Frances Odurukwe

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BUSINESS ANALYTICS PROFESSIONAL

Focused on leveraging data insights, UX design principles, and product management strategies to drive informed business decisions and user-centric solutions.

SUMMARY OF QUALIFICATIONS

- Versatile Business Analyst with experience translating complex data into actionable insights for product improvements and strategic decision-making.
- Cross-Functional Collaborator skilled in leading multidisciplinary teams and aligning stakeholder objectives, user research, and design thinking.
- Technical Proficiency in Python, R, SQL, JavaScript, and Figma—used to build data-driven prototypes, conduct user testing, and optimize product roadmaps.
- Strategic Thinker who consistently leverages analytics to shape product direction, enhance customer experiences, and support business goals.

CORE COMPETENCIES

- Data Analytics & Tools: R, Python, SQL
- UX Design & Frontend: JavaScript, Figma, Wireframing, Prototyping
- Business & Product Methodologies: Agile, Product Roadmapping, User Research
- Soft Skills: Cross-functional Team Leadership, Empathy-driven Design, Strategic Planning

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PROFESSIONAL EXPERIENCE

Senior Product Manager
Techstudio Academy | Mar 2022 – Present

- Led cross-functional teams (engineering, design, marketing) to develop and refine digital education platforms using data-driven insights.
- Analyzed platform usage metrics (enrollment rates, session durations) to identify improvement areas and guide feature enhancements.
- Implemented Agile processes to optimize project timelines and ensure timely product launches.

Lead Product Designer
Enyata | Sep 2021 – Mar 2022

- Spearheaded UI/UX design for B2B and B2C products, utilizing data analytics to inform and validate design decisions.
- Conducted usability tests, user interviews, and competitive analyses to streamline design processes and improve user experience.
- Established design best practices and documentation to ensure consistency across multiple product lines.

UX/UI Designer
Decagon | Jun 2020 – Aug 2021

- Designed responsive web and mobile interfaces, improving user retention by translating key usage analytics into actionable design iterations.
- Collaborated closely with engineering teams to ensure fidelity between conceptual designs and final product implementations.
- Regularly conducted A/B testing to compare design variations and measure impact on user engagement.

Product Designer
Sterling Bank | Feb 2019 – May 2020

- Redesigned mobile and web banking platforms with a focus on accessibility and customer satisfaction, leveraging usability analytics and user feedback.
- Deployed iterative research, prototyping, and testing cycles to introduce new features aligned with business performance metrics.
- Utilized behavioral data to identify friction points in workflows and optimize the digital banking experience.

PROJECT HIGHLIGHTS

- **EdTech Learning Platform**: Integrated analytics to tailor user lessons based on engagement metrics, improving course completion rates.
- **Mobile Banking App Redesign**: Improved UX through data-informed adjustments to critical user flows, resulting in higher customer adoption.
- **E-commerce Platform for Artisans**: Developed analytics dashboards to track conversion funnels and enhance user interactions.
- **Healthcare Management System**: Employed data-driven improvements to streamline patient onboarding and digital record management.

CERTIFICATIONS

- Google Analytics Certified
- Project Management Professional (PMP)