Egbemode Abayomi

Senior Product Designer and Design Engineer

Portfolio and case studies →



I design products in Figma, then build them in production code.

CONTACT

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SKILLS

Products

Consumer fintech, B2B onboarding, AI SaaS, edtech and internal tools

Design

Product design · Payments and transfers · Onboarding and KYC · Error and failure states · Compliance flows · Design systems · Design tokens · Interaction design · User flows · Usability testing · A/B testing · Accessibility (WCAG) · UX writing · Design engineering · Prototyping in code · Design systems in code

TOOLS

Design

Figma · Mobbin

Build with AI

Claude Code · Cursor · Codex

Code

Next.js · React · TypeScript · Tailwind · HTML, CSS, JavaScript · Capacitor · Webflow

Data and hosting

Supabase · PostHog · Vercel

SUMMARY

I'm a senior product designer and design engineer. I design in Figma and build in production code, so I can take a product from a customer problem to a shipped release. I have five years in product design, the last three and a half at MTN Nigeria in telecoms and payments.

At MTN I lead design on myMTN, MTN's self-service app, which passed a million users and carries ₦6–7B in revenue a month. There I cut airtime and data purchase drop-off by 20%. I also led design of the MoMo app for MTN's bank, where onboarding drop-off fell 30% and transaction success rose 20%, and redesigned MoMo Corporate on my own. I own components in Raanaa, MTN's design system, which lives in code and has cut design-to-production time by about 40%. Outside MTN I've built four products end to end with Next.js, Supabase and AI coding agents, two of them in real use.

EXPERIENCE

Senior Lead Product Designer · MTN Nigeria

Apr 2023 – Present

Telecoms and payments · Lagos

myMTN app MTN's self-service app · Lead designer · ongoing

- **Lead myMTN's design** through its 1 million user milestone and today, for an app that carries ₦6–7B in revenue a month.
- **Cut airtime and data purchase drop-off by 20%**, so more customers who started a purchase finished it.
- **Grew app traffic 25% and usage 30%**, using usability sessions with real customers and A/B tests to choose what to change.

MoMo PSB app MTN's bank · 2023 – 2024

- **Led design of the MoMo app** for iPhone, Android and web, for a bank licensed by the Central Bank of Nigeria, and designed almost all of it.
- **Cut onboarding and KYC drop-off by 30%** with a redesigned sign-up, so more customers reached an active account.
- **Raised transaction success by 20%** by reworking payment flows, confirmations and the error states of 13 flows.
- **Lifted engagement 25%**, adding about ₦150M in transaction volume a month and supporting ₦800M a year.
- Shipped a bank network monitor that warns customers a receiving bank is struggling before they send, and owned 64 features after launch.
- **Worked in an agile team** with product owners, business analysts, a scrum master and developers. I turned each request into a Figma page that developers built from, then checked the build with QA testers in sanity testing.

MoMo Corporate Business accounts · 2024 – 2025

- **Led the MoMo Corporate redesign as its only designer**, raising business account invitations by 20%.
- Shortened the application: each key person's details went from three form sections to one, and low-risk businesses no longer need an operating licence or SCUML.
- **Worked with compliance and onboarding teams**, who both sign off every business application, to meet CBN requirements.
- Added PEP and sanctions screening for compliance, and a dashboard that shows staff where each application is stuck.

Images and film
Higgsfield · Remotion · HyperFrames

Teamwork
Jira · Agile and Scrum

EDUCATION

Babcock University
BSc Medical Laboratory Science, 2010 – 2015

CERTIFICATES

Google UX Design
Professional Certificate

Webflow Client-First
Mentorship with TheWebflowGuy, 2023

Ship With AI
Mentorship with Dára Sobaloju, 2026

JavaScript Bootcamp
Dev and Design, Jan – Apr 2024

LANGUAGES

English, Yoruba

Raanaa design system One of five designers · 2023 – Present

- **Used by MTN's whole design team**, about 15 designers, and 40 developers across more than 20 products: 47 components matched in Figma and code, and over 1,000 variables.
- **Cut design-to-production time by about 40%** (our senior developer's estimate) by keeping the system in code. I owned Badge, Modal and Table from Figma to code.

Senior Product Design Engineer · CH Group

Jul 2025 – Present

AI SaaS · the company behind Shipper · New York · Remote contract

Shipper AI app builder · shipper.now

- **Sole designer since October 2025** while Shipper grew from $9,156 MRR to $1M ARR in 2026 (the founders' public figures).
- **Built its design system from scratch**, including dark mode.
- Shaped the home around one prompt box for web apps, Chrome extensions and mobile apps, and designed Visual Edit, launched on Product Hunt.
- Built the landing pages and a playable demo in Webflow.

ThumbnailTest and SendShort Other CH Group products

- Ran landing-page A/B tests with PostHog on ThumbnailTest, a YouTube thumbnail testing tool, and worked on design for SendShort, an AI short-video tool.

Senior Product Designer · aptLearn

Jan 2022 – Aug 2022

Edtech · Lagos

- **Lifted downloads and usage by 23%** after researching and redesigning the aptLearn mobile app with the design team.
- Built a design system shared by design and engineering, so screens stayed consistent from file to code.

Product Designer · Hampshire Heights Global

Oct 2021 – Dec 2021

Enterprise and consulting · HHGCL · Southampton, UK

- **Won five client companies** by leading redesigns of their apps and platforms, after which they took HHGCL on as their vendor.
- **Cut staff onboarding time by 40%** with an internal CRM for contract and permanent staff.
- **Cut usability support tickets by 25% and raised NPS by 7 points** by setting accessibility standards for client platforms.
- Led design for Data LakeHouse, an enterprise data platform used by MTN Nigeria and FCMB.

PRODUCTS I DESIGNED AND BUILT

Sources in each case study

SchoolCost 2026 · live
Nigerian university fees with a source for every figure. Designed and built in two weeks with AI agents. **2,586 fees · 243 visitors since launch · caught ₦270,100 missing from one fee before launch**

Loupe 2026 · in use
Weekly status reports for a design team and their manager, in real use since March 2026. **15 people · 916 weekly reports · 85.8% in before the Friday deadline**

ProVita 2026 · in testing
Website, patient portal and front desk for a fertility hospital in Tema, Ghana, with Smart Ekene. **39 patient and front desk stories · 298 commits in six weeks**

myMTN Reimagined 2026 · in beta
My own concept for the myMTN app, from one codebase for iPhone, Android and web. A personal project. **197 phone screens · four beta builds**