

AHARANWA PRECIOUS ADAKU

Product Designer | Growth UX | SaaS, FinTech & E-commerce

● OPEN TO GLOBAL REMOTE ROLES

Portfolio: portfolio.bambiverse.online

LinkedIn: www.linkedin.com/in/precious-aharanwa

Lagos, Nigeria | Remote-ready

4+ yrs

PRODUCT DESIGN
EXPERIENCE

SaaS

FINTECH, WEB3,
EDTECH

5%

QUALIFIED LEAD GEN
LIFT

PROFILE

Product Designer with 4+ years designing responsive web apps, mobile experiences, landing pages, and conversion-focused product interfaces across SaaS, FinTech, Web3, EdTech, beauty, and e-commerce. Blends UX research, visual systems, stakeholder collaboration, and growth marketing context to turn business goals into clear, usable digital products. Known for leading design reviews, partnering closely with engineering, and bringing structure to ambiguous product problems.

EXPERIENCE

Web App Designer / Design Team Lead

Mar 2024 - Present

Essential Nigeria

Product design leadership, internal web app design, stakeholder reporting

- Lead design execution and review cycles for user-friendly web app experiences, aligning interface quality with management expectations and delivery timelines.
- Coordinate design feedback across stakeholders and developers, translating product requirements into practical flows, wireframes, prototypes, and polished UI screens.
- Review work from designers on the team, improving visual consistency, usability, and handoff clarity before development.

Product Designer

Mar 2024

Gleam Essentials

E-commerce design engagement for beauty / retail product experience

- Designed an e-commerce product experience for a beauty brand, shaping product discovery, shopping, and conversion paths for a cleaner online buying journey.
- Held stakeholder review sessions to define priorities, validate design direction, and refine the customer-facing interface before launch handoff.

Product Designer

Mar 2021 - Dec 2023

Intelligent Innovations

SaaS, FinTech, Web3, EdTech, marketing sites, outsourced web app products

- Designed websites, landing pages, and product interfaces across outsourced client products, contributing to a 5% increase in qualified lead generation through clearer page structure and stronger user journeys.
- Collaborated with developers and stakeholders to create web app interfaces from user needs, business goals, and technical constraints.
- Conducted user research through questionnaires and interviews, using findings to improve navigation, content hierarchy, and interface clarity.
- Delivered brand identity and UI systems including logos, color palettes, typography hierarchy, reusable UI patterns, and design guidelines for client-facing products.

CORE SKILLS

- Product Design
- UX Research
- UI Design
- Interaction Design
- Wireframing
- High-fidelity Prototyping
- Responsive Web Design
- Mobile App Design
- Design Systems
- Component Libraries
- Information Architecture
- Journey Mapping
- Conversion-focused UX
- Design Handoff
- Stakeholder Collaboration

TOOLS

- Figma
- FigJam
- Adobe Creative Suite
- Canva
- Notion
- Google Workspace
- Developer handoff workflows

INDUSTRY CONTEXT

SaaS

FinTech

Web3

EdTech

Beauty

E-commerce

B2B

B2C

EDUCATION

B.Sc. (Ed) Biology Education

University of Lagos | 2016 - 2019

Research-led academic background that supports user inquiry, evidence gathering, synthesis, and structured problem solving.

SELECTED PROJECTS & PRODUCT WORK

Mobile App Design Project

May 2020 - Sep 2020

Personal Product Design Project

Early end-to-end mobile app exploration and product design practice

- Created a mobile app concept from discovery through wireframes and interface design, strengthening foundational product thinking, mobile interaction patterns, and visual design execution.
- Built user flows and screen-level UI patterns to practice translating a product idea into a coherent, usable mobile experience.

PORTFOLIO CASE STUDY PRIORITIES

- Gleam Essentials e-commerce redesign: show product listing, product detail, checkout thinking, stakeholder constraints, and before/after conversion opportunities.
- Bambiverse / personal brand portfolio: position the work as a design operating system, not just a gallery. Include problem, role, research, decisions, and measurable outcome.
- Intelligent Innovations outsourced product work: create an NDA-safe case study using anonymized SaaS, FinTech, Web3, or EdTech labels while explaining process and impact.

ADDITIONAL STRENGTHS

- Hybrid product and marketing perspective: comfortable designing interfaces that must support clarity, conversion, trust, and business growth.
- Cross-functional communication: experienced in recurring stakeholder meetings, design reviews, reports, and developer collaboration.
- Brand-to-product range: able to move from identity systems and landing pages into app flows, dashboards, and structured product interfaces.

ATS KEYWORDS

- User-centered design
- UX research
- Usability testing
- Wireframes
- Prototypes
- Design systems
- Component library
- Responsive design
- Mobile-first design
- Product strategy
- CRO
- A/B testing
- Agile collaboration
- Developer handoff
- Stakeholder management

TARGET ROLES

- Senior Product Designer
- Product Designer
- UI/UX Designer
- Growth Product Designer
- Design Lead
- Remote Product Design Consultant

REFERENCES

Available upon request.

Recruiter Note

Portfolio link is clickable in this PDF.
NDA-covered projects can be discussed through anonymized case studies and private walkthroughs.