Peter Abu-Ekpeshie

Senior Product Designer

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Summary

Senior Product Designer with 6+ years of experience in fintech, crypto, B2B SaaS and e-Commerce. I have led UX/UI design for crypto trading and remittance platforms, B2B payment solutions, and financial SaaS products—driving user adoption, revenue growth, and investor funding. I specialize in user research, rapid prototyping, and data-driven design decisions that improve financial accessibility and business operations. I design intuitive, scalable products that simplify complex workflows and improve user experience across finance, technology, and commerce.

Key Skills

- **Fintech Product Design & Strategy**
- **User Research & Analytics:** Usability testing, behavioral analytics (PostHog, Hotjar)
- **Design & Prototyping:** UX/UI design, wireframing, Figma, Sketch, Adobe XD
- **Data Visualization Design**
- **Conversational Interface Design**
- **Cross-functional Team Leadership**

Experience

Eligible AI
Senior Product Designer
Fintech, Artificial Intelligence, Enterprise B2B — September 2023 – Present — London, United Kingdom

- Conducted qualitative user research and in-depth data analysis using PostHog to identify high-impact UX improvements.
- Led end-to-end design of feature releases, ensuring seamless collaboration across product, engineering, and data teams.
- Redesigned the customer-facing educational module, increasing engagement by 52%.
- Designed an innovative switch date selection feature, increasing mortgage switch rates by 20%.
- Contributed to product strategy and roadmap planning, helping secure key clients and strategic partnerships.

Abacus
Founding Designer
Fintech Startup — 2022 – 2023

- Designed and launched a fintech app that allows users to connect banking, investment , and crypto accounts for unified asset tracking.
- Created "Pockets," a budgeting tool enabling users to segment funds into mini-wallets for financial planning.
- Designed UX flows for transaction categorization, financial insights, bill payments, and seamless bank-to-bank transfers.

- Helped secure $100k in funding, onboard 3,000+ users, and process NGN 100M+ in transactions, with NGN 10M stored in pockets.

Helicarrier (BuyCoins)
Senior Product Designer
Cryptocurrency & Payments — December 2021 – September 2023

- Led the design of SendCash, a cross-border crypto and fiat remittance platform processing more than $2 M in monthly transactions.

- Designed BuyCoins Pro, a crypto trading and investment platform, improving usability and user engagement.

- Designed version 1 of Gandalf, a venture studio product focused on token-gated content, which later raised $350K and joined A16Z Crypto Startup School.

TradeDepot
Product Designer
E-commerce, B2B Payments, Embedded Finance — November 2020 – December 2021

- Designed ShopTopUp Pay, a payment collection app used by retailers and distributors in Nigeria, South Africa, and Ghana.

- Led a UX/UI redesign for ShopTopUp, a B2B e-Commerce and embedded finance platform with over 150k active users.

- Designed a seamless credit application and repayment flow, reducing application and approval times by 20%.

Swipe Limited
Product Designer
Agency, Fintech, Banking — August 2017 – November 2020

- Designed fintech products for major banks, including mobile banking, P2P transfers, and digital wallets.

- Led a redesign of internal banking dashboards, enhancing financial data visualization and transaction categorization.

- Designed an AI-powered voice banking feature, contributing to a 1M+ user adoption for Stanbic IBTC's mobile app.

- Designed UX for Linda Ikeji TV, improving engagement and retention of subscribers.

- Contributed to GT Bank's AcadaPay, a cross-border tuition payment platform, improving usability for parents.

- Assisted in redesigning Primus, Access Bank's corporate banking portal, improving the user experience for business clients.

Education

M.Sc. User Experience Design (Distinction)
Kingston University, London — 2022 – 2023
B.Sc. Computer Science
Federal University of Agriculture, Abeokuta — 2013 – 2017

Tools & Technologies

- **Design & Prototyping:** Figma, Sketch, Adobe XD, Jitter

- **Analytics, Testing & Research:** PostHog, Hotjar, Google Analytics, Dovetail

- **Development (Basic):** HTML, CSS, JS, v0.dev, Stackblitz (Bolt.new)

- **Brainstorming & Augmented Research:** ChatGPT, Claude

Personal Projects

Wisha
Co-founder & Lead Designer
Designing a social gifting and celebration platform, leading UI/UX design and branding.