

Chukwuemeka Emmanuel Kelechi (Bliss)

Product Designer | UX Strategist | No-Code Product Builder

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Nigeria

[My Portfolio](#)

SUMMARY

Product Designer with experience designing digital products across FinTech, HealthTech, SaaS, and E-commerce. I specialize in simplifying complex user journeys, reducing friction, and designing experiences that strengthen trust while supporting business goals. My approach combines UX strategy, behavioral psychology, and systems thinking to solve product problems not just interface problems. Beyond design, I build responsive digital experiences using modern no-code tools, allowing ideas to move from concept to production faster.

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 | Product Growth

Product Growth

User Onboarding | Activation Flows | Conversion Optimization | Retention Strategy | Behavioral
UX | Product Thinking | Design Systems | Cross-functional Collaboration

Build & AI

Antigravity | Responsive Website Development | Design-to-Build Workflows | Figma | FigJam | ChatGPT
Claude | AI Workflow Design

PROFESSIONAL EXPERIENCE

Product Designer Consultant	SWYCHR Tech Africa	Oct 2025 – May 2026
- Redesigned four critical product workflows to improve clarity and reduce user friction across core fintech experiences. - Simplified onboarding by reducing unnecessary steps by 40%, creating a faster path from sign-up to activation. - Conducted UX research that informed multiple product decisions and uncovered behavioral patterns affecting adoption. - Built a scalable component system that improved design consistency and accelerated collaboration with engineering. - Used AI-assisted workflows to shorten design iteration cycles by 25%, enabling faster validation and delivery. - Partnered closely with product and engineering teams to ensure design decisions aligned with business goals.		
Product Designer & UX Researcher	NeuraKicks Ecoms Ai	Sept 2025 - Nov 2025
- Led the end-to-end product design of an AI-powered e-commerce platform, taking the product from concept to high-fidelity designs. - Defined the product structure, user flows, and information architecture to create a seamless shopping experience. - Designed intuitive onboarding, product discovery, and checkout experiences that balanced AI capabilities with usability and user trust. - Built a scalable design system with reusable components to ensure consistency and support future product growth. - Conducted UX research and translated user insights into product decisions that improved navigation, reduced cognitive load, and simplified key user journeys. - Collaborated with stakeholders throughout the design process to align user needs with business objectives and deliver a product ready for development.		
Graphic Designer & Brand Systems Designer	Starr Power Technology USA	Aug 2022 - Feb 2025
- Designed scalable brand systems used across multiple digital products and marketing channels. - Produced more than 100 digital assets supporting product communication and customer engagement. - Applied user-centered thinking to visual communication, strengthening consistency across customer touchpoints. - Built the systems-thinking foundation that later shaped my transition into product design.		

EDUCATION

Bachelor of Science in Computer Science | 2023-2027(Expect) Michael Okpara University, Abia State, Nigeria.

CERTIFICATIONS

Product Design Fundamentals | Coursera

AI Learning/ Prompt Engr | Udemy

UI/UX Design Specialization | Udemy

Logo and Brand Strategy | Udemy

Graphics Design 1.0 | Bootcam