



Ismail Ahmad
Senior Product Designer
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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