

Anita Odiboh Anegbemun

Product Designer

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SUMMARY

Product Designer with a background in hospitality management. Applies research based principles to product designs that address user needs and meet the product vision and business goals. Works with cross functional teams across design thinking, user research, UX strategy, accessibility design, usability testing, UX auditing and rapid prototyping.

SKILLS

Design and Research: Usability Testing, Accessibility Design, User Experience Design (UED), Creative Problem Solving, User Interface Prototyping, End User Research, Remote User Testing, UX Audit, UX Research, Product Design, UX Strategy, Design Thinking, Mobile Design, Rapid Prototyping

Identity and Access: Identity and Access Management (IAM), Authentication and Authorization, Access Control, Identity Verification

AI: Vibe Coding

Tools: Adobe XD, Figma, Figma Make, Claude, Lovable, UX Pilot, Netlify, Trello, Jira, Notion, Google Suite

WORK EXPERIENCE

Seamfix, Lagos, Nigeria | July 2021 to Present

Product Designer, Fixiam | December 2024 to Present

- Lead the design of device management.
- Conduct UX audits and usability testing.
- Use customer feedback (CSAT) to inform design and product decisions with the product manager.
- Conduct user research and prioritise improvements based on user feedback.

Product Designer, Civil Registra | May 2022 to Present

- Co design a mobile solution for National Identity Number registration in Nigeria, which has enrolled over 40 million citizens into the National Database, with a team of 23 (software engineers, project managers, product managers, tech support, QAs and others).
- Use data driven decision making to achieve high customer satisfaction by analysing enrolment metrics through field user research and feedback.

Product Designer, Seamfix Verify | December 2021 to January 2025

- Identified usability issues in existing designs and designed an intuitive, user friendly interface, resulting in a 35% increase in user engagement and a 10% decrease in user churn.
- Collaborated with product leaders, management, engineering and product marketing to define the product vision, strategy and roadmap.
- Used service design techniques, design thinking and UX strategy to work across functions, establish priorities and pursue KPIs.
- Oversaw end to end experience design through planning, co creation, user flows, sketches and prototyping, including Background Checks Verification, a new Seamfix Verify feature. Worked with engineers to implement high quality solutions.
- Helped the team address pain points in awareness, onboarding, value realisation and habit forming moments by optimising growth loops.
- Developed and improved frameworks for evaluating the success of designs.

Product Design Intern, Seamfix | July 2021 to July 2022

- Created designs for new products and improvements to existing products.
- Worked hands on in all design phases, including design, user testing and prototyping.
- Worked in a cross functional team with engineering, marketing and product managers.
- Worked closely with a mentor on challenging assignments.

L&L Africa Wanderlust, Seattle, Washington | May 2020 to July 2020

UI/UX Designer

- Designed an e commerce website that lets users compare prices across stores before deciding where to buy, or set price drop alerts.
- Worked with stakeholders to create user flows, user personas, user interviews and surveys.

Stutern Graduate Accelerator, Lagos, Nigeria | August 2019 to March 2020

Internship

- Co designed a dental app that lets users chat with dentists and book and schedule appointments online. Developed wireframes and visual design.

EDUCATION

- Diploma, User Experience & User Interface Design, Stutern Graduate Accelerator, Lagos, Nigeria (2019 to 2020)
- Postgraduate Diploma, Hospitality and Tourism, National Institute for Hospitality and Tourism, Lagos, Nigeria (2018 to 2019)
- Higher National Diploma, Hospitality Management, Rufus Giwa Polytechnic, Owo, Ondo State, Nigeria (2010 to 2012)

CERTIFICATIONS

AI

- AI Fluency for Builders, Anthropic (July 2026)
- AI Fluency: Framework & Foundations, Anthropic (May 2026)
- Claude 101, Anthropic (May 2026)

Product Management

- Client Needs and Software Requirements, University of Alberta (May 2025)
- Agile Planning for Software Products, University of Alberta (April 2025)
- Reviews & Metrics for Software Improvements, University of Alberta (April 2025)
- Introduction to Software Product Management, University of Alberta (December 2024)
- Product Analytics Micro Certification (PAC), Product School (August 2024)
- Product Led Growth Micro Certification (PLGC), Product School (August 2024)

Identity, Security and Compliance

- Identity & Access Management: Learn LDAP, SAML, OAuth, OpenID, Udemy (December 2024)
- GDPR Essential Course, Evalian (October 2021)

UX and Design

- Design for Persuasion: Telling Compelling Stories with Data, United Latino Students Association (November 2024)
- How to Design for Accessibility: For UX Designer, Udemy (November 2022)
- UX Management: Strategy and Tactics, Interaction Design Foundation (September 2022)
- Visual Design: The Ultimate Guide, Interaction Design Foundation (June 2022)
- Agile Methods for UX Design, Interaction Design Foundation (May 2022)
- Design Thinking: The Ultimate Guide, Interaction Design Foundation (May 2022)
- User Research: Methods and Best Practices, Interaction Design Foundation (April 2022)
- User Experience: The Beginner's Guide, Interaction Design Foundation (April 2022)
- A Simple Way to Conduct a UX Audit, Udemy (February 2022)
- Design for the 21st Century with Don Norman, Interaction Design Foundation (December 2021)
- Conducting Usability Testing, Interaction Design Foundation (December 2021)
- Become a UX Designer from Scratch, Interaction Design Foundation (November 2021)
- Accessibility: How to Design for All, Interaction Design Foundation