

Mustapha Tiamiyu

SENIOR PRODUCT DESIGNER

WORK EXPERIENCE

Lead UI/UX Designer / eHealth Africa

Consultant | February 2022 - Present (Remote - Global)

Leading and collaborating with product and engineering teams to build SaaS Healthtech products and frameworks that enable efficient and effective healthcare delivery in Africa.

Lead Product Designer / ITC Systems Global

Consultant | September 2020 - September 2022 (Remote)

- Designed and prototyped TaxDrive, a Tax Information Management System which has increased tax collection and enumeration in Kano State, Nigeria by approximately 80%.
- Lead Design of Zainpay, a virtual wallet infrastructure that provides APIs and dashboards to easily integrate wallets into mobile and web applications.

Lead Product Designer / Open Packaging Network

Consultant | January 2020 - April 2020 (California, USA)

- Worked closely with all stakeholders to craft simple, intuitive, and delightful digital experiences.
- Expedite UX efforts on design for new app features on the Open Packaging Network (OPN) platform, where I led the redesign of the merchant aggregator dashboard that increased merchants' visibility to customers and increased ROI by 18%.

Senior UI/UX Designer / Teal Technology Services (IBM & OCP JV)

Consultant | May 2019 - December 2019 (Casablanca, Morocco)

Collaborated with the OCP/IBM team to build Udongo, a B2B-B2C Agricultural marketplace for West Africa, where I cooperated with developers to build a user-centered platform. Presently, Udongo helps over 3,000 farmers and input providers to easily access buying and selling of quality Inputs, and improve collaboration in the agriculture supply chain.

Co-Founder & Lead Designer / Mo Creative

Fulltime | August 2014 - January 2019 (Abuja, Nigeria)

- Led a small design squad focusing on designing and strategizing MVP products for early stage business.
- Designing customer centric and easy to navigate websites led to an average of 40% increase in sales and social media engagement across platforms for the different businesses.

mustophatiamiyu@gmail.com

+44 7586 323662

mustopha.com

[linkedin.com/in/mustaphatiamiyu](https://www.linkedin.com/in/mustaphatiamiyu)

Nottingham, United Kingdom.

EDUCATION / CERTIFICATION

Nexford University

BBA - Product Management & Design

Product School

How to build digital products

Udacity

Human Computer Interaction

SKILLS

User Interface Design

User Experience

Interaction Design

User Research

Wireframing

Rapid Prototyping

Brand Identity Design

Html

CSS

TOOLS & TECHNOLOGIES

Figma

Sketch

Webflow

Zeplin

Google Analytics

Fullstory

Hotjar