

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

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

- 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)