

Fatimah Yesuf

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SUMMARY

Product Designer with 5 years of experience delivering responsive, user-centered solutions from discovery through delivery. Adept at research, prototyping, interaction design, and systems thinking. Skilled in driving impact through usability improvements and user-focused design decisions. Collaborates cross-functionally with PMs and engineers to ship scalable products across web and mobile platforms.

CAREER EXPERIENCE

Product Designer

Cyberfleet | Sep 2022 – Jun 2025

- Delivered end-to-end product design for responsive mobile and web apps, improving user retention by 8%.
- Collaborated with PMs and engineers in Agile teams to define problem areas, streamline user flows, and deliver production-ready UI.
- Maintained and contributed to internal design systems, ensuring consistency across product features and platforms.
- Conducted usability testing and user research Miro and FigJam, translated insights into design decisions that increased engagement by 7%.

UI/UX Designer

Emerson College Engagement Lab | Sept 2021 – May 2022

- Redesigned site architecture and partner pages, enhancing engagement by 11%.
- Developed content-driven design strategies based on student usability testing and stakeholder needs.
- Created responsive interactive wireframes and mockups, ensuring smooth user interaction across devices.

UX & Content Designer

Anakle (Startup) | Jun 2019 – Dec 2019

- Led creative direction for social media content and UX design projects, achieving a 21% increase in audience engagement.
- Conducted design and user research activities to deliver intuitive and innovative results.
- Utilized customer behavior insights to guide successful design contributions, enhancing user satisfaction.

PROJECTS

- **AFI Food Mobile App:** Led end-to-end design for a food app in Africa, incorporating user-centric design through collaborative approaches, including user interviews and usability tests to streamline user flows for reservations and orders.
- **Curriculum Customizer Website:** Designed a responsive platform for educators to solve discoverability challenges for educators through streamlined design of a responsive curriculum platform.
- **[Doordash Mobile App Redesign:](#)** Reimagined tipping flow to include post-delivery options using iterative user testing and prototyping.

EDUCATION

Master of Arts, Media Design – Emerson College (3.91)

Bachelor of Science, Mass Communication – University of Lagos

SKILLS

- **Design:** UX/UI Design, Visual Design, Prototyping, Interaction Design, Design Systems
- **Research:** User Research, Usability Testing, Data-Driven Design, Competitive Analysis, A/B Testing
- **Collaboration:** Cross-Functional Collaboration, Agile & Lean UX, Design Thinking, Creative Problem-Solving

TOOLS

Figma | Adobe Creative Suite | HTML, CSS | Canva | Sketch | Miro | Photoshop | WIX | SquareSpace | Slack | FigJam | Asana | Trello