

# Praise Ofumaduadike

## Lead Product Designer

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Product Designer with a track record for leading teams to build useful and intuitive product solutions that both solve user problems and meet business goals. I am looking to leverage a strong empathetic design approach and innovative problem-solving skills in my next challenging role.

### WORK EXPERIENCE

#### **DivverseLabs** — *Lead Product Designer*

APRIL 2025 - PRESENT

- Lead the team to design and develop a financial planning agent that builds a financial plan for users with little or no human oversight, replacing the previous manual process.
- Lead design for a gamified mobile language learning experience for the Igbo Language with the goal of increasing user engagement during lessons.
- Lead the team to develop and integrate a customer outreach app into an existing ecosystem, project was delivered in half the time.
- Lead a team of AI Automation specialists to build out AI workflows for a customer, results were multiple light apps delivered and over 1000 business leads scrapped and ready for outreach.
- Leading design for a GRC automation web-app to help users achieve ISMS and PCI DSS compliance

#### **DivverseLabs** — *Product Designer*

JUNE 2024 - APRIL 2025

- Built over 50 unique templates on Whatsapp to create a mobile healthcare experience that allowed patients/customers manage their medicare right on Whatsapp.
- Developed a Healthcare Management System for a customer that automated billings and claims, results were the enrollment speed being 80% faster.
- Solely handled design for a Cybersecurity compliance platform, that allows users to take self assessments to evaluate their security posture and identify gaps.
- Established design guidelines(Design System) to enhance uniformity across products and achieved a 30% increase in delivery speed across multiple projects
- Developed a working prototype to iterate ideas and get prompt feedback

**TimbuTech** — *Product Designer*

JANUARY 2024 - JUNE 2024

- Worked on a web app that aims to help QA testers and Product managers give and receive concise feedback
- Generated ideas and iterated on an AI Agent platform and shipped the MVP to the development phase within 30 days
- Established design guidelines(Design System) to enhance uniformity across products and achieved a 50% increase in delivery speed
- Developed a working prototype to iterate ideas and get prompt feedback

**ExpressGene** — *Product Designer*

MARCH 2024 - MAY 2024

- Conducted extensive research on user needs and the competitor landscape
- Collaborated as a team of 2 (1 Designer and 1 Developer) to ship the product in record time
- Completely refreshed and redesigned the company's website, boosting conversion rate by 32% within the first 2 months
- Developed and maintained timely communication with company stakeholders to ensure a smooth flow of information and decisions.

**HNG X Program** — *Product Design Lead*

SEPTEMBER 2023 - NOVEMBER 2023

- Collaborated with a cross-team of 30 members (made of Devs, Designers and PMs) to deliver a Screen recording Chrome extension
- I led the design team of 11 designers with my role including but not limited to assigning and following up tasks and maintaining communication with the Dev and PM teams.
- Utilised my design experience to ensure a level of quality is achieved across the board
- Led my team through the team phase of the program, we passed within the top 5
- I completed the program as a design finalist, being among the top 300 of 22,000 initial participants.

**Soccerwiz** — *Product Designer*

OCTOBER 2022 - MARCH 2023

- Solely handled the design of a sports trivia gaming platform from ideation till the development phase.
- Designed 200+ product screens including user gameplay interface, admin portal and landing page as well as all the corresponding mobile responsive pages
- I carried out market and competitor analysis of 6 competing products to identify key areas for opportunities to be explored.

**Korubi E-commerce** — *Product Designer*

MAY 2022 - SEPTEMBER 2022

- Solely handled the design of a sports trivia gaming platform from ideation till the development phase.
- Designed 200+ product screens including user gameplay interface, admin portal and landing page as well as all the corresponding mobile responsive pages
- I carried out market and competitor analysis of 6 competing products to identify key areas for opportunities to be explored.

**I4G | Code Sandbox** — *Hackathon Product Designer*

MARCH 2022 - APRIL 2022

- Created and developed wireframes and Hi-Fi designs of the user flow from the sign-up to the generation of a customised display photo
- Led conversations to define project scope with my team of 4
- Designed a product solution that featured among the top 3 of the program

**Kode Camp** — *Product Design Intern*

AUGUST 2021 - DECEMBER 2021

- Carried out user research and organised the information architecture
- Conceptualised the design of a book donation app from start to finish, achieving a customer usability score of 83%
- Collaborated with a Team of 13 to design a Learning Management product for the company

## SKILLS

**Design:** • User Interface Design • Figma • User Experience Design • Hi-fi Design • Product Design • Responsive Design • Design System • User Centered Design • AI Rapid Prototyping

**Wireframing:** • Low Fidelity Wireframing • Hi Fidelity Wireframing • Prototyping • Information Architecture • User Flow

**Research:** • UX Research • User Stories • Competitor Analysis • Wireframing

**Soft Skills:** • Teamwork • Active listening • Collaboration • Empathy • Leadership • Effective Communication • Problem solving

## AWARDS

**Design Finalist - HNG X (Nov 2023)** Completed a 10-staged tech accelerator programme as a designer, finishing among the top 300 out of an initial pool of 22,000 participants [View certificate](#)

**2nd Runner Up - I4G | Code Sandbox Community Challenge (2022)** I led the design and collaborated with a cross-team of 4 (Two Designers and Two Developers) to solve a problem for event organisers. My team finished in 3rd place. [View post](#)

## EDUCATION

**University of Benin, Benin City** — *B.Eng, Industrial Engineering*

NOVEMBER 2018 - AUGUST 2023