ALEX LAWAL

Senior Product Designer | Product Engineer

Lagos, Nigeria (UTC+1)

Open to remote work and to relocating

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SUMMARY

Product Designer with five years of work across SaaS, fintech, edtech, transport and e-commerce. I find the places where people get stuck, such as sign-up that loses them, a checkout with too many steps or a cluttered booking flow, and redesign them until users get through. In Q1 2026 I started to build what I design: with Claude and other AI coding tools I take a flow from Figma to a working, deployed web app, so engineering teams start from something that runs instead of a static spec. I am looking for a product designer or design engineering role, remote or on site.

SKILLS

Product Design: end-to-end product design, interaction design, design systems and component libraries, high-fidelity prototyping, accessibility (WCAG)

Research: field research, user interviews, usability testing, heuristic evaluation, information architecture, user flows, wireframing

Building: AI-assisted development with Claude and Antigravity, HTML, CSS, JavaScript, deploying with Vercel/Cloudflare

Tools: Figma, Framer, Adobe Creative Suite, Jira, Google Analytics, Hotjar, Microsoft Clarity

Ways of working: Agile sprints, design reviews, stakeholder workshops, developer handoff, mentoring designers

EXPERIENCE

Design Lead (Volunteer) | Markelo Remote, Lagos, Nigeria | July 2026 – Nov 2026

Ed-tech start-up building exam marking software for universities and polytechnics in Africa.

- Led product design for a marking platform where lecturers grade an anonymous Script ID instead of a student's name, so a marker never knows whose paper they hold.
- Led a design team of 9, setting direction and running reviews and feedback to keep the product consistent.
- Ran field research with the founder at two Lagos institutions to see how paper exams are marked and moderated today.
- Directed AI coding sessions that turned the designs into a working prototype, and reviewed every change. Caught a grading conflict (one exam out of 100 in one view and 90 in another) and set one rule so every view adds up to the same total.
- Handed the product over on 2 Nov 2026: 155+ prototype screens, an evolving design system that lives in code, two code repositories and short handover guides, each one checked against the working product.

Co-founder, LinqLabs Studios, Lagos, Nigeria | Oct 2026 – Present

Design agency that also builds working products and pitch demos for businesses and public bodies

- Designed and shipped 5+ working web products in three months with Claude and other AI coding tools, each taken from a Figma concept to a live app on Vercel.

Pitch and deck, with my co-founder | Sweep, Lagos, Nigeria | April 2026 – July 2026

- Co-presented **Sweep**, a web app that shows Lagos residents their waste pickup day, takes reports of missed pickups and handles bill payment, to a state government agency.

Lead UX Designer (Remote) | Interdecima Consulting Ltd (UK & Lagos, Nigeria) | January 2023 – February 2026

IT consultancy that designs and builds custom software and web apps for clients in several industries.

- Owned UX and product design end to end across 10+ client platforms, from discovery research and stakeholder workshops to high-fidelity UI, usability testing and developer handoff.
- Raised conversion by 20% and new-user onboarding by 10% across several client platforms by restructuring sign-up and checkout flows, measured with Google Analytics funnels, Hotjar heatmaps and before-and-after usability tests.
- Redesigned point-of-sale systems for inventory-heavy businesses, making inventory management 40% more efficient and contributing to 20% revenue growth, measured through reconciliation time, error rates and client sales reports.
- Built and maintained Figma design systems and component libraries, with type scales, spacing, WCAG-compliant colour contrast and documentation, used across web and enterprise platforms.
- Ran user research, including contextual interviews, heuristic evaluations, competitive analysis and moderated usability tests, to find friction and test ideas before development.
- Led design reviews and worked in Agile sprints with product managers and engineers in Jira.

UX Designer (Freelance) | Makiti SARL – Matoa App Project | Remote, Yaoundé, Cameroon | December 2021 – December 2022

Transport start-up building a booking app to serve thousands of users across Cameroon.

- Contributed to the end-to-end redesign of the Matoa mobile app, improving structure, simplifying navigation, and clearing visual clutter across core booking flows.
- Raised booking completion by 25% by restructuring the booking user flow and clarifying key decision points, measured using in-app analytics and booking funnel tracking before and after release.
- Cut drop-off by 10% by improving the information architecture and shortening multi-step booking.
- Contributed to a design system used by 4 designers across the mobile app and internal admin tools.
- Designed landing pages and two internal web apps for agency operations and payment aggregation (Lyssafi).
- Validated interaction flows through usability testing with 20+ users, iterating on high-fidelity prototypes in Figma to improve task clarity and navigation efficiency.

EDUCATION & CERTIFICATIONS

UI/UX Design Bootcamp Certificate – Dev & Design (online) | November 2024

Google UX Design Professional Certification – Coursera (online) | September 2023

BSc Banking & Finance – Lagos State University, Lagos, Nigeria | September 2021