Precious Ogar

Senior Product Designer

Lagos, Nigeria (GMT+1) | Available for full-time remote
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PROFESSIONAL SUMMARY

Senior Product Designer with 6+ years of experience in product design, UX/UI design, interaction design, and design systems across fintech, payments, and crypto, plus SaaS and wellness. Proven track record delivering end-to-end product design from user research through polished UI for mobile and web platforms. Experienced in cross-functional collaboration with engineering and product teams, with deep specialization in fintech, digital banking, and payment systems across Africa.

EXPERIENCE

Product Design Lead | Acumen Digital Ventures Jan 2022 – Present

Karla – Contactless Payment Platform

- Founding product designer for Africa's first tap-to-pay solution, leading design from user research through launch, resulting in 200+ daily active users and $20K+ in transactions.
- Optimized onboarding and daily usage flows in collaboration with engineering and product teams, contributing to 40% month-over-month user growth.
- Conceptualized and launched a lifestyle partnership program, generating $3K monthly recurring revenue and 10+ restaurant and event venue sign-ups within 90 days.
- Secured a $50,000 marketing grant through innovative product positioning, establishing Karla as a leading tap-to-pay solution in Africa.

Product Designer | Acumen Digital Aug 2019 – Dec 2021

- Trove: Designed and iterated mobile-first experiences for Trove's investment platform, downloaded 100K+ times across Africa. Focused on core investing flows, onboarding, and retention features, supporting a 4.2-star app store rating.
- BitGo: Designed product and marketing features for BitGo's digital asset platform, contributing to a platform processing approximately 8% of global Bitcoin transactions by value.
- Acorn: Built a unified design system for Acorn's personalized cell therapy platform, streamlining experience across digital products and physical materials, increasing user engagement by 20%.

Product Designer | Mercurie Labs Limited May 2024 – Aug 2025

- Designed an integrated platform enabling businesses to pay for ads and subscriptions in local currency, consolidating spend management into a single dashboard.
- Streamlined subscription management and improved analytics dashboards, enabling better budget decisions and ROI tracking for SME clients.
- Collaborated with engineering and business leads to align design strategy with revenue goals, contributing to increased product adoption across SMEs.

Founding Product Designer | Host Finance Limited Nov 2022 – Apr 2024

- Designed and launched a cross-border settlement and trading platform enabling cryptocurrency-based business payments for SMEs.
- Supported outcomes including $8M+ in settlements, $30M+ in OTC transactions, and $15K in monthly recurring revenue, serving 20+ businesses.
- Delivered end-to-end product design across mobile, web, and marketing materials, driving adoption and supporting rapid business growth.
- Built a scalable design system that improved team efficiency and streamlined product update cycles.

ADDITIONAL EXPERIENCE

Founding Product Designer | Lasercards Technology 2024

- Led end-to-end design for a virtual card platform, resulting in 15,000+ cards issued and $2M+ processed across 80,000+ transactions within 6 months.

Product Designer | Brass Starter 2023

- Designed an all-in-one fintech platform for Nigerian SMBs integrating invoicing, payments, and POS into a seamless experience, driving 1,000+ app downloads post-launch.
- Built a comprehensive design system across mobile, web, and POS that reduced development time by 40%.

Freelance Product Designer | Toptal 2022

- Selected among the top 3% of global designers on Toptal's elite freelance network.

Design Intern Instructor | Acumen Digital 2021 – Present

- Mentored design interns on UX fundamentals, prototyping, and product thinking, supporting their transition into professional roles.

Assistant Design Mentor | Kimoyo Fellowship 2020

- Provided portfolio reviews and career guidance to early-career designers, strengthening their employability in product and UX roles.

TECHNICAL SKILLS

Design Tools: Figma, Sketch, Adobe XD, Adobe Creative Suite, Hotjar, Maze, UserTesting

Design Skills: Product Design, UI/UX Design, Interaction Design, User Research, Competitive Research, Prototyping, Accessibility Design, Design Systems

Development: Framer, Webflow, WordPress, HTML, CSS, JavaScript, Flutter

Product & Analytics: Mixpanel, Amplitude, Looker

Methodologies: Agile, Design Thinking, User-Centered Design, Rapid Prototyping, A/B Testing

Mobile: iOS and Android design patterns, App Store optimization, In-app flows

EDUCATION

Master of Business Administration – Fintech and Blockchain | Nexford University, USA 2022 – 2024

Distinction

Bachelor of Science – Computer Science | Renaissance University, Enugu, Nigeria 2015 – 2019

Second Class Upper | 4.25/5.0

CERTIFICATIONS

- Product Masterclass: How to Build Digital Products – Product School
- Enterprise Design Thinking Practitioner – IBM
- Technology Operations Management – Nexford University
- Using Motion Design to Animate with Purpose and Create Delightful Experiences – Awwwards
- Art Direction Secrets to Create Unique Web Experiences – Awwwards
- Hands-On Design: Reinvent Your Creative Process – Domestika

RECOGNITION

- Featured as one of the best freelance UX researchers in Lagos to hire in 2025 – Contra
- Community Contributor, Asa Coterie (2020–Present): facilitated discussions connecting 200+ creatives across Africa