Samuel Yusuf

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Summary

AI-native Product Designer with 6+ years of experience across fintech, edtech, health tech, and sustainability. I bring an AI-first approach to designing intelligent, data-driven SaaS experiences, and partner closely with product and engineering to build scalable products and design systems that drive measurable growth.

Skills

- **Methods**: UX Research, Usability Testing, User journey, Prototyping, Visual Design, UX Design, UI Design, Product Design
- **Industries**: B2B and B2C SaaS, Enterprise SaaS, DTC, Fintech, Healthtech, Sustainability, Design Systems
- **Tools**: Figma, Framer, Adobe Suite, Adobe Creative Suite, Claude AI, Cursor

Experience

Trial Library **Dec 2025 – Present**
Product Designer *Remote, United States*

- Led a full brand refresh for the AI clinical trial access platform (Conversational Trial Search), establishing the visual and verbal identity that now shapes how the company shows up for patients, providers, and industry partners.
- Built a centralized brand portal that turned the identity into a usable system, giving internal teams and partners clear guidance for producing consistent, on-brand work.
- Built internal design tools that support rapid prototyping and asset generation powered by Claude, including design frameworks that encode team methodology for designers and engineers alike.
- Rebuilt the technical architecture of the company website through AI-native product development, using AI tools (Claude & Cursor) to build the front end. Fixed production bugs across all marketing touchpoints, shipped to production, and continue to maintain the codebase.

BritBox **Oct 2025 – Nov 2025**
Senior Product Designer *Remote, Contract, United States*

- Collaborated across product, content and brand teams to align UX, visual design and product design decisions across the full end to end rebrand. This work helped increase returning user sessions by approximately 15% tracked in Mixpanel. Partnered with stakeholders to gather input that ensured design direction aligned with customer needs and broader business strategy.
- Developed new brand identity assets supporting both web design and marketing needs, ensuring consistency during regional rollout and providing clear design documentation for future product updates.
- Strengthened accessibility compliance and achieved 95 percent plus Lighthouse scores by refining color, typography and layout choices. Delivered front end ready mockups that supported the engineering team and improved usability across digital surfaces.

AFEX Commodities Exchange **Feb 2023 – Sep 2025**
Senior Product Designer *Remote, United States*

- Led the end-to-end design of Africa's first indigenous commodity exchange platform (web and mobile), defining the information architecture across a connected product lifecycle of trading, market data, and account workflows. Delivered complex, data-driven workflows and responsive interfaces that improved transparency and increased engagement by 10%, as tracked in Mixpanel.
- Conducted extensive user research**,** including contextual inquiries, stakeholder interviews, and iterative usability testing, to uncover workflow gaps and unmet needs. Translated findings into clear information architecture, prototypes, and high-fidelity designs that improved clarity and reduced cognitive load..
- Built and scaled a research-driven design system using behavioral analytics and competitive benchmarking. Defined reusable components and interaction patterns that improved consistency across platforms and drove a 10 percent uplift in engagement.

Skrapp.io **Sep 2024 - Jan 2025**
Product Designer *Remote, Contract, Singapore*

- Redesigned Email Finder and Verifier tools using modern UX patterns, clear information architecture, and rigorous testing. Delivered detailed specs with acceptance criteria and built interactive prototypes, cutting invalid submissions by 42% and raising system throughput by 60%, as validated by Amplitude data.
- Reimagined the LinkedIn and web capture browser extensions through user research, active listening, and market insights. Unified

design patterns, built UI components in HTML, CSS and handed off React-ready specs to engineers, and set measurable KPIs, reducing average task time by three minutes per session.

- Designed and tested intuitive onboarding flows that communicated product value in the first interaction. Used strong information architecture, iterative testing, and WCAG accessibility standards to reduce churn and drive sustained feature adoption, collaborating with engineering through Git-based workflows and Bitbucket.

Afrihealth **Dec 2021 - Aug 2024**
Lead Designer *Remote, Contract, United Kingdom*

- Led and mentored a cross-functional design team in building a unified, scalable design system. Improved design-to-development effi ciency by 35 percent, reduced design debt, and created consistent UI and UX standards across multiple products.
- Developed and operationalized a comprehensive research-driven design process that included interviews, focus groups, usability stu dies, and quantitative surveys. Converted insights into actionable strategies and design patterns that increased task success rates by 22 percent and improved alignment across product, design, and engineering teams.
- Designed and tested intuitive, front-end-compatible onboarding flows that clearly communicated SaaS product value from the first i nteraction, using systematic user research, information architecture, wireframes, and prototypes to reduce churn and increase sustaine d feature adoption across CRM-integrated workflows.

Tomorrow's Technology First (TTF) **Oct 2022 - Oct 2023**
Senior Product Designer *Remote, Contract, Nigeria*

- Enhanced engagement for Sterling Bank's Customer Interaction Product Ecosystem, handling risk management amongst other functi ons and reducing support response time by 35%.
- Designed user-friendly interfaces for Stanbic Bank's Home Loan Application, increasing completion rates by 40% in product analytics within Q1.
- Drove a 40% uplift in feature adoption and a 25% boost in user satisfaction through continuous, evidence-based iteration and usabili ty optimization across the product experience.

Recyfrica Solutions **Jul 2020 - Sep 2021**
UX Researcher / Designer *Remote, Nigeria*

- Managed end-to-end design process including research, prototyping, and usability testing for sustainability-focused solutions.
- Partnered with PMs, engineers, and stakeholders to align roadmaps with user needs, ensuring human-centered outcomes.

Education

Federal University of Technology Minna **2021**
Bachelor of Technology (B.Tech), Computer Science

Certifications

- **Level Up with Figma:** Maven | 2023