Idowu Abiodun · Product Designer

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Product Designer with 5+ years of experience designing fintech, HR SaaS, and Ed-tech products across mobile, web, and admin platforms. Strong background in end-to-end product design, from research and ideation to high-fidelity design and handoff. Previously led design on a crypto exchange platform with 10,000+ users and over ₦2.5B in processed transactions, as well as HR products supporting payroll and employee management. Passionate about creating scalable, user-centric solutions that drive business impact.

(EXPERIENCE)

Celler
Jan 2026 – Feb 2026

Product Designer — Contract · Remote

- Contributed to the V2 redesign of a crypto product, improving overall usability and feature clarity.
- Designed a new Swap feature, enabling users to seamlessly exchange crypto assets within the app.
- Delivered end-to-end design artifacts including user flows, wireframes, and high-fidelity UI for rapid development.
- Collaborated with developers and product stakeholders to ship features that successfully launched to live users.

Daba Group · Cwito, TeachWithDaba, Valo AI
Feb 2025 – Jan 2026

Lead Product Designer — Full-time · Remote

- Led end-to-end product design across multiple fintech and ed-tech products, including Cwito, a crypto exchange platform with 10,000+ users and ₦2.5B+ in processed transactions.
- Designed experiences across mobile apps, web apps, and admin dashboards, ensuring usability and design consistency at scale.
- Redesigned and revamped the Buy & Sell flow to support newly added crypto assets, improving scalability and ease of use.
- Designed the Reward Center to drive user engagement and retention through in-app incentives.
- Designed the Utility Center, enabling users to purchase airtime, data, and other services within the platform.
- Optimized the checkout flow for the SBT Trading Course, a core revenue-generating product, improving purchase completion and supporting sustained business operations.
- Collaborated closely with developers, product managers, and other stakeholders to translate product requirements into intuitive design solutions.

E-Metrics Suite · Dallas, Texas, USA
Aug 2025 – Oct 2025

Product Designer — Contract · Remote

- Worked on E-Metric Suites, an HR SaaS platform enabling organizations to manage payroll, leave, and employee operations.
- Designed core features including Payroll Management and Leave Management, focusing on clarity, usability, and compliance-friendly workflows.
- Designed the user onboarding flow to improve adoption for both employers and employees.
- Created role-based experiences across Employer and Employee dashboards.
- Contributed to Sequential Job, a related recruitment product, by designing the landing page to improve job discovery and search experience.
- Delivered wireframes, user flows, and high-fidelity designs to support rapid iteration.

Yougazine · Canada
Oct 2024 – Dec 2024

UI/UX Designer — Contract · Remote

- Led design for the company’s flipbook website interface, collaborating with senior designers, product managers, and developers.
- Optimized the checkout experience, achieving a 25% reduction in checkout abandonment.
- Applied user-centered design principles to enhance digital magazine personalization.

Rayna UI · Lagos, Nigeria — Dec 2023 – Jun 2024

Web Designer — Contract · Remote

- Contributed to the design and launch of Design System V2, improving consistency across products.
- Designed wireframes and content strategy for industry-specific landing pages.
- Collaborated with designers to establish reusable design patterns across multiple sectors.

Taojaa · Lagos, Nigeria — May 2023 – Apr 2024

Junior Product Designer — Full-time · Remote

- Optimized the user onboarding experience, contributing to 250+ user signups during product launch.
- Conducted user research and usability testing to validate design decisions.
- Created interactive prototypes and wireframes to support iterative development.

Fast Link Logistics

Graphics Designer — Contract · Remote

- Led a complete brand identity redesign, contributing to a 15% increase in sales.
- Improved social media engagement from 5% to 20% through strategic visual content.
- Managed design projects from concept to delivery.

(SKILLS)

Design tools: Rive, Figma, Figma Make, Framer, Adobe Photoshop

Research & testing: A/B testing, usability testing, qualitative research, quantitative research

Design & prototyping: Design systems, website design in Framer, Rive

(CERTIFICATIONS)

Practical User Research and Masterclass course — Designership — 2025

Ultimate Figma Masterclass 2.0 — Designership — 2025

UX Design — Udemy — 2022

UX Strategy — Udemy — 2022

(EDUCATION)

University of Ilorin · Kwara State, Nigeria — Dec 2022

Bachelor of Education — History and Education · Second Class Honours