Chukwuemeka Iheonye

Senior Product Designer

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SUMMARY

Senior Product Designer with 7+ years designing fintech, SaaS and enterprise products, including mobile banking for 3M+ customers at Carbon, BAFTA's albert sustainability platform and E-Bills, the bill-payment platform Nigeria's banks share. I lead end to end, from user research and design systems to accessible, WCAG 2.2-aligned interfaces, working closely with product, engineering and growth teams. I also build what I design: I use AI tools such as Claude Code to turn designs into working React prototypes and production front ends. Relocating to Canada in mid 2027.

SKILLS

Product design: End-to-end product design, UX/UI design, interaction design, user research, usability testing, information architecture, journey mapping, wireframing, prototyping, design systems, accessibility (WCAG 2.2), data-informed design, design thinking

Collaboration: Cross-functional collaboration, stakeholder management, product strategy, growth design (acquisition and retention), leading and mentoring designers, agile delivery

AI and front end: Claude Code, AI-assisted prototyping, prompt engineering, React, Next.js, TypeScript, Tailwind CSS, HTML, CSS

Tools: Figma, FigJam, Framer, Webflow, Miro, Maze, UserTesting, Hotjar, Mixpanel, Google Analytics, Tableau, Customer.io, Braze, Jira, Confluence, Zeplin, Adobe Creative Suite

Industries: Fintech, banking, payments, SaaS, B2B2C, media, edtech, logistics

LANGUAGES

English: native (IELTS General Training 8.0)
French: intermediate (Duolingo Score 106)

PROFESSIONAL EXPERIENCE

Co-founder, Product Design & Front-end **Aug 2025 – Present**

Character Guess (characterguess.com) | Remote

- Co-founded a live multiplayer quiz game and lead product design end to end, from research and the design system to every screen; build the front end with Claude Code alongside a backend engineer and a product manager.
- Reached 100+ beta players by word of mouth, with 3,000+ questions across 6 categories and 3 languages on one responsive design system, installable as a PWA.

Product Designer **Oct 2024 – Sep 2026**

Writesea | Remote

- Designed end-to-end flows for an AI-powered writing and publishing platform, from onboarding to content creation, shipping AI-enabled features in agile sprints.
- Partnered with product and engineering to launch a template builder, shortening time to market and cutting support workload by 0.5 FTE.
- Designed admin modules for universities and resellers, improving performance and customer satisfaction.

Senior Product Designer (Contract) **Jul 2024 – Aug 2025**

BAFTA (albert) | London, UK

- Led UX for albert, BAFTA's sustainability platform for the UK media industry, from discovery through delivery.
- Redesigned the carbon toolkit used by UK film and TV productions: productions starting their footprint in pre-production rose from 30% to 55%, and the WCAG 2.2 AA pass rate from 60% to 85%.
- Ran around 10 research sessions with productions and broadcasters (BBC, Netflix, ITV, Channel 5); average satisfaction among production companies rose from 3.3 to 4.3 out of 5.
- Created journey maps and user flows that aligned stakeholders, and championed user-centred design across digital teams.

Lead Product Designer **Nov 2022 – Mar 2024**

Carbon MFB | Remote

- Led the loans redesign for a digital bank serving 3M+ customers, grounded in 15 interviews and 2,700+ survey responses: loan applications rose 20% (target 15%), drop-offs fell 10% and non-performing loans fell 10%.
- Led the redesign of savings and Buy Now Pay Later (Carbon Zero) journeys on iOS and Android, increasing user engagement by 40%.
- Worked with the growth team on customer acquisition and retention, using Tableau, Mixpanel, Google Analytics and Customer.io to track funnels and shape campaigns that encouraged loan uptake.
- Led 2 designers within a 12-person cross-functional team, maintained and extended a design system across multiple product lines, and presented design strategy to senior leadership.

Senior UX Researcher **Mar 2022 – Nov 2022**

Carbon MFB | Remote

- Ran qualitative and quantitative research (interviews, surveys, usability tests) that informed design iterations and improved user retention by 25%.
- Restructured information architecture and streamlined onboarding based on research findings.

Senior Product Designer **Jul 2021 – Mar 2022**

Softcom | Lagos, Nigeria

- Designed B2C and B2B2C SaaS products, increasing user satisfaction by 20%.
- Turned research with product managers into mobile-first, platform-specific designs, and worked with developers so the build matched design intent.

Senior UX/UI Designer **Oct 2020 – Jun 2021**

Software Business Solution Consulting (SBSC) | Lagos, Nigeria

- Designed E-Bills for NIBSS (Nigeria Inter-Bank Settlement System), the shared platform Nigeria's banks use to onboard billers and take bill payments, as one of 5 designers: 19 user roles across NIBSS, banks and billers, with a second-person approval on every setup. NIBSS reported ₦2.2 trillion paid through the service in 2021.
- Designed NippyBoxes, a logistics marketplace that launched with 50+ vendors and 200+ riders and drivers and reached 10,000+ users in its first month, plus Coinbycedar3, a crypto wallet for first-time investors.

Product Designer **Dec 2019 – Sep 2020**

ThankYouCash (Connected Analytics) | Lagos, Nigeria

- Designed loyalty and rewards products for 400+ merchants, from fuel stations to coffee brands, used by 200K+ customers across web and mobile.

Product Designer & Front-end Developer **Jun 2019 – Dec 2019**

Traindemy | Lagos, Nigeria

- Designed and built the front end of a vocational education platform for 40+ teachers and 10,000+ learners.

SELECTED PROJECTS

Africhange

Freelance Lead Designer for Africhange Ltd, cross-border payments

- Designed a wallet-based transfer experience that cut transfers from North America to Africa from about 2 hours to about a minute, across iOS, Android, web app and marketing site.

EDUCATION & CERTIFICATIONS

B.Eng., Agricultural Engineering, University of Nigeria | 2012 – 2017
Human-Computer Interaction, Interaction Design Foundation | 2020
Prompt Engineering for ChatGPT, Vanderbilt University | 2023
Enterprise Design Thinking Practitioner, IBM | 2021
Product Masterclass: How to Build Digital Products, Product School | 2020

VOLUNTEER & MENTORING

- Design mentor, HNG Internship: mentored 10,000+ designers across 10+ countries over several years.
- Mentor on ADPList, supporting junior designers from non-traditional backgrounds.