

# Uyi-Idahor Aiseosa

## Senior Product Designer

Aise is a UI UX designer with 3yrs working experience in bringing simple well throughout solutions to complex problems and scaling businesses by over 100% growth in revenue and user retention

### Work Experience

**Valist** (Creative Director | Web3) Mar 2022 - Present

Full-Time

- Led the redesign solution of the software distribution platform that would be used to ship and scale product solutions ranging from dApps to Games
- Designed the design system of the product to maintain 100% uniformity across 2 products
- Determination of the product direction and scaled the design system with efficient tokenization
- Guiding the design team and interfacing with stakeholders in business decesions which are later translated to the design solutions to optimize the business solution which generated a revenue of \$1.5m in April 2022

**Arc** (Senior Product Designer | Web3) Jul 2021 - Feb 2022

Full-Time

- Spearheaded the redesign solution of the DEX, CEX and NFT marketplace which simplified the UX flow by 30% which in turn increased the user adoption by 55%
- Designed the design system of the product to maintain 100% uniformity across 3 products
- Optimized all the dashboard screens of the defi and aggergator protocol for mobile inclusivity as testing result showed 75% of users were mobile users and this improved retention rate by 45%

**Bitpowr** (Senior Product Designer | Web3) Feb 2021 - Feb 2022

Full-Time

- Redesigned the old product which caused users to churn rate of 25% monthly to a user adoption rate of 79% within 3 months of release
- Introduced an in-app Defi investment staking feature which caused a growth in revenue for the company by over 16%
- Effectted a referral campaign feature for merchants, this yielded a growth of 420% merchants
- Led the preparation of the company pitch deck which raised a seed funding of \$3.5m

**Daba** (Senior Product Designer | Fintech) Aug 2021 - Present

Contract

- Designed the mobile app, web app, website, giving an adoption of over 2000 companies in 1 month
- Constructed the data visualization dashboard which resulted in a more organized report enabling a greater efficiency of over 90% of admin affairs
- Pioneered the design of the company’s landing page which resulted in a conversion of over 88%

**Bento Africa** (Product Designer | SAAS, Fintech) Sep 2021 - Feb 2022

Full-Time

- Kickstarted the design system team in the creation of a robust design system to ensure 100% consistency across over 6 products
- Scaled the delivery time of the design team by over 40% and quality by 80% which in turn skyrocketing the implementation efficiency by 55%
- Innovated over 7 products from research to brainstorming to high fidelity prototypes which covered products and increased the company’s valuation by 800% in 2 years with a seed funding of \$10.4m

**Collect Africa** (Design Consultant | Fintech) Jan 2021 - Jul 2021

Contract

- Incharge of the design of the web app from research to High fidelity prototypes and this, in turn, became a product used by over 55 active merchants on the first month of launch
- Facilitated the design of the mobile app which currently has a rating of over 4.8 on the play store
- Conducted regular AB testings which feedback transitioned into the creation of new features including the Accounting Reconciliation feature to improve the accountant's efficiency by over 70%

**Kufuta** (Product Designer | Ecommerce) Jun 2019 - Jan 2021

Full-Time

- Established the design of the Rider app, vendor app, Deliver app, and User app in which there was a collaboration with 5 designers and task disbursing strengthened design deliverables by over 5x
- Facilitated the design of the admin dashboard which helped monitor all activities, and transactions of the organization to improve the companies management process by over 70%

Portfolio: [Click here](#)

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Dribbble: [Click here](#)

### Education

Georgia Institute of Technology Apr 2021 - Feb 2022

Human Computer Interaction. [View](#)

Interaction Design Foundation (IDF) Nov 2020 - Oct 2021

Data Visualization [View](#)

### Skills

- UI Designs
- Data Visualization
- Illustration
- 3D
- Product Research
- Cognitive Walkthrough
- Product management
- Survey
- Design Critique
- Usability testing
- Team Leadership
- Communication

### Tools.

- Figma
- Blender
- Adobe Xd
- Invision Studio
- Adobe Illustrator
- Adobe Photoshop
- Jira
- Asana
- Zeplin

### Programming Languages

- HTML
- CSS
- Vue Js
- Bootstrap
- Tailwind
- Blender