

# Ukpong Godswill

## career summary.

People-focused designer with 3 years of experience. Scaled 7+ products spanning mobile apps, web apps, B2B & B2C, and SaaS in diverse industry verticals such as Fintech, Insurtech, No Code, Email Marketing and Productivity Tools. Proficient with Figma and skilled in analyzing complex problems while devising innovative solutions to optimize revenue and user experience. Looking to bridge the gap between your customer needs and profits.

## experience.

### Product Designer

TradeVu — Remote

March 2023 – Present

Leading the end-to-end product design of a B2B and B2C trade finance management solution.

Enterscale — Lagos, Remote

Nov 2022 – June 2023

A growth consultancy company that builds and launches insight-driven products and helps with growth marketing.

### Lead Product Designer

- Facilitated the design of 5 digital products that empower clients to scale their revenue and grow their customers efficiently.
- Accelerated the end-to-end product design of a B2B productivity software in less than a month.
- Developed and maintained a detailed style guide and pattern library, improving productivity and output by 15% while enhancing consistency in UX across all products.
- Fostered effective communication with stakeholders and engineers to successfully build and launch our products.

### UI/UX Designer

- Designed a SaaS application that services over 12 million respondents with hyper-targeted, interactive surveys and customisable rewards.
- Communicated risks and benefits to stakeholders to conserve budget after thorough product research.
- Actualized the merger of a survey and rewards web app as a feature into an existing email marketing platform.
- Designed and launched an election monitoring tool for the 2023 Lagos Governorship Elections in Nigeria in less than a week.

## Product designer

+234 903 789 0660

[willmichael170@gmail.com](mailto:willmichael170@gmail.com)

Portfolio: [bit.ly/Cavemann](https://bit.ly/Cavemann)

Linkedin:

[www.linkedin.com/in/cavemann](https://www.linkedin.com/in/cavemann)

## skills and tools.

**Visual Design** – Sketching and Wireframing, Interaction Design, and Design Systems.

**UX research** – Market research, User interviews, Empathy mapping, Journey mapping, Usability testing, Card sorting, and A/B testing.

**UX Writing** – Research, Web content, Content Strategy, Site mapping, Voice and Tone Design.

**Frontend Development** – HTML & CSS.

**Design Tools** – Figma, Webflow.

## education.

**Federal University of Technology,**  
Owerri – B. Tech  
*Food Science and Technology* –  
CGPA 4.3/5.0

2016–2021

## UX Designer and UX Writer

### MyCover.ai — Lagos, Hybrid

Nov 2021 – Feb 2023

Enabling anyone to build, launch and manage insurance products through an all-in-one infrastructure.

- Secured up to \$1.25 million pre-seed funding with a cross-functional team building Africa's digital insurance infrastructure.
- Formulated the information architecture and user flows for about 80% of the products.
- Initiated dynamic feedback to the insurance claims tracker to boost customers' confidence in claims assessment.
- Evaluated the insurance market in Nigeria to expedite the crafting of user flows, product copies and website content.
- Introduced a holistic voice and tone design to ensure consistency in the brand and product language.
- Established processes to standardise UX Writing activities such as creating templates, setting up plugins, creating content libraries, etc. to optimise content development.

## UX Designer and UX Writer

### MyCovergenius — Lagos, Hybrid

Nov 2021 – Feb 2023

A digital insurance platform for B2Cs and B2Bs.

Designed the information architecture for the robust admin insurance management system.

### other experience.

- **Co-Mentor** – Outreachy *Feb 2023 – Present*
- **UI Design • Intern** – Outreachy *Dec 2022 – Mar 2023*
- **Open Source Designer** – ODK-X *Oct 2022 – Present*
- **Product Designer • Intern** – Genesys Tech Hub *Sept 2021 – May 2022*
- **UI/UX Designer • Intern** – The Zuri Team *Mar 2021 – July 2021*

### certifications.

#### Interaction Design Foundation

- Visual Design: The Ultimate Guide, Jan 2023
- Design Thinking: The Ultimate Guide, Oct 2022
- User Experience: The Beginner's Guide, May 2022

#### Google UX Design Certificate

- Build Wireframes and Low-Fidelity Prototypes – Sept 2022
- Start the UX Design Process: Empathize, Define, Ideate – May 2022
- Foundations of UX Design – Sept 2021

#### Grasshopper

- Coding Fundamentals I – Sept 2021
- Coding Fundamentals II – Mar 2021

#### Genesys

- Product Design – May 2022

#### SKILLING

- Product Design – Aug 2021

### Languages

English, Pidgin English, Ibibio, Yoruba and Spanish.

[more on LinkedIn.](#)

References are available upon request.