

Kimberley Okonta

Product Designer

Product Designer with 5 years' experience across B2B SaaS platforms, enterprise tools, and B2C ecommerce. Skilled in designing for conversion and retention, simplifying complex workflows, and delivering high-quality UI. Experienced across the full product lifecycle, from discovery research and rapid prototyping to A/B testing, analytics-driven iteration, and design system rollout. Known for combining user empathy with commercial awareness to create products that drive adoption, engagement, and growth.

Experience

Cappfinity

July 2022 - present

Product/UX Digital Designer (Enterprise, SaaS)

- **Boosted task completion by 18% and cut support tickets by 12%** by redesigning enterprise workflows (assessment setup, dashboards, reporting) for greater clarity and speed.
- **Led the design and delivery of a scalable design system** used across 10+ digital products, improving consistency and reducing duplicated effort between teams.
- **Owned and launched the Skills Discovery Toolkit**, achieving a 72% sign-up rate and 5 average sessions per user in 4 months, driving re-engagement across Cappfinity's wider product suite.
- **Designed complex admin workflows** for large-scale client operations (e.g. user management, configuration, permissions), aligning with business logic and usability standards.
- **Combined user interviews, usability testing, and behavioural analytics** to surface pain points in enterprise workflows and inform feature prioritisation, improving usability and adoption across multiple tools.
- **Planned and facilitated cross-functional workshops** to align stakeholders across product, engineering, and content at key stages of the design process.
- **Introduced lightweight, iterative design practices** to validate hypotheses in low-maturity environments.

Freelance Product/UX Designer

April 2020 - Jan 2025

Various Clients (often early-stage founders & solopreneurs)

- **Led end-to-end UX and front-end implementation** (HTML, CSS, JS) cross 6+ web apps, spanning e-commerce, health, and entertainment, balancing usability, technical feasibility, and business goals.
- **Increased bookings by 32% and reduced bounce by 15%** for FORTH by redesigning booking flows, running rapid usability tests, and iterating on analytics insights.

 Let's connect

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Education

Product Design Course

Love Circular

2020

BSc Psychology | 1st Class

University of East Anglia

2015-2018

Design Strengths

Design Systems

Conversion-focused Interaction Design

Visual Design

Cross-Functional Collaboration

Information Architecture

Data Analysis

User Research & Testing

A/B Testing & Analytics

Tech Stack & Tools

HTML/CSS/JS

Miro

Google Analytics

Jira

Adobe Creative Suite

- **Planned and conducted moderated & unmoderated research**, introducing user-centred practices into teams with no prior research culture.
- **Delivered responsive websites, prototypes, and UI kits** that gave developers everything needed for smooth builds.
- **Created style guides and scalable systems** that enabled small teams to expand without reinventing workflows.

Email Marketing Executive

Feb 2020 - April 2022

Audio Network

- **Improved engagement across six regions** through strategic segmentation, journey mapping, and A/B testing.
- **Increased open rates (21% → 24%) and click-through rates (2.1% → 2.4%)** via data-driven optimisation of messaging, content hierarchy, and timing.
- **Built a responsive HTML/CSS email design system**, ensuring accessibility and brand consistency.
- **Designed and optimised campaign landing pages** that improved user journeys and conversions.

Market Research Campaign Intern

Feb 2019 - Dec 2019

Dynata

- **Supported large-scale research initiatives with 1,500+ participants**, from recruitment to survey testing and data validation.
- **Analysed engagement data to surface behavioural insights** that informed campaign targeting and product positioning.
- Built a strong foundation in quantitative research, segmentation, and testing workflows.

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Kim is an absolute pleasure to have on the team. She is very hardworking, a quick learner and so proactive - often taking on tasks and going the extra mile, without being asked

Emma Norman
Senior User Engagement Manager, Dynata