

LEKAN LAGUNJU

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PROFESSIONAL SUMMARY

Senior Product Designer with 9+ years in design, most recently building regulated, data-heavy products across banking, insurance, logistics and healthcare, currently Lead Product Designer at 3sHealth. I turn dense, high-stakes systems into interfaces people can trust and act on quickly, working from research through information architecture to polished, accessible UI. Advanced in Figma; build and maintain design systems; comfortable in HTML, CSS, JavaScript and Tailwind to hand off front-end-ready work. Use GenAI tools (Claude, Figma Make, Cursor) for research synthesis, concept generation and faster iteration. WCAG 2.1 AA focused. Canada-based, hybrid-ready.

CORE COMPETENCIES

- Regulated, Data-Heavy Product UX: banking, insurance, logistics and healthcare; turning dense workflows and structured data into clear, trustworthy interfaces
- Onboarding, Verification & Trust: onboarding, KYC and confirmation flows that remove ambiguity and cut early drop-off, with edge cases designed in
- End-to-End Product Design: research, information architecture, user flows, wireframes and high-fidelity UI, partnering with Product and Engineering through handoff
- Customer Discovery & Validation: customer and broker interviews, contextual observation, moderated usability testing, heuristic evaluation, competitive analysis, prototype validation, A/B testing
- Interaction Design & UI Craft: visual design, information architecture, design systems and component libraries
- AI-Enabled Design: Claude, Figma Make and Cursor for research synthesis, concept generation and rapid prototyping; AI UX including retrieval-grounded assistants
- Accessibility: WCAG 2.1 AA compliance and inclusive design practices
- Front-End & Delivery: HTML, CSS, JavaScript, Tailwind CSS, GitHub, Agile/Scrum

TOOLS & TECHNOLOGIES

- Design & Prototyping: Figma (advanced: components, auto layout, variables, interactive prototyping, design systems), Figma Make, After Effects, Lottie, Miro, FigJam, Mobbin
- AI Tools: Claude, Figma Make, Cursor, Gemini, used for research synthesis, concept generation and rapid functional prototyping
- Research & Analytics: customer interviews, discovery workshops, usability testing, heuristic evaluation, prototype validation, A/B testing, Looker, Hotjar, heatmaps, session recordings, Axe, Lighthouse, screen readers
- Front-End & Delivery: HTML, CSS, JavaScript, Tailwind CSS, GitHub, Jira, Notion, Agile/Scrum, async documentation

PRODUCT DESIGN EXPERIENCE

Lead Product Designer

December 2025 – Present

3sHealth | Canada

- Lead end-to-end design of data-heavy healthcare tooling, from discovery through launch and iteration, translating complex domain logic and structured data into scalable UI patterns and partnering with Product and Engineering to define experience strategy and success metrics from day one
- Designed onboarding and activation flows focused on reducing time-to-value and building lasting customer habits across diverse customer segments
- Integrated AI tools (Figma Make, Claude) into the design and prototyping workflow to accelerate iteration cycles and make room for customer validation rounds each sprint
- Championed WCAG 2.1 AA accessibility and inclusive design standards across all product surfaces, bringing core flows to full compliance and presenting design rationale and trade-offs clearly to cross-functional stakeholders and senior leadership

Lead Product Designer → Contract Product Designer

September 2022 – December 2025

Store2Door | Canada, Remote

- Led workflow mapping, wireframes, information architecture and screen-level design for the full driver journey of a last-mile delivery app (registration, verification, task assignment), turning a document-heavy compliance process into a guided, self-service flow drivers can complete without calling support
- Designed a readiness screener (eight yes/no checks) ahead of a four-step registration form with visible progress and inline upload guidance, so drivers learn what they qualify for before investing time and avoid the re-upload loop; contributed to program-level onboarding results of a 10% reduction in time to first successful action and an 8% lift in activation

- Consolidated fragmented dispatch information into a single order-assignment screen (pickup, contact, time window, drop-off, recipient, one CTA) so every fact needed to accept a job sits where the driver decides
- Owned and governed a Figma design system including component library, pattern documentation and governance standards, speeding design-to-development handoff and ensuring visual consistency across all product surfaces
- Partnered with Product and Data leadership on an experimentation roadmap, running A/B tests and synthesizing insights from Looker and Hotjar to find and fix drop-off on key workflows
- Used AI tools (Cursor, Claude) for research synthesis, concept generation and rapid prototyping, speeding up iteration cycles; mentored designers through a structured critique culture
- Championed WCAG 2.1 AA accessibility, improving usability for visually impaired users through hands-on usability testing and inclusive design standards embedded in the design system

Product Designer

September 2021 – August 2022

Polaris Bank Ltd. | Lagos State, Nigeria

- Led information architecture, wireframes and screen-level design for VULTe, a mobile banking redesign for a Nigerian retail bank covering onboarding, home dashboard, transfers, bill payments, cards and lifestyle services; handed off at wireframes, and the bank built and shipped the product
- Split onboarding into two clear paths (new-user KYC with failed-verification recovery; existing-customer login) converging at PIN setup, and rebuilt the dashboard around a favourites-first hierarchy so common actions are one tap away
- Designed an itemized, shareable transaction receipt and a send-money flow that catches insufficient balance before PIN entry, targeting the 'did it go through?' trust gap at the highest-risk moment in the app
- Grounded problem framing in cited secondary research on the Nigerian digital banking market to decide which screens mattered most
- Presented design rationale, trade-offs and recommendations to cross-functional stakeholders and senior leadership, building alignment across Product, Engineering and Compliance in a complex, regulated financial environment

Product / UX Designer

November 2020 – August 2021

Talisa Insurance Brokers | Nigeria

- Owned the end-to-end redesign of Talisa's insurance, credit and FX website, from research and wireframing through prototyping and handoff, around three self-serve service paths so customers stop needing a broker to explain the basics; delivered in two months with 1 PM, 1 tech lead, 2 engineers and 1 marketing partner
- Grounded decisions in customer and broker interviews (phone and in person), contextual observation, heuristic review, competitive analysis of five Nigerian providers and support-thread review; designed product pages to double as customer education and broker reference
- Validated direction through two rounds of moderated usability testing: service identification 62% to 91%, quote completion 68% to 88%, quote time 3:40 to 2:15, commitment anxiety 47% to 9%, and broker task success 70% to 95% (tested results, not production metrics)
- Delivered high-fidelity responsive designs, prototypes, a starter design system and documented IA and flows so engineering could extend the site without new design cycles
- Operated with high ownership in an ambiguous, fast-moving environment throughout the role, collaborating with a remote, distributed team through structured async documentation

SELECTED PROJECT

ArtQuest, Lead Product Designer (concept, solo)

8 weeks

Self-initiated | lekanlagunju.com/work/curating-culture-in-your-pocket

- Designed a mobile app that treats a museum's digital collection like a media library, adding a save-and-return curation layer; one content model serves consumer, EdTech and museum white-label paths
- Ran 10 remote interviews and a competitive audit of museum and discovery apps; five-person moderated test showed 4/5 unaided task success, 74s median time to first save and SUS 82/100, and led to a sticky Save bar after Save was found below the fold
- Specified a retrieval-grounded conversational art guide built on verified museum metadata; tools: Figma, Figma Make, Miro, Claude, Mobbin

EDUCATION

Bachelor's Degree, Economics, Ladoke Akintola University of Technology

CERTIFICATIONS

Google UX Design Specialization | Generative AI for UI/UX Design | Google AI | Scrum Fundamentals Certified