

Mark Ekpobiyere

Product Designer

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Open to Relocate ◇ [LinkedIn](#) ◇ [Behance](#)

SUMMARY

About me: Skilled product designer with 4+ years of experience in tech, focused on creating data-driven, user-centered solutions that align with business goals and meet user needs.

SKILLS

Tools Figma, InVision, Whimsical, Protocie, Adobe XD

Research and Collaboration Tools Excellent communication skills, Google Suite, Notion, Miro

Skills User Experience Research, Empathy and user understanding, Data analysis skills, Sitemapping and wireframing, Navigation design, User interface (UI) prototyping, Responsiveness, Usability testing

Soft skills Communication Skills, Problem-solving skills, Collaboration skills, Business acumen, Team Leadership

EXPERIENCE

Product Designer

Sep '23 — Present

Hazon Technology (GDM Consult) Nigeria

Lagos, Nigeria

- Led design efforts to create a fintech-integrated telecommunications product that achieved a 70% boost in user adoption
- Developed innovative design solutions that seamlessly combined fintech and telecom features, enhancing user experience.
- Collaborated closely with cross-functional teams including engineers, product managers, and stakeholders to ensure alignment with project goals and objectives
- Collaborated with engineers, product managers, and stakeholders to align design with project goals.
- Applied design thinking and user-centered principles to create intuitive, user-friendly interfaces.
- Conducted user research and usability testing, iterating designs based on feedback to improve product performance.

UI/UX Designer

Oct '23 — Sep '24

Flexmonie (Formely CICO)

Lagos, Nigeria

- Led the redesign of the CICO websites, improving user experience and visual appeal that lead to 80% conversion and retention rate
- Created wireframes and mockups aligned with user needs and project objectives.
- Worked closely with developers and stakeholders to refine designs and meet milestones.
- Redesigned the user flows for Agents, Aggregators, and Admin, and designed the POS flow for Flexmonie.

Product Designer

Jan '24 — Sep '24

Tingtel

Lagos, Nigeria

- Revamped the Tingtel mobile app, enhancing user experience and collaborating with the development team for successful implementation driving an 80% increase in daily active users..
- Conducted user research and usability testing, refining designs to improve product performance.
- Played a key role in developing the wallet feature from concept to final delivery.

Product Designer

Mar '24 — Aug '24

Wellness Healthcare Group

Lagos, Nigeria

- Led the design of a Medtech product, resulting in a 70% increase in user adoption and retention.
- Worked with cross-functional teams to iterate designs based on feedback and meet project milestones.
- Managed the full design lifecycle, from concept to final product delivery.
- Effectively presented design concepts to stakeholders.

Contract

Nairobi, Kenya (Remote)

Pet Haven (Kenya)

- Collaborated with teams to generate product ideas tailored to African pet care.
- Conducted research and user interviews to understand pet care practices and challenges in Africa.
- Created and iterated on prototypes to optimize user experience and functionality.
- Worked with engineering, marketing, and business development teams to ensure design feasibility and market alignment.

UI/UX Designer

Mar '21 — Jul '23

Hisa App (Kenya)

Nairobi, Kenya (Remote)

- Directed the UI/UX redesign of the Hisa App, increasing user retention by 70%.
- Enhanced the app's UI/UX, driving an 80% increase in daily active users.
- Proposed UX solutions that contributed to growing the user base from 5,000 to 50,000+.
- Designed graphics for the company's media platforms and led the interface design for integrating Ingot brokers, enabling seamless trades.

Lead UI/UX

Mzienet System

- Taught UI/UX design principles to aspiring designers.
- Led the design and development of the Instaskool website.
- Designed a payment solution for Mzienet Systems, creating a seamless and secure user experience.

Apr '20 — Sep '23

Ogun State, Nigeria

EDUCATION

B.Ed in Childhood Education/Health Education, Tai-Solarin University of Education Ijagun, Ijebu Ode, Ogun State Nigeria (GPA: 4.46)

UI/UX Designer in Product Designer, Utiva Edtech

- Virtual Class

Ijebu Ode, Nigeria

Lagos , Nigeria

PROJECTS

Startup Lagos, Start up Lagos [Link](#)

Personal website for Victor Gbenga [Link](#)

Jan '23 — Apr '23

Ikeja

Mar '24 — Apr

Lagos

CERTIFICATIONS

UI/UX Design & Product Design

Utiva

Jan '01

VOLUNTEERING

Product design, IMTC

Lagos

Aug '22