

Eniola Abiola Aminu

Senior / Lead Product Designer

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Profile

Lead Product Designer with 7 years designing mobile financial products at scale across payments, remittance, wallets and crypto in 35+ markets. At Flutterwave I progressed from Senior to Lead, shaping SendApp and core mobile journeys used by millions. I pair strong interaction and systems craft with research-led strategy. MA in UX Design (UAL).

Skills

Interaction design · Prototyping · Design systems · User research & usability testing · Mobile (iOS/Android) · AI & conversational UX · Data-informed design · Design leadership & mentoring

Experience

Flutterwave | 2021 – 2025

Product Design Lead – Mobile | 2023 – 2025

- Led design across mobile financial products used by millions of customers, mentoring designers across multiple squads.
- Led a UX audit of onboarding, payments and account management that informed a redesign, reducing onboarding drop-off and payment-related support contacts.
- Directed research that shaped the mobile product roadmap and prioritisation.
- Partnered with Product, Engineering, Data and Customer Support leads to align customer needs with business goals.
- Raised design quality through design crits and design system contributions adopted across teams.
- Led Postcards, SendApp's end-of-year "Wrapped" that turned each customer's year of transfers into a shareable recap: wrote the PRD, led the creative direction with the design team.

Senior Product Designer | 2021 – 2023

- Led the SendApp redesign, Flutterwave's global remittance app used by hundreds of thousands of senders across 35+ markets, improving transfer completion.
- Redesigned the multi-currency wallet and key payment journeys behind millions of transactions.
- Ran customer interviews and usability tests that shaped product decisions from discovery through delivery.

Yellow Card | Product Designer | 2020 – 2021

- Designed crypto trading experiences that supported expansion into multiple African markets.
- Redesigned onboarding through iterative testing, increasing verified sign-ups across thousands of new users.
- Shipped customer-facing features with cross-functional teams.

Cowrywise | Product Designer | 2019 – 2020

- Designed Stash, a wallet giving users without debit cards access to financial tools, adopted by thousands of users.
- Redesigned onboarding and account creation using behavioural insights, improving sign-up conversion.
- Improved accessibility across core savings journeys.

Independent Product Work

Outside | Design Lead | 2025 – Present

A self-initiated experiment in end-to-end product leadership: a community platform testing whether shared outdoor activities can build real-world friendships.

- Framed the core hypotheses and led discovery research on loneliness, belonging and community participation with dozens of participants.
- Set the product vision, MVP scope and roadmap, making prioritisation calls a product lead would usually own.
- Designed the end-to-end experience, information architecture and foundational design system from a blank canvas.

- Prototyped and tested AI-powered activity recommendations, using results to decide what to prioritise next.
- Coordinated collaborators and early community members to take the concept to a testable MVP.

Education

MA User Experience Design | University of the Arts London (LCC)

Tools & AI Workflow

Figma · FigJam · Miro · Notion · Adobe Creative Suite

AI-assisted prototyping with Cursor, Lovable and Claude; Figma MCP workflows for design-to-code.