

# HABEEB SANNI

SENIOR UX/UI DESIGNER | PRODUCT DESIGNER

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I am a senior product designer, UX researcher, design executive, visionary tech leader and founder with 8 years of experience:

- building brands, launching, and scaling technology products.
- executing go-to-market strategies for innovative startups and forward-thinking companies.
- collaborating and using evaluative UX research methods to create technology solutions that drive business growth and positive change in human society.

I also possess extensive expertise in conducting software UX audits, recruiting design teams, providing mentorship, and fostering community development.

## CORE COMPETENCIES

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

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## WORK EXPERIENCE

### MAXIM

Lagos, Nigeria.

Type: Credit, Big Data, Fintech | [www.trymaxim.com](http://www.trymaxim.com)

Maxim leverages technology to build the core infrastructure powering real-time consumer credit data, enabling widespread credit adoption and accessibility for individuals and businesses.

#### Head of Design

May 2023 – Present

#### Responsibilities

- Drive a design-centric mindset company-wide by proactively spearheading product and UI/UX initiatives in collaboration with the core engineering team.
- Create a unified design strategy that aligns with the company's worldwide vision, addressing user experience design, product growth, brand identity, and marketing communication.

#### Key achievements

- Conceptualised initial design and UX components for our MVP, contributing to the successful acquisition of **\$150,000** in funding from friends and family rounds.
- Implemented an intuitive sign-up and activation process, significantly aiding in the successful verification of over **2000 enterprise companies** during onboarding.
- Led the strategy and design for Maxim's dashboard, demystifying the data visualisation for Maxim's core offerings, specifically **consumer report** and **credit score** features.
- Designed and launched product-led growth strategies, including **onboarding nudges**, **activation newsletters**, and an **engaging B2B experience**.
- Received an invitation to join the ranks of the company's decision-makers, demonstrating dedication and leadership qualities within the initial 6 months.

## **YOLAT**

**Lagos, Nigeria.**

Type: Payment and remittance | [www.yolat.com](http://www.yolat.com)

Product startup in Nigeria, revolutionising the way remote workers earn or receive payments within the global job market, using blockchain technology.

### **Product Design and Growth Manager**

**Feb 2024 – Present**

#### **Responsibilities**

- Create low-fidelity visual representations that outline the layout and structure of our digital product, such as websites, web app or mobile apps.
- Define interactive and functional models of our product that allow for user testing and feedback.
- Outline diagrams or flowcharts that illustrate the user's journey through the product, including interactions and decision points.
- Document design specifications that provides guidelines and instructions for developers and engineers to implement our product.

#### **Key achievements**

- Designed, delivered, and launched the user flow for the Send feature, achieving a key business goal and processing a transaction volume of **25,000,000 Naira**.

## **WORKVERSE**

**Delaware, United States.**

Type: Startup, Video conferencing app | [www.workverse.space](http://www.workverse.space)

Productivity tool elevating remote and virtual workspace experience with AI-powered assistance, task management, note taking, media player and top-tier privacy protection, Workverse takes productivity and collaboration to new heights.

### **Co-founder, Design Lead**

**May 2023 – Feb 2024**

#### **Responsibilities**

- Design and implementing UI/UX, conducting research, and developing product strategy.
- Facilitate product validation, user testing, and the development processes for brand identity and communication materials.

#### **Key achievements**

- Formulated executive decisions that strategically positioned Workverse for its inaugural angel investment, securing a raise of **\$7,000**.
- Designed and delivered the Minimum Viable Product (MVP) that resulted in a successful [Product Hunt](#) launch, garnering noteworthy product reviews from global tech founders.
- Launched Workverse with an intuitive UX, boosting average usage and call time to **400 minutes** within a span of 3 months.

## **SOFTCOM**

**Lagos, Nigeria.**

Type: Product company, B2B, B2C, SaaS | [www.softcom.xyz](http://www.softcom.xyz)

Prominent product company developing simple and interconnected tools to address daily challenges and democratize access to growth for everyone. Softcom's product suite includes; Eyoowo - a digital banking app designed to help people save and improve their financial habits. Kwiksell - sales and inventory product enabling businesses to sell and receive instant payments.

## Product Design Lead

Aug 2020 - Aug 2022

### Responsibilities

- Nurtured connections with key partners to propel product innovation and business growth.
- Led generative user research methodologies that breathed life into our products.
- Mapped business strategy and product vision to market needs in collaboration with specialised Product Managers and Senior Engineers.

## UI/UX Designer

Dec 2019 - Jul 2020

### Responsibilities

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

### Key achievements

- Led 10 product designers using remote team dynamics that resulted in **launching 2 SaaS tools**.
- Defined design KPIs and resolution time that improved **business performance by 50%**.
- Launched the **Eyowo Debit Card**, a numberless debit card in collaboration with Mastercard, with more than **12,000** card requests recorded within 21 days of the launch.
- Launched Kwiksell Point of Sale (POS) which processed over **500,000 orders** with a **70% customer satisfaction** rate, and received over **1000+ downloads** on the Play Store.

## CREGITAL

Lagos, Nigeria.

Type: Agency, Creative studio | [www.cregital.com](http://www.cregital.com)

## Brand and UIX Designer

May 2016 - Dec 2018

### Responsibilities

- Enhanced business strategy with brand, UX design, and product components.
- Delivered mobile and web interfaces that helped clients communicate their service offerings.
- Improved brand and communication strategy for a leading bank in Africa.

### Key achievements

- Helped in the early development of Disha, a creator tool acquired for **\$100,000** by Flutterwave.
- Assisted with the web design that led to the launching of [www.zenithbank.com](http://www.zenithbank.com)

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## CERTIFICATIONS

Start the UX Design Process: Empathize, Define, and Ideate.

Cousera, 2024 (In view)

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

Cousera, Sept 2022

[UX Research 101.](#)

Domestika, Jan 2022

## EDUCATIONAL BACKGROUND

### Masters in Design Thinking

2024 (In view)

Massachusetts Institute of Technology, Sloan School of Management.

Executive Programme

### Bachelor's Degree in Geology

University of Ibadan, Oyo State, Nigeria.

Jan 2010 – Apr 2014

Undergraduate Study