

Chukwuemeka Emmanuel Kelechi (Bliss)

Product Designer, UX Strategy and Systems

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PROFESSIONAL SUMMARY

Product Designer with experience simplifying complex digital experiences across FinTech, SaaS, HealthTech, and E-commerce. Focused on onboarding clarity, friction reduction, and scalable design systems that connect user needs to business outcomes. Brings a background in brand systems and visual communication that informs how products are understood at first glance, not just how they function. Works best at the intersection of UX strategy, behavioral insight, and product thinking.

CORE SKILLS

Product and UX Design

Product Design | UX Strategy | UX Research | User Flows | Interaction Design | Information Architecture | Wireframing and Prototyping | Mobile and Web App Design | Dashboard Design | Accessibility | UX Writing | Responsive Design

Systems and Growth

Design Systems | Onboarding Optimization | Retention-Focused UX | Conversion Optimization | Behavioral UX Thinking | Cross-functional Collaboration | Product Problem Solving

Tools

Figma | FigJam | Framer | ChatGPT | Claude | AI Workflow Systems

EXPERIENCE

Product Designer, Contract SWYCHR Tech Africa

Oct 2025 to May 2026 | FinTech | Remote

Redesigned 4 core fintech workflows, reducing task complexity and improving completion clarity across key product surfaces.

Simplified a multi-step onboarding flow by 40%, cutting screen count and resolving the main friction points slowing user activation.

Conducted UX research across key user segments and surfaced behavioral insights that directly shaped 6 product decisions.

Built a scalable UI component library with 40 reusable components, improving cross-product consistency and reducing design handoff time.

Collaborated with product and engineering across sprint cycles to ship UX improvements aligned with growth objectives.

Reduced design iteration time by 25% through AI-assisted prototyping and structured rapid validation cycles.

Product Designer and UX Researcher, Contract Sprint Neural Kick

Sept 2025 to Nov 2025 | E-commerce | Remote

Delivered a full e-commerce UX redesign within a focused 2-month engagement covering onboarding, navigation, and checkout.

Restructured the activation flow from 7 steps to 4, directly reducing drop-off at the highest-friction stage of the user journey.

Eliminated 3 unnecessary friction points in the checkout path, improving the clarity of the purchase experience end to end.

Built a lean design system with 25 reusable components to support faster and more consistent future product updates.

Translated user research findings into navigation improvements that reduced decision fatigue at key conversion points.

Graphic Designer and Brand Systems Designer Starr Power Technology USA

Aug 2022 to Feb 2025 | Tech and Digital | Remote

Developed scalable brand and visual systems deployed across 8 digital platforms, building early fluency in systems thinking and design consistency.

Designed over 100 digital assets that contributed to measurable engagement improvement across web and social surfaces.

Applied user-centered thinking to brand communication, ensuring visual outputs aligned with audience behavior and product context.

This role built a strong foundation in how design shapes product perception, directly informing a transition into full product and UX design practice in 2025.

SELECTED PROJECTS

Health in Tech, Homepage Redesign Speculative, B2B InsurTech

Redesigned the homepage of a Nasdaq-listed B2B InsurTech platform to improve trust signals, navigation clarity, and conversion flow. Pitched directly to decision-makers as a strategic design proposal.

Focus areas: Conversion-Focused UX, Homepage Strategy, B2B Trust Design, User Flow Optimization

Wysa, Mental Health App Concept

Designed accessible mental health experiences centered on emotional clarity, user comfort, and low-friction support flows. Prioritized interaction patterns that reduce cognitive load during emotionally sensitive moments.

Focus areas: Emotional UX, Accessibility, Supportive Interaction Design, User Trust

Neural Kick, E-commerce UX Overhaul

End-to-end redesign of onboarding, navigation, and checkout experiences. Reduced activation steps, improved purchase path clarity, and delivered a reusable design system built for future scalability.

Focus areas: E-commerce UX, Activation Flows, Checkout Optimization, Design Systems

EDUCATION

Bachelor of Science in Computer Science

Michael Okpara University, Nigeria | 2023 to 2027 Expected

CERTIFICATIONS

UI/UX Design Specialization, Udemy

Product Design Fundamentals, Coursera

AI and Prompt Engineering, Udemy

Brand Strategy and Identity Design, Udemy