Kenenna Anyaegbunam

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Senior Product Designer with a track record in scaling B2B SaaS and Fintech products. Passionate about bridging UX, product, and engineering to drive measurable growth and retention.

Experience

Tradevu

Head Of Product & Design

Jul 2024 - Present | Remote, Lagos

- Leading a cross-functional product team to build and ship enterprise features for supply chain finance & operations
- Improved UX to achieve 78% satisfaction rating, as measured by in-app feedback.
- Defining Tradevu Flex's vision—streamlining purchase orders, shipments, and invoices.

African Technopreneurs

Lead Product Designer

Nov 2023 – Jan 2025 | Remote, South Africa

Redesigned company websites and implemented a design system, improving usability and driving a ~15% monthly conversion boost through UX improvements and partnerships with Insta360 & Takealot.

Pivo Africa (YC '22)

Design Lead

March 2022 – Nov 2023 | Hybrid, Lagos

- Led design team leveraging user research and analytics to refine the product experience
- Increased user retention and adoption—contributing to growth that secured $2M seed funding & YC '22 selection.
- Built a comprehensive design system, ensuring consistency across web and mobile platforms.

Brand & Product Designer

Oct 2021 – Mar 2022

Color Me

Brand & Product Designer

Jan 2020 – Oct 2021 | Remote, Lagos

Certifications

Product Adoption & Appropriation

Interaction Design Foundation | Aug 2023

Product Design

Google (Udacity) | Aug 2021

User Interface & Experience Design

Georgia Institute Of Technology | Nov 2019

Expertise

Skills

UX/UI Design, Design Systems, Usability Testing & Research

Tools

Figma, Framer, Rive, Illustrator, After Effects, Photoshop