

WILLIAMS ENI

Product Designer

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PROFESSIONAL EXPERIENCE

PAYSTACK TECHNOLOGIES

Lagos, Nigeria (Remote)

Product Designer (Contract)

November 2024 - January 2025

- Spearheaded end-to-end product and UX design, collaborating with multiple engineering teams on various product concepts.

THINK CREATE INNOVATE (TCI LTD)

United Kingdom (Remote)

Product Designer

October 2021 - October 2024

- Led end-to-end product design, collaborating with stakeholders and teammates to drive product improvement initiatives from specifications to implementation.

Relevant Projects

- Redesigned a Market Digitisation Tool which led to 99% digitization of physical records, Dashmart (Logistics Service) which boosted last-mile delivery rates by 62%
- Devised a design solution for Thrift (Savings App), and a Mobile Exercise Tracker in collaboration with cross-functional teams, aligning with the organization's objectives and exceeding performance targets.
- Provided guided assistance on Frontend web development tasks with React.Js and SCSS.

SOURCEMYGADGETS

Lagos, Nigeria

Founding Product Designer

January 2022 - June 2023

- Formulated an algorithmic framework for a product discovery system in collaboration with Technology and Operations teams, for more precise and efficient product recommendations leading to a 45% increase in online store visits and a 25% growth in eventual sales; in addition to a concept interface to prototype a working version (SMG Recommendation Engine V2).
- Designed and iterated on a marketing website, design system, and core web and mobile application for a personal finance and lifestyle product to foster product visibility and customer acquisition. (SavetoBuy.io).
- Moderated seamless functionality with customer feedback and evolved brand experience across product versions.
- Created a revenue-boosting commercial marketplace for the company's core commerce offering, that optimized user experience and drove streamlined transactions to boost revenue up to 50% (sourcemygadgets.com/shop).
- Crafted a captivating marketing website that gave visibility to the organization's brand, offerings, and values to champion an opportunity for a 20% upsurge in brand engagement (sourcemygadgets.com).
- Conceptualized an internal tool for product item management that led to a 31% increase in product sales.
- Aided personnel recruitment process in the role leading to 3 total Potential Hires.

MALON GLOBAL TECHNOLOGIES

Lagos, Nigeria

Product Designer

October 2019 - December 2019

- Gathered and translated specifications from stakeholders to inform the creation of Digital User Interface Design solutions.

- Designed intuitive and visually appealing User Interfaces for web applications, ensuring seamless user experiences and effective communication of information.

EDUCATION

UNIVERSITY OF LAGOS

[B.Sc in Computer Science]

Lagos, NG

2018 - 2024

ADDITIONAL INFORMATION

- **Certifications:**
UX Research and Design Specialization - Michigan University (via Coursera, 2020),
IBM Enterprise Design Thinking Practitioner (2021),
UX Writing via UXcel (2022).
- **Product Design Skills:**
UI and Visual Design with Figma, UX Research, Prototyping and Interaction Design, UI Motion Design, Illustration, and Information Architecture Design.
- **Tools:** Figma, Principle, Adobe Photoshop, Adobe Illustrator, Rive, HTML, CSS, Javascript.
- **Communities:** GDSC University of Lagos (2018 - Date), Roadtrip Community (2022 - date).
- **Volunteer Experience:**
 - o Design Lead: Coordinated Brand and Product design work towards organizing API Conference Lagos 2024 (apiconf.net).
 - o Figma Africa Cohort 1 Design Mentor (September 2023 - December 2023).
 - o GDSC University of Lagos UI/UX Design Mentor: Facilitating Classes, Study groups, and Mentorship for Design Beginners in Google's DSC University of Lagos community.
- **Additional Work**
 - o bit.ly/williamseni-portfolio
 - o dribbble.com/thewillyy
 - o layers.to/itxbo