Shuaib Olanrewaju Sanni-Shittu

Product Designer | UI/UX Designer

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PROFESSIONAL SUMMARY

Product Designer and UX Specialist with over 7 years of experience delivering user centered digital products across health tech, fintech, and logistics sectors. Skilled at leading design end to end from discovery research and information architecture through to high fidelity prototyping and developer handoff with a proven ability to translate complex business challenges into intuitive, commercially impactful experiences. Currently advancing expertise with an MSc in User Experience Design at the University of Brighton, deepening a rigorous foundation in human centered design methodology. Adept at cross functional collaboration and bringing clarity to ambiguous design challenges.

CORE SKILLS

Design & Prototyping: UI/UX design, wireframing, interactive prototyping, high-fidelity mockups, responsive design, design systems, visual design, typography, colour theory, accessibility (WCAG 2.1)

Research & Strategy: User research, usability testing, competitive analysis, user journey mapping, persona development, information architecture, A/B testing, heuristic evaluation

Tools & Software: Figma (advanced), Maze, Miro, Adobe Photoshop, Adobe Illustrator, Hotjar, Microsoft Office Suite

Collaboration & Process: Cross-functional team collaboration, stakeholder management, developer handoff, agile/sprint workflows, product roadmap planning

PROFESSIONAL EXPERIENCE

Product Design/UX Expert

Mercor — Expert Talent Network | *May 2026 – Present* | *Remote*

- Perform end-to-end task planning, real-time audio narration of design UX decisions, and metadata verification using macOS Accessibility Inspector and TaskRecorder.
- Grade and evaluate AI-generated UI outputs, scoring visual hierarchy, alignment, typography, and responsive layouts against strict design guidelines.
- Conduct side by side frontend screenshot comparisons and video task reviews, diagnosing visual bugs, spacing flaws, and usability issues to rank model performance.
- Document detailed visual bug reports and severity assessments (None, Minor, Moderate, Severe) to ensure strict dataset quality and adherence to prompt constraints.
- Apply rigorous design evaluation standards within strict turnaround windows, maintaining consistent calibration across artefacts and breaking ties through close comparative analysis.

UI/UX Designer

EaziHealth — Health-Tech Startup | *January 2025 – October 2025* | *Remote*

- Leading end-to-end UX design for EaziHealth, a health-tech platform enabling users to compare drug prices across pharmacy chains in Nigeria, improving medication accessibility for a rapidly growing user base.
- Conducted comprehensive user research and competitive analysis with 5+ pharmacy partners, identifying key pain points that directly shaped the platform's core feature set.
- Designed and iterated on high-fidelity Figma prototypes for mobile and web, maintaining a strong focus on usability, accessibility (WCAG 2.1), and visual consistency across all touchpoints.
- Conceptualised and delivered key product features including a personalised health content hub, an AI-driven chatbot interface, and an intuitive pharmacy purchase history with brand recognition cues.

- Collaborated closely with the product manager and engineering team to preserve design intent through to production, reducing revision cycles by approximately 40%.

Product Design Team Lead

Wastepay (a product by Global Educare) | *May 2023 – August 2024* | *Remote*

- Led the product design function for Wastepay, a waste payment management platform, overseeing design direction, quality standards, and the mentorship of junior designers throughout the project lifecycle.
- Architected end-to-end user flows and journey maps clearly visualising the full customer experience for both end users and PSP (Payment Service Provider) operators.
- Designed a comprehensive PSP Operator Dashboard featuring real-time revenue tracking, customer records, and dynamic reporting significantly reducing manual reconciliation time for waste management operators.
- Developed a customer-facing payment interface that simplified the waste billing process, achieving measurable improvements in task completion rates across usability testing sessions.
- Produced a conversion focused landing page that clearly communicated the platform's value proposition, directly supporting the product's go-to-market strategy.

Product Designer

Liight Technology Solutions Limited | *July 2022 – April 2024* | *Remote*

- Defined and managed the product design roadmap for an electricity payment platform, balancing user needs with technical constraints across a complex multi-stakeholder environment.
- Coordinated design decisions with stakeholders across 11 electricity distribution companies, ensuring diverse operational requirements were met without compromising usability.
- Delivered prioritised features for both admin and user dashboards, establishing clear information hierarchies and efficient workflows that measurably reduced operator task time.
- Led the design of a fully responsive landing page optimised for mobile and desktop, improving accessibility and broadening the platform's user reach.
- Produced comprehensive design artefacts including competitive analysis reports, user flows, wireframes, high-fidelity mockups, and usability study findings to guide the development team.

Freelance Product Designer

People Per Hour | *September 2020 – June 2022* | *Remote*

- Delivered end-to-end UI/UX design projects for clients across food & beverage, healthcare, and real estate sectors including D' Chef Pro, Medics, and Land Hub.
- Designed wireframes, user flows, and high-fidelity prototypes across mobile app and web platform engagements using Figma.
- Independently managed client relationships, feedback cycles, and project timelines, strengthening skills in stakeholder communication, scope management, and iterative design.

Digital Marketer & Product Designer

Shirams Cargo Services | *June 2016 – August 2020* | *On-site*

- Spearheaded digital marketing and brand design efforts, growing the company's online presence through targeted social media campaigns, email marketing, and strategic content creation.
- Designed branded visual assets and marketing collateral that strengthened brand identity and drove consistent engagement across digital channels.
- Developed and executed email marketing campaigns that improved customer retention and generated measurable increases in enquiry volume.

EDUCATION

MSc – User Experience Design

University of Brighton | *2026 – Present (Expected 2027)*

Bachelor's Degree – Marketing & Communications
University of African Technology and Management | *2012 – 2015*

TRAINING & CERTIFICATIONS

- Google UX Design Professional Certificate — Coursera (2023)
- User Experience Design Essentials: Adobe XD — Udemy (2023)
- Certified Digital Marketing Associate — Digital Marketing Institute (2021)