IS

ITUOIZA
SANNI

SENIOR PRODUCT DESIGNER

CONTACT

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EDUCATION

BACHELOR'S DEGREE

University of British Columbia, Business & Economics

CERTIFICATION

Brainstation,
UX Research and Design

SKILLS

- User research
- Experience Strategy
- Interaction Design
- Information Architecture
- Design Systems
- Wireframing & Prototyping
- Usability Testing
- Data-driven Design
- Responsive Design

TOOLS

- Figma/Sketch/Balsamiq
- InVision
- Basic HTML/CSS
- Adobe Creative Suite

EXPERIENCE

SENIOR PRODUCT DESIGNER

Flinks   From Jul. 2023 to Present

- Led end-to-end product design across Flinks Connect, Flinks Pay, and core dashboards, driving a 5%+ QoQ increase in connection completion through flow optimization, usability testing, and data-driven iteration.
- Established scalable design systems and UI standards (React Aria), reducing design-to-dev handoff friction and accelerating feature delivery across multiple product teams.
- Partnered with Product, Engineering, Legal, and Analytics to align UX strategy with business KPIs, influencing roadmap decisions and improving trust, compliance, and conversion in regulated fintech flows.

PRODUCT DESIGNER

Flinks   From Jan. 2023 to Jun. 2023

- Designed high-impact user flows for financial data access and payment initiation, translating complex banking workflows into intuitive, conversion-focused experiences used by millions of end users.
- Conducted user interviews and usability testing identifying key drop-off points and reducing average time-to-connect through UX simplification.
- Collaborated cross-functionally to ship production-ready designs, balancing user needs, technical constraints, and regulatory requirements.

UX/UI DESIGNER (Contract)

Iron & Earth   From Jul. 2022 to Dec. 2022

- Designed and shipped responsive web experiences supporting climate-focused education and advocacy, improving content clarity and engagement across multiple user segments.
- Led discovery and usability testing to validate IA and interaction patterns, iterating designs based on qualitative feedback and accessibility best practices.
- Partnered with stakeholders to translate mission-driven goals into clear, user-centered digital experiences.