

Abasifreke Emmanuel

Senior Product Designer & UX Strategist

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PROFESSIONAL SUMMARY

More than a decade of design experience, building and shipping products across 11+ industries globally, including Fintech, EdTech, Telemedicine, AI, Web3, HR Tech, and E-commerce. Led design efforts across several teams, redefining UX through strategic approaches, setting outcome-driven goals, growing design teams, and raising UX maturity across organisations. Founding designer behind one of Africa's first and largest payment infrastructures, now processing over 200 billion Naira monthly. Core strengths in UX strategy, design systems, interaction design, and front-end engineering.

WORK EXPERIENCE

Senior Product Designer

October 2020 – Present

Toptal

- Spearheaded the creation of a mobile-first design system for an EdTech company, improving design consistency across products and reducing development time by 40%.
- Worked with teams of designers and engineers building products across Fintech, EdTech, eCommerce, LMS, Blockchain, DAOs, dApps, Extended Realities, NFTs, Retail, and Logistics.
- Designed and prototyped an innovative healthcare management app, increasing DAU by 56%, achieving 100,000+ downloads in the first 7 months post-launch, and earning a 4.8-star rating on app stores.
- Optimised the onboarding flow for a SaaS platform, reducing user drop-off rates by 35% and increasing trial-to-paid conversion by 20%.

Lead Product Designer

January 2021 – February 2026

Sudo Africa

- Led product design for a B2B SaaS platform enabling fintechs to issue and manage programmable cards; design contributions helped secure \$4M+ in initial funding.
- Spearheaded a programmable card issuance experience, contributing to 3x growth in monthly card activation volumes within the first year.
- Designed and launched a modular Integration Simulator, improving partner onboarding speed by 50% and reducing support tickets by 35%.
- Built and scaled the company's first Design System (V1), cutting design-to-dev cycle time by 30% and ensuring consistency across 5+ product verticals.
- Drove B2C consumer wallet and digital card (tap-to-pay) redesign, resulting in a 25% uplift in daily active users.

UX Designer

November 2023 – July 2024

BaiAI AG

- Spearheaded UX design for Bai AI's commercial product release, increasing user engagement by 36% and contributing to the company's successful seed round fundraising.
- Drove the public launch of Bai AI's creator models, achieving 100+ paid subscribers in the first month post-release.
- Established and maintained a scalable design system, improving cross-product consistency and reducing design debt.
- Conducted in-depth user research and usability testing, translating insights into actionable design improvements that enhanced product performance.

Senior Product Designer

April 2022 – May 2023

DreamStart Labs

- Led a complete redesign of the DreamSave flagship app, improving user engagement by 35% and reducing onboarding time by 25% for low-literacy, mobile-first users in emerging markets.
- Collaborated with behavioral scientists to integrate gamified savings goals and nudges, resulting in a 40% increase in users meeting their financial targets.
- Designed an offline-first experience, enabling adoption by 3,000+ additional savings groups across Kenya, Nigeria, and India.
- Implemented predictive analytics in the loan application flow, contributing to a 20% reduction in group loan default rates.
- Co-led expansion of multi-language support from 5 to 15 local dialects, improving usability across 12+ countries.
- Contributed to design work recognized with 'Best Digital Banking Technology' (2023 Worldwide Finance Awards) and four Fast Company World Changing Ideas Awards.

June 2022 – December 2022

Product Designer

Virtual Doctor and Medicines, S.L (VDMHealth)

- Led end-to-end design of an AI-driven telemedicine application, creating intuitive interfaces for patients, doctors, and pharmacists.
- Conducted comprehensive user research across diverse personas, producing tailored design solutions that measurably improved user satisfaction.
- Collaborated cross-functionally to translate complex healthcare requirements into user-centric designs aligned with business and regulatory standards.

June 2021 – June 2022

Product Designer

Xceed365HR by TalproSoftware

- Led end-to-end redesign of Xceed365's corporate website and multi-platform product ecosystem, improving brand consistency across web, Android, and iOS.
- Defined UX strategy for four major software solutions: Cloud-based HRMS, DeFi Application, eLearning Platform, and eRecruitment & Onboarding System.
- Conducted user research, heuristic evaluations, and competitor benchmarking, uncovering usability gaps that improved key user journeys.
- Revamped the HRMS dashboard and self-service modules, improving task completion speed by up to 40% through simplified workflows and enhanced visual hierarchy.

October 2013 – July 2018

Creative Designer & CAD Instructor

CADDSOFT LIMITED

- Served as Lead Creative Designer, overseeing all creative output and ensuring brand consistency across digital and print projects.
- Trained and mentored 27+ aspiring creatives, helping them launch careers in design and visual arts through structured learning programs.
- Delivered professional training on AutoCAD, Orion, Prota, Revit, and other structural design tools, improving participant proficiency rates by over 80%.
- Collaborated with external engineering and architecture teams on structural design, road design, and architectural modeling, contributing to successful delivery of multiple infrastructure projects.
- Spearheaded creative and technical solutions that improved project efficiency, reducing design turnaround times by 20% while maintaining high-quality standards.

EDUCATION

Bachelor of Engineering, Civil Engineering

2013 – 2018

University of Uyo

LICENSES & CERTIFICATIONS

- Membership Certification – The Interaction Design Foundation (Membership No: 138093)
- Product Masterclass: How to Build Digital Products (Credential ID: cert_lf4j4s37)
- Centre Centre – Outcome Driven UX Metrics

VOLUNTEER EXPERIENCE

UX Design Lead

March 2024 – June 2024

Cool Earth

- Led a cross-functional team of designers and developers to build a digital solution supporting rainforest preservation across the Tropics.

UX Design Mentor

March 2024 – June 2024

Design Org

- Provided mentorship to junior designers and professionals transitioning into UX design.

SKILLS

Design & Craft

Figma · Prototyping · Interaction Design · Mobile App Design · Design Systems · Branding & Visual Design

UX Practice

UX Strategy · UX Research · Usability Testing · User Journey Mapping · Information Architecture · Heuristic Evaluation · Lean UX · Design Sprints

Leadership & Strategy

Cross-functional Leadership · Stakeholder Management · Design Team Growth · UX Maturity Building · OKRs & Metrics Definition · Outcome-Driven Design

Technical

Front-End Engineering · HTML/CSS · Design Tokens · Component Libraries

LANGUAGES

English — Native