

# ALIYU MUBARAK

## Product Designer

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## INTRODUCTION

Creative and detail-oriented Product Designer with over **5 years** of experience crafting intuitive, user-centered digital products. I specialize in transforming complex ideas into simple, functional, and elegant design solutions. Adept in UX research, design strategy, UI design, prototyping, and usability testing. Proven ability to align design goals with business objectives to deliver scalable and impactful platforms.

I have played a key role in high-impact projects, including the Hi B Greenbox Agric-tech platform, Drapme chauffeur marketplace, and Radiksez digital solutions, driving product innovation and elevating user experience through research-backed design.

## PROFESSIONAL EXPERIENCE

### Hi B Greenbox – Agri-tech Platform

**Product Designer – Freelance / Contract** Feb 2024 – Present 

- Led the entire product design lifecycle for a scalable Agri-tech web and mobile platform empowering farmers and cooperatives.
- Conducted contextual inquiries and field research to understand pain points in inventory tracking and e-commerce usability.
- Designed user flows and intuitive dashboards tailored to farmers, aggregators/sellers, and buyers
- Created a modular design system that streamlined UI consistency and scalability.
- Delivered usability testing reports that influenced interface revisions across web and mobile versions.

### Drapme – Luxury Chauffeur Brokerage Platform

**Product Designer – Freelance / Contract** Nov 2023 – April 2024 

- Revamped mobile and web experiences for a chauffeur marketplace connecting users with vetted drivers.
- Enhanced onboarding and booking flow, resulting in a 20% increase in user engagement.



- Implemented interactive prototypes in Figma and conducted iterative usability testing.
- Aligned brand design and user interface with a premium, modern aesthetic.

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## North Health Care – Online Medical Consultation Platform

**Role: UX Research & User Flow Optimization** Mar 2022 – July 2024 

- Engaged in stakeholder interviews and user testing for a telehealth consultation MVP.
- Identified key usability issues through task-based testing with early adopters, resulting in 25% increase in task success rate after redesign.
- Translated research findings into low-fidelity flowcharts and participated in co-design sessions with product team and stakeholders.
- Analyzed appointment booking data to detect behavior trends and proposed a calendar rework that simplified scheduling.

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## EkoBuja – Real Estate Investment Platform

**Product Designer & UX Researcher** Sep 2024 – May 2025 

- Led initial discovery research and competitor analysis to understand challenges faced by retail investors in the Nigerian real estate space.
- Designed and implemented intuitive, user-centered interfaces for a fractional real estate investment platform, accessible across web, mobile, and USSD.
- Led the end-to-end design of the investment flow from property discovery, unit selection, to payment confirmation focused on simplicity and trust-building.
- Created responsive, role-based dashboards for retail investors, group investors, and administrators to manage portfolios, properties, and performance data.
- Built a scalable design system to ensure consistency across interfaces and support future feature expansion, including secondary market functionality.
- Conducted in-depth user and stakeholder interviews to define user personas and investment behaviors across EkoBuja’s Green, Yellow, and Red investor classes.
- Facilitated usability testing with early users, improving dashboard usability, CTA clarity, and information architecture based on actionable feedback.
- Integrated micro-interactions and a clean visual hierarchy aligned with EkoBuja’s brand values of accessibility, trust, and community.
- Contributed to improved user engagement and first-time conversion through simplified flows and transparent user experiences






## CORE SKILLS & TOOLS

- Product Design & UI/UX Design
- Design Systems & Wireframing
- User Research & Usability Testing
- High-Fidelity Prototypes
- Design Strategy & Consultation
- Figma, Adobe XD, Illustrator, Photoshop
- User Flows, Journey Mapping
- Mobile App Design (iOS & Android)
- Web Design & Responsive Interfaces

## TOOLS & METHODOLOGIES

Figma, HTML/CSS, Webflow, Adobe CC, MS Office Suite, Hotjar, Mixpanel, Zeplin, Miro and Notion.







## EDUCATIONAL BACKGROUND

<b>Interaction Design Foundation (Member)</b> Foundation of User Experience Design Service Design: How to Design Integrated Service Experiences, 2023	2023 - 2024 
<b>UX Design Certificate</b> Google UX Design Specialization (Coursera)	2021 - 2022 
<b>Usmanu Danfodiyo University Sokoto</b> Second-Class Upper , 4.12 GPA/5.0GPA BSc. Computer Science.	2016 - 2021 

## INDUSTRY KNOWLEDGE

0 → 1 Product Thinking and Strategy  
UI/UX, Interaction Design  
Prototyping, Wire-framing  
User Research & Testing

## SOCIALS

<a href="https://www.instagram.com/aliyumubarak.ui/">instagram.com/aliyumubarak.ui/</a>	
<a href="https://twitter.com/aliyumubarak_ui">twitter.com/aliyumubarak_ui</a>	
<a href="https://www.linkedin.com/in/aliyu-mubarak">linkedin.com/in/aliyu-mubarak</a>	
<a href="https://www.figma.com/aliyumubarak">figma.com/aliyumubarak</a>	
<a href="https://github.com/MubarakAliyu">github.com/MubarakAliyu</a>	
<a href="https://www.behance.net/barackali">behance.net/barackali</a>	
<a href="https://dribbble.com/Barackali">dribbble.com/Barackali</a>	