

Bolu Obisanya *Senior Product Designer*

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Summary

Senior Product Designer with 5+ years of experience creating intuitive, personalized user experiences that drive activation, engagement, and retention. Proven track record of designing mobile and web applications that transform complex requirements into simple, effective solutions. Skilled in leveraging user insights and behavioral data to optimize conversion funnels and build meaningful customer journeys.

Skills

- **User Research & Analysis:** Conducting user interviews | Analyzing customer pain points | Gathering feedback | Feature prioritization | Independent market research | Data-driven decision making
- **Technical Adaptability:** HTML/CSS | JIRA | v0.dev | Figma Make | Quick technology adoption | Cross-functional collaboration | Problem-solving | Quality assurance methodologies | Creating detailed documentation
- **Design & Prototyping:** Figma (advanced) | Miro | Whimsical | Framer | Wireframing | Information Architecture | Interactive prototyping | User flow mapping

Experience

Lead Product Designer Euphoria AR *Lagos, Nigeria* **01/2022 - Current**

- Leading the design of Euphoria AR, a no-code B2B SaaS tool, improving annual recurring revenue by 30%.
- Designed an interactive AR experience for Guinness, boosting signups by 50%.

Product Designer - Contract Sabi *Lagos, Nigeria* **11/2024 - 06/2025**

- Redesigned Sabi's B2B marketplace platform for FMCG goods based on customer data and feedback.
- Implemented monetization strategies including subscription models, service fees, and commission structures that increased revenue streams.
- Conducted usability tests and data analysis to identify user pain points and opportunities for platform optimization.

Senior Product Designer - Contract Indigo *Lagos, Nigeria* **05/2024 - 06/2025**

- Designed an AI-powered real estate management platform with intelligent lease generation, predictive maintenance, and automated reporting features, targeting workflow optimization opportunities in the African proptech market.
- Created a scalable design system for African proptech platform with 15+ reusable components across 3 user roles.

Product Designer - Contract Merit Circle *Rotterdam, Netherlands* **08/2022 - 12/2022**

- Collaborated with product managers and engineers to ship 2 product releases.
- Developed design system guidelines, improving transparency, financial accessibility, and customer engagement.
- Increased task time efficiency of Merit Circle's web 3.0 staking platform by 35%, resulting in over \$100 million peak total volume locked.

Product Designer - Contract Allocations *Miami, Florida* **09/2021 - 03/2022**

- Redesigned the company's SPV product, leading to 20,000 investments and \$5 million raised.

Product Designer Phoslabs *Lagos, Nigeria* **03/2020 - 08/2021**

- Conducted user research to identify design opportunities and evaluate product effectiveness.
- Led the design of a telemedicine app, enhancing infant care for first-time mothers.

Education

Bachelor of Engineering Covenant University *Ota, Ogun, Nigeria* **07/2018**

- Major in Information and Communications Engineering.

Others

- Success Within International: Product Design Bootcamp Mentor responsible for mentoring and giving career advice to students. (2023)
- Enterprise Design Thinking Practitioner: IBM. (2023)
- Product Analytics Micro-Certification: Product School. (2024)