

# TOR DAVID SHAGUY

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## Summary

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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

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- Product Design
- UI/UX Design
- Visual Design
- Design Systems
- Wireframing
- Prototyping
- User Research
- Usability Testing
- Figma
- Adobe XD
- Notion
- InVision
- Adobe Illustrator
- Photoshop

## Experience

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Plantry  
**Lead Product Designer**  
2025 - Current

- 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.

Self-Employed  
**Independent Product Marketer**  
2024 - Current

- 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.

Arvo Finance / OliverMead | Lagos,  
Nigeria  
**Junior UI/UX Designer & QA Tester**  
2022 - 2024

- 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

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Benue State University | Makurdi, Nigeria

**Bachelor's Degree** in Library and Information Science | 2019

## Profiles

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- <https://www.linkedin.com/in/tor-david-shaguy>
- [https://dribbble.com/B\\_lack](https://dribbble.com/B_lack)

## Certifications

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- Google UX Design Professional Certificate, Coursera (2024)
- Communication Foundations, LinkedIn (2023)
- UI/UX Design, Stutern (2021)