OLUWATOBI FABUSUYI

Senior Product Designer
United Kingdom | fabusuyioluwatobi@gmail.com | Portfolio: tobifabusuyi.com | linkedin.com/in/oluwatobifabusuyi

Senior product designer with six years designing fintech products across remittance, savings, credit, business banking and payroll. I turn complex financial flows into simple experiences that move growth metrics, from a 48% cut in acquisition cost to a design system that sped up delivery across six product areas.

EXPERIENCE

LEMFI — London, UK

Senior Product Designer, Cross-border & Platform — Aug 2025 – Present

- Led design of core remittance experiences across transfers and the full transaction lifecycle, improving trust and self-service across key corridors
- Redesigned onboarding at the pre-ID-verification stage, where 46% of onboarding drop-offs happened, lifting ID verification completion by up to 21pp in the EU (about 20% to 41%) and about 10pp in the US, and reducing onboarding support tickets per 1,000 users
- Sole designer of the Citrus Design System across six product areas, built with iOS and Android engineers; accessibility standards and AI-assisted workflows sped up delivery and kept the experience consistent across teams

Senior Product Designer, Remittance & Engagement — Oct 2023 – Aug 2025

- Designed and launched the Reverse Marketing (referral) app across 19 corridors and 5 countries, cutting customer acquisition cost by 48% and generating 792 unique referrals in seven weeks, with an average first transfer of $95.51
- Led product design across Savings, Credit, eSIM and core remittance, and scaled Savings from pilot to £611.6k AUM
- Led the mobile app revamp that lifted the App Store rating from 3.3 to 4.7, and adapted designs to local preferences for expansion into India, Pakistan and China

OURPASS — Delaware, US (Remote)

Senior Product Designer — Aug 2021 – Oct 2023

- Researched how SMEs run their operations and designed a business banking app: 75% user adoption within six months, 4.2/5 customer satisfaction, over ₦1 billion transacted in the first quarter and 85% retention
- Rebuilt the one-click checkout widget into a 15-second checkout, cutting abandonment by about 50% and registration time by 8 minutes, lifting checkout retention from 18% to 55% and daily active users by 65%

BRAVE ACHIEVERS FOUNDATION — US (Remote)

UX Designer — Apr 2021 – Aug 2021

- Designed, validated and iterated workflows and interfaces for agency clients across B2B, B2C and SaaS platforms

AOTHAR DESIGN AGENCY — Lagos, Nigeria (Remote)

UI/UX Designer — Aug 2020 – Mar 2021

- Designed UI components for a B2B fintech mobile and web platform, grounded in user research and interviews

INDEPENDENT WORK

VELVPAY (FORMERLY FIGO PAYMENT) — Lagos, Nigeria

Co-founder & Product Owner — Apr 2021 – Jul 2023

- Defined the product vision and 3-year roadmap for emerging markets, growing monthly revenue by 40% and daily active users by 200%

ANDELA (CONTRACT) — Remote

Product Designer — Jun 2021 – Aug 2022

- **Stewards:** sole product designer for a school financial platform in Nigeria and Uganda, contributing to 70% platform adoption, an 85% increase in user satisfaction, 40% faster admin processing, 60% more timely fee collections and over $500k in funding for 100+ schools
- **WorkRemits:** designed a global payroll and payments platform end to end, supporting 15+ businesses onboarded and $70k+ processed

EDUCATION

UNIVERSITY OF ILORIN — Ilorin, Nigeria

B.Eng Civil Engineering (Structures), Second Class Upper — Oct 2014 – Oct 2019

- Certification: Interaction Design Foundation Membership Certificate (2024)

ADDITIONAL INFORMATION

- *Skills:* Product design, interaction design, design systems, user research, usability testing, prototyping, onboarding and KYC flows, growth design, Figma, ProtoPie, Framer, Mixpanel
- *Community & speaking:* Community lead, Trello and LottieFiles Ilorin (2021–2024; grew to 330+ members, 12+ events); mentor, ADPList (2023–present) and Tech4Dev (2025); speaker, GDSC DevFest Ilorin 2023