

# Hauwa Yusuf, Product Designer

Portfolio: [hellohauwa.vzy.io](https://hellohauwa.vzy.io) | Email: [hauwayusuf003@gmail.com](mailto:hauwayusuf003@gmail.com) |

Linkedin: <https://www.linkedin.com/in/hauwayusuf/>

## WORK EXPERIENCE

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### 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

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- **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

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

## EDUCATION

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**University of Ilorin, Ilorin, Nigeria**

2015 - 2021

Bachelor of Science - Pharmacy