BLESSING UDOH

Product Designer — UI/UX Design, Design Systems & User Research

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SUMMARY

Product Designer with hands-on experience across fintech, e-commerce, healthtech, and AI-driven products, spanning internships and design roles in Nigeria and Uganda. Skilled in end-to-end UI/UX design — from user research, information architecture, and wireframing through to high-fidelity prototyping and scalable design systems. Proven track record of using data and usability testing to improve activation, task completion, and conversion rates, while collaborating closely with engineering and product teams to ship consistent, accessible interfaces. Proficient in Figma and AI-assisted design tools like Stitch AI, with a growing portfolio of self-directed case studies in AI-powered and clinical product design.

SKILLS

Design & Research: User-Centered Design, Wireframing & Prototyping, Design Systems, Information Architecture (IA), User Research, Usability Testing, A/B Testing, Interaction Design, Journey Mapping, Persona Development, Design Thinking

Tools: Figma, Stitch AI (AI-Assisted Design), Canva

Collaboration & Process: Cross-Functional Collaboration, Design Handoff, Stakeholder Communication, Agile Methodologies, WCAG Accessibility Standards, Typography, Colour Theory, Mobile App Design, Responsive Web Design

EXPERIENCE

UI/UX Designer | Gataama *Feb 2025 – Present — Kampala, Uganda (Remote)*

- Spearheaded a ground-up rebrand of the Gataama community platform for young Africans — new visual identity, UI, information architecture, and content — moving it from a dated look to one aligned with its refreshed brand direction across a multi-page product experience.
- Designed wireframes and interactive prototypes for the rebranded site to improve usability and engagement.
- Run A/B tests on key design elements and use the results to guide iterative improvements, lifting conversion rates.
- Partner closely with the development team to translate designs into cohesive, production-ready user experiences.

Website Designer | Pay With Play *Sep 2025 – Nov 2025 — Lagos, Nigeria*

- Designed compelling visual layouts in Figma, aligning brand identity with usability best practices.
- Solved complex UX problems with creative, user-first solutions that improved customer satisfaction and engagement.
- Delivered projects on schedule without compromising visual or functional quality, earning consistent positive client feedback.
- Managed multiple concurrent projects while maintaining high design standards across all deliverables.

UI/UX Designer | Honest Scholars *Jul 2025 – Aug 2025 — Lagos, Nigeria*

- Owned the visual and structural overhaul of the Honest Scholars website — refreshed brand identity, UI, information architecture, and content across a multi-page site — replacing an outdated look with a more modern, cohesive direction.
- Streamlined interface design to create a more intuitive, user-friendly experience.
- Managed multiple projects simultaneously while upholding high design standards.

Product Design Intern | HNG Tech *Jan 2025 – Apr 2025 — Lagos, Nigeria (Remote)*

- Contributed to end-to-end design of a dating platform — onboarding, profile creation, discovery, matching, and real-time messaging — projected to lift user activation by 30%.
- Led user research and competitor analysis with 50+ prospective users, uncovering key pain points that improved task completion rates by 28%.

- Collaborated closely with engineers, delivering detailed specs and assets that cut development rework by 20% and ensured high-fidelity execution.
- Built and maintained the product design system, creating 25+ reusable components that improved consistency and cut handoff time by 40%.

Product Designer Intern | Erilearn *Nov 2024 – Jan 2025 — Lagos, Nigeria*

- Created user-centric wireframes, prototypes, and interactive mockups in Figma, aligned with project goals and accessibility standards.
- Developed personas, journey maps, and information architecture to guide design decisions and improve user satisfaction.
- Applied design thinking and agile methodologies to deliver high-quality design solutions within tight deadlines.
- Built comprehensive style guides across 4 major projects over a 3-month internship, achieving 95% UI consistency in QA checks.
- Implemented reusable UI component libraries in Figma, reducing design handoff time by 30% and ensuring 98% consistency across delivered interfaces.

SELECTED PROJECTS

Furnish — RoomFit AI | *Self-Directed Portfolio Project, AI-Powered E-Commerce*

- Designing an AI-powered furniture e-commerce app for the Nigerian market, built around RoomFit AI — a feature that analyzes a user's room photo and returns furniture recommendations with match scores.
- Designed the full onboarding, sign-up/OTP verification, and room-capture flow, along with a dashboard, filterable recommendations screen, and checkout experience.
- Produced a developer-ready case study covering design constraints, trade-off decisions, and a validation roadmap framed as testable hypotheses.

MedSpectra — Cardiology Platform | *Self-Directed Portfolio Project, Healthtech / AI-Assisted Diagnostics*

- Designed a 16-screen platform for cardiologists that pairs AI-assisted analysis of radiological defects with diagnosis support, helping ensure accuracy, alongside appointment scheduling that helps cardiologists avoid missed patient appointments.
- Developed a clinical color and typography system (DM Sans, teal accent) tailored to healthcare workflows, and built the case study end-to-end — research framing, screen walkthroughs, and design rationale — scoring 8.4/10 in review as a strong Senior Product Designer portfolio piece.

EDUCATION

B.Sc. Physiology (Minor in Biochemistry)

University of Lagos, Lagos University Teaching Hospital — Lagos, Nigeria • 2024 • CGPA: 3.95