

UMA ANIDI

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EDUCATION

Federal University of Technology Owerri
B.Tech Food Science & Technology *GPA: 4.12*

Imo state, Nigeria

EXPERIENCE

Bondly

Product Designer

Remote

November 2024 - Present

- Reworked the merchant onboarding journey to clarify steps and reduce user confusion, resulting in a smoother flow handoff and faster feature rollout.
- Designed a modular multi-payment checkout flow to enhance payment flexibility and accommodate diverse user needs.

Bias-Free Career

Product Designer

Contract

November 2024 - February 2025

- Led the end-to-end design of a hiring platform focused on eliminating bias by masking candidate identity until the interview stage, projected to reduce bias in hiring by 25%.
- Designed core recruiter and candidate flows, including job posting, anonymous application review, skill-based assessments, and smart interview scheduling.
- Created high-fidelity UI designs and interactive prototypes for both desktop and mobile, optimized for accessibility and clarity.
- Collaborated with client and recruiters to validate designs through usability testing, iterating based on feedback and ensuring a projected 20% increase in platform adoption among target users.
- Maintained design consistency through a shared component library and ensured smooth handoff to developers.

Neowork

Product Designer

Contract

October 2024 - December 2024

- Singlehandedly designed the end-to-end user journey for a task-based platform connecting clients with artisans, from task posting to quote submission and task completion.
- Created wireframes, interactive prototypes, and high-fidelity UI mockups for core flows, including task creation, real-time tasker matching, and quotation management.
- Designed in-app notifications and messaging modules to streamline client-artisan communication, improving transparency.
- Worked closely with developers to ensure seamless handoff and implementation of responsive, user-friendly interfaces that aligned with business goals.

Genesys Tech Hub

Product Designer Intern

Enugu, Nigeria

December 2023 - September 2024

- Led qualitative research by conducting user interviews and surveys to uncover stigma barriers in mental health support.
- Mapped out user journeys and information architecture for anonymous peer communities and secure video consultations.
- Created low-fidelity wireframes, high-fidelity designs, and an interactive prototype to validate key features through three rounds of user testing sessions, iterating based on feedback to ensure user-centered outcomes.
- Delivered design specifications and collaborated with cross-functional teams to launch the MVP within six weeks, ensuring usability and reliability.

SKILLS

Process: UI design, Strategy, Storytelling, UX research, UX writing, Prototyping, Collaboration, Usability testing
Tools: Figma, Lottie, Jitter, Framer

AWARDS

Product design student of the year

Selected from over 30 interns for outstanding performance, leadership on design projects, and consistent delivery of high-quality, research-driven work over a 9-month intensive program.

Genesys Tech Hub

September 2024