

David Ukauwa

SENIOR PRODUCT DESIGNER • DESIGN ENGINEER • CO-FOUNDER

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Award-winning Product Designer (TechNation Exceptional Talent, Awwwards) and Co-Founder with 9+ years of experience delivering user-centered solutions across B2B, B2C, and SaaS environments. Proven track record of driving product growth and delivering user engagement increases up to 150%. Skilled in leading cross-functional teams through agile workflows, driving data-informed design thinking, streamlining complex workflows, and building scalable design systems.

EXPERIENCE

Genie Studio Co-Founder & Product Designer [geniestudio.app](#)

SEP 2025 - PRESENT

- Founded Genie to solve brand consistency challenges across ads, decks, social content, and product UI — enabling teams to generate on-brand visuals without heavy manual effort.
- Leading end-to-end product strategy and interaction design, from user research and market validation to prototype iteration and go-to-market execution.

Grip Senior Product Designer [grip.events](#)

AUG 2023 - PRESENT

- Lead cross-functional design for event management platforms, driving stakeholder alignment across product, engineering, and business teams in an agile/scrum environment.
- Redesigned event setup flows using journey mapping and usability testing, improving organizer onboarding completion and reducing configuration time.
- Created responsive, accessible UI/UX (WCAG-compliant) for event templating and data handling across web and mobile.

Grain Product Designer [grain.com](#)

FEB 2022 - JUL 2023

- Owned production design and maintained a comprehensive design system (80+ components), reducing design-to-dev handoff time and ensuring product consistency.
- Led growth initiatives that increased user engagement by 150% through accessibility improvements, A/B testing, and conversion rate optimization.
- Conducted user interviews and cognitive walkthroughs, translating research insights into product strategies that improved retention.

PingPong Lead Product Designer [getpingpong.com](#)

OCT 2021 - FEB 2022

- Took end-to-end ownership of product design — from user research and persona development to high-fidelity prototyping and implementation handoff.
- Developed information architecture strategies to reduce communication overload, improving user productivity through simplified navigation.

Y Media Labs (Code & Theory) Product Designer [yml.co](#)

JUL 2020 - OCT 2021

- Delivered high-fidelity designs and interactive prototypes for Fortune 500 clients, driving successful product launches.
- Built comprehensive UX maps and design systems for enterprise clients, contributing to increased engagement and improved outcomes.

- Designed and launched Send.ng’s web platform, streamlining booking and shipping for businesses across Africa and driving 1 billion Naira in transactions.
- Built internal tools that boosted company efficiency by 40% through improved order tracking and courier management.

- Led platform redesigns resulting in a 20% increase in bookings through simplified flows and modernized responsive design.

SKILLS

DESIGN

UX Design

Interaction Design

UI Design

Responsive Design

Mobile-first Design

Design Systems

Wireframes

Prototyping

User Flows

Information Architecture

Design Thinking

Brand Design

Visual Design

RESEARCH

Usability Testing

A/B Testing

User Interviews

Heuristic Evaluation

Cognitive Walkthrough

Journey Mapping

Persona Development

Data Analysis

Conversion Rate Optimization

TOOLS

Figma

Sketch

Framer

InVision

Zeplin

Webflow

Miro

FigJam

Notion

JIRA

Confluence

TECHNICAL

HTML/CSS

Agile/Scrum

Cross-platform Design

Accessibility (WCAG)

Google Analytics

Hotjar

EDUCATION

AWARDS & RECOGNITION

- Exceptional Talent Endorsement in Digital Technology — TechNation UK
- Honorable Mention — Awwwards (Oct 2025, Oct 2024)
- Site of the Day — CSS Winner (Oct 2024)
- Website of the Day — CSS Design Awards (Oct 2024)

COMMUNITY & PUBLICATIONS

- Community Lead, Friends of Figma Lagos.
- Published writer: "Designing Edu-commerce right" (Bootcamp), "Ally — Super-vision for those who need it" (Medium), "Figma Handbook" (Figma Africa), UX Collective, Prototypr.

