

NAA AYELEY AYETTEY

Product Designer | UX Strategy & Research | Human-Centred Design

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UX Designer with **4+ years** of experience shaping digital products across fintech, SaaS, e-commerce, and higher education. I take a strategic, human-centred approach to **solving complex problems**, leveraging user research and data to guide design decisions that balance user needs with business goals. I collaborate across disciplines using agile methods to deliver accessible, intuitive, and **measurable digital experiences**

KEY SKILLS

User Research & Experience Design: User Interviews · Surveys · Journey Mapping · Personas · Usability Testing · Data Synthesis · UX Audits · Accessibility (WCAG)

Product Design & Systems Thinking: Wireframing · Interaction Design · Design Systems (Figma) · Information Architecture · Prototyping · Responsive UI Design · Visual Consistency

Strategy, Collaboration & Delivery: Design Strategy · Agile & Scrum · Stakeholder Workshops · UX Writing · Storytelling · Problem Framing · Product Roadmapping

Tools & Technology: Figma · FigJam · Miro · Notion · Adobe Creative Suite · Google Workspace · HTML & CSS (basic)

EDUCATION

Lancaster University Oct 2024 – Aug 2025

Lancaster, United Kingdom

M.A. Design Management

Focus: Design strategy and management in digital product innovation.

University of Ghana

Sept 2016 – Aug 2020

Accra, Ghana

B.A. English and Theatre

Focus: Critical analysis and Creative Problem Solving

RELEVANT EXPERIENCE

Lead Product Designer

Heritors Labs Limited (Vesti, Sprinkle, Ordabl)

Jan 2024 – Sept 2025

Led product design and UX strategy across three digital products in fintech, e-commerce, and logistics, translating insights into scalable, user-centered solutions and defining product strategy.

- Defined **product experience strategy**, leading discovery research and usability testing, synthesizing secondary data into actionable UX documentation that aligned design and engineering
- Designed high-fidelity prototypes and scalable design systems in Figma, reducing development rework by 30% and improving collaboration with engineering teams.
- Conducted surveys (66 responses) and user interviews (5 participants) to shape personas, journeys, and wireframes for Vesti and Sprinkle.
- Facilitated sprints and stakeholder workshops, aligning design priorities with product roadmaps and launch goals.
- Collaborated with partners and leadership teams to improve usability before launch, supporting successful partnerships with CBG Bank and Peak Milk.
- Advocated for User-centered design and research across design and engineering teams.
- Impact:** Delivered research-informed design foundations that improved usability, accelerated product readiness, and supported investor confidence across multiple markets. Advocacy ensured that product decisions were informed by user research and deliverables truly matched the intended design and quality specifications.

UX Designer

Lancaster University Innovation Centre

Dec 2024 – Mar 2025

Redesigned and evolved the iLancaster app, used daily by 16,000+ students and staff, applying design and accessibility principles to modernize the experience

- Designed and prototyped user-facing screens that modernized the experience while maintaining accessibility and brand consistency, adhering to design and accessibility standards (WCAG).

- Maintained and expanded the **design system** in Figma, creating reusable components and documentation improving design-to-development speed by 15%.
- Collaborated with product and engineering teams to diagnose usability issues, prioritise fixes and test flows before release, ensuring design intent and accessibility compliance.
- **Impact:** Improved usability and visual coherence across the app, while establishing a scalable design foundation for future iterations, to enhance user experiences.

Founding Designer (Lead)

Pay Up Limited (Remittance & Virtual Cards)

Mar 2021 – Oct 2023

Led product and brand design strategy for a digital payments platform simplifying how users send, receive, save, and spend money across Ghana and the UK

- Conducted **user research** (interviews, surveys, focus groups) to identify friction in money transfer and virtual-card flows; translated findings into simplified, high-trust experiences.
- Designed end-to-end user journeys and flow architectures, aligning closely with engineering to ensure implementation accuracy and visual consistency.
- Defined the company's design vision and established a unified brand identity across app and social channels, reinforcing clarity and trust.
- Collaborated cross-functionally with PMs and engineers, integrating early design validation and feedback loops to improve delivery speed
- **Impact:** Achieved 5000+ active users, enabled GHS 1M + in transactions, **and reduced drop-off rates by 30 %**; Pay Up won the 2021 Ashesi Business Exhibition People's Choice Award and ranked **#55 on the Apple App Store (Finance)**.

Lead Product Designer

Detosphere Limited (SmartUp & Client Projects)

Oct 2022 – Oct 2023

Delivered UX and product design for SmartUp Retail, a B2B SaaS platform focused on sales and inventory management.

- Designed responsive web and mobile experiences that increased accessibility and usability.
- Conducted UX audits to identify friction points and restructured information architecture to improve navigation.
- Partnered with marketing and development leads to align interface logic with business goals.
- Created reusable design assets and documentation that reduced developer rework by 25%.
- **Impact:** Improved usability, strengthened business coherence, and accelerated feature delivery across teams in a fast-paced, early-stage environment.

UX Researcher & Strategist

Freelance Projects (Fundraising, Sports & E-commerce Platforms)

Aug 2021 – Oct 2022

- Partnered with early-stage founders to define user needs and product direction through foundational research.
- Designed and conducted surveys (78+ respondents), interviews, and competitor analysis to guide MVP development.
- Developed personas, problem statements, and user journeys that shaped early product architecture.
- Conducted heuristic and accessibility audits, recommending actionable fixes to improve usability.
- **Impact:** Delivered research-driven documentation that informed product vision, supported funding conversations, and improved launch readiness.

CERTIFICATIONS

- Google UX Design Certificate — Nov 2023
- Mobile App Development (UI/UX Design) — Mar 2022

NOTABLE ACHEIVEMENTS

- Helped launch and scale 5+ digital products across fintech, SaaS, and education sectors.
- Built reusable component libraries that reduced design-to-development handoff time by 30%.
- Improved usability and conversion across key product flows through structured research and iteration.