CONFIDENCE NWACHUKWU

SENIOR PRODUCT DESIGNER • UX STRATEGIST • DIGITAL PRODUCT CONSULTANT

Lagos, Nigeria • Remote Worldwide

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SUMMARY

Senior Product Designer with 7+ years of experience designing digital products across Africa, Canada, the UK, and South Africa. I specialize in end-to-end product design including UX strategy, research, interaction design, UI systems, and polished visual design.
I've delivered products in fintech, SaaS, ed-tech, health, Web3, and brand-driven platforms — collaborating closely with PMs, engineers, founders, and cross-functional teams.
My work blends business goals, user needs, and clear design decisions to create products that scale, convert, and deliver impact.

CORE SKILLS

Product Design: Wireframes, flows, prototypes, interaction design, usability heuristics
UX Strategy: User research, interviews, testing, personas, journey mapping
UI/Visual Design: Design systems, typography, responsive layouts, component libraries
Collaboration: Agile teams, developer handoff, cross-functional alignment
Tools: Figma, FigJam, Webflow, Photoshop, Illustrator, After Effects, Miro, Maze, Whimsical

EXPERIENCE

Senior Product Designer — TweakCentric Solutions (Canada/Nigeria) **2024 – Present | Remote**

- Led UX and UI design for web & mobile products across global markets.
- Designed user flows, prototypes, dashboards, and complete design systems.
- Collaborated closely with PMs and developers to ensure seamless implementation.
- Delivered responsive interfaces and optimized digital experiences for client growth.

Lead Brand & Product Designer — Broadsend (Canada) **2024**

- Defined Broadsend's full brand identity and digital experience.
- Created UI/UX for the product ecosystem, improving clarity & brand consistency.
- Designed campaign visuals and marketing assets.

Product Designer — Advertmetrics & Local99 (United Kingdom) **2023**

- Designed interfaces for e-commerce, healthcare, and SaaS clients.
- Simplified complex user flows, improving usability and customer satisfaction.
- Delivered admin dashboards, CMS interfaces, and product page templates.

EXPERIENCE

Product Designer — Zortcloud Tech (Nigeria) **2023 – 2024**

- Led UX design for a care-service automation platform.
- Delivered responsive landing pages and redesigned core web-app experiences.
- Worked with a 5-person DevOps team for implementation accuracy.

Product Designer — Tryptex Trading App (South Africa) **2023**

- Designed Web3 trading app interfaces (web & mobile).
- Improved onboarding, dashboards, and security flows (2FA, encryption UX).
- Built a cohesive visual language used across the platform.

Product & UI/UX Designer — Multiple Clients (Nigeria & UK) **2018 – 2023**

Delivered end-to-end product design for **PC Academy, Mykryptapay, Accessence Ltd, HybridSoft, Leadforza:**

- LMS dashboards & course interfaces
- Employee management flows & timesheet tools
- Fintech & payment interfaces
- Wireframes, prototypes, style guides, brand assets

EDUCATION

B.Tech – Computer Science **2016 – 2022**
Federal University of Technology Owerri (FUTO), Nigeria.

CERTIFICATIONS

Google UI/UX Design Fundamentals - 2016 – 2022
Zuri Tech — Advanced UI/UX — 2022

LEADERSHIP & IMPACT

- Trained & mentored 32+ aspiring designers (virtual + physical).
- Designed products used across 4 continents.
- Built scalable design systems used by engineering teams.

ADDITIONAL SKILLS

- Brand identity • Motion graphics • Logo systems • UX writing • Product storytelling

LANGUAGE

- English (Fluent)