



# Nelson Ogugua

Product designer

Lagos, Nigeria

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[in](#) Nelson ogugua

## EDUCATION

**Federal University of  
Technology Owerri, Nigeria.**

B.Tech, Geophysics 2013-2018

## CERTIFICATION

**Interaction Design  
Foundation (IxDF)**

Membership certificate  
Issued 2022

## SKILLS

Figma (95%)

Adobe XD (95%)

Adobe photoshop (90%)

Adobe Illustrator (90%)

Miro (80%)

Whimsical (80%)

Framer (60%)

Webflow (60%)

## WORK EXPERIENCE

### Binkey

**Product designer** | Jan 2023 - Present | United States

Binkey empowers merchants to unlock consumer-directed health benefits with our core products, FSA+HSA Rewind and Binkey Pay. FSA+HSA Rewind helps users file reimbursement claims for eligible items purchased at stores, making it easier to recover unspent dollars. Meanwhile, Binkey Pay enables retailers to accept FSA and HSA funds directly at checkout, boosting conversion rates and average order value by streamlining health benefit payments

As the Product Designer at Binkey, I lead the design process for all our solutions, ensuring user-friendly experiences from concept to implementation. I collaborate closely with the dev team to turn designs into functional products and create engaging presentation decks that drive business growth. I also manage Binkey's brand assets, maintaining consistent brand standards across all touchpoints. My role is about making complex health benefits easy and accessible for users while supporting Binkey's growth with strategic design.

### CeedCap

**Senior Product designer** | Oct 2022 - Sep 2023 | Nigeria

Led design projects, overseeing the end-to-end UI design process and delivering exceptional visual experiences.

Collaborated with cross-functional teams to design user-friendly and visually appealing software products.

Assisted in user testing sessions and provided feedback for iterative design improvements.

Created comprehensive style guides and design systems to maintain consistency across projects.

### Pineapple Design Agency

**Product designer** | April 2022 - Sept 2022 | India

Worked independently with multiple clients to design user interfaces for their digital products.

Conducted user research and usability testing to inform design decisions and improve user experiences.

Created wireframes, prototypes, and visual designs to communicate design concepts effectively.

Assisted in user testing sessions and provided feedback for iterative design improvements.

## WORK EXPERIENCE

### Intelligent Innovations

**Product designer** | Dec 2021 - April 2022 | Lagos, Nigeria

Designed user interfaces for cross-platform software applications, including desktop, web, and mobile.

Collaborated closely with software engineers and project managers to design innovative software products.

Created wireframes and interactive prototypes to demonstrate user flows and interactions.

Created comprehensive style guides and design systems to ensure consistency across different software products.

Worked in cross-functional teams, fostering effective collaboration and communication.

### AtYourService Technologies

Nov 2018 - Nov 2021 | Lagos, Nigeria

● **Lead UI designer** | Dec 2019 - Nov 2021

Designed user interfaces for cross-platform software applications, including desktop, web, and mobile.

Translated user requirements and business goals into intuitive and visually appealing design concepts.

Conducted market research and competitor analysis to identify design opportunities and stay up-to-date with industry trends.

Established and maintained design systems, style guides, and UI pattern libraries to ensure consistency and scalability.

● **Brand design lead** | Aug 2019 - Dec 2019

Translated the company's business objectives and brand vision into creative and cohesive visual design concepts.

Collaborated with copywriters and marketing teams to ensure brand messaging alignment with visual design.

Developed comprehensive brand guidelines, including logo design, color palettes, typography, and visual assets.

Managed design projects for the company, coordinating with designers, production teams, and external vendors.

● **Brand design intern** | Nov 2018 - Aug 2019

Created brand collateral and marketing materials, including brochures, presentations, and digital assets.