

Chidi Nwaubani

Professional Summary

Senior Product Designer with **10+ years of experience** specialized in **AI-native workflows** and **B2B/B2C** dynamics. Proven track record of **end-to-end design ownership** across fintech, crypto, and digital platforms, delivering measurable impact: **4.7/5 star ratings**, **12% adoption growth**, and **3% conversion improvements**.

Core Competencies

Product Design & UX

User experience design (Fintech) • User Research & Usability Testing • Wireframing & High-fidelity Prototypes • Customer Journey Mapping

Fintech & Financial Services

Digital Banking App Design • Payment Flows • Conversion Rate Optimization (CRO)

Technical Fluency

AI Design Integration • Claude Code, Gemini, Paper and Figma workflows • Data-Driven Design Iteration

Professional Experience

Senior Product Designer - Thrive Learning | Dubai

Jan 2025 – Jan 2026

- **Lead the redesign** of the Thrive Learning Mobile app, leveraging AI-native tools NotebookLM, Claude Code and Google ai studio /Gemini for **research synthesis** and **rapid prototyping**.
- Integrated the new AI learning product and designed learning experiences for the enterprise training platform.
- Created intuitive interactions and gamified systems for skill mastery.
- Collaborated with engineering and product teams on engagement optimization.

Senior Product Designer - Flipside Crypto | Remote

July 2024 – Nov 2024

- **Redesigned the website**, improving user navigation and accessibility for Analysts, Builders, Gamers, and Investors.
- Launched "Earn" section with blockchain incentive programs (Quests, Grail).
- Enhanced engagement significantly through user research and usability testing.

Senior Product Designer - Wio Bank | Abu Dhabi

Dec 2021 – Oct 2023

- **Led product design** for Wio Personal banking app and web platform.
- Utilized **research-grounded** decision-making to achieve a **4.7/5 user rating** and boost app adoption by **12% within 6 months**.

Lead Creative - Fondazione La Biennale di Venezia | Venice, Italy

Sept 2022 – Nov 2023

- Directed cross-functional collaboration to integrate blockchain and Web3 components into art exhibitions.
- **Introduced first-ever AR installation** at the Venice Biennale.

Senior Product Designer - Artsy | Remote

June 2021 – Nov 2021 (Contract)

- Designed product experiences for the art marketplace, managing complex **two-sided marketplace dynamics** while **optimizing platform growth** for artists and collectors.

Senior Product Designer - Majid Al Futtaim | Dubai

Oct 2020 – May 2021 (Contract)

- Designed retail experiences **optimizing platform growth** by addressing managed intricate ecosystem interactions within two-sided marketplaces, **dynamics** and conversion flows.

Product Designer - Emirates Airline | Dubai

May 2019 – Oct 2020

- **Led full redesign** of Skywards Loyalty website.
- **Achieved 3% conversion increase** and **5% user retention improvement**.

Product Designer - Burberry | London

Feb 2017 – May 2019

- **Led product design** for Burberry checkout.
- Implemented **benchmark-led** design optimizations resulting in **\$1.2M additional sales**.
- **Boosted conversion by 3%** and average order value by **7%**.

Key Achievements

- **Wio Bank:** 4.7/5 rating, 12% adoption increase.
- **Burberry:** \$1.2M revenue increase, best-in-class performance award.
- **Emirates Skywards:** 3% conversion lift, 5% retention increase.
- **Recognition:** Special Mention (London Design Biennale 2025) Venice Biennale 2023, Best Mobile App (Drapers, Glossy, Webby Awards).
- **Press:** The New York Times, BBC, CNN, The Guardian, The New Yorker.

Education

User Experience Design (Associate's Degree)
BA (Honors) Graphic Information Design

General Assembly | 2016
University of Westminster | 2012