Roland Owusu Tabi

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SUMMARY

Innovative and results-driven UX/Product Designer with 8 years of experience in UX, UI, graphic design, and product management. Demonstrated success in creating user-centric interfaces and visually appealing designs that drive user engagement and satisfaction. Proficient in user research, wireframing, prototyping, and cross-functional collaboration. Adept at aligning product development with business objectives to achieve strategic goals.

PROFESSIONAL EXPERIENCE

Senior UX Engineer & Researcher

Peswa Finance | Fintech

June 2022 - Present

- • Lead the design and research process for major projects, including Mastercard Foundation and Kobo, achieving a 30% increase in user satisfaction and a 25% boost in engagement metrics.
- • Conduct comprehensive user research utilizing interviews, workshops, surveys, and focus groups to gather insights and inform design decisions.
- • Develop and test end-to-end prototypes, resulting in actionable recommendations and a 20% increase in feature adoption.
- • Advocate for user needs within the product team, ensuring alignment with research findings and internal goals.
- • Conduct competitor analysis and manage a UX research roadmap to inform strategic decisions and continuous improvement efforts.
- • Collaborate with marketing, product, and design teams to deliver cohesive and user-friendly product experiences.

Junior Product Manager

Unilever | Consumer Goods

June 2021 - August 2022

- • Conducted market research to identify customer needs and trends, contributing to an 18% increase in product adoption.
- • Translated business requirements into actionable product features, enhancing product satisfaction scores by 20%.
- • Utilized analytics tools to track key metrics and KPIs, enabling a 25% increase in data-driven decision-making.

- • Coordinated with cross-functional teams to ensure timely and successful product delivery, reducing time-to-market by 15%.
- • Supported product launches and collaborated with QA teams to define testing criteria and maintain product quality standards.

Product Designer
BIMA Insurance | Insurance Company

June 2019 - August 2021

- • Established 10 insurance experience centers across Ghana, increasing customer accessibility by 40%.
- • Conducted user research to identify pain points and opportunities, leading to a 30% improvement in customer satisfaction.
- • Designed intuitive user interfaces for digital insurance products, resulting in a 25% increase in online application completions.
- • Organized and executed usability testing sessions, providing insights that reduced user errors by 20%.
- • Developed a design system to ensure consistency and efficiency in the design process.

Product Designer
Hubtel | E-commerce & Tech Company

2017 - 2019

- • Conducted user research and developed personas, leading to a 15% increase in user retention.
- • Created wireframes and interactive prototypes to visualize design concepts and improve user understanding.
- • Implemented and analyzed A/B tests, resulting in a 10% improvement in conversion rates.
- • Conducted usability testing sessions to gather insights and refine design solutions, reducing user friction by 20%.
- • Collaborated with cross-functional teams to align design solutions with business goals and technical requirements.

EDUCATION

Bachelor of Arts in Communication Design
Ashesi University - 2008

SKILLS

Product Management
- • Strategic Thinking

- • Communication
- • Leadership
- • Analytical Skills
- • Market Research
- • Problem Solving
- • Project Management
- • Customer-Centric Focus
- • Adaptability
- • Collaboration

Product Design
- • User Research
- • HTML, CSS
- • Wireframing, Prototyping
- • UI Design
- • Information Architecture
- • Usability Testing
- • Visual Design
- • Interaction Design
- • Accessibility Design
- • Responsive Design
- • A/B Testing
- • Design Thinking
- • Empathy
- • Collaborative Tools
- • Prototyping Tools
- • User Flows
- • Continuous Learning

CERTIFICATIONS
- • Full Stack Development Certificate - Codetrain (2022)
- • Google Product Management Certification - Coursera (2022)
- • BSc Communication Design - Ashesi University (2008)

REFERENCE
Available on request