

MARYAM YAHAYA

SENIOR PRODUCT DESIGNER | UI/UX

| akanbimaryam@gmail.com | [Portfolio](#) | [+2349034201489](#) | [LinkedIn](#) |

PROFESSIONAL SUMMARY

Senior Product Designer with 4+ years of experience designing web and mobile products across fintech, public health, education and e-commerce. Experienced in turning complex requirements, business needs and operational workflows into clear, usable product experiences, from multi-role platforms and design systems to end-to-end feature design. I also use AI-assisted workflows to prototype, build and test product ideas, extending my work beyond interface design into functional product experimentation.

PROFESSIONAL EXPERIENCE

Product Designer | Technology for Empowerment (T4EF)

May 2026 – Present | Abuja, Remote | Volunteer

- Lead designer for **VaxTrack**, a vaccine supply-chain and last-mile delivery platform developed for the Federal Ministry of Health under the DRIVE Initiative.
- Designed the web and mobile product for **nine distinct user roles**, covering workflows from national vaccine allocation and stock management to delivery and health-facility confirmation.
- Translated complex programme rules into product workflows, including stock thresholds, first-expiry-first-out batch ordering, cold-chain temperature alerts and dual confirmation before deliveries can be closed.
- Designed field experiences for users working on budget Android devices, unreliable networks and in direct sunlight, prioritising large tap targets, focused task flows and automatic saving when connectivity drops.
- Built and maintained the VaxTrack design system in Figma and documented design decisions to keep the development team and programme stakeholders aligned.
- Designed the national dashboard, including stock visibility across four operational levels, alongside allocation, delivery tracking, reporting and user-management workflows.
- Wrote the mobile app user guide for facility staff and delivery officers, explaining each field workflow in clear, step-by-step language.

Senior Product Designer | Vesti Technologies

March 2022 – February 2026 | Remote | Full-time

- Led the redesign of key experiences across mobile, web and admin products, contributing to a **40% increase in user satisfaction**.
- Designed an admin dashboard that streamlined internal workflows and improved administrative efficiency by **26%**.
- Redesigned the savings experience with automated goal tracking, reminders and simplified navigation, reducing time spent managing savings by **17%**.
- Owned end-to-end design for product features including the Visa Requirements Upload flow, savings experience and internal administration tools, from user flows and prototyping through engineering handoff.
- Worked closely with product managers and engineers to translate product requirements into usable digital experiences across web and mobile.
- Mentored graduate trainees through their first design projects and helped them strengthen their product design skills.

E-commerce & Email Designer | White Synergy

January 2024 – January 2026 | Germany, Remote | Part-time

- Designed and built Shopify storefronts, landing pages and e-commerce experiences for consumer brands across fashion, home, lifestyle and leather goods.
- Designed lifecycle and campaign emails for brands including [Jacaranda Living](#) and [HIDES Leather](#).
- Created responsive Shopify page layouts covering site structure, product presentation and customer-facing shopping experiences.
- Developed email layouts and visual systems tailored to each brand while maintaining consistency across email and web touchpoints.
- Collaborated with marketing teams on campaigns supporting product launches, promotions, customer engagement, retention and sales.
- Designed across Shopify and email marketing environments to maintain a consistent customer experience from campaign click-through to the storefront.

Design Manager | Distresso

June 2024 – January 2025 | Abuja, Remote | Contract

- Owned the design direction for a preloved marketplace, defining project requirements, objectives and delivery timelines.
- Designed the end-to-end marketplace experience, including user flows, wireframes, prototypes and

responsive web interfaces for buying and selling.

- Developed and refined product concepts through iterative design, reducing unnecessary revision cycles and improving clarity across key user flows.
- Maintained a consistent visual system and responsive experience across the platform.

Product Designer | COVATECH

February 2024 – December 2024 | Abuja, Remote | Contract

- Led the end-to-end design of an education management system for Stella Maris, creating user flows, wireframes and high-fidelity prototypes for key product workflows.
- Designed landing pages and digital product experiences for client projects across web.
- Worked with cross-functional teams to turn product requirements into clear user flows and responsive interfaces.

AI & PRODUCT EXPERIMENTATION

- Build functional product concepts and web tools using AI-assisted development workflows, moving from product idea and interface design to working prototypes.
- Built experimental tools including an **Empty State Generator**, **PNG-to-SVG Converter** and **Nigerian Brand Logos Library/Plugin**, using AI to speed up design, development and iteration.
- Use tools such as **Claude**, **ChatGPT** and **Codex** to support product exploration, research synthesis, content structure, prototyping and front-end implementation.
- Experiment with generative image and video tools to create product visuals, campaign concepts and visual prototypes.
- Use AI as part of the product design process to explore ideas quickly, test different approaches and reduce the time between concept and functional prototype.

EDUCATION

Master of Public Health (MPH)

Ahmadu Bello University, Zaria | Expected 2027

B.Sc. Human Anatomy

University of Ilorin | 2019

CERTIFICATIONS & TRAINING

Web3Ladies Product Design Mentorship

Web3Ladies | 2022

Introduction to User Interface Design

Geneza School of Design | 2022

Google UX Design Course

Coursera | 2022

SKILLS

Product Design: UX Design, UI Design, Product Thinking, Design Systems, Information Architecture, User Flows, Journey Mapping, Wireframing, Interactive Prototyping, Usability Testing, Responsive Design, Accessibility

AI & Prototyping: AI-assisted Product Development, Rapid Prototyping, Generative AI, Prompt Design, AI-assisted Research & Synthesis

E-commerce & Lifecycle: Shopify, Email Design, Landing Page Design, Klaviyo

Tools: Figma, FigJam, Miro, Adobe Illustrator, Notion, ChatGPT, Codex