

EDEKI NOMA | PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Product Designer with 4+ years of experience designing digital products across fintech, marketplaces, education, e-commerce, healthcare, and other service-driven businesses. I work across product discovery, user research, UX strategy, interaction design, prototyping, and design systems, translating complex business and user problems into clear, usable experiences. Currently expanding my practice into AI product design and human-AI interaction.

SKILLS/ COMPETENCES

Product & UX: Product Discovery · Problem Framing · User Research · Information Architecture · User Flows · Interaction Design · UX/UI Design · Usability Testing · Prototyping · Design Systems · Accessibility

Collaboration: Stakeholder Workshops · Requirements Gathering · Developer Handoff · Cross-functional Collaboration · Design QA

AI Product Design: Human-AI Interaction · Conversational UX · AI Error & Uncertainty States · Human-in-the-loop Design

RELEVANT PRODUCT DESIGN EXPERIENCE

PRODUCT DESIGNER

Feb, 2025– Present

Freelance (Remote)

Work directly with founders, developers, and early-stage teams to translate business ideas and user needs into digital products across fintech, e-commerce, healthcare, real estate, and energy.

- Lead product discovery and end-to-end UX/UI design, from requirements gathering and user flows through high-fidelity prototypes, design systems, and developer handoff.
- Design and refine core journeys including onboarding, booking, payments, transactions, and content discovery, with a focus on reducing friction and making complex services easier to use.
- Redesigned the Henna Place booking and checkout experience; client feedback indicated that approximately **80% of users were completing bookings**, with lower drop-off compared with the previous website.
- Conduct user research through interviews, surveys, and usability testing to identify behavioral friction and inform product decisions across projects including Community Gains.
- Build scalable design systems and reusable components that improve consistency and reduce friction during developer handoff, based on ongoing collaboration and developer feedback.
- Work directly with founders and engineers to turn product ideas into launch-ready experiences, including websites and digital products for Trian Energy, MyKansi, FAED Offshore, EC Laboratory, and other early-stage businesses.

PRODUCT DESIGNER

Jacinth Solutions,Australia (Remote)

Feb, 2024 – 2025

Led end-to-end product design across web and mobile platforms for an edtech platform and a service marketplace, driving measurable improvements in engagement, usability, and operational efficiency.

- Led a major UX overhaul of **SyncSkills**, an edtech platform helping immigrants transition into non-coding technology careers, increasing user engagement by **30%** and reducing customer support calls by **50%**.
- Designed end-to-end user journeys for a service marketplace, using user research and behavioral insights to improve how customers and service providers discover, negotiate, and manage services.
- Developed scalable design systems that improved cross-platform consistency by **70%** and supported faster product iteration.
- Redesigned course payment and checkout experiences to reduce friction and improve the path to completion.
- Conducted qualitative and quantitative research through user conversations, surveys, and usability testing, translating findings into user flows, wireframes, prototypes, and high-fidelity mobile experiences.
- Collaborated with developers, product leads, and stakeholders throughout design and implementation; interactive prototypes improved development efficiency by **35%** by providing clearer implementation references.

OTHER EXPERIENCES

Product Design Intern

TheNovelBrand, Framer-Dojo, Remote

August 2023 – December 2023

- Collaborated with senior product designers across fintech and e-commerce projects, contributing to UX research, flows, interfaces, and prototypes.
- Contributed to a fintech platform supporting international money transfers, lending, and credit-building experiences across web and mobile.
- Designed and refined the **Get Virtual Card** flow, working through interaction and usability considerations with senior designers and stakeholders.
- Assisted with the redesign of an e-commerce website for a workwear company, improving its visual hierarchy and user experience.
- Created responsive website templates in Framer and gained practical experience working with design systems and reusable components.

EDUCATION

Bachelor of Science | University of Benin
Microbiology

2015 - 2019

CERTIFICATIONS AND ACHIEVEMENTS.

Framer Dojo

Framerdojo, The novel brand

Product Design

Treford Africa

Untitled Designer Conference

UDC

Global Design Festival 2024

DesignerBabe.

Design systems

Framerdojo 2025

TOOLS

Figma - Miro - Trello - Jira - Framer - Clickup- Canva- Notion- Chatgpt- Claude- Codex