

# Victory Onah Owoga

## Senior Product Manager

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### PROFESSIONAL SUMMARY

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Senior Product Manager with 6+ years leading product strategy, roadmap execution, and cross-functional team alignment across fintech, healthcare, logistics, gaming, and edtech. Shipped zero-to-one products from concept to live deployment, including EMR software across 60 hospitals, a multi-game trivia platform, and a B2B vendor networking app. Uniquely fluent in UX/UI design, enabling tighter collaboration with design teams and faster product iteration. Track record of measurable delivery: 35% faster design-to-development turnaround, 30% reduction in support tickets, and 400+ screens shipped across concurrent product lines.

### PROFESSIONAL EXPERIENCE

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#### Product Innovation Manager & Head of Design

*VDL Technology | 2025 – Present*

- Spearheaded product strategy and innovation for a multi-game trivia platform (web + mobile), creating 5 new game concepts and improving 3+ existing game experiences, with weekly leaderboard cash reward mechanics.
- Reduced design-to-development turnaround by 35% by establishing a structured design ops workflow, weekly cross-team standups, and scalable Figma component libraries.
- Delivered a full UX/UI overhaul across web and mobile, cutting support tickets by 30% and improving first-time user conversion through faster, more intuitive onboarding flows.
- Prototyped and drove delivery of a STEAM-focused educational trivia game, boosting player retention and extending average session engagement.
- Conducted market research into the West African mobile gaming landscape to define product direction and competitive positioning.
- Mentored a junior designer through structured weekly critiques, enabling independent ownership of key product surfaces within 3 months.

#### Senior Product Manager (CPO-level ownership)

*Prime eHealth | January 2024 – October 2024*

- Led end-to-end product management for Emergency Medical Records (EMR) software deployed across 60 hospitals in Nigeria, covering requirements, prioritisation, development, QA, and launch.
- Prioritised roughly 300 backlog issues to stabilise the platform and protect hospital adoption.
- Managed the complete Virtual Clinic product lifecycle, ensuring on-time delivery, quality standards compliance, and budget adherence.
- Maintained strategic relationships with Chief Medical Directors and hospital management, translating clinical feedback into iterative product enhancements.
- Partnered with marketing on go-to-market strategy and hospital-facing product messaging, contributing to accelerated network adoption.
- Implemented a user-first product framework, tracking adoption metrics bi-weekly to prioritise the next sprint's backlog.

#### Head of Product (Contract)

*Schoolable | June 2023 – August 2023*

- Defined and delivered product strategy for a school management system deployed across 7 schools in Lagos within a 3-month engagement.
- Led sprint planning, reviews, and retrospectives, championing Agile adoption and improving delivery velocity across the engineering team.
- Established and tracked KPIs across the platform, using data-driven insights to prioritise the product roadmap and resolve critical bugs.
- Entrusted with an additional Project Manager assignment for the Café One merchant-payment solution, coordinating delivery through development and handover to Sterling Bank QA.

#### Director of Innovation (Board of Directors)

PSIFON | March 2021 – Mid 2022

- Owned product plans, including objectives, scope, timelines, and resource allocation, across multiple concurrent product lines.
- Defined OKRs and success metrics for each product initiative, reporting quarterly results to board-level stakeholders.
- Led cross-functional squads through Agile ceremonies, improving sprint completion rate and reducing delivery blockers.
- Championed user research integration into roadmap planning, replacing assumption-driven prioritisation with validated user insights.

### **Product Manager**

Azed Communication / FixMe | July 2020 – February 2021

- Managed the full product lifecycle of a B2B vendor networking app from ideation through launch, achieving 1,000+ downloads within the first 3 months.
- Coordinated between engineering, design, and business stakeholders to deliver features on schedule within a lean startup environment.
- Gathered and synthesised user feedback post-launch to prioritise v2 enhancements, improving retention and expanding feature adoption.

## **CORE SKILLS**

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### **Product Strategy & Execution**

Product Roadmapping · OKR Definition · Zero-to-One Product Development · Go-to-Market Strategy · Product-Led Growth · Stakeholder Management

### **Agile & Delivery**

Scrum · Sprint Planning · Backlog Prioritisation · JIRA · Confluence · Cross-functional Team Leadership · Delivery Velocity Optimisation

### **Research & Analytics**

User Research · Competitive Analysis · Data-Driven Prioritisation · KPI Tracking · A/B Testing · Product Metrics · Adoption Analysis

### **Design & Delivery**

UX/UI Collaboration · Figma · Design Systems · Wireframing · Prototyping · Design-to-Dev Handoff

### **Domain Expertise**

Health-tech (EMR · Virtual Care) · Fintech · EdTech · Logistics · Gaming · Enterprise SaaS · B2B Platforms

## **EDUCATION**

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### **B.Sc. Physics (Electronics & Computer Technology)**

University of Calabar, Nigeria | 2015 – 2019