

Winifred Ekwunife

Senior Product Designer | Winifredchineze22@gmail.com | [LinkedIn](#) | Portfolio

SUMMARY

Winifred is a Senior Product Designer with 5+ years designing payments and fintech products, with a focus on building and scaling design systems. Experienced owning component libraries, design tokens, and Figma library architecture (variables, auto-layout, variants, library publishing) across Web and mobile platforms.

WORK EXPERIENCES

Bitnob Technologies (Mainhedge)- Snr. Product Designer

(Africa's leading Bitcoin and stablecoin infrastructure platform moving billions across borders)

Jan 2025 - Present

- Led the design of the **Bitnob V 2.0 platform**, driving adoption and seamless user experiences for hundreds of Bitnob Businesses.
- Established and scaled **Mainhedge Design System** (Parent Company), ensuring consistency across 3+ digital payment products, **Bitnob, Zamry & Brails** (sub-companies) and reducing design-developer handoff time by **one week**.
- Created **comprehensive documentation** for Mainhedge's design system, covering UI components, UX guidelines, and interaction patterns, enabling faster onboarding for designers and engineers.
- Created and consolidated a **change-log** to document all changes done on the **Mainhedge Design System** to enable engineers and new designers to keep track of what changes.
- Spearheaded **design system adoption across teams**, conducting training sessions, weekly demos and workshops that improved alignment between design, engineering, C-Level and other stakeholders.
- Conducted **in-depth user research/interview** across existing and new business entities - SME, Fintech, Traders, etc, identifying key pain points and opportunities in Onboarding, Know Your Business (KYB), and core Money Movement Flows - Receive Send, Convert.

Nomba (Formerly Kudi) - Snr. Product Designer

(Nigeria's business banking and payments platform for 200,000+ merchants)

Aug. 2023 - Nov. 2024

- Designed and shipped the end-to-end **Transaction Alert** experience for business owners across Web, mobile, and POS, using the Nomba's Design System and interaction states to maintain visual and functional across all three platforms.
- Led design of **Watch Tower, an internal monitoring tool**, applying WCAG-aligned accessibility standards and clear component states to help employees quickly parse data, flag customer issues, track transaction and resolve issues quickly.
- I collaborated with product managers, engineers, and stakeholders to define the product vision, strategy, and technical specifications for **Transaction Alerts**.
- Contributed to the Design system and component library decisions for the Business Enterprise team
- Designed and streamlined the onboarding flows for **Personal and Corporate Customers** that improved customer acquisition and reduced drop-off rates by **12%**, driving higher conversion for Nomba's enterprise customers.
- Designed **Outlet**, a comprehensive multi-branch management ecosystem enabling individual business locations to operate autonomously while maintaining seamless, centralized connectivity to HQ.
- I structured intuitive dashboards to deliver transaction-level transparency, surfacing complex data—including **volume, counts, and real-time balances**—into digestible, scalable UI components for each branch.
- I designed robust interaction models and control settings for advanced account management, streamlining user flows for **HQ auto-sweep routing, automated settlement scheduling**, transaction alerts, and POS terminal assignments.

Bitnob Technologies - Product Designer

(Africa's leading Bitcoin and stablecoin infrastructure platform moving billions across borders.)

Jan 2020 - July 2023

- As a **founding designer**, I collaborated with product managers, engineers, stakeholders, to deliver a recognised crypto app used in **Nigeria, Ghana, Kenya, Rwanda, Togo, Senegal, Ivory Coast, Benin**, and other African countries while being

the first to launch **Lightning Network** as a means of sending **Bitcoin** to anywhere in the world within seconds.

- Conducted **usability testing** and **iterative design improvements** based on customer feedback and transaction data analytics, optimizing user flows and engagement.
- Designed the end to end flow for product features e.g Buying Airtime, Data, Gift Cards, and Utilities such as Power and Cable TV contributing to a **10% increase in transaction volume**.
- Redesigned the **Fiat Deposit flow** after in depth customer interviews insights, that contributed to the reduction of time to complete a deposit flow by 10%
- Established and scaled Bitnob's Design Library, ensuring consistency across the mobile app.

Stanbic IBTC - Product Designer

(End-to-end financial services group under Standard Bank Group.)

Feb. 2021 - Dec. 2021

- Designed the Payment widget connecting **Bento** and **Stanbic IBTC** for seamless payroll integration
- I collaborated with the engineering team and product managers to ensure implementation goes as designed.
- I established and maintained visual integrity, user experience, and brand consistency.
- I conducted usability testing, customer interviews, and user research as well as brainstorming sessions with design team members to find simpler ways to improve digital products.
- I slowly built up a design system to ensure consistency across platforms.
- Conceptualized and established overall strategy and direction for user interface design and user experiences.

Check DC - Junior Product Designer

(Lagos-based multidisciplinary design agency known for unconventional, high-impact brand and digital product work.)

Sept. 2020 - Jan. 2021

- Assisted in the visual design and structural layout of the Check DC agency website, delivering a curated, minimalist aesthetic that elevated the agency's digital brand presence.

- Designed bespoke vector illustrations and digital assets for Agrovest, enriching the user interface and improving visual communication across customer touchpoints.

Certifications

[Maven.com](#) (July - Aug)

Design System Bootcamp by Molly Hellmuth

[Uxcel](#) (Jun)

Design Accessibility by Uxcel.com

Involvement & Side Quests

ADP List - Mentor

Untitled Design- Volunteer & Host

Asa Coterie Design Community - Member

Skills

Product Design, Design System, User Interface, User Experience Design, Interaction Design, User flows, Customer journey, Prototyping, Storyboarding, Usability Testing.

Software Stack

Figma, Claude, Notion, Protopie.

Education

Bachelor's Degree, Computer Science - Cross River University of Technology
2016 - 2019

Interaction Design Foundation 2020 - 2024

