

# Nonso Ohambele

Senior Product Designer | UX Designer

Birmingham, UK (Open to Relocate) | (+44) 7876010717

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## PROFESSIONAL SUMMARY

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Data-driven Senior Product Designer and UX Designer with 5 years of experience designing and delivering consumer-centric B2B, B2C, and SaaS products across fintech, healthtech, eCommerce, and enterprise environments. Proven ability to lead end-to-end design for mobile, web, and browser-based platforms. Skilled in simplifying complex systems and datasets into elegant and highly usable experiences. Passionate about leveraging design to solve complex problems, improving user accessibility, and creating impactful user experiences that align with business objectives to drive innovation in Agile environments.

## KEY SKILLS

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**UX and Design Skills:** UX design, User Interface (UI) design, Interaction design, Visual design, CSS, Wireframing, Usability testing, Interactive Prototyping, Google Analytics, SEO, Motion Design, User Journey Mapping, Digital Analytics, User Research, A/B Testing, Typography, Grids, Design Systems, Guerrilla testing, Information architecture, HTML, Branding, Responsive Design, Accessibility (WCAG 2.2).

**Soft Skills:** Attention to detail, Collaboration, Workflow management, Stakeholder management, Problem-solving, Cross-functional communication, Stakeholder presentations, Prioritisation, Feedback-driven iteration.

**Design Tools:** Adobe Creative (Photoshop, Illustrator, XD, InDesign, After Effects), UserZoom, Maze, SPSS Statistics, Framer, Miro, Figma, Confluence, Shopify, NVivo, Webflow, Invision Studio, Principle, Jira, Marvel, WordPress, Whimsical.

## PROFESSIONAL EXPERIENCE

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### DRO Health (Remote)

Senior Product Designer

*August 2021 - Present*

- Leading the design, discovery and implementation of Electronic Medical Records (EMR) SaaS platform with integrated decision support systems, improving clinical workflows and healthcare professional efficiency by 36.36%.
- Conduct user research through surveys, analytics, interviews, and usability testing of mobile-first features for both iOS and Android, improving engagement and onboarding by 8%.
- Mentored and trained a team of 3 designers, increasing productivity by 25% through structured knowledge-sharing workshops and process documentation.
- Established accessibility standards and training programs, ensuring all team deliverables meet WCAG 2.2 compliance requirements and inclusive design principles.

### Indicina (Remote)

Senior Product Designer

*March 2022 - March 2023*

- Designed an end-to-end B2B credit risk AI platform, streamlining complex user journeys, faster decision-making workflows, and driving a 14% increase in user conversion.
- Collaborated with cross-functional teams in fast-paced sprints to iterate on compliance-related features.
- Developed and maintained a cross-platform design system in Figma for consistent financial data visualisation and to reduce engineering handoff friction.

### Xpathedge (Remote, USA)

## Product and Visual Designer

November 2020 - July 2021

- Developed end-to-end UX strategy for a cloud-based student administration system, reducing data entry errors by 40% and increasing satisfaction by 20%.
- Led user research, journey mapping, prototyping, and A/B testing, optimising engagement for B2C hotel booking and trading platforms, reducing bounce rates by 30%.

## Webcoupers Digital Agency

### Senior Art Director & UX/UI Designer

March 2019 - October 2020

- Designed accessible web interfaces and interactive journeys for clients in telecoms and finance, enhancing task efficiency and usability by 6.5%.
- Designed conversion-optimised ad campaigns across social media, print, and digital, improving brand engagement for multiple clients.

### Senior Designer

March 2017 - March 2019

- Collaborated with cross-functional teams, such as marketing and accounting teams, to elevate the social media presence of SMEs such as Haptics, FantasyNg, and Mouka, driving a 15% increase in brand engagement.

## AStar (UK)

### Cover Teacher - Part Time

February 2024 - Present

- Delivered engaging design, art, and programming (HTML & CSS) lessons to students, improving digital literacy and creative problem-solving skills.
- Developed structured lesson plans that enhanced student engagement by 12%, integrating interactive digital tools and gamified learning experiences.

## EDUCATION

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### Birmingham City University

MSc User Experience Design (Awarded Best Scientific Poster – AI Symposium 2024)

### Michael Okpara University of Agriculture, Umudike

B. Eng Computer Engineering, 2nd Class Honors, Upper division

## CERTIFICATES

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Product Masterclass: How to Build Digital Products | Product School

May 2020

The Interaction Design Foundation (IDF) | IDF

November 2019

Udacity Web Development | Andela

November 2018

## VOLUNTEERING EXPERIENCE

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### ADP Design Mentorship

May 2023 - Present

- Mentoring junior designers in UX research, accessibility, and conversion-driven design, fostering the next generation of user-centric thinkers.

### CodeYourFuture (CYF) Volunteer Mentor - UK

October 2024 - Present

- Mentoring over 20 aspiring designers and developers from diverse backgrounds, providing guidance in project development, coding practices, and career planning.