

CHUKWUEMEKA OBIAKOR

UI/UX Designer · Product Designer · SaaS & Tech Product Specialist

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PROFESSIONAL SUMMARY

UI/UX Designer with 5+ years delivering high-quality digital product experiences in SaaS, healthcare IT, and B2B technology environments. Expert in Figma-led design workflows from concept wireframing and user research through interactive prototyping and design system management. Experienced in cross-functional collaboration with developers, product managers, and business stakeholders within Agile delivery teams. Proven track record of improving user adoption and reducing churn through user-centred design principles applied across web and mobile products.

CORE COMPETENCIES

UI/UX Design (Figma) · Wireframing & Information Architecture · Interactive Prototyping · User Research & Usability Testing · Design Systems · Agile/Scrum · Cross-functional Collaboration · Requirements Analysis · BRD/FRD Documentation · Visual Design

PROFESSIONAL EXPERIENCE

Lead UI/UX Designer & Business Analyst | TEDLabs | Dec 2023 – Present

- **Owned the full UX design lifecycle** for Envoyce, a B2B SaaS invoicing platform, conducting user research, producing wireframes, building interactive Figma prototypes, and coordinating developer handoff, driving **500+ sign-ups in week one**.
- **Designed AI-integrated product interfaces** including chatbot UI, financial dashboard, and CRM workflow screens, ensuring usability and technical feasibility in collaboration with engineering.
- **Established Figma design system** with reusable component library, reducing design-to-development time across release cycles.
- **Conducted usability reviews and iterative testing**, incorporating feedback loops to refine UX and reduce friction in key user journeys.
- Produced comprehensive BRD/FRD documentation supporting product governance and requirement traceability.

Digital Transformation Analyst & UX Contributor | Learn with Pride – London | Nov 2022 – Nov 2023

- **Designed EPR system user interfaces** and clinical data-entry flows for a healthcare clinic Dynamics 365 implementation, ensuring compliance with NHS information governance standards.
- **Created user stories and UX-informed wireframes** in Jira and Confluence, collaborating with the Product Owner across Agile sprints to refine backlog priorities.
- Conducted process mapping and data validation to translate business requirements into user-friendly technical solutions.

Business Analyst (Project-Based) | Business Full Spectrum – London | Mar 2024 – Sep 2024

- **Designed and delivered operational dashboards** tracking KPIs and SLA compliance for a FreshDesk ticketing implementation
- Produced AS-IS / TO-BE process maps securing stakeholder sign-off and minimising rework risk.

FREELANCE DESIGN PROJECTS

AdCraft Africa | AI Ad Copy Generator for African SME Markets | 2024 – Present

- Designed full mobile app UI in Figma across dashboard, results, saved ads, history, and empty state screens.

BookBet | Bet Slip Conversion Tool | 2024

- End-to-end product UI: component systems, interaction states, typography hierarchy, and Figma prototype delivery.

Blueage Marketing Digital Tools | 2022 – Present

- Designed multiple SaaS-grade tools including ClientDesk CRM dashboard and marketing budget allocator with full UI treatment.

EDUCATION & CERTIFICATIONS

MSc Digital Marketing · Northumbria University, London · 2021–2022

BSc Electrical & Electronics Engineering · Covenant University, Nigeria · 2010–2015

CPD Certified – Business Analysis · Google Digital Marketing & Analytics · Advanced Social Media Strategy

TOOLS

Figma · Jira · Confluence · Asana · Google Analytics · Dynamics 365 · Salesforce · Zoho CRM · Microsoft Office Suite · FreshDesk

Portfolio: <https://ofornedumobiakor.xyz/>