

LIGHT BALLA

PRODUCT DESIGNER | UI/UX DESIGNER | DESIGN SYSTEMS

📍 London, UK 💬 Id@ballalight.design

Professional Summary

Experienced Senior Product Designer with over 6 years of expertise in creating innovative and user-centered designs. Proficient in leading design implementation, UX Strategy and Prioritization from concept to completion, collaborating with cross-functional teams, and delivering high-quality data-driven digital products. Demonstrated success in developing and implementing robust design systems to ensure consistency and scalability across web and mobile platforms.

Professional Experience

KingMakers Management DMCC - Dubai, UAE

04/2022 - 06/2024

Senior Product Designer - Payments (Payment, KingPay, iGaming)

- Revamped the deposit for mobile and web and achieved higher deposit conversions for betting with increased card journey success rates by 12%, refining the user experience and reducing friction points.
- Utilized data analysis and customer testing/feedback to identify opportunities for improvements within payment journeys, resulting in enhanced usability and efficiency.
- Enhanced withdrawal journey success rate, which resulted in a 97% success rate from a 75% initial rate by simplifying the user journey and addressing user pain points.
- Conducted comprehensive user research and usability testing to inform design decisions and ensure user-centric solutions which led to a reduced completion time by 40%.
- Developed and implemented a robust payment design system, ensuring consistency and scalability across web and mobile platforms.
- Collaborated closely with cross-functional teams, including product managers, developers, and stakeholders, to deliver cohesive and aligned design projects and initiatives.
- Conducted regular design reviews, usability audits, and A/B tests to evaluate the effectiveness of design changes and identify opportunities for improvement.

Union Bank - Lagos, NG

08/2021 - 04/2022

Lead UI/UX Design (Banking, Fin-tech, Internal systems)

- Investigated UX design requirements for UBN suite of digital assets, ensuring alignment with business objectives and user needs, leading to a 15% increase in user satisfaction scores.
- Developed and conceptualized a comprehensive UI/UX strategy that seamlessly aligned with the overarching Customer Experience (CX) strategy, resulting in a 20% improvement in user engagement and retention.
- Led the design team through product development, providing guidance, mentorship, and direction to ensure the successful execution of design initiatives and the delivery of high-quality digital experiences (Mobile, Web, and Admin dashboards), resulting in a 35% increase in team productivity and project completion rate.
- Created and maintained the company's design system, ensuring consistency across all products, which reduced design-related issues.
- Collaborated closely with product managers and engineers to understand, gather, and evaluate user/customers' needs, facilitating effective communication and alignment throughout the design process, leading to a decrease in development time for new features.
- Helped elevate and trained team members skills, contributing to a more robust and versatile design team.

Product Designer (SaaS, B2C)

- Enhanced the overall mobile and web shopping experience with innovative and engaging design solutions, resulting in a 28% increase in mobile app engagement and a 20% rise in overall e-commerce sales.
- Formulated and executed a holistic UI/UX strategy that integrated seamlessly with the overall Customer Experience (CX) vision, achieving a unified and user-centric design framework that boosted customer loyalty by 15%.
- Established and maintained a scalable design system, ensuring uniformity and efficiency across all payment and e-commerce products.
- Directed the design team through the creation and enhancement of payment solutions, checkout processes, and e-commerce interfaces, offering mentorship and leadership to ensure the timely and successful delivery of high-quality user experiences, leading to a increase in team productivity.
- Partnered with product managers and development teams to collect and assess user feedback and requirements, ensuring smooth communication and collaboration, resulting in a reduction in feature roll-out time.

Itex Integrated Services - Lagos, NG

01/2019 - 12/2019

Onboarding Product and Design (Fin-tech, B2B)

- Provided intuitive and user-centered design solutions, focusing on meeting the needs of clients and end-users effectively, resulting in a 25% increase in user engagement and satisfaction.
- Developed and rebranded the B2B website and payment application, enhancing usability and visual appeal, which led to a 30% improvement in user experience.
- Conducted wireframing and prototyping for new product ideas, facilitating the visualization and conceptualization of design concepts and merchant and admin dashboards, reducing development time.
- Produced store marketing materials, including business cards, brochures, flyers, logos, event programs, signs, banners, shirts, posters, infographics, presentations, and illustrations, contributing to a increase in brand visibility.

Early Experience & Consultant

- Snatched NG - Wordpress & Graphics designer (2017 - 2018)
- Toptal - Senior Product Designer - Consultant (2021- Present)

Education & Certifications

- **University of Ibadan**, Bachelor of Arts in Philosophy (Second class Upper Division) - 2011/2012 - 2015/2016
- Interaction Design Foundation (IDF): Become a UX Designer from scratch, Mobile User Experience (UX) Design, and AI for Designers
- Designership - Practical UX Research & Strategy, and Ultimate Figma Master Class

Technical Skills

- Design Methodologies: Double Diamond, Design Thinking, Agile UX, Lean UX
- Research: Qualitative (User Interviews, Focus Groups), Quantitative (Surveys, Questionnaires), Analytics & Data, Customer Journey Mapping, Competitive Analysis, Personas, Affinity Mapping, Product Road Map and UX Strategy
- Testing: A/B Testing, Usability Testing, Card Sorting, Heuristic Evaluation
- Design: Information Architecture, User flow, Design System, Wireframes, High-fidelity, Prototype, Material 3, iOS, Tailwind CSS, Flat UI
- Tools: Figma, Maze, Google Analytics, Fullstory, Miro, Trello, Jira, VWO, Figjam, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Proto.io, Design Tokens, Notion, Google Workspace, Coglode Nugget

Award & Recognition

- UK Global Talent Visa (Exceptional Leader Category)