OMOTOLA BELLO

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WORK EXPERIENCES

Product Designer Feb 2024-Present
Roqqu (Lagos)

- Partnered with Product and Engineering teams to design and launch **2** digital payment products across digital assets, cards and open banking, balancing customer needs, commercial objectives and regulatory requirements.
- Designed end-to-end crypto-to-fiat and bank withdrawal journeys for Qash, contributing to **99%** transaction success and improving the customer payment experience.
- Analysed customer behaviour and transaction journeys to identify abandonment points, using insights to introduce targeted product improvements that reduced quarterly user abandonment from **4,500** to **2,320** users.
- Created internal customer support and onboarding tools that improved visibility into account status and reduced quarterly onboarding drop-offs from **2,200** to **1,500** users.
- Developed compliance monitoring workflows that improved the identification and investigation of high-risk accounts, increasing monthly account reviews from **1,200** to approximately **3,000**.

UX Designer Intern, Wear OS May 2025-Aug 2025
Google LLC (London) UK

- Worked with Product, Engineering, UX Research and Experience Design teams to improve the Pixel Watch and companion app customer journeys, incorporating user needs and business requirements.
- Evaluated user research and usability testing findings to identify customer pain points and translate insights into product requirements and journey improvements.
- Presented product and experience concepts to cross-functional stakeholders, incorporating feedback to refine solutions and support decision-making.
- Prototyped and tested new customer journeys, using evidence from research and testing to prioritise improvements.

Product Designer Nov 2023-Feb 2024
Mytherapist.ng (Remote)

- Led improvements to mobile and web customer journeys using user research, behavioural insights and iterative testing, contributing to retained users growing from **8,000** to **15,000+**.
- Aligned with UX Research to analyse customer feedback and prioritise improvements addressing key service and usability issues.
- Redesigned the therapy booking journey around customer needs and operational requirements, reducing scheduling time by **35%**.

Product Designer Apr 2022-Jan 2023
Quid Commerce (Remote)

- Supported usability testing and synthesized findings to inform interaction design decisions, increasing customer retention by **15%**.
- Helped build and document the company's design system, ensuring visual cohesion and design scalability across products.
- Prototyped and validated checkout and browsing flows, enhancing task completion efficiency by **10%**.

PROJECTS

AI System for Monitoring Student Intent in AI Usage | University of Lagos Apr 2026-Aug 2026

- Worked with the team to construct an NLP-based AI system to analyse student prompts and transform unstructured text into structured intent data.
- Established and trained a BERT classifier across three intent categories to identify patterns in student AI usage.
- Integrated Phi-3 Mini for contextual inference, combining LLM reasoning with classification to interpret prompts beyond predefined categories.

EDUCATION

University of Lagos 2026
B.Sc. Systems Engineering

Yaba College of Technology 2019
National Diploma (N.D). Metallurgical Engineering

SKILLS & TOOLS

User Experience Design, User Research, Visual/UI Design, Usability Testing, User Flows & Wireframing, Prototyping, Information Architecture, UX Writing, Problem Solving, Presentation, Cross-Functional Collaboration, and Design System.
Tools: Figma, Miro, Google Stitch, Google AI Studio, Excel, PowerPoint, Microsoft Office, Google Workspace, Jira

CERTIFICATIONS

- **Product Launches Micro-Certification (PRLC)™,** Product School, 2024
- **Product Strategy Micro-Certification (PSC)™,** Product School, 2024
- **Design Thinking for Human-Centered IoT,** LearnQuest, 2024