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# Byron M

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## Summary

A product designer with 7+ years of experience creating user-centered digital products for mobile and web across industries like publishing, finance, e-commerce, and web3.

## EXPERIENCE

### **Roqqu** — Product Design Manager (Consultant)

SEPT 2022 – 2025 • Manchester, United Kingdom

#### Achievements & Key Responsibilities

- Revamped web and mobile platforms, introducing portfolio bags, gamification, and wallet features, resulting in a 40% increase in daily active users and transaction growth.
- Built a scalable design system, reducing design-to-development handoff time by 25% and speeding up feature launches.
- Enhanced onboarding experiences with usability testing, increasing new user retention by 30% post-global expansion.
- Launched 5+ key product features by collaborating with product and engineering teams.
- Improved payment success rates with a redesigned transaction flow, reducing errors by 15%

### **Modus Create** — UX Designer

FEB 2021 – FEB 2023 • VIRGINIA, UNITED STATES

#### Achievements & Key Responsibilities

- Partnered with designers and researchers to deliver digital products for high-profile clients like AARP, Consumer Reports, and Mission Cloud.
- Boosted membership conversion by 40% with a redesigned iOS app for Consumer Reports.
- Simplified Mission Cloud's intranet tool, enhancing usability and access to critical information.

- Conducted user research to design seamless and user-friendly experiences for diverse client needs.

## **Tangerine Africa** — Senior Product Designer

JAN 2019 – DEC 2021 • LAGOS, NIGERIA

### Achievements & Key Responsibilities

- Led the design team to digitize financial services, acquiring 35k new users and processing £4M within six months of launch.
- Established a component library, ensuring consistency across products and expediting development timelines.
- Designed an admin tool for efficient user and transaction management, improving support response times by 40%.
- Collaborated with stakeholders to refine the user experience across Tangerine's suite of products.

## **Softcom (Eyowo)** — Lead Product Designer

FEB 2017 – JAN 2019 • LAGOS, NIGERIA

### Achievements & Key Responsibilities

- Directed design efforts for Eyowo's mobile, web, and USSD platforms, serving 3M+ users across consumer and business segments.
- Achieved a 47% increase in bank account funding through a redesign of consumer and business banking apps.
- Developed a pattern library to ensure brand consistency and reduce frontend development time by 20%.
- Designed digital tools for Nigeria's N-Power program, supporting 500k+ citizens with payments and training.
- Enhanced Nigeria's Abuja Metro Rail ticketing system, increasing usage by 30% in the first month post-redesign.
- Transitioned the team's design workflow from Adobe XD and Sketch to Figma for better collaboration.

## EDUCATION

### **FUNAAB, Abeokuta** — Bsc. Computer Science

2014 – 2018, Nigeria

- Gained a foundation in computer science principles, algorithms, and programming.

- Participated in coding competitions and hackathons, honing problem-solving skills. (Won Konga game of codes)
- Pursued graphics design alongside my degree, creating logos, posters, and digital art.
- Developed proficiency in Adobe Photoshop, Illustrator, and other design tools.
- Designed promotional materials for campus events and freelance clients.

## SKILLS

- **Product Design:** Visual Design, Interaction Design, UX Research, Scalable Systems.
- **Growth Strategies:** A/B Testing, Monetization, Data-Driven Insights, Customer Retention.
- **Tools:** Figma, Sketch, Miro, Mixpanel, Framer, Rive, Webflow, HTML/CSS
- **Collaboration:** Cross-Functional Teamwork, Stakeholder Communication, Design Leadership.