

Asuquo Victor

Product & UI/UX Designer

Lagos, Nigeria

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PROFESSIONAL SUMMARY

Product & UI/UX Designer with 3+ years of experience designing digital products across fintech, SaaS, medical platforms, B2B, and consumer solutions. Skilled in end-to-end product design, scalable design systems, prototyping, user research, usability testing, information architecture, and interaction design. Experienced in delivering intuitive interfaces, measurable business results, and user experiences that improve adoption and engagement through data analysis, Agile methodology, and collaboration with cross-functional teams. Highly motivated strategic thinker with strong communication skills, articulate in presenting design rationales, and focused on aligning designs with business requirements for mobile applications and platforms.

ACHIEVEMENT

- **Simplified Purchase Process for Zobe:**
Streamlined the purchase process for [Zobe](#)'s NFC wearable rings by designing an intuitive flow from the landing page to the mobile app, enhancing user experience and increasing purchase completion rates by 15% through user research, iterative prototyping, and usability testing in an Agile environment.
- **Streamlined Multi-Service Platform to Enhance Usability:**
Redesigned Magic Wallet (fintech with 10+ services including ticket booking and utilities), reducing screens and optimizing flows across web and mobile via iterative prototyping, interaction design, and usability testing, significantly improving usability and engagement while meeting business requirements for mobile platforms.
- **Reduced User Errors and Optimized Core Flows:** Developed booking flows and mobile UI for [SACA](#) (football slot platform), reducing user errors by 25% through usability testing, process optimization, data analysis, and collaboration with developers to align on technical constraints in an Agile methodology.

SKILLS

End-to-End Product Design

User Research & Usability Testing

Wireframing & Prototyping

Interaction Design & Information Architecture

Design Systems & Component Libraries

Brand Identity & Visual Design

Cross-Functional Collaboration

Agile Methodology

Data Analysis

Business Requirements

Mobile Applications

Mobile Platforms

TOOLS & SOFTWARE

Figma

Framer

Adobe Photoshop

Adobe Illustrator

Notion

PROFESSIONAL EXPERIENCE

SIT Consulting, Remote — Product & UI/UX Designer

Oct 2022 - Oct 2025

Designed and launched digital platforms across fintech, SaaS, medtech, B2B, and consumer sectors, reaching over 10,000 users, emphasizing scalable design systems, prototyping, and user research to meet business requirements.

- **Magic Wallet:** Delivered landing page, web, and mobile app for a multi-service fintech product, driving engagement and adoption.
- **Savetown:** Designed landing pages and an admin dashboard for a digital cooperative, enhancing user experience to make homeownership in Nigeria more accessible, focusing on intuitive navigation and robust management tools.
- **SACA:** Created booking flows and mobile app UI for a football slot platform, reducing user errors by 25%.
- **Zobe:** Built NFC wearable platform experience, increasing user engagement by 15%.
- **Dorascribe:** Revamped medical transcription UI, improving readability by 30%.
- **Unicloud:** Delivered company-facing website and design documentation for consistency.
- **TradeTrust:** Designed landing page, web app, and mobile app for escrow-based service agreement platform.
- **Makatara:** Designed group-buying and wholesale shopping platform focused on discounted and bulk purchases.
- **Skoutwatch:** Designed landing page, web app, and mobile app for a scouting platform spotlighting football talent.
- **Zoe Medical:** Designed logo, landing page, and multi-device UI for a medical transcription platform.
- Collaborated with product managers, developers, and stakeholders to translate business requirements into intuitive designs, ensuring high-quality deliverables in Agile sprints.

OTHER PROJECTS & CONTRIBUTION

[Veclary](#)

Delivered complete product design for an e-learning and course management platform supporting 500+ pilot users.

- Designed dashboards, branding, landing page, web app, and mobile app, improving scalability and reducing load times by 15% through collaborative optimization.
- Partnered with cross-functional teams to ensure designs met business

EDUCATION

Federal University of Technology, Akure (FUTA) Nigeria — B.Tech, Applied Geophysics

Jan 2019 - Sept 2024

Relevant coursework included data analysis and software-based modeling, which provided a foundation in logical problem-solving and systematic thinking.

Google — UX Design Certification

May 2020 - Oct 2020

Udemy — UI/UX Design Certification

Nov 2020 - April 2021

requirements and enhanced user engagement.

Pipupro

Led product design for a CRM and HRM platform with visitor access management.

- Designed upgrade flows, onboarding systems, brand identity, landing page, and responsive UI for web and mobile, contributing to an 18% increase in paid adoption.
- Partnered with product managers and developers to align design with sprint goals, technical feasibility, and business requirements for mobile applications.

Venueri

Designed brand identity, logo, and first version of the venue booking platform UI.

Gbono Music

Built responsive music site, growing visits by 30%.

Wedding Website

Designed an interactive event site for 500+ guests.

Betty Foods

Created packaging design for natural food products (Date Pap Powder, Date Powder, Date & Coffee Mix, 3-in-1 Pap Mix).

Yellow Vinyl

Designed logo and identity for a retro-inspired creative community platform spotlighting culture, and music.