

Onisuru Boluwatife Florence

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SUMMARY

I'm a Full-Stack Product Designer with over 2 years of experience building digital products from discovery to delivery. I translate user needs and business goals into **clear, scalable design solutions** across web and mobile. My core attributes are **Detail-oriented** | **Strategic** | **Collaboration**.

WORK EXPERIENCE

Oxgital

Lagos, NG

Product Designer

Jan 2025 - Dec 2025

- Designed and shipped 10+ digital products across fintech, lifestyle, and consumer brands, owning the process from user research to UI design, testing, and developer handoff.
- Led end-to-end design on multiple client projects, acting as sole designer on some products while collaborating closely with PMs and engineers on others.
- Delivered the **FitFlex** website design in 1 week against a 3-week client timeline, with zero revision requests, accelerating delivery by ~65%.
- Contributed to the design of **Alayo's** e-commerce website, generating 15 new customers and 22+ orders within 6 weeks of launch.
- Proactively sourced new business by redesigning underperforming websites and presenting two improved design variants per prospect, resulting in 4 new clients acquired within 5 months; one of them being prestige cosmetics.
- Designed 6+ production-ready interfaces that supported live and in-development products, contributing consistently to year-to-date company revenue at least 21%.

BucksTrybe

Lagos, NG

Product Designer

May 2023 - Dec 2023

- Designed core user experiences for BucksTrybe, a fintech application digitizing traditional thrift (Ajo) savings, enabling users to create and manage personal and communal savings plans.
- Collaborated within a 2-person product team to design end-to-end user flows including user registration, savings plan creation, card payments, and bank withdrawals.
- Designed complex communal savings features such as mandate-based withdrawals, voting mechanisms, and approval workflows, ensuring 100% transparency and shared control.
- Designed and maintained 200+ product screens, including interfaces for Ajo slot management and withdrawal turn allocation, improving clarity and fairness across communal plans.
- Designed automated system notifications and reminders to prompt timely contributions and support consistent user participation.
- Contributed to early product traction, with 18 active savings plans launched within the first 7 months, helping build credibility that led to initial investment from close-network investors.

PROJECT EXPERIENCE

TransactX

Lagos, NG

Product Designer & Social Media Manager

Jul 2023 - Present

- Led end-to-end product design for TransactX, a financial platform for real-time transaction monitoring, bill payments, and wallet management across web and mobile, supporting an active beta of 180+ testers.
- Conducted market and competitive research to inform product positioning, feature prioritization, and user experience decisions.
- Designed 40+ high-fidelity interfaces covering key user flows and product experiences, supporting an active beta base
- Researched and evaluated 5+ **technical partners** to support core platform functionality and product capability.
- Directing TransactX's brand aesthetic and online presence, producing mood boards, content, and graphics that helped grow social engagement to 150+ followers in the first 3 months.

EDUCATION

Olabisi Onabanjo University

Ogun, NG

VOLUNTEERING

HighTable

Product Designer - April 2024 - Sept 2024

- Collaborated with a **cross-functional design team of 3+ designers** to design and refine a mobile web app connecting users to curated dining and hospitality experiences across Africa.
- Designed **over 30 key product screens** including onboarding, discovery, experience listing, and booking flows, improving overall usability and navigation clarity .
- Supported the development of a **consistent design system** (colors, typography, components), reducing design inconsistencies and speeding up design iteration.

SKILLS & INTERESTS

Skills: Product Design (End-to-End UX/UI), User Research & Market Research, Wireframing & Prototyping, Interaction Design & Visual Design, Design Systems & Component Libraries, Usability Testing & User Interviews, Information Architecture, Product Thinking & Feature Definition, Stakeholder & Cross-functional Collaboration, Brand & Visual Identity Design

Tech: Design & Prototyping: Figma, FigJam

Research & Testing: User Interviews, Usability Testing

Web & CMS: WordPress

Collaboration: Design Handoffs, Developer Collaboration