# Onofua Orezimena L.

PRODUCT DESIGNER

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**Multidisciplinary Designer** with 5+ years crafting user-centered experiences in **Web3, DeFi, and Fintech.** Expertise in **UX optimization** and **design systems,** delivering data-driven solutions that combine **AI-enhanced workflows** with motion design. Proven track record of scaling protocols from **early stage to $1B+ TVL** through intuitive interfaces and engaging user experiences.

## WORK EXPERIENCE

### Zo
Dec '23 — Date

Product Designer

- Sole Product Designer responsible for the end-to-end design of Zo across iOS, Android, and web—contributing to 149k total users, 4.6k weekly active users (WAUs), and 16k monthly active users (MAUs) as of Q2 2025.

- Designed and launched the core user experience and UI system from the ground up, enabling seamless cross-platform functionality and scalability.

- Collaborated directly with founders and engineers to integrate AI and Web3 capabilities, resulting in the creation of over 2.9k AI apps within the platform.

- Shaped the product's visual identity, interaction flows, and GTM design assets —driving a 30% uplift in user sign-ups and establishing Zo's position as a leading decentralized AI chat app.

### Wonderstruck
Jul '22 — Oct '23

Product Designer

- Partnered with cross-functional teams to deliver user-centered products that aligned with business goals and exceeded usability benchmarks.

- Led the redesign of the Jito staking platform, launching the innovative "Vampire Attack" feature—boosting user experience by 150% and increasing platform usage by 35%.

- Collaborated with the Zo team to design key products (ZeroChat, Ozones, Forums), contributing to a successful launch and driving a 45% uplift in user engagement and a 25% rise in daily active users.

- Contributed to multiple Web3 products (Solend, Socean, Ginseng, STFx), resulting in a 20% improvement in product efficiency and a 30% increase in customer satisfaction.

## EDUCATION

### UX Research
Memorisely

Sept. 2022

### Advance Design Tactic
Figma Academy

Sept. 2021

### Electrical Engineering
Rufus Giwa Polytechnic

Sept. 2018

## SKILLS

User-Centered Design · Interaction Design · Prototyping & Journey Mapping · AI-Enhanced UX Research · Data Visualization · Design Systems · Usability Testing · Heuristic Evaluation · Information Architecture · Visual Design (Typography, Color Theory) · Web & Mobile UI Design · Agile & Cross-Functional Collaboration · Design Thinking · AI-Driven Innovation · Project & Team Leadership · Continuous Learning

## Earnipay

Jan '22 — May "23

### Product Designer

- Led the end-to-end UX/UI design for Earnipay's on-demand pay platform as a founding team member – crafted intuitive employee onboarding flows and seamless payroll integrations – delivering a frictionless app experience that drove adoption across 100+ partner companies in the first year.

- Drove significant user growth by enabling flexible access to earnings, empowering 10,000+ employees to withdraw over ₦500 million in accrued salaries on-demand and improving employee retention and financial wellness at client organizations.

- Collaborated closely with founders to define product vision and roadmap, aligning design initiatives with business goals and user feedback; contributed to securing a $4 million seed funding round and establishing Earnipay as Nigeria's first on-demand pay provider

## Airfoil

Jun '21 — Jul "22

### Product Designer

- Designed OpenGuild, a Web3 guild platform that generated $1M+ in NFT asset commitments and boosted gaming yields by over 900%.

- Led the pivot to Omni, a multichain NFT aggregator supporting 25+ chains, driving $700K+ in cross-chain NFT transactions.

- Designed an automated NFT trading bot using smart contracts, enabling instant bids and listings during high-demand drops.

- Improved UX for Sifchain, the first omni-chain DEX on Cosmos, contributing to a seamless cross-chain experience and supporting a $29M+ funded protocol.

## LifeBank

Mar '19 — Mar '21

### Product & Graphic Designer

- QUIP & SkyBank Rollout: Designed innovative solutions that boosted COVID-19 testing in Nigeria by 25%, improving access to critical healthcare services. Optimized the healthcare facilities database, driving a 3x revenue increase in 2020 and enabling seamless medical supply deliveries during lockdowns, even in high-demand areas.

- LifeBank Rider App: Spearheaded the design of the Rider App, streamlining order and delivery workflows. This led to a 4x improvement in delivery efficiency, a 40% reduction in delivery times, and an 85% increase in user satisfaction, ensuring that life-saving medical supplies reached their destinations faster.

- Transaction Growth During COVID-19: Played a pivotal role in scaling LifeBank's operations, contributing to a 60% surge in completed transactions and expanding LifeBank's reach to 5,000+ healthcare facilities within a year. The product design innovations were critical in LifeBank's mission to save lives during the pandemic.