

# Kadwama Deborah Lazarus

## Product Designer

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[Portfolio Link](#)  
[LinkedIn Profile](#)

### Work Experience

#### Sole Product Designer | Hello Tractor (Agricultural Technology Company)

January 2022 - Present

- Identifying a critical need for optimization, I conducted comprehensive user research and leveraged data-driven insights to redesign the mobile booking application. This redesign enhanced both the user interface (UI) and overall user experience (UX), leading to increased engagement and satisfaction.
- By placing both business objectives and user needs at the forefront, I designed an internal call center web application tool, enhancing the customer success team's efficiency and ensuring consistent user support.
- To address the diverse needs of our user base, I designed the tractor operator mobile application, which streamlined the booking process for agricultural mechanization services, delivering a frictionless user journey.
- I collaborated extensively with the product, business, and customer success teams to identify pain points and drive continuous improvement across all digital products, ensuring a cohesive and holistic user experience.

#### Mid-level Product Designer/Instructor - Discovery Hub Labondo

April 2021 - December 2021

- I led the design of two portfolio websites for digital creatives and three business/organization websites, successfully addressing the unique user personas and use cases of our clients through tailored UI design.
- In an innovative internal project, I designed a B2B web application aimed at connecting users with businesses and services within a specific location. The product's success was rooted in my ability to integrate UX principles and create a seamless, intuitive interface.
- As the lead instructor for the Product Design learning track, I guided participants through the core principles of User Experience (UX) and User Interface (UI) design. I developed and delivered comprehensive curriculum modules that covered essential design methodologies, industry best practices, and hands-on projects.

#### Junior Product Designer - Mentors International

September 2020 - April 2021

- I contributed to the development of visual branding for our digital products, helping to establish cohesive style guides and scalable design systems that ensured consistency across all touchpoints.
- Through close collaboration with the design team, I helped enhance the UI/UX of our products, ensuring that they were not only aesthetically pleasing but also intuitive and user-centric.

### Skills

User Interface Design	Creativity
User Research	Empathy
Prototyping	Collaboration
Wireframing	Communication
Storyboarding	Critical thinking
Usability testing	Problem solving
Graphic design	Detail-oriented

### Tools

Figma	Slack
Adobe XD	Jira
Canva	Miro
Protopie	Click-Up
Adobe Photoshop	Google services

### Education

#### BSc Information Technology

National Open University of Nigeria  
2021- 2024

#### Product Design Fellow

Women Techsters Fellowship - Tech4Dev  
2021-2022

#### ND Chemical Engineering

Federal Polytechnic Mubi  
2016-2018

### Certification

#### Master Digital Product Design

Udemy Business  
May, 2024

#### Human-Computer Interaction (HCD)

Udemy Business  
September, 2024