

Victory Onah Owoga

Senior Product Designer | UX/UI Design Lead

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PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years delivering end-to-end digital products across fintech, healthcare, logistics, edtech, and gaming. Skilled across the full design lifecycle: user research, information architecture, interaction design, visual design, design systems, prototyping, and developer handoff. Shipped 400+ screens across web and mobile; reduced support tickets by 30% and cut design-to-development turnaround by 35% at VDL Technology. Led design for the Stanbic IBTC Quick Service Portal (Standard Bank subsidiary), Japtini Logistics (Nigeria and Kenya), and a virtual healthcare clinic. Experienced leading design teams, mentoring designers, and presenting strategy to executive stakeholders across multiple industries.

PROFESSIONAL EXPERIENCE

Head of Design & Product Innovation Specialist

VDL Technology | January 2025 – Present

- Led design strategy and execution for a multi-game trivia platform (web and mobile) — creating 5 new game concepts and improving 3+ existing game experiences, with weekly leaderboard cash reward mechanics for a growing West African gaming audience.
- Delivered a complete UX/UI overhaul that reduced support tickets by 30% through redesigned onboarding flows, streamlined navigation architecture, and a simplified in-game interface hierarchy across web and mobile.
- Reduced design-to-development turnaround by 35% by establishing a structured design ops workflow: Figma component libraries, design tokens, annotated handoff specs, and weekly cross-team standups.
- Prototyped and drove delivery of a STEAM-focused educational trivia game blending academic literacy with entertainment, boosting player retention and session engagement.
- Mentored a junior designer through structured weekly critique sessions, enabling independent feature ownership within 3 months.

Senior Product Designer, Consultant

Prunedge (Stanbic IBTC Quick Service Portal) | March 2024 – May 2024

- Led UX/UI design for the Stanbic IBTC Quick Service Portal, streamlining customer access to financial services for one of Nigeria's largest banks (Standard Bank Group subsidiary).
- Designed 4 concurrent products: Women Techster (tech advocacy), Dev Foundry (developer community), Digital Skills Nigeria (British Council partnership), and the NATEP government portal, all delivered on schedule within 3 months.
- Maintained design quality across simultaneous deliverables via reusable components, clear milestones, and rapid stakeholder feedback loops.

Product Designer, Consultant

TalentCode (E-Learning and Talent Platform) | March 2024 – July 2024

- Designed a full-featured e-learning web application and marketing site with intuitive course navigation, responsive layouts, and engaging UI patterns to maximise learner retention and course completion.
- Built a tech-talent dashboard for profile and portfolio management and a recruiter dashboard for talent discovery and contract management.

Product Designer, Consultant

SmartCard Virtual Clinic | January 2024 – March 2024

- Led end-to-end design of a virtual clinic app covering patient-doctor consultations, prescription management, and lab-test booking; conducted user research with patients and clinicians, designed secure payment flows, and created a full visual design system.
- Delivered within a 3-month engagement; achieved positive post-launch user feedback and a measurable increase in app adoption.

Senior Product Designer

Japtini Logistics | 2021 – 2023

- Shipped 400+ screens across a truck-logistics web and mobile suite operating across Nigeria and Kenya, the largest single design scope in the portfolio.
- Conducted user research across 3 stakeholder groups (drivers, dispatchers, clients), mapping complex multi-party workflows and designing role-specific interfaces for each.
- Designed a Customer Web App (maps, real-time tracking, booking), a Partner Web App (fleet management, dispatching, route planning), and a full internal CRM with role-based access for 5+ department types.

Product Designer, Consultant

Smarterise (Energy Management Platform) | 2022

- Designed a data-heavy energy management web app for a France-Nigeria tech firm, including charts, graphs, and interactive dashboards communicating complex energy data to technical and non-technical user types.
- Designed role-appropriate interfaces for engineers, analysts, and operations managers, balancing information density and access-level boundaries.

UI/UX Designer

JABA (Vendor and Artisan Social Platform) | September 2020 – April 2021

- Designed mobile and web interfaces for a professional networking platform connecting vendors and artisans, shaping onboarding, discovery, and profile experiences.
- Implemented a full design system (components, typography, colour, iconography) and conducted usability-testing rounds to improve task completion and engagement.

Lead UI/UX Designer

GoCowry (Ride-Booking Platform) | 2020

- Designed a geo-location ride-booking platform supporting Keke, cars, minibuses, and Coaster buses for local and inter-city travel.
- Conducted user interviews to validate design decisions; built mobile-first interfaces grounded in information-architecture best practices.

Visual/UX Designer, Consultant

PlusLife (Bluetooth Social Platform) | 2019

- Led UX design for a Bluetooth-based proximity social platform: built personas, user flows, and wireframes, then validated through usability testing to refine the core messaging and discovery experience.
- Designed the full UI applying interaction design and visual hierarchy best practices across chat and user-discovery surfaces.

UI/UX Designer

V-Tech (Blood Donation and Course Provider Applications) | 2018

- Led UX/UI design for a blood-donation app simplifying donation-centre discovery, appointment scheduling, and campaign notifications; incorporated gamification and social sharing to incentivise participation.
- Led design for an online course-provider app connecting students with career professionals by geo-location; developed personas, user flows, and wireframes for both products.

CORE SKILLS

Design Tools

Figma · Adobe XD · Sketch · Protopie · Webflow · InVision · Balsamiq · UXPin · Proto.io · Adobe Illustrator · Adobe Photoshop · Blender · Adobe After Effects · DaVinci Resolve · Miro

UX and Research Practice

User Research · Usability Testing · Heuristic Evaluation · Information Architecture · Interaction Design · Wireframing · Prototyping · User Flows · Journey Mapping · Human-Centred Design · Accessibility Design · UX Writing

Visual and Product Design

Visual Design · Design Systems · Component Libraries · Design Tokens · Data Visualisation Design · Responsive Design · Brand Identity

Collaboration and Process

Design Ops · Agile/Scrum · Developer Handoff · Design Critique · Stakeholder Presentations · Jira · Linear · ClickUp · Notion · Google Suite

Product and Strategy

Product Strategy · Feature Definition · Go-to-Market · Competitive Analysis · Storyboarding · Business Acumen

CERTIFICATIONS

IBM Enterprise Design Thinking, Team Essentials for AI

IBM | 2021

Google UX Design Professional Certificate

Coursera / Google | 2022

Software Design and Architecture Specialisation

University of Alberta | 2023

UI/UX Design Specialisation

California Institute of Arts via Coursera | 2021

IBM Enterprise Design Thinking Co-Creator

IBM | 2021

IBM Enterprise Design Thinking Practitioner

IBM | 2020

UI/UX Design

Udemy | 2018

EDUCATION

MSc Data Analysis and Business Intelligence

Babcock University | 2026 (In View)

B.Sc. Physics (Electronics and Computer Technology)

University of Calabar | 2019