real-time synchronization, increasing field data accuracy by 25%.
- Led usability testing with internal stakeholders and external users, iterating to improve clarity, trust in data, and executive adoption.

Key Projects:

- **PikaView Dashboard** – Web-based FMCG intelligence platform enabling executives to track market trends, brand performance, SKU distribution, and competitive dynamics.
- **Pika Mobile** – Contributed to the mobile data-collection app by building React Native components supporting real-time field data capture, increasing data accuracy by 25%.

Agile Development

Product & Delivery Tools:

- Figma, Miro, ProtoPie
- Webflow, Framer
- Adobe Photoshop, Illustrator, After Effects
- Jira, Linear, ClickUp, Trello, Notion
- Slack, Google Docs, Loom, Zeplin, Zoom

2. Hephi Studios, Jun 2024 - Present

Head of Design *(Full-time)*

Lead product strategy and execution for a digital product studio delivering high-impact solutions for startups, SMEs, and enterprise clients.

Key Contributions:

- Defined product vision and strategy across multiple client products, translating business goals and user needs into clear roadmaps.
- Collaborated cross-functionally with design, engineering, and operations teams to deliver scalable, user-centered products.
- Led end-to-end UX execution for multiple client platforms, improving product adoption and retention metrics by 15–25%.
- Built and maintained design systems ensuring consistency and efficiency across web and mobile products.
- Established structured client feedback loops, using insights to prioritize features and guide continuous product improvement.
- Oversaw multiple concurrent client products, managing scope, timelines, and quality across teams.

Key Projects:

- **ZipKod.ng (Web & App):** Led product vision and UX/UI execution for a platform focused on operational efficiency, reducing user friction by 30%.
- **Picka Logistics:** Designed a web platform for last-mile logistics with

real-time tracking and optimized workflows, improving delivery coordination by 20% across 1,000+ daily shipments.

- **Hephi Studios Website:** Designed and developed the company's official website (www.hephi.io).

3. Telesoftas NG, Mar 2024 - Jun 2024

Lead product designer *(Contract)*

Led product design for the Nigeria Solar Marketplace (NSM), a platform connecting solar providers, services, and customers within the renewable energy ecosystem.

Key Contributions:

- Translated product roadmaps and PRDs into clear user flows, wireframes, high-fidelity designs, and interactive prototypes.
- Collaborated closely with product owners, project managers, and engineers to align design intent with technical feasibility.
- Designed and scaled the NSM design system, accelerating feature delivery by 40%.
- Implemented advanced search, filtering, and KYC verification workflows, increasing platform trust and accessibility.

Key Projects:

- **Nigeria Solar Marketplace (NSM) Platform**

4. Nebulla - The Creative Studio, Feb 2022 - Mar 2024

Creative Director | Digital Experience Architect *(full-time)*

Founder and lead product designer of a creative studio delivering end-to-end digital experiences for startups, creatives, and organizations.

Key Contributions:

- Delivered production-ready digital products, helping clients increase user engagement by 25% and operational clarity for internal teams.
- Directed UX strategy and execution from discovery to delivery across multiple client engagements.

- Translated PRDs and client briefs into structured user journeys, wireframes, and high-fidelity designs.
- Conducted user interviews and contextual inquiries to validate solutions and define success metrics.
- Built and continuously evolved a scalable design system to maintain consistency across platforms.
- Oversaw collaboration between designers and developers, reducing project delivery time by 15%.

Key Projects:

- Ric Hassani Website Rebrand
- TREF - The Ric Hassani Education Foundation
- Ad-Promoter (App and Website design)
- Open Essentials website.

Volunteer and Community Experience

1. Hernovate, Jun 2024 - Sept 2024

Volunteer Product Designer & Webflow Developer *(part-time)*

Hernovate is an NGO focused on empowering communities—particularly women—through innovation, entrepreneurship, and digital inclusion.

Contributions:

- Designed and developed the Hertisan website (<https://hertisan.webflow.io/>) pro bono for one of Hernovate's flagship programs.
- Built Hertisan website, improving community access to programs for 400+ women.
- Translated Hernovate's social impact mission into a clear, accessible digital experience tailored for non-technical users.
- Collaborated with program leads to structure content, user flows, and visual hierarchy to support community engagement and program visibility.
- Delivered a responsive, production-ready website using Webflow, ensuring scalability and ease of maintenance for the NGO team.

2. Enyata Community, Jun 2024 - Sept 2024

Open-Source & Community Product Designer *(Volunteer)*

Enyata is a technology company and developer community focused on building and empowering African tech talent.

Contributions:

- Designed the landing page and web application for the Enyata Talent Board (<https://talents.enyata.com/>), a platform helping community members showcase skills, improve job readiness, and connect directly with hiring managers.
- Designed UX flows prioritizing talent discovery, profile visibility, and recruiter engagement.
- Designed Talent Board web app, enabling 500+ tech talents to showcase skills and connect with recruiters.
- Collaborated with engineers and community stakeholders to align product goals with real hiring and talent-matching needs.
- Supported usability improvements and design iterations based on community feedback and real-world usage.

Tech Education, Mentorship & Community Building

- Founded and run a social impact initiative equipping young Africans with practical tech skills and real-world experience.
- Mentored aspiring designers on product design fundamentals, portfolio building, and career development.
- Volunteered as a speaker at 5+ tech events, sharing insights on product design careers and industry best practices.
- Supported 400+ young women annually in acquiring ICT skills and building strong foundations in tech.
- Create and share educational and career-focused content on Twitter and LinkedIn, sharing professional experiences and insights.