

Hauwa Yusuf, Product Designer

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WORK EXPERIENCE

BetSell - Remote

2023 – Present

Principal Product Designer - Full Time

- Led design strategy, enhancing user engagement by 25% across web and mobile platforms
- Collaborated with stakeholders and developers, aligning designs with business goals and boosting feature adoption by 20%
- Delivered interactive mockups and design assets using Figma and Adobe Creative Suite, streamlining development timelines by 15%

DERA - London, England (Remote)

2023 – 2023

Product Designer - Full Time

- Conducted competitive analysis, contributing to a successful product launch with a 30% user adoption rate
- Developed a cohesive design system, enhancing interface consistency and reducing design time by 20%
- Designed reusable components, typography standards, and a streamlined color palette, improving developer efficiency by 15%

DDMC - Remote

2023 – 2023

UX Designer and Product Manager - Contract

- Defined and communicated product vision and strategy, aligning cross-functional teams to achieve a 95% roadmap completion rate
- Performed market research and competitor analysis, contributing to a 15% increase in market share
- Cultivated stakeholder relationships to ensure alignment with business goals, improving project approval rates by 25%
- Managed product financials, optimizing budgets and forecasting to maximize ROI, achieving a 30% cost reduction

DepthsHQ - Remote

2022 – 2022

Product Design intern - Full Time

- Collaborated with cross-functional teams to deliver user-focused designs, improving efficiency by 20%
- Leveraged user research insights to enhance satisfaction levels by 25%
- Delivered low- and high-fidelity concepts, expediting the design process by 15%

HNG - Lagos, Nigeria (Remote)

2022 – 2022

Product Design Intern - Full Time

- Collaborated with a cross-functional team to deliver a high-impact project, increasing user engagement by 20% and reducing bounce rates by 15%
- Applied user research insights to craft intuitive designs, increasing task completion rates by 25%

TECHNICAL SKILLS

- **Design Tools:** Figma, Figjam, Adobe Illustrator
- **Management Tools:** Trello, Jira, Slack, Notion, Google Workspace
- **Research and Testing:** Quantitative and Qualitative user Research, A/B Testing, Usability Testing
- **Design and Prototyping:** User Interface Design, Content Design, Interaction Design, Web Design in Adobe Illustrator, Data Visualization, Prototyping in Figma, Design System

CERTIFICATION

- **Nsonye** - Product Design Internship (2022)
- **Coursera** - Google UX Design (2022)

EDUCATION

University of Ilorin, Ilorin, Nigeria

2015 - 2021

Bachelor of Science - Pharmacy