

Onofua Orezimena L.

MULTIDISCIPLINARY DESIGNER

[Portfolio](#) [Behance](#) [Twitter](#) [LinkedIn](#) [Email](#) [Medium](#)

Multidisciplinary Designer with 4 years of experience specializing in inclusive design and user experience optimization. Proficient in **product design, graphic design, and marketing strategies**, with a passion for making technology accessible to all users. Skilled in Product Design, Graphics & Marketing Designs, UX Research, Branding, and Motion/Interaction Design, particularly within the Web3, SAAS, and Fintech industries

WORK EXPERIENCE

Zo (Contract)

Nov '23 – Date

Product Designer

- Managing the design and development of Zo across web, tablet, and mobile platforms, ensuring a cohesive user experience.
- AI and Web3 Integration: Integrated AI-driven features and Web3 technologies to enhance security and user interaction.
- Marketing Assets Creation: Designed marketing materials for various platforms to effectively promote Zo's features.
- User Experience Optimization: Conducted user research and usability testing to continuously improve the product.
- Collaboration: Worked with cross-functional teams to implement and launch new features

Wonderstruck

Jul '22 – Sept '23

Product Designer

- Worked closely with cross-functional teams, including development and product, to deliver products that met business goals and exceeded user expectations.
- Led the redesign of the Jito staking platform and introduced the innovative "Vampire Attack" feature, resulting in a significant improvement of 150% in the overall user experience and a 35% increase in platform usage.
- Contributed to multiple projects (Solend, Socean, Ginseng, STFx) with successful results in product efficiency (20% improvement) and customer satisfaction (30% increase).

Airfoil

Feb '22 – June '22

Product Designer

- OpenGuild : Led research design and launch, securing \$1M for Pegaxy Games and achieving 900%+ play-to-earn gaming yields.
- Sifchain DEX Redesign: Led the redesign, improving wallet connect experience by reducing complexity over 60% and increasing staking and liquidity by 2.5%.
- Custom Design Systems: Developed and implemented tailored design systems, showcasing expertise in client-specific solutions.

EDUCATION

UX Research

Memorisely

Sept. 2022

Advance Design Tactic

Figma Academy

Sept. 2021

Electrical Engineering

Rufus Giwa Polytechnic

Sept. 2018

SKILLS

- Interaction Design
- Visual/Motion Design
- Data Visualization
- AI-Enhanced UX Research
- Prototyping
- Journey Mapping with AI Insights
- Heuristic Evaluation
- AI Collaborations for Design Innovation
- User-Centered Design
- Design Systems and Component Libraries
- Usability Testing
- Information Architecture
- Design Thinking & Ideation
- Cross-Functional Team Leadership
- Methodologies

Earnipay

Aug '21 – Jan '22

TOOLS

Product Designer

- Initial Product Design (V1): Developed the initial design for product V1, leading to the successful acquisition of 5 clients within the first month and securing \$3 million in seed funding.
- Utilization of Seed Funding: Leveraged seed funding to conduct extensive research and expand product features, resulting in a 50% increase in revenue and a 32% improvement in user retention.
- Feature Design and Implementation: Designed and implemented new features, which led to a 34% increase in client onboarding within 6 months.
- User Experience Enhancement: Improved overall user experience and product functionality, driving significant growth and success for the company by ensuring a seamless and intuitive user journey.

Figma

Maze

Dovetail

After Effects

Adobe Illustrator

Adobe Photoshop

Linear

Notion

Asana

Zapier

Framer

Miro

Hotjar

Jira

Arc (Formerly DePo)

Jan '21 – Jul '21

Product/Graphic Designer

- Dashboard Optimization: Enhanced mobile inclusivity for DeFi and aggregator protocol dashboards. Noticed that 75% of users were on mobile, leading to a redesign that improved the retention rate by 45%. Focused on intuitive navigation and responsive design to enhance the mobile user experience.
- User Experience Improvement: Restructured pool and bridge features, resulting in a 34% increase in liquidity and accessibility. Implemented user feedback to streamline processes and improve functionality, ensuring a seamless experience for all users.

LifeBank

Mar '19 – Dec '20

Product & Graphic Designer

- QUIP & SkyBank: Designed solutions increasing COVID-19 testing in Nigeria by 25%. Enhanced healthcare facilities database, tripling revenue in 2020 and ensuring efficient medical supply delivery during lockdowns.
- LifeBank Rider App: Led design, improving order and delivery processes by 4x, reducing delivery times by 40%, and increasing user satisfaction to 85%.