

Izu Amadi

Senior Product Designer | Product Strategy | Design Systems | AI Prototyping | 10+ Years in Design

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PROFILE

Senior Product Designer and 0-to-1 product builder with 10+ years of experience spanning brand and product design across fintech, HR SaaS, automotive and marketplaces. I turn complex workflows into coherent product experiences through product strategy, design systems, data-led iteration and close engineering collaboration. Led a four-person design team, shaped multi-product ecosystems and helped cut credit decision time from 40 to 23 hours.

KEY ACHIEVEMENTS

- Led marketing website redesign during Lenkie Technologies' successful £49M Series A fundraising period.
 - Reduced B2B SaaS dashboard bounce rate by 61% and increased completed payment rate by 84% within six weeks of launch through UX redesign.
 - Cut underwriting decision time from 40 to 23 hours by replacing a spreadsheet-led process with an AI-assisted tool.
 - Built and led a four-person design team and design systems spanning 8+ digital properties at Autochek Africa.
 - Contributed to product and marketing design strategy during 3.5x revenue growth in the first three months after Autochek's launch.
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PROFESSIONAL EXPERIENCE

Senior Product Designer | Lenkie Technologies | London, UK (Remote) | Nov 2023 – Apr 2026

- Designed an enterprise underwriting application for the credit assessment team, replacing manual Google Sheets workflows and reducing median decision time from 40 to 23 hours (43%).
- Architected connected UX journeys across customer onboarding, the dashboard and internal credit tools, collaborating with risk, engineering and product stakeholders.
- Designed internal operations tools to reduce reliance on third-party subscriptions and improve workflow cohesion.
- Used Mixpanel, Clarity and Inspectlet insights to increase completed payment rate by 84% over six weeks, reduce dashboard bounce rate by 61% and lift engagement by 27 percentage points (56% to 83%).
- Reduced average time to convert by 14% through iterative, data-backed flow optimisation.
- Refreshed the digital identity across product and marketing surfaces, contributing to a 156% rise in LinkedIn followers and 107K+ organic impressions over 12 months.

Product Design Lead | Autochek Africa | Lagos, Nigeria | Nov 2022 – Dec 2024

- Led product and marketing design, managing four designers and establishing a comprehensive Figma design system across 8+ digital properties.
- Designed a gamified dealer self-service app for a new business vertical, improving lead generation and tracking by 20% at MVP launch.
- Mentored designers and introduced team reviews, hiring guidelines and design practices.

Senior Product Designer | Autochek Africa | Lagos, Nigeria | Dec 2021 – Oct 2022

- Led redesign of the vehicle-financing e-commerce platform, improving adoption and goal completion by 15% within weeks of launch.
- Created the organisation's first Figma design system and standardised design-to-development handoff and team workflows.

Product Designer & Brand Strategist | Autochek Africa | Lagos, Nigeria | Aug 2020 – Dec 2021

- Developed the company's brand identity and contributed to digital product and marketing design during 3.5x post-launch revenue growth.
- Streamlined design workflows, reducing daily design turnaround time by 80%.

UI/UX Designer, Marketing & Product | Cars45 | Lagos, Nigeria | Sep 2019 – Aug 2020

- Designed a self-service portal and landing pages, reducing call-centre complaints by 25% and improving partner interactions by 15%.
- Reduced redundant vehicle inventory listings by 22% through clearer submission experiences.

Brand & Marketing Designer | Cars45 | Lagos, Nigeria | Aug 2016 – Sep 2019

- Designed brand identity and campaign materials; contributed to an increase in business conversion from 7% to 28%.

SELECTED PRODUCTS & VENTURES

Product Strategy & Design | MilaHR (milahr.com) | 2026–Present

- Co-leading the product strategy and design of a 0-to-1 B2B HR SaaS platform, connecting employee records, leave, documents and people operations.
- Defined and designed first-use onboarding experiences, including setup and subscription-plan introduction.

Staff Product Designer / Prototyper | HYF Autos (hyf.autos) | 2026

- Led concept-to-launch design for a Nigerian used-car marketplace, using AI-assisted prototyping for rapid UX and front-end iteration.
- Designed two-tier vehicle history reports, downloadable PDFs and a natural-language vehicle search experience.

Staff Product Designer / Prototyper | Kimu Homes (kimu.homes) | 2026

- Led concept-to-launch design of a multi-sided short-let property product for guests, hosts and administrators, resolving role conflicts and permission logic.
- Owned mobile and web UX across all three roles and rapidly iterated through AI-assisted prototyping.

CORE SKILLS

Product & UX:	Complex workflows, SaaS, multi-product ecosystems, research, information architecture, interaction design, A/B testing, accessibility (WCAG 2.2)
Design Systems:	Figma, components, tokens, standards, responsive design, design-to-development handoff
AI & Prototyping:	Claude, Cursor, coding agents, rapid product prototyping and engineering collaboration
Analytics:	Mixpanel, Microsoft Clarity, Inspectlet, PostHog; quantitative and qualitative synthesis
Leadership & Brand:	Product strategy, mentoring, cross-functional collaboration, brand identity, visual design

EDUCATION & CERTIFICATIONS

B.Eng, Polymer Engineering | Federal University of Technology, Owerri, Nigeria | 2006–2011
Accessibility for UX Designers (WCAG 2.2), 2023 | UX DesignOps, 2023 | Conversation Design, 2022 | UX Writing, 2022

ADDITIONAL

English (C2) | 5+ years working remotely in distributed teams | Interests: AI-driven design tools, design systems and emerging prototyping methods