

Senior Product Designer at Arrive simplifying parking for millions of UK drivers.

SKILLS

Brand & Identity
Product Strategy
Facilitation
Research
Prototyping
Testing
AI Engineering
Design Systems

EDUCATION

Delta State University
BSc Computer Science

EXPERIENCE

Arrive / Senior Product Designer
London, UK / Aug 2024 - Present

Leading CRO and CLTV design initiatives in the YourParkingSpace business unit. Built the team's first design system, cutting go-to-live time by 70%. Redesigned the web checkout flow, lifting completed checkouts by 66%. Repositioned ancillaries at checkout, doubling attach rate across mobile and web.

Moneybox / Product Designer
London, UK / Mar 2023 – Oct 2023

Designed a gamified AML compliance journey shipped to 1M+ customers, sustaining ~98% first-time completion rate.

Edutech Global / Senior Product Designer
Texas, USA / Apr 2022 – Mar 2023

Designed Studio from 0 - 1, a flagship teleconferencing product that reached 5K+ paid subscribers in year one. Led branding and mentored a team of four designers.

Vatebra / Product Designer
Lagos, Nigeria / Aug 2017 – Apr 2022

Led end-to-end design for a procurement platform serving an oil & gas firm, a national exam-results checker used across multiple countries, and an e-voting platform that digitised a government voting process.

Vatebra / Brand & UI Designer
Lagos, Nigeria / Jun 2014 – Aug 2017

Created visual identity, marketing assets, and product UI for white-label and proprietary solutions across the company's portfolio.

RightClick / Visual & UI Designer
Lagos, Nigeria / Oct 2013 – Jun 2014

Designed award-winning branding, websites, and product UI for clients including Wema Bank and ARM.