KELVIN EDIMEH

Product Designer (UI UX)

Lagos, Nigeria
Email: kelvinedimeh@gmail.com
Phone: +2348102949098
LinkedIn Profile: https://www.linkedin.com/in/tobechukwuedimeh
Portfolio: (Website) https://kelvinedimeh.framer.website
Portfolio: (Behance) https://www.behance.net/edimehkelvin

PROFESSIONAL SUMMARY

Product Designer with over four years of experience leading end to end product design for SaaS, Web3, and EdTech platforms. Strong focus on product strategy, user research, and interaction design, with a proven ability to translate business objectives into measurable product outcomes. Experienced in partnering with stakeholders across product, engineering, and marketing to influence roadmap decisions, reduce user friction, and improve conversion metrics. Highly proficient in Figma with hands on front end and no code implementation experience.

CORE SKILLS

Product Design
Product Strategy
UX Design
UI Design
User Research
Usability Testing
Wireframing and Prototyping
Interaction Design
Design Systems
Information Architecture
Mobile First and Responsive Design
Accessibility WCAG
Conversion Optimization
Stakeholder Collaboration

Tools and Technologies
Figma
Webflow

WordPress
Flutter
Adobe XD
Sketch
Balsamiq
Google Analytics GA4
HTML
CSS

PROFESSIONAL EXPERIENCE

Staff Product Designer (UI UX), Part Time
Wandar, Remote (Germany)
June 2025 to Present

Owned product design for onboarding and booking flows, partnering with product managers and engineers to align design decisions with product strategy and roadmap priorities.
Optimized onboarding and booking flow prototypes, reducing average form completion time by 50 percent.
Led usability research and design reviews across 30 plus sessions, translating insights into design improvements that increased product discovery speed by 35 percent.
Designed responsive and accessible interfaces, improving mobile usability and accessibility scores by 18 percent.
Integrated GA4 and Hotjar analytics to monitor user behavior and track the impact of design decisions on business metrics.

WordPress UI Developer and Product Designer
Felbeth Web3 EdTech, Lagos Nigeria
March 2024 to May 2025

Collaborated with product and marketing stakeholders to define conversion focused landing page strategy aligned with business goals.
Designed and built responsive WordPress interfaces serving over 1,800 active users.
Led course landing page redesigns, increasing enrollment conversion rates by 15 percent.
Improved performance through image optimization and caching, reducing page load times by 38 percent.
Contributed to design reviews and visual system decisions supporting three successful product launches.

Independent UI UX Consultant
Freelance, Remote
November 2023 to March 2024

Led end to end product design engagements, advising clients on UX strategy, prioritization, and user centered decision making.
Worked directly with founders and stakeholders to translate business requirements into scalable design solutions.
Delivered accessible and consistent experiences across web and mobile platforms.

UI Developer and Product Designer
AmonCraft, Remote (United States)
November 2022 to November 2023

Partnered with cross functional teams to influence product direction and ensure design alignment with engineering constraints and business goals.
Designed over 50 interactive prototypes for enterprise applications, improving client satisfaction by 25 percent.
Built cross platform mobile applications using Flutter, reducing development time by 20 percent.
Mentored junior designers and led internal design reviews on responsive design and accessibility best practices.
Led the Arkanuats Web3 platform redesign, improving navigation efficiency by 35 percent for enterprise clients.

UX Designer
Fiverr Freelance, Remote (Worldwide)
May 2019 to February 2023

Delivered UX and UI design services to over 20 global clients, managing stakeholder expectations and aligning deliverables with business objectives.
Completed 15 plus web projects from concept to launch with a focus on mobile first design, accessibility, and measurable outcomes.

EDUCATION

Bachelor of Engineering in Electrical and Electronics Engineering Telecommunications
University of Uyo, 2021

CERTIFICATIONS

Google UX Design Professional Certificate, Coursera
Responsive Web Design, freeCodeCamp
UX Design Specialization, California Institute of the Arts