

9+ years experience48 projects shipped8+ industries covered\$46M+ client funding raised

Experience

Lead Product Designer & Project Manager — Noundesign2017 – Present

Remote · Global clients

- Lead end-to-end product design across SaaS, fintech, healthcare, e-commerce and public-sector projects—from discovery through developer-ready delivery.
- Manage project scope, timelines, client communication and cross-functional collaboration across design, development and marketing teams.
- Translate complex business requirements into clear product strategies, scalable user experiences and actionable delivery plans.

UI/UX Designer — Independent / Contract2017 – Present

SaaS, Fintech, Healthtech, Proptech & GovTech product teams

- Designed 25+ web and mobile products from research through developer-ready handoff, including MVPs taken from zero to launch.
- Built and documented design systems that let engineering teams ship consistently without design review on every screen.
- Led UX audits, usability testing and information architecture work on complex admin systems and government portals.

CRO & Conversion Designer2021 – Present

DTC and e-commerce brands

- Conversion funnel analysis, landing page optimisation and A/B testing against a 300-point CRO checklist.
- Published funnel and customer-journey breakdowns for DTC brands including Hims, Magic Spoon, Magic Mind and Javy Coffee.
- PDP and cart-page UX improvements focused on minimising ad spend and maximising return.

Achievements

- \$60M+ client revenue generated.** Conversion work across e-commerce and DTC brands — funnel analysis, landing page optimisation, PDP and cart-page UX, and A/B testing measured against a 300-point CRO checklist. 2021 – 2026
- \$46M+ client funding raised.** Investor-ready MVPs, product UI and pitch decks designed for early-stage founders who went on to close funding rounds. 2019 – 2026
- 30+ designers trained.** Mentored junior and mid-level designers through UX process, design systems and conversion thinking — several now working in-house at product teams. Ongoing
- Government Land & Tax Management System.** Contributed to a national Land & Tax Management System for an African government, later considered for World Bank funding. 2025
- Global client base.** Delivered design and build work for clients across roughly a quarter of the world's countries. 2017 – 2025

Core skills

RESEARCH

UX auditUser researchUsability testing

User interviewsPersonasJourney mapping

Behaviour analysis

PROTOTYPE

Information architectureUser flows

WireframingInteractive prototypes

DESIGN

Design systemsSaaS & MVP designWeb UI

Mobile UIDashboardsDeveloper handoff

CONVERSION

CROFunnel analysisLanding page optimisation

A/B testingMobile CROSpeed optimisation

300-point CRO checklist

AI TOOLS

ClaudeGPTUX PilotLovableVercel v0

Higgsfield

TOOLS

FigmaWordPressShopifyWebflow

FramerHotjarJiraMiroClarityGA4

Industries — projects

E-com & DTC	15	Service & agency	9
SaaS & MVP	5	Healthtech	4
GovTech & admin	5	Fintech	2
Proptech	2	Edutech & other	6

Client ratings

Upwork	5.0 / 5
Clutch	5.0 / 5
Trustpilot	5.0 / 5
Fiverr	4.9 / 5
Verified reviews	28