

# GIFT OKOH

Ontario, Canada · [okoh.gift.025@gmail.com](mailto:okoh.gift.025@gmail.com) · [linkedin.com/in/giftokoh](https://www.linkedin.com/in/giftokoh) · [www.giftokoh.com/](https://www.giftokoh.com/)

## SUMMARY

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Senior Product Designer with 6+ years of experience in product design (UX/UI) across B2B SaaS and marketplace products, plus 3 years in SEO and growth marketing. Proven record of user-centered design tied to business outcomes: shipped a data product that increased user engagement 32.7% and retention 9%, and built usability testing and A/B testing programs that raised user satisfaction 25%. Expert in Figma, design systems, user research, interaction design, wireframing, prototyping, and accessibility (WCAG). Promoted from UX Designer to Lead Product Designer within 7 months.

## CORE SKILLS

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**Product & Interaction Design:** Product Design · UX Design · UI Design · User Experience · User Interface Design · Interaction Design · Information Architecture · Mobile App Design · Web Design · Responsive Design

**Research & Validation:** User Research · Usability Testing · A/B Testing · Journey Mapping · Personas · Design Thinking

**Design Systems & Tools:** Design Systems · Component Libraries · Figma · Wireframing · Prototyping · Accessibility (WCAG)

**Growth & Analytics:** Conversion Rate Optimization (CRO) · SEO · Google Analytics · Data-Driven Design

**Collaboration & Leadership:** Agile · Cross-Functional Collaboration · Design Leadership · Mentoring

## EXPERIENCE

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### Lead Product Designer - VisioPixelCraft

Jan 2025 – Present · London, ON

Independent product design consultancy serving SaaS, hospitality, immigration, and marketplace clients. Selected live work:

- **Upside Immigration Consulting ([upsideconsulting.ca](https://www.upsideconsulting.ca))** A regulated immigration consultant needed a web presence that could earn trust in an industry full of unlicensed operators. Designed and developed the full site around credibility and conversion: licence verification above the fold, a pre-assessment funnel, an interactive CRS calculator, and live Express Entry data. Search snippets earn a **23.7% click-through rate** in Google Search, roughly 6x industry average.
- **Xenbox ([xenbox.io](https://www.xenbox.io))** - A browser automation platform needed its technical complexity, multi-profile management, workflow orchestration, a node-based bot builder, translated for non-technical users. Designed the product UI (drag-and-drop flow editor, profile and proxy management, workflow states) and the marketing website.
- **GeegHive ([geeghive.com](https://www.geeghive.com))** - An events marketplace app faced a cold-start problem and an app store presence that leaked credibility. Led discovery across three user personas, mapped journeys, simplified account architecture, and audited store listings; recommendations shipped in the live iOS and Android listings.

### Lead Product Designer - CoAmana

Feb 2023 – Jan 2025 · Remote

Agritech marketplace serving emerging markets. Owned design direction across mobile and web.

- Farmers struggled to understand market pricing, leading to low repeat engagement. Led discovery with product managers and users, designed Amana Insight, and shipped an analytics experience that increased user engagement **32.7%** and improved retention **9%**.
- Product decisions relied on assumptions with no systematic validation. Built usability testing and A/B testing programs into the design process, improving user satisfaction scores **25%**.
- Design delivery slowed as the product grew, with engineers rebuilding inconsistent components. Established a scalable design system and reusable Figma component libraries, cutting rework and enabling faster agile shipping.
- Junior designers lacked structured research skills, creating a review bottleneck. Introduced mentorship on research methods and design critique, distributing quality ownership across the team.

### User Experience Designer - CoAmana

Jul 2022 – Jan 2023 · Remote

- Core product flows had never been validated with users in emerging markets. Ran user research, wireframing, and prototyping cycles, shipping high-fidelity UI grounded in observed behavior.
- Designers were recreating the same UI elements per screen. Built reusable Figma component libraries that standardized patterns and sped up engineering handoff.
- Promoted to Lead Product Designer after 7 months based on design impact and cross-functional collaboration.

### Product Designer - ePOS Hybrid

Apr 2021 – Apr 2022

- Restaurant operators found the SaaS platform's workflows misaligned with real service operations. Led operator research and translated findings into redesigned workflows that measurably improved operational efficiency and client satisfaction.

- The product had inconsistent patterns and accessibility gaps. Extended the component library with engineering and implemented accessibility and usability standards, raising baseline quality.

#### UX/UI Designer - Design Sense

*Jan 2020 – Jan 2021 · Remote*

- Client websites looked polished but converted poorly. Paired usability evaluations with conversion goals, redesigning web interfaces and landing experiences that served business objectives.

#### SEO & Digital Marketing Specialist - SIKSHOES

*Aug 2016 – Oct 2019 · Lagos, Nigeria*

- The brand was invisible in organic search. Built an SEO strategy from keyword research through on-page optimization, growing organic traffic **54%** and search visibility **35.6%**.
- Traffic was not converting into leads. Used Google Analytics to identify drop-off points and optimized campaigns and landing pages, lifting lead generation **45%** and conversion rates **24.6%**.

#### EDUCATION

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Postgraduate Certificate, Artificial Intelligence & Machine Learning - Fanshawe College

User Experience Design Certification - University of Georgia, 2023

MS, Computer Engineering - University of Lagos, 2022

BE, Computer Engineering - University of Maiduguri, 2015