

Nwando Nwafor

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior product designer with 5+ years of experience delivering scalable mobile and web solutions for global financial platforms. Proven ability to lead user-centered design process, carry out rapid experimentations, and deliver measurable business outcomes. Excels in cross-functional collaboration and thrives in agile, fast-paced environments with evolving priorities.

KEY SKILLS

- Mobile-first UX design
- Design system
- Motion design
- Research-led problem solving
- Data-informed designs
- Rapid prototyping
- Cross-functional collaboration
- Stakeholder alignment
- Accessibility advocacy

RELEVANT PROFESSIONAL EXPERIENCE

Product Designer, Scotiabank | 2022—Present

- Redesigned the bank's in-branch authentication tool used across 6 countries, improving tellers efficiency and reducing customer wait times
- Led the UX redesign of 2-step verification reset experience, reducing monthly support calls by ~30,000
- Collaborated with product managers, engineers, branch staff and call centre advisors to enhance 2-step verifications flows across different channels
- Drove experimentation using A/B tests and rapid iterations to refine 2-step verification flows, increasing enrolment by 83%

Product Designer, Shopify | 2020—2022

- Designed end-to-end web and mobile onboarding flows for Shopify Balance, increasing activation rates through seamless integration within Shopify payments
- Conducted user interviews to understand merchant pain points during beta launches in North America
- Collaborated with research, marketing, and data teams to analyze merchant behaviour post-signup, leading to more increase in adoption rates for future features
- Created interactives prototypes to validate hypotheses with cross-border merchants, ensuring regional tax and KYC compliance flows were intuitive

EDUCATION

Advanced Diploma, Graphic Design, Algonquin College, Canada

MBA, Strategy and Innovation, Carleton University, Canada

M.Sc. Business Administration, Oxford Brookes University, England

B.Eng., Electrical Systems Engineering, UNN, Nigeria

CERTIFICATION & TRAINING

Omnichannel journey and Mobile UX, Nielsen Norman Group

Product Strategy for Designers, Femke design

Storytelling for Influence, Innovation Design Engineering Organization (IDEO)

Communication and Presentation, Vinh Giang Communication Stage Academy

Interface Design, Shift Nudge