

EKEKELA NOVERO

Experience

Portfolio

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Contact

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Skills

Research

Usability testing, Interview, Competitive Analysis, Journey Mapping

Design

iOS, Android, Web, Wireframes, Prototype, Design Critiques, Data Driven Design

Software

Claude Code, Claude Design, Figma, Paper (App), Adobe Creative Suite

Education

San Francisco State University

B.A. Broadcast & Communication Arts

- Mar 2026
June 2026

Product Design Lead

Vori *(impacted by mass layoff)*

 - Led product design for the Inventory team which included the following features: ordering, receiving, inventory tracking, invoices (mobile & web)
 - Designed and launched the new multi-vendor ordering feature within first 30 days
 - Assisted in the creation (name, mascot design, and behavior) of Vori's AI agent
 - Redesigned the product mapping feature that would solve 30% of the issues around invoice receiving within first 60 days
 - Supported the development and optimization of internal AI workflows across PDE
- Oct 2025
Feb 2026

Product Design Lead

FleetWorks *(transitioned due to freight industry volatility)*

 - Founding designer for a fast-growing start-up which includes wearing multiple hats such as guiding brand and marketing design
 - Launched three new features within first 30 days: CRM for internal Carrier Ops team, Dashboard for Carrier Portal, AI Agent Workflow Editor for Brokers
 - Established a cohesive design system for increased efficiency between design & engineering
- Jan 2025
Oct 2025

Senior Product Designer, Mobile App

Mudflap

 - Led high-impact initiatives as the mobile design lead (iOS & Android) which included a Route Optimizer tool that achieved 58% user retention beyond 30 days of use.
 - Aligned cross-vertical UX across fleet and merchant products to create cohesion and parity in experience between fleets and drivers.
 - Increased team efficiency by actively contributing to and maintaining the Mudflap Design System with responsibility over the mobile components.
- Jan 2024
Jan 2025

Product Design Consultant

Mindfulli & Brightflow AI

 - Partnered closely with founder to determine product vision based on company mission and user value prop.
 - Contributed to the conceptualization of branding direction and initial design system.
 - Offering guidance in the evolving user flows to ensure user experience is prioritized.
 - Conducting design QA before each feature launch, ensuring high standards of visual craft and consistency across product.
- June 2022
Aug 2023

Senior Product Designer

GlossGenius

 - Founding designer leading product design for multiple product teams such as Payments, Teams, and Profit.
 - Created essential functionalities like Split Payments, Instant Payouts, and 2FA.
 - Established the vision and strategy for the Product Design organization, which included the development of an interim design system and scaling the team to a total of six designers.
- May 2018
May 2022

Product Designer, Seller Community

Square

 - Sole product designer for the Seller Community as well as acting Product Manager and Engineering Manager overseeing third-party engineers.
 - Spearheaded a complete redesign which created 11.3% increase in weekly active users and a 2% decrease in Customer Support contact rate where each case cost the company about \$20.70
 - Introduced the Beta Community: a space for sellers to submit feature requests and test new features, creating a stronger feedback loop across the company.