



Raymond Ihuman Charles

Product Designer, Researcher & Growth Strategist

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PROFESSIONAL SUMMARY

Passionate and detailed Product Designer with a strong foundation in user research, product design, and growth strategy. Experienced in designing responsive and user-focused interfaces that enhance engagement and retention. Skilled at blending design thinking with decision-making to create digital experiences that solve real user problems. With a growing interest in integrating AI and human-centered design to improve technology usability.

EXPERIENCE

Unipaddy — User Experience Designer & Researcher Jan 2025 – October 2025

- Conducted surveys and in-depth interviews with over 80 students to target key challenges in academic tracking, event coordination, and student–staff communication.
- Introduced a feedback loop system within the app, enabling students to report issues and suggest features, boosting overall user satisfaction scores by 30%.
- Designed and prototyped solutions that simplified campus-related tasks and improved overall usability.
- Analysed research insights to map user journeys and define feature priorities, increasing feature adoption by 35% during beta testing.
- Collaborated with the development team to ensure design–tech alignment, cutting iteration time by 25% through improved handoff documentation.

ImSeb Reklambyrå — Product Designer & Promotion Strategist Dec 2024 – Nov 2025

- Designed visually engaging product and campaign interfaces for multiple brands.
- Implemented creative promotional strategies that improved brand visibility by 40% and boosted social media reach by 30%.
- Introduced a unified design workflow using Figma and Notion, which cut project
- Collaborated with developers and strategists to ensure 100% brand consistency and easy cross-platform interaction quality.
- Used data-driven insights to refine campaign UX and increase conversion rates.

ImSeb Reklambyrå — Product Designer & Promotion Strategist Dec 2024 – Nov 2025

- Designed visually engaging product and campaign interfaces for multiple brands.
- Implemented creative promotional strategies that improved brand visibility by 40% and boosted social media reach by 30%.
- Introduced a unified design workflow using Figma and Notion, which cut project turnaround time by 22%.
- Collaborated with developers and strategists to ensure 100% brand consistency and easy cross-platform interaction quality.
- Used data-driven insights to refine campaign UX and increase conversion rates.

Afromart — Product Designer & Researcher Aug 2022 – May 2024

- Created intuitive UI/UX designs that achieved 80% monthly user retention, improving engagement and trust.
- Collaborated with developers and product managers to ensure a consistent design system across web and dashboard experiences, reducing UI inconsistencies by 40%.
- Conducted extensive user interviews, usability tests, and analytics reviews to uncover key friction points and shape design decisions that enhanced overall satisfaction.
- Introduced data-driven onboarding flows and visual feedback mechanisms, resulting in a 20% reduction in drop-off rate during account setup.
- Designed a responsive SaaS e-commerce platform and operational dashboard, improving user task efficiency by 35% and simplifying merchant management workflows.

SKILLS

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|----------------|-----------------|---------------------|
| • UI/UX Design | • Auditing | • Prototyping |
| • Wireframing | • User Research | • Usability Testing |

TOOLS

- | | | |
|----------|-------------|---------------|
| • Figma | • Claude | • Google Docs |
| • Miro | • PenPot | • Jitter |
| • Framer | • Photoshop | • Canva |

EDUCATION

B.Sc. - Medical Laboratory Science November 2022 - Present

Delta State University, Abraka, Delta State

LANGUAGE

English

Fluent, Advamced