

Joshua O. Ikhine

Product Designer · Web & Mobile

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SUMMARY

Product designer with three years of experience designing and shipping web and mobile products for startups across travel, fintech and SaaS. I work end to end — user research, flows, UI, design systems — and build production websites in Framer without waiting on a dev queue. Comfortable owning design as the only designer on a team.

EXPERIENCE

Product Designer (Full-time), Njem Sept 2024 – Present

- Redesigned the travel booking platform across web and mobile, from research and flows through to high-fidelity UI and developer handoff.
- Rebuilt search and filtering into a modular system that cut the number of steps to complete an itinerary, measurably reducing task time in testing.
- Built and maintained the design system — components, tokens and usage documentation — which cut repeat design work and shortened build time for new screens.
- Ran usability sessions with 50+ users; the friction points identified fed directly into the booking flow rework and a drop in support tickets around checkout.

Product Designer (Contract), UnifiedBeez Aug 2025 – Jan 2026

- Led mobile-first design for a multi-channel business messaging platform.
- Designed core features: AI setup wizard, unified inbox, automation builder and team collaboration tools.
- Created a scalable component library used across both the mobile app and web dashboard.
- Ran usability testing and worked directly with the PM and engineers through implementation.

Brand & Web Designer (Contract), Dingpay Nov 2024 – Jan 2025

- Designed and shipped a responsive marketing site for a fintech product, focused on trust signals and a clear path to sign-up; bounce rate dropped and trial sign-ups rose after launch.
- Restructured navigation and page hierarchy based on heatmap and journey data.
- Built the brand identity system — logo, type, colour, usage rules — and rolled it out across five channels.

Brand Designer, Earna Sept 2024 – Jan 2025

- Defined the visual identity across the website and marketing assets.
- Designed campaign landing pages for two product launches, with measurable lift in conversion over the previous pages.
- Delivered 30+ marketing and in-product visuals to the growth team's schedule.

UI/UX Designer (Part-time, Remote), Totally Africa Limited Sept 2024 – Jan 2025

- Designed web and mobile interfaces from wireframe to prototype, and set the visual identity across digital platforms.
- Ran user research and testing, then iterated with engineering based on feedback and usage data.

Lead Product Designer, Lecture Podcast Nov 2023 – Dec 2024

- Led a small design team on mobile and web products serving roughly 5,000 monthly active users.
- Reworked onboarding to reduce first-session drop-off, and launched landing pages that increased time spent with content.
- Set design standards and a reusable UI library, which removed most repeat work and tightened the design-to-dev cycle.

UI/UX Designer (Intern), Pawfinder Apr 2023 – Aug 2023

- Produced low- to high-fidelity UX artifacts for three core features and built reusable UI components (menus, CTAs, form patterns).
- Contributed to redesigns validated through A/B testing, and prepared production-ready handoffs.

Designer (Freelance), Independent Apr 2021 – Present

- Delivered product interfaces, landing pages and brand work for 20+ clients across fintech, e-commerce and SaaS.
- Built and shipped client websites in Framer, handling design and no-code build end to end.

EARLIER EXPERIENCE

Creative Director, Phire & Dot Consulting (2023) — brand systems and 100+ campaign visuals across client projects.

Graphic Designer, Gordian Towers Limited (2023) — brand identity refresh and 50+ social assets; grew a new channel to 1,200+ followers in three months.

NYSC, Federal University Lokoja (2023–2024) — co-led UX and rollout of an e-learning platform used by 1,000+ students.

SKILLS

Design: UI design, UX design, design systems, user research, usability testing, wireframing, prototyping, user flows, visual design, brand identity

Tools: Figma, Framer, Adobe Illustrator, Photoshop, Lightroom, Canva

Build: Framer (no-code), HTML/CSS fundamentals, developer handoff

EDUCATION

BSc Computer Science — Bowen University, Iwo, Nigeria (2019–2023). Second Class Upper.