

NWAOKORO DAVID EMEKA

PRODUCT DESIGNER & DESIGN ENGINEER

B2B SaaS • Marketplaces • Security & Operational Systems • Complex Workflows
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PROFESSIONAL SUMMARY

Product Designer and Design Engineer with 5 years of experience designing browser-based B2B platforms, multi-sided marketplaces, AI products and operational systems. Translates research, business requirements and complex rules into clear user flows, scalable interface systems and high-fidelity prototypes. Experienced in onboarding, KYC and verification, role-based dashboards, data-dense workflows and production collaboration using Figma, Framer, React, Tailwind CSS and Supabase.

CORE CAPABILITIES

Product Design

Product strategy • User flows • Wireframing • Interaction design • Responsive design • Usability testing

Design Systems

Figma components • Tokens and variants • Reusable UI patterns • Responsive behaviours • Developer handoff

Complex Systems

B2B SaaS • Marketplaces • Dashboards • KYC and verification • Permissions • Operational workflows

Design-to-Production

Framer • React • Tailwind CSS • shadcn/ui • Supabase • API-aware UX • AI-assisted prototyping

PROFESSIONAL EXPERIENCE

Pentagon Securities Limited — Product Designer, Visitor Management System (Contract)

Apr 2026 – Present

Nigeria | Client engagement supporting Afreximbank

- Leading product design for an enterprise Visitor Management System that supports visitor registration, host approval, identity and access workflows, security operations and administrative oversight.
- Restructured multi-step workflows to reduce avoidable delays, duplicated actions and operational errors across visitors, staff, reception and security personnel.
- Designed role-aware dashboards, decision states and reusable interface patterns for monitoring visits, reviewing requests and handling exceptions across the visitor lifecycle.
- Partnering with stakeholders through research, prototyping and iterative reviews while the product remains under active development; final delivery timing and implementation completion are outside my individual control.

Maalexi Inc. — Product Designer

Jan 2022 – Dec 2025

Abu Dhabi, UAE | Remote

- Redesigned the buyer acquisition and onboarding experience using progressive disclosure and contextual guidance, reducing time-to-first-order by 30% across SME users in the UAE, Saudi Arabia, India and the United States.
- Designed KYC verification, identity screening and trust-assessment workflows for cross-border trade, balancing compliance requirements with a clear user experience.
- Created role-based dashboards for buyers, sellers, administrators and warehouse operators, including multi-currency support and transaction-pipeline visibility; the redesign contributed to a 12% reduction in churn.
- Prototyped and shipped product features with engineering using Supabase and AI-assisted development, helping shorten design-to-production cycles for a platform serving 500+ international suppliers.
- Supported the product maturity and investor readiness of a platform that secured \$3M in Pre-Series A funding, a \$3M Citi facility and a \$20M Amwal Capital credit line.

- Conducted qualitative research for an offline-first AI learning platform, identifying information overload, low trust and fragmented learning materials as major adoption barriers.
- Designed a lightweight interface system and core features including AI-generated course structures, flashcards, summaries, contextual chat and peer study spaces for mid-range Android devices and unreliable connectivity.
- Following the guided-autonomy redesign, the team observed a 45% increase in average study-session length, a 15% increase in quiz engagement and a 30% increase in users beginning a lesson immediately after onboarding.

- Designed the MVP end-to-end with product and engineering, including virtual fitting rooms and generative-AI workflows for fashion creators; the launch was associated with a 7% improvement in user retention.
- Designed the AI fabric generator from concept through launch, contributing to an 18% increase in new sign-ups during its first month.
- Led usability tests and user interviews to identify conversion blockers and guide iterative improvements across the creator acquisition funnel.

- Designed a talent-client marketplace that replaced cold proposals with a lightweight “Wave” interaction, contributing to a 20% increase in client-talent matches during four months of beta testing.
- Designed talent discovery, interest signalling, chat-based collaboration and contract-management workflows to reduce friction between first contact and project kickoff.

- Co-designed a streaming platform across movies, live radio and television, improving navigation and content discovery through usability testing and iterative information-architecture changes.
- Redesigned an invite-only onboarding flow and account-entry patterns to reduce bot sign-ups and improve completion.

SELECTED TOOLS & METHODS

Design: Figma, FigJam, Framer, design systems, prototyping, wireframing, interaction design, responsive design
Technical: React, HTML/CSS, Tailwind CSS, shadcn/ui, Supabase, API-aware UX, AI-assisted development **Research:** User interviews, usability testing, A/B testing, competitive analysis, analytics review

EDUCATION & CERTIFICATION

BSc, Pure and Applied Mathematics — Rivers State University, Nigeria	2018
Product Design Internship — SideHustle.ng	2022