

Joy Omowaye

Product Designer | [Portfolio](#)

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PROFESSIONAL SUMMARY

Joy Omowaye is a Product Designer with 5+ years of experience designing and delivering digital products across SaaS, fintech, marketplaces, and emerging technology platforms. She specialises in designing secure, user-centred experiences for financial transactions, digital commerce, and scalable digital products, turning complex product ideas into intuitive solutions that support user needs and business growth. Her work covers web and mobile applications used across the UK, US and international markets, including consumer platforms, transactional systems, and scalable digital services. She collaborates closely with engineers and founders to move products from early concept through to production release. Beyond her professional work, Joy actively contributes to the growth of the design community through mentorship, speaking engagements, judging panels, and educational content, helping early-career designers build practical product skills.

CORE SKILLS

Technical Skills: Product Design | User Experience Design | User Interface Design | Product Thinking | User Research | Interaction Design | Information Architecture | Wireframing | Prototyping | Usability Testing | Design Systems | Product Collaboration | Agile / Iterative Product Development

Professional Skills: Communication | Leadership | Collaboration | Teamwork | Time Management | Attention to Detail | Critical Thinking | Problem Solving

Tools: Figma, FigJam, Miro, Notion, Jira

PROFESSIONAL EXPERIENCE

Prooval (Formerly Hackthejobs) — Founding Product Designer

Nigeria | Jan 2024 – Present

- Joined the company at the concept stage and led product design from early research through to launch as the Founding Product Designer.
- Conducted early user research and product discovery for HacktheJobs, which later informed the strategic pivot into Prooval.
- Designed wallet, payout, and payment experiences that enabled creators to receive earnings, manage balances, and complete secure financial transactions within the platform.
- Designed the core user flows for expert profiles, service bookings, digital product sales, and webinars.
- Created interactive prototypes used to validate product ideas with early users.
- Collaborated closely with engineering to translate product requirements into production-ready designs.
- Supported product growth through collaboration with marketing on user-centred product positioning and onboarding flows.
- The platform grew to **16,000+** registered users following the product pivot and launch.

Ingenious App Studios — Product Designer

UK | March 2023 – May 2025

- Worked within a UK-based development company delivering product design for multiple web and mobile applications across different industries.
- Led UX and UI design across **20+ client products** at different stages of development.
- Created wireframes, prototypes, and high-fidelity product interfaces for mobile and web platforms.
- Collaborated directly with frontend and backend engineers to ensure accurate implementation of designs.
- Contributed to design systems and reusable interface components used across projects.
- Products worked on include platforms such as **Tisume, Prime Events, QuickRep, Life in the UK (Urdu)**, and **Nudge**.

Nomad Internet — UI/UX & Graphic Designer

US | February 2024 – August 2024

- Improved website navigation and usability across core pages.
- Designed marketing graphics and digital assets supporting online engagement reaching over 20,000 audiences through ads and publications
- Collaborated with the team to improve Shopify interface consistency by 15%.
- Standardised visual components across the website using a structured design-system approach.

LevenUp — Product Designer

San Francisco, USA | October 2021 – August 2022

- Worked on an event-discovery platform helping users find local events and activities.
- Conducted usability research and user testing to identify friction points within the platform.
- Designed user flows, wireframes, and interactive prototypes covering 150+ interface screens.
- Improved clarity and navigation across event discovery and booking flows through iterative design improvements.

EDUCATION

- **Obafemi Awolowo University, Nigeria** - B.Sc.Ed, Biology, 2016 - 2022
- **Uranus Academy, Nigeria** - Fundamentals of Product Design, 2022
- **Udemy, Nigeria** - Figma UI/UX Essentials, 2023
- **Dev & Design** - Basics of Coding & Content Design, 2023

LEADERSHIP & COMMUNITY CONTRIBUTIONS

- **Co-Organiser** - Friends of Figma Abeokuta
- **External Judge** - Grazac Academy graduation product showcase, evaluating student-built digital products across multiple cohorts.
- **Speaker** - NextGen Conference, delivering sessions on UX design and product development.
- **Team Lead** – Ogun Digital Summit (2025 edition), coordinating 120+ volunteers and cross-functional teams for a large regional technology event.
- **Mentor** to 300+ early-career designers through workshops, community sessions, and online educational content.

PROFESSIONAL CERTIFICATIONS

- **Product Design Certification** - Uranus Academy
- **Impact & Leadership Award** - Ogun Digital Summit (ODS)
- **JavaScript Fundamentals** - Dev & Design
- **Always Growing Employee Award** - Prooval

Selected PROJECTS

- Prooval
www.prooval.com
- My Best 11
[App Store](#) | [Play Store](#)
- NIMRA
nimra.ng
- Queposts
queposts.com
- Tisume
tisume.com

PUBLICATIONS / MEDIA

- Featured in Tech Economy for leadership of Ogun Digital Summit
- Medium articles on UX, product design, and digital strategy

LANGUAGES

English (Fluent)

Yoruba (Fluent)

Pidgin English

French (Beginner)