

TOR DAVID SHAGUY

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Summary

Product Designer with over four years of experience creating user-centered digital solutions that blend usability, visual clarity, and business impact. I currently lead design at Plantry, where I am developing the product's visual identity, design system, and core user experience. My background spans UI/UX, QA testing, and independent product sales, giving me a strong understanding of how design, communication, and user needs intersect. I enjoy solving complex problems and collaborating across teams to build intuitive and meaningful products.

Skills

<ul style="list-style-type: none">• Product Design• UI/UX Design• Visual Design• Design Systems• Wireframing	<ul style="list-style-type: none">• Prototyping• User Research• Usability Testing• Figma• Adobe XD	<ul style="list-style-type: none">• Notion• InVision• Adobe Illustrator• Photoshop
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Experience

<p>Plantry</p> <p>Lead Product Designer</p> <p>2025 - Current</p>	<ul style="list-style-type: none">• Leading the design and user experience for Plantry, an AI-powered meal planning and pantry management app currently in development.• Designing the product's core experience, including onboarding, meal recommendations, grocery planning, and pantry tracking.• Establishing a scalable design system in Figma to ensure consistency across mobile and web as the product evolves.• Collaborating closely with engineering and product teams to define requirements, prototype key flows, and validate early user feedback.• Conducting iterative usability testing to refine the interface and enhance user engagement ahead of launch.
<p>Self-Employed</p> <p>Independent Product Marketer</p> <p>2024 - Current</p>	<ul style="list-style-type: none">• Running a small-scale resale business specializing in Kirkland Minoxidil hair growth products.• Promoting products through social media and direct outreach to increase awareness and sales.• Managing customer inquiries, product sourcing, payments, and timely delivery.• Building a loyal customer base by offering personalized support and consistent communication.
<p>Arvo Finance / OliverMead Lagos, Nigeria</p> <p>Junior UI/UX Designer & QA Tester</p> <p>2022 - 2024</p>	<ul style="list-style-type: none">• Designed ArvoFinance's main product for over 20,000 users, improving user satisfaction by 45%.• Designed and launched 'ArvoPay,' enabling bulk payments to 50,000+ recipients, increasing user engagement by 18% and reducing transaction time by 30%.• Redesigned OliverMead's website, boosting engagement by 75%.• Co-developed the second version of the loan application, reducing complaints by 70% and attracting 48% more users.

- Built 'MoneyPin,' an SMS-based transfer feature that increased engagement by 42%.
- Created 'ArvoLink,' a URL/USSD payment system that improved business payments and increased engagement by 40%.
- Implemented responsive design practices that improved mobile use by 55%.
- Introduced cashback and free transaction incentives, leading to 85% user growth.
- Designed internal KPI tracking tools that improved team productivity by 50%.

Stutern Nigeria | Lagos, Nigeria
Design Intern
 2021 - 2022

- Conducted UX research and prototype testing for a subscription management tool.
- Created low- and high-fidelity prototypes and participated in usability testing to validate design solutions.
- Supported the design team through ideation, research analysis, and feedback sessions.

Eventful Nigeria | Lagos, Nigeria
Head Usher
 2019 - 2021

- Led and trained usher teams for large-scale events, ensuring smooth execution and client satisfaction.

CodeBlack Records & Models Management
 | Makurdi, Nigeria
Founder & Manager
 2016 - 2020

- Founded and managed 5 artists and 3 models, overseeing schedules, contracts, and creative projects.

Education

Benue State University | Makurdi, Nigeria
Bachelor's Degree in Library and Information Science | 2019

Profiles

- <https://www.linkedin.com/in/tor-david-shaguy>
- https://dribbble.com/B_lack

Certifications

- Google UX Design Professional Certificate, Coursera (2025)
- Communication Foundations, LinkedIn (2023)
- UI/UX Design, Stutern (2021)