

EMMANUEL EDOKPA

Product Designer

United Kingdom • +44 7979438216 • emmandokpa@gmail.com • Portfolio: www.edokpa.com

Product Designer with **7+ years of experience** across **fintech, e-commerce, SaaS and healthcare**, combining product craft with AI-assisted building. I take ideas from problem framing and UX through to **tested, working products** using **Figma, Claude Code** and modern web technologies. Recent work includes **Aora**, an AI-powered job discovery and analysis product, and **GLB Product Shots**, a published Figma Community plugin.

AREAS OF EXPERTISE

- Product Design
- Product Strategy
- Interaction Design
- UX Research & Testing
- Design Systems
- Rapid Prototyping
- AI-Assisted Building
- Figma MCP & Variables
- Cross-functional Collaboration

KEY ACHIEVEMENTS

AORA

Built and shipped Aora, an **AI-powered job discovery and analysis product** that connects live role requirements to evidence from real project experience, using **Claude Code, Next.js** and the **OpenAI API**.

GLB PRODUCT SHOTS

Designed, built and **published GLB Product Shots on Figma Community**, turning GLB/GLTF 3D models into product imagery and reusable angle variants directly inside Figma.

JOLLOF PLUS

Led product design for Jollof Plus, helping the savings product reach **15,500+ users** and **₦1.4B in savings** within its **first 64 days**; onboarding improvements increased **first-week retention by 30%**.

PROFESSIONAL EXPERIENCE

INDEPENDENT

Product Designer

United Kingdom

Aug 2025 – Present

- Design and build **working digital products end to end**, taking ideas from problem definition and UX through to tested implementation using **Figma, Claude Code** and modern web technologies.
- Designed and built **Aora**, an AI-powered job discovery and analysis product, integrating **live employer data with structured OpenAI analysis** and **evidence-based requirement matching**.
- Built Aora across **47 scoped, reviewed stages**, defining product behaviour and requirements, reviewing screenshots and recordings, testing light/dark states and iterating before progressing.
- Designed, built and shipped **GLB Product Shots**, a published Figma Community plugin using **Three.js** and the **Figma Plugin API**, iterating through real testing inside Figma.
- Use **Figma MCP, variables and semantic design tokens** with AI-assisted workflows to connect design and implementation while maintaining **reusable, theme-aware design systems**.

ENYATA SOFTWARE ENGINEERING

Product Designer

Remote, UK

Nov 2022 – Jul 2025

- Led the **end-to-end design of Jollof Plus** for Baobab Microfinance Bank, improving onboarding and KYC journeys that helped reach **15,500+ users** and **₦1.4Billion in savings within 64 days**.
- Redesigned onboarding flows for Jollof Plus after identifying user drop-off points, improving **first-week retention by 30%**.
- Designed the mobile app, landing pages, and payment flows for **Smosmo**, a Buy-Now-Pay-Later e-commerce platform.
- Created buyer, seller, and admin experiences for **OSC Stitch House**, supporting **5,000+ sellers** and simplifying purchasing and payment journeys.
- Reviewed fintech and e-commerce products to uncover friction points, helping improve **conversion rates by up to 40%**.

- Partnered with **product managers and engineers** to define problems, validate ideas, and ship products that balanced customer needs with business goals.

FREELANCE

Remote

Freelance Product Designer

Dec 2020 – Oct 2022

- Designed digital products for startups including **Montech Software Studios, Simius.ai, Inbranded, and OPOD Africa** across SaaS, fintech, cybersecurity, and online platforms.
- Improved onboarding experiences and product workflows, increasing **registration conversion by up to 20%** and **reducing user drop-off by 30%**.
- Built **reusable design systems across 8+ products**, helping teams create more consistent experiences and deliver faster.
- Conducted **user interviews, usability testing, and product reviews** to uncover problems and guide design decisions.

EDUBRIDGE

Lagos, Nigeria

Lead Designer

Oct 2019 – Nov 2020

- Progressed into a UI/UX leadership role, managing a **3-person design team** and supporting the delivery of digital products for clients.
- **Reduced design iteration cycles by 30%** by introducing clearer processes, collaborative reviews, and stronger alignment across teams.
- **Mentored junior designers** through feedback sessions, design reviews, and practical guidance to improve design quality.

Graphic Designer

Feb 2018 – Sep 2019

- Built a foundation in visual design by creating brand assets, marketing campaigns, landing pages, and early digital product concepts. This experience shaped my transition into UX and product design.

EDUCATION

BIRMINGHAM CITY UNIVERSITY

2025

MSc User Experience Design · United Kingdom

DELTA STATE UNIVERSITY

2015

BA Fine & Applied Arts (Graphic Design) · Nigeria

ADDITIONAL SKILLS

Design & prototyping: Figma · Variables & Design Tokens · Figma MCP · Framer · Interactive Prototyping

AI & building: Claude Code · Claude · ChatGPT · OpenAI API · Figma Plugin Development · API Integrations

Shipping & workflow: Git/GitHub · Vercel · AI-assisted development