

HAFSAT ALIMI

Product Designer

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PROFESSIONAL SUMMARY:

I am a talented and detail-oriented Product Designer in Ontario, Canada, with over 5 years of experience designing user-centered digital products across fintech and e-commerce sectors. I possess a strong foundation in visual design, prototyping, and user research methods. I am committed to delivering exceptional user experiences and am passionate about creating digital experiences that are both visually stunning and intuitive. My expertise lies in transforming complex user needs into elegant, functional design solutions, mapping user journeys, collaborating with cross-functional teams, and applying design thinking principles to drive user satisfaction and business success.

SKILLS:

UI/UX Design: Visual Design, Design Systems, Prototypes, Mockups, Wireframes, Sketches, User Flows

UX Strategy: UX Strategy, Persona Hypothesis, User Journey Mapping, Competitor Analysis, User Interviews, Usability Testing, AI-Driven User Research

Design Tools: Figma, Photoshop, Illustrator, Whimsical, Sketch, Adobe XD, InVision, Adobe Sensei

Collaboration Tools: Jira, Slack, Notion, Trello, Google Suite, Microsoft Teams

Technical Skills: HTML/CSS, Responsive Design, Accessibility Standards, JavaScript

Prototyping Tools: Balsamiq, Axure, Proto.io

Analytics & Testing: Google Analytics, Hotjar, Crazy Egg, Optimizely, A/B Testing

Fintech Products: Eyowo, BillOn, Pocketmoni, Credo-Payment Gateway, Pocketmoni Agency, CoolPayKids, Corporate Pay, PayOutlet, Billa.

WORK HISTORY:

eTranzact International PLC

Mar 2024 – Present

Role: Senior Product Designer

- Led the design of **BillOn**, a fintech bill payment website, enhancing user experience and boosting transaction success rates by 25%.
- Directed the creation of eTranzact's Design System (EDS), ensuring consistency in the look and quality of new products.
- Collaborated with product managers and developers to build seamless user journeys for payment solutions.
- Implemented a user-centered design approach: Applied research and user insights to create intuitive interfaces for **BillOn**, enhancing user satisfaction and engagement.
- Created design prototypes with front-end technologies like HTML and CSS to demonstrate interactive aspects of the user interface to both developers and stakeholders.
- Utilized Figma as the primary design tool to create interactive prototypes, high fidelity wireframes, and final designs, ensuring seamless collaboration with stakeholders and developers.
- Optimized design solutions based on user feedback: Analyzed feedback from design reviews and user testing to make iterative improvements, ensuring that final designs met user needs and business goals.
- Facilitated design reviews and user testing sessions to gather feedback and refine design solutions.
- Applied AI algorithms to create adaptive, responsive, and personalized interfaces that improved user engagement by 20%.

eTranzact International PLC

Role: Product Designer

Mar 2023 – Mar 2024

- Redesigned and revamped the company's flagship product, **Pocketmoni**; a fintech mobile and web payment solution on Figma, improving the user interface and experience, which led to a 30% increase in verified new users and a 20% boost in user engagement.
- Applied user-centered design principles to create visually appealing and intuitive interfaces, resulting in a 25% reduction in user onboarding time.
- Collaborated with cross-functional teams to create intuitive, user friendly financial products, such as **Corporate Pay**, **PayOutlet**, and **Credo-Payment Gateway**, contributing to the company's growth in the fintech space.
- Conducted user research, including interviews and questionnaires, to identify design opportunities and guide design decisions.
- Standardized design practices across teams: Established guidelines and best practices through the eTranzact Design System (EDS), streamlining the design process and improving collaboration.
- Actively participated in all phases of product development, ensuring that various functional products met the company's high standards.
- Integrated AI to streamline design systems and automate repetitive tasks in product development.

Role: Product Designer

- Designed user interfaces and improved user journey for fintech products like **Eyowo**, a digital wallet for online payments.
- Created low to high fidelity prototypes to demonstrate new features and improve existing e-commerce flows, boosting customer retention.
- Designed wireframes, prototypes, mockups, and visual designs for mobile and web-based products to effectively communicate design solutions.
- Conducted usability testing and iterated on design solutions based on user feedback.
- Collaborated with engineers and product managers on Figma and AdobeXD to design and launch key features for **Kwiksell**, an e-commerce platform with integrated payment solutions, enhancing the e-commerce experience for both buyers and sellers.
- Developed comprehensive design documentation and style guides to ensure consistency across all digital products and streamline the design-to-development handoff.
- Led cross-functional workshops and design thinking sessions to align stakeholder expectations and drive innovative design solutions.
- Integrated knowledge of HTML, CSS, and JavaScript to bridge the gap between design and development teams.

Liberty Universal Technologies Inc**Mar 2019 – Dec 2021****Role: Product Designer.**

- Designed and launched several e-commerce features for online retail platforms, focusing on improving the user's shopping experience and increasing conversion rates.
- Conducted extensive user research to understand the pain points and preferences of online shoppers, leading to the creation of user-centric product designs.
- Worked on designing seamless payment integration flows for online purchases, simplifying checkout processes.
- Maintained design systems in Figma and Sketch to ensure consistency across multiple fintech and e-commerce products.
- Collaborated with cross-functional teams to create wireframes, prototypes, and high-fidelity mockups.
- Translated requirements into style guides and design systems, resulting in visually appealing and consistent user interfaces.
- Facilitated design workshops and brainstorming sessions to gather diverse perspectives and drive innovative solutions.

EDUCATION:

MSc Accounting and Finance (Distinction)

University of Surrey, United Kingdom

Nov 2019**BSc Accounting (First Class Honors)**

Bells University of Technology, Nigeria

July 2017**CERTIFICATION:**

Complete Web and Mobile Design: Udemmy 2018