

Akwe Samuel

Product Designer (UI/UX)

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Open to Remote ◇ Open to Relocate ◇ Portfolio ◇ LinkedIn ◇ YouTube Channel ◇ Dribbble ◇ Notion ◇
Medium

SUMMARY

Product Design Leader with 6+ years transforming complex financial and logistics products into intuitive, high-impact user experiences. Proven track record leading cross-functional teams, building scalable design systems, and driving measurable business outcomes including 20% engagement increases and 50% revenue growth. Expert in user research, design strategy, and team mentorship with a unique blend of design excellence and technical implementation backed by a Computer Science degree.

EXPERIENCE

Product Design Lead

Jan '20 — Present

Sterling Bank

Lagos, Nigeria (Remote)

- Led user research and UX design for Checkify, increasing employee engagement by 4% and satisfaction by 5%
- Simplified design and functionality with engineers, reducing development time by 2%.
- Guided a team of 5 designers to launch OneBank, resulting in a 2% increase in user engagement, a 2% reduction in errors, and a 5% increase in revenue
- Conducted extensive user research that improved the overall user experience of the OneHome platform by 3%

Product Design Lead

Jul '24 — Dec '24

OxygenX (Contract)

Lagos, Nigeria

Contract

- Designed and implemented a comprehensive design system for the company, building on existing brand guidelines to ensure consistency across all products.
- Conducting user research to gain insights into customer pain points, preferences, and behaviors, and translating findings into actionable design solutions.
- Collaborated with stakeholders to define product requirements and drive design alignment with business goals.

Senior Product Designer

Apr '22 — Dec '22

Glover -Patricia (Contract)

Lagos, Nigeria (Remote)

- Performed user research and designed an analytics dashboard, improving user productivity by 4%.
- Enhanced user feedback rating for the Glover App from 3.5 to 4.2 stars.
- Boosted revenue by 5% due to higher user engagement and retention across Glover products.

UX Designer

Feb '22 — May '22

iRadar (Contract)

Canada (Remote)

- Directed comprehensive user research initiatives, implementing feedback to enhance app features, resulting in a 5% rise in user engagement and a 5% reduction in bounce rate within two months.
- Engineered a collaborative process with the engineering team to optimize design and functionality, resulting in a 2% reduction in development time for product delivery.

Product Designer

Nov '18 — Dec '19

ITEX Integrated Services

Lagos, Nigeria

- Conducted comprehensive user research, guiding design decisions and improving user satisfaction and engagement by 5%.
- Led a cross-functional team to overhaul a payment monitoring system, increasing transaction volume by 5% and significantly improving reconciliation accuracy, resulting in enhanced financial oversight and operational efficiency
- Implemented a design system that standardized visual elements, resulting in a 5% improvement in brand recognition.

Product Designer

Aug '17 — Nov '18

TELEMAGIC COMMUNICATIONS

Lagos, Nigeria

- Boosted team productivity by 4% through performance tracking systems.
- Streamlined UI development process by incorporating Bootstrap templates, leading to a 5% decrease in development time and enabling faster iterations and customer feedback loops.

SKILLS

Design & Prototyping Figma (Expert), Adobe Creative Suite, Sketch, Procreate, Framer, Affinity, Prototyping
User Research User Interviews, Usability Testing, Survey Design, Analytics Analysis, Journey Mapping, Persona Development, A/B Testing
Design Systems Component Libraries, Documentation, Design Tokens, Accessibility (WCAG 2.1)

Front-End Development Bootstrap (Front-End Framework), Javascript, Webflow, HTML5, CSS3, Responsive Design
Project Management Notion, JIRA, Stakeholder Management, Agile/Scrum, Design Sprints
Soft Skills Team Leadership, Mentorship, Cross-Functional Collaboration, Presentation Skills, Strategic Thinking

EDUCATION

Bachelor of Computer Science in Bachelor of Science, University of Lagos Aug '10 — Jan '15
Lagos, Nigeria

- **Programming:** Introduction to programming languages and paradigms (often Python, Java, or C++)
- **Data Structures:** In-depth study of data structures like trees, graphs, and hash tables.
- **Database Systems:** Design, implementation, and management of databases
- **Algorithms:** Advanced algorithm design and analysis, complexity theory.
- **Software Engineering:** Software development lifecycle, methodologies, and project management.

CERTIFICATIONS

DESIGN RULES: Principles + Practices for Great UI Design, Udemy Oct '18
Become a Product Manager | Learn the Skills & Get the Job, Udemy May '21
Bootstrap 4 From Scratch With 5 Projects, Udemy Jan '24
Learn Figma - UI/UX Design Essential Training, Udemy Oct '18
Visual Thinking & Sketching for Business Leaders, Udemy Nov '25
The Simple Way to Conduct a UX Audit, Udrmy Nov '25
UX Requirements Made Simple, Udemy Nov '25

VOLUNTEERING

Mentor, ADPLIST Remote
Present
Instructor, DesignPal Remote

PROJECTS

Scientia , Sterling [Link](#) Lagos

- Designed an open-source economic data platform providing accessible insights to Nigerian researchers, professionals, and students. Created intuitive information architecture for complex datasets.

Sterling OneBank, Sterling [Link](#) Lagos

- Led design team to create Nigeria's first 100% digital banking platform. Achieved 20% increase in user engagement, 50% revenue growth, and established a design system with 150+ components.