

Chukwuemeka Emmanuel Kelechi (Bliss)

Product Designer | UX/UI

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SUMMARY

Product Designer who owns complex workflows end to end, research, information architecture, high-fidelity UI, and shipped design systems. Led the full redesign of a fintech product's core workflows and mentored the incoming designer on the systems I built. Strongest where the problem is complexity: turning multi-step financial, healthcare, SAAS or AI workflows into interfaces people trust on first use.

PROFESSIONAL EXPERIENCE

Lead Product Designer | SWYCHR Global Payments

Oct 2025 - May 2026

- Owned end-to-end design direction for a full fintech product redesign, independently driving strategy, UX research, and execution across onboarding, dashboard, and transaction workflows.
- Mentored the incoming product designer on design systems, component standards, and UX decision-making frameworks, ensuring continuity after handoff.
- Conducted UX research to uncover user behaviour patterns, validate design decisions against real usage, and directly inform product strategy not just interface decisions.
- Built and governed a scalable design system, cutting design-to-dev inconsistency and giving engineering a single source of truth for components.
- Partnered directly with product managers and engineers from discovery through implementation, translating business requirements into user-centered solutions without a formal handoff layer.
- Used rapid prototyping and AI-assisted workflows to compress iteration cycles and test directions before committing engineering time.

Freelance Product Designer | Riki-AI

Feb 2026

- Translated a technically complex AI product into a clear, approachable SaaS interface across desktop and mobile the core challenge was reducing cognitive load without hiding capability.
- Restructured content hierarchy and user flow specifically to lift clarity, engagement, and conversion, not just visual polish.
- Worked directly with the client to convert business objectives into a production-ready, user-focused digital experience delivered end to end.

Graphic Designer & Brand Systems Designer | Starr Power Technology (USA)

Aug 2022 - Feb 2025

- Built scalable brand systems that held consistency across every customer touchpoint the foundation that later shaped my systems-first approach to product design.
- Designed visual assets for digital products, marketing campaigns, and brand communications supporting live product launches the foundation for my transition into product design.

SELECTED PROJECTS

AVENOR - Luxury Real Estate Landing Page Design & Development

Designed and developed a luxury real estate landing page from concept to a fully responsive experience, translating the visual system into an interactive product with refined layouts, responsive behaviour, and polished user interactions that create a distinctive premium brand experience.

Wysa - Onboarding Redesign

Rebuilt the onboarding experience of a mental health app, replacing robotic, transactional interactions with emotionally reassuring conversation design that builds user confidence from the first screen.

Stream - FinTech Onboarding Redesign

Redesigned onboarding to lead with user value instead of a feature list, shifting the flow so new users understand why the product matters before being asked to commit.

CORE EXPERTISE

Product Design: Product Strategy, UX Design, UX Research, User Journey Mapping, Information Architecture, Interaction Design, Wireframing, High-Fidelity UI Design, Responsive Design, Accessibility, UX Writing, Prototyping, Visual Design, Design Systems, Component Libraries

Product Growth: User Onboarding, Activation Flows, Conversion Optimization, Retention Strategy, Behavioural UX, Product Thinking, Cross-Functional Collaboration, Product/Engineering Collaboration, Design Critique

Tools & Technologies: Figma, FigJam, Framer, ChatGPT, Claude, AI-Assisted Design Workflows

EDUCATION

Bachelor of Science in Computer Science (Expected 2027) - Michael Okpara University, Abia State, Nigeria

CERTIFICATIONS

Product Design Fundamentals (Coursera) · AI & Prompt Engineering (Udemy) · UI/UX Design Specialization (Udemy) · Logo & Brand Strategy (Udemy) · Graphic Design Fundamentals (Bootcamp)