

HABEEB SANNI

SENIOR UX DESIGNER | PRODUCT DESIGNER

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Habeeb is a user-centric designer with 7 years of experience executing go-to-market strategies for innovative startups and forward-thinking companies. He's got eyes for detail, accessibility, and product growth. His collaborative, leadership, research, and UX design skills led to the launching of [Zenith Bank Website](#), [Useforms App](#), and [Kwiksell](#) — a retail app processing billions of transactions.

WORK EXPERIENCE

TOPTAL

SF, United States.

Type: Talent recruitment, Consulting.

Product Designer

Jan 2019 – Present

- Scaling product ideas from briefs into actionable prototypes through research and UX design.
- Supporting SaaS projects with refreshed logos, illustrations, and micro-interactions.
- Collaborating with stakeholders and senior engineers to prepare assets for staging environment.
- Defining information architecture and high-fidelity mock-ups that serve as POCs at fundraising events for tech startups.

SOFTCOM

Lagos, Nigeria.

Type: SaaS company, B2B, B2C.

Product Design Lead

Aug 2020 - Aug 2022

- Led product designers using remote team dynamics that resulted in launching 2 SaaS tools.
- Defined internal SLAs, resolution time, and KPIs that improved business performance by 50%.
- Mapped business strategy and product vision to market needs with PMs and senior engineers.
- Bridged knowledge gaps by providing resources that translated into 65% growth and efficiency of the design team.

Interface Designer

Dec 2019 - Jul 2020

- Designed and delivered prototypes for progressive web apps and hybrid mobile apps.
- Collaborated with interface developers to ship products that generated 80% of client revenue.

CREGITAL

Lagos, Nigeria.

Type: Agency, Creative studio, Startup.

Brand and UI Designer

May 2016 - Dec 2018

- Enhanced client's business strategy with functional logo, brand, and communication assets.
- Delivered mobile and web interfaces that helped clients communicate their service offerings.
- Improved brand communication strategy for Zenith Bank. Assisted with web design that led to the launching of www.zenithbank.com

Others: <https://www.linkedin.com/in/habeeb-sanni/>

CORE COMPETENCIES

Product Strategy, User Research, UIX Design, UX Writing, Micro interaction, Information Architecture, Data Synthesis, Product Validation, Branding, Web Design, Metrics and Impact Analysis.

CERTIFICATIONS

[Google's Foundation of User Experience Design.](#)

Coursera, Sept 2022

[Web Design with Figma: Building Striking Compositions.](#)

Domestika, Sept 2022

[UX Research 101.](#)

Domestika, Jan 2022

EDUCATIONAL BACKGROUND

B.Sc Geology, University of Ibadan, Oyo State, Nigeria.

Jan 2010 – Apr 2014

ADDITIONAL INFORMATION

Skills and tools: Documentation, Leadership, Figma, Notion, Miro, Wordpress, Prototipe, Webflow.

Interests: Fashion, Cycling, Woodwork, Gaming, Fitness, Photography.

Live projects:

Led a team of designers to launch a retail and inventory tool [Kwiksell.com](#)

User research, product, and web design for [Useforms.com](#)

Interface redesign for analytic finance tool [NFS Maps](#)

Web design for large corporate [Softcom.xyz](#)

Assisted in the web design that led to the launching of [Zenithbank.com](#)

Logo design for a payment platform [Wyreout.com](#)

My professional website [www.habeeb-san.com](#)