



Ismail Ahmad

Senior Product Designer

Berlin, Germany

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Experience

Accenture Song

Mar 2023 - Sept 2024
Berlin

Senior UX Designer

- Collaborated with the Motel One team and our development team to design a check-in and digital mobile key feature, resulting in an increase in store reviews and ratings. This work earned a Silver Award at the Red Dot Design Awards.
- Redesigned a credit platform, leading to a significant increase in credit contracts and business activity. New onboarding jumped from 12.7M to 18.8M+ after 8 months of completing the project, won iF Award and MENA Award.
- Conducted internal audits, industry benchmarking for Deutsche Bank in house operation software, the solution improved operational efficiency and team collaboration.

Sterling Bank

Sept 2021 - Feb 2023
Lagos

Product Design Lead

- Led product design for Gomoney Digital Bank a subsidiary Sterling Bank, creating new features such as savings accounts, card management, loans, and budgeting tools.
- Redesigned the onboarding process, and home screen which drove user retention and resulted in a nearly 36% reduction in support tickets received weekly.

Lemfi

Sept 2021 - Sept 2023
California, Contract

Senior Product Designer

- Led the end-to-end design of core mobile features, including digital card design, global savings accounts, and compliance related money transfer flows, collaborating with teams across the US, Europe, China, and Africa.
- Led the design for mobile card features, resulting in a successful product launch across the market, UK. This contributed to an increase in total user retention and a 12.7% increase in customer acquisition in the first 6 months.

Mezovest

Mar 2020 - Sept 2021
Lagos

Lead Designer

- Worked closely with the founder and product team to deliver solutions across commerce, logistics, and payments.
- Drove end-to-end product design, including research, UI/UX, interaction, core architecture design with engineer, and over all branding of the product and the company.

NCK Technology

Jan 2017 - Feb 2020
Lagos

Lead Designer

- Developed custom software solutions for major companies and banks in Nigeria. Led the design of EasyDispatch, a delivery app addressing logistical challenges for Nigerian.

Other experiences

Cadara Studio

Mar 2019 - Present
Freelancing

Design Lead & Director (Self Employed)

- I work at the intersection of user experience, strategy, branding and digital product design. Working with teams to solve business challenges and deliver results.

Education

BSc Business and Management University Of Europe

Sept 2024*

Professional Certifications

UX Design Professional Diploma Glasgow University / UXDI

Interaction Design Diploma Digital Product School Munich

Expertise & Skills

- Heuristic Analysis
- User Interviews
- Usability Testing
- User Persona Generation
- User Workshop Facilitation
- Product Strategy
- Wireframing & Mockups
- Advance Prototyping
- Design System
- Motion Design
- Visual Design

Toolstack

- Figma
- ChatGPT
- Framer
- Protopie
- Photoshop
- Midjourney
- CSS / HTML
- Lovable / v0

Language

- English
- Fluent
- Yoruba
- Native
- German
- Elementary

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