

STEPHANIE OBI

Senior Product Designer · SaaS & AI-Native Products · Design Systems

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PROFESSIONAL SUMMARY

Product and systems designer with 4+ years of experience building complex digital products across SaaS, AI-native platforms, fintech, and enterprise software. Specializes in data-heavy dashboards, analytics interfaces, and AI workflow design — translating ambiguous system requirements into clear, scalable user experiences. Proven track record of driving measurable outcomes: contributed to 500+ user sign-ups in a product's first week and improved daily sign-up rates by 50+ through strategic UX redesigns. Fluent in end-to-end product design — from discovery and architecture to high-fidelity prototypes, design systems, and developer handoff.

CORE COMPETENCIES

- ▶ SaaS Product Design
- ▶ Dashboard & Analytics UX
- ▶ Figma & Prototyping
- ▶ AI Interface Design
- ▶ Information Architecture
- ▶ Front-End Development (React)
- ▶ Design Systems & Tokens
- ▶ User Research & Usability Testing
- ▶ Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Lead Product Designer

Dec 2025 – Present

Prodiora · Nigeria

- Lead end-to-end product design for an AI photography platform, overseeing onboarding flows, AI-generation UX, dashboard experience, and subscription system architecture.
- Contributed to 500+ user sign-ups within the first week of product launch through frictionless onboarding and intuitive AI interaction design.
- Built a scalable design system to accelerate feature iteration and maintain visual consistency across the platform.
- Collaborated closely with engineering to align UX decisions with backend AI logic, reducing implementation friction and handoff cycles.
- Optimized AI image generation flows, reducing user drop-off at key decision points.

Product Designer

Jan 2026 – Mar 2026

GammsApp · Nigeria

- Led UX strategy and interface redesign for a community-driven social platform, improving engagement architecture across posts, reactions, and discussions.
- Drove 50+ new user sign-ups per day through redesigned onboarding and engagement loops — a measurable improvement in daily acquisition.
- Improved user retention by simplifying content discovery and optimizing primary navigation patterns.
- Partnered with developers on design handoff and implementation QA to ensure pixel-accurate delivery.

Product Designer

Aug 2025 – Oct 2025

Aktok Inc · Canada (Remote)

- Designed the core SaaS dashboard and analytics interface, improving information hierarchy for faster, more confident decision-making.
- Created structured user flows for subscription management and tiered feature access.
- Delivered scalable design solutions aligned with product growth objectives within an agile, cross-functional team environment.

Product Designer

Mar 2025 – Jun 2025

Brandsquare · Lagos, Nigeria

- Led design for a multi-role marketplace encompassing Admin, Vendor, and Buyer dashboards — five distinct core environments with cohesive UX across all touchpoints.
- Designed analytics, order tracking, and vendor management dashboards with role-specific information architecture.
- Built a reusable component system enabling consistent, scalable UI delivery across all dashboard surfaces.
- Optimized buyer and vendor journeys to improve usability, task completion rates, and conversion.

Product Designer

Aug 2024 – May 2025

DD|hub · Nigeria

- Contributed to end-to-end product design across multiple client projects spanning web and mobile platforms.
- Designed scalable UI systems and reusable component libraries for startup clients across various industries.
- Translated complex business requirements into structured user flows and high-fidelity prototypes.
- Participated in product discovery sessions and client strategy meetings, bridging business goals with user-centered design outcomes.

UI/UX Designer

Jun 2022 – Present

Independent / Freelance · Nigeria (Remote)

- Delivered UI/UX solutions for startups across SaaS, e-commerce, Web3, and AI product verticals.
- Led product discovery, wireframing, prototyping, and design system creation for multiple concurrent client engagements.
- Designed scalable digital experiences focused on usability, accessibility, and measurable business growth.
- Worked directly with founders and engineering teams across multiple time zones.

Junior Product Designer

Apr 2023 – Jul 2024

Ginyverse · Lagos, Nigeria

- Contributed to mobile UI design for an on-demand errand platform, designing task-booking and tracking flows.
- Assisted in user research and usability testing to validate design decisions.
- Improved clarity in service selection and request processes, reducing user confusion at key interaction points.

EDUCATION

B.Sc. Computer Software Engineering

Jan 2026 – Jan 2029

Miva Open University

Product Design Certification

Jun 2025

Project Management Institute

PORTFOLIO & SELECTED WORK

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