

LEKAN LAGUNJU

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PROFESSIONAL SUMMARY

Senior Product Designer with 9+ years of experience designing B2B SaaS and consumer financial products in trust-critical, regulated domains, translating complex accounting domain logic, financial configuration, and structured transaction data into clear, scalable UI patterns that work from solo users to mid-market and enterprise customers. Deep experience designing accounting and financial workflows including transaction import, review and matching, transaction creation and settlement, and financial automation, with a consistent focus on reducing time-to-value, building lasting customer habits, and raising the quality bar through polished, accessible, cohesive experiences. Owns end-to-end design from discovery through launch and iteration, partnering closely with Product and Engineering to define experience strategy and success metrics. Grounds decisions in deep customer understanding through discovery workshops, usability testing, and prototype validation. Advanced in Figma and uses AI tools (Claude, Figma Make, Cursor) daily for research synthesis, concept generation, and rapid prototyping. WCAG 2.1 AA focused. Front-end fluency (HTML, CSS, JavaScript, Tailwind) strengthens the design-to-code pipeline. Canada-based, hybrid-ready.

CORE COMPETENCIES

- Accounting & Financial Workflow UX: transaction import, review and matching, financial configuration and onboarding, translating complex domain logic into scalable UI patterns across mid-market and enterprise firms
- Habit-Forming & Activation Design: onboarding and activation flows that reduce time-to-value and build lasting customer habits, applying design thinking that goes beyond first use toward long-term customer success
- End-to-End B2B SaaS Product Design: owning discovery through launch and iteration, partnering with Product and Engineering to define experience strategy and success metrics
- Customer Discovery & Validation: discovery workshops, customer interviews, usability testing, heuristic evaluation, 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 used daily for research synthesis, concept generation, and rapid functional prototyping
- 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
- AI Tools: Claude, Figma Make, Cursor, Gemini, used daily 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, Notion, Agile/Scrum, async documentation

PRODUCT DESIGN EXPERIENCE

Lead Product Designer

December 2025 — Present

3sHealth | Canada

- Led end-to-end design for core workflows from discovery through launch and iteration, translating complex domain logic and structured data into scalable UI patterns, partnering with Product and Engineering to define experience strategy and success metrics from day one, contributing to a 40% increase in feature adoption and 80% reduction in support tickets post-launch
- Designed onboarding and activation flows focused on reducing time-to-value and building lasting customer habits, applying habit-forming design thinking that goes beyond first use toward long-term customer success, cutting time to value by 60% and improving 90-day retention by 40% across diverse customer segments
- Integrated AI tools (Figma Make, Claude) daily into the design and prototyping workflow to accelerate iteration cycles, cutting prototype turnaround time by 35% and enabling customer validation rounds per 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

StoreToDoor | Canada, Remote

- Led end-to-end design of accounting-adjacent financial workflows: transaction creation, invoice management, recurring billing, and payment configuration, translating complex financial domain logic and structured data into clear, scalable UI patterns that reduced task completion time and error rate by 12% and time-to-insight by 30%
- Designed and launched a new user onboarding flow with a focus on habit-forming activation design, guiding users to their first key action within 90 seconds, reducing time-to-first-successful-action by 10% and increasing activation rates by 8%; applied continuous iteration beyond first use toward long-term customer success
- Owned and governed a Figma design system including component library, pattern documentation, and governance standards, accelerating design-to-development handoff by 40% and ensuring visual consistency and scalability across all product surfaces
- Partnered with Product and Data leadership on an experimentation roadmap, shipping 12+ A/B tests in 12 months at a 65% success rate; synthesized insights from Looker and Hotjar to reduce bounce rates on key workflows by 9%, demonstrating a customer-centric, data-informed design practice
- Used AI tools (Cursor, Claude) daily for research synthesis, concept generation, and rapid prototyping, accelerating iteration cycles by 20%; mentored 3 designers through a structured critique culture that reduced rework by 20% and led to 2 promotions
- Championed WCAG 2.1 AA accessibility, improving usability scores for visually impaired users by 22% through hands-on usability testing and inclusive design standards embedded in the design system

Senior Product Designer

September 2021 — August 2022

Polaris Bank Ltd. | Lagos State, Nigeria

- Led mobile banking redesign spanning authentication, payments, account management, and financial configuration, translating complex domain logic into clear, intuitive interfaces; drove a 30% improvement in feature adoption and a 20% reduction in drop-off through iterative stakeholder reviews and usability testing
- Simplified high-velocity transaction flows (fund transfers, bill payments, transaction review) through heuristic evaluation and usability testing to identify friction points, reducing transaction completion drop-off by 20%.
- Redesigned account activation and financial onboarding flows, decreasing time-to-first transaction by 15% and lifting new user activation by 12% within 7 days, demonstrating habit-forming and activation design thinking focused on long-term customer success
- Conducted discovery workshops with 25+ banking customers to map the loan application journey; synthesized insights into a streamlined application flow that reduced completion time by 25% and informed roadmap and feature decisions through research and prototyping
- 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 Designer

August 2017 — August 2021

Talisa Insurance Brokers | Nigeria

- Translated complex financial and insurance domain logic, including multi-policy bundling, renewals, endorsements, and certificate requests, into intuitive, accessible UI patterns; reduced confusion-related support tickets by 28% and drove a 20-point NPS increase (from +32 to +52) through rigorous information architecture and interaction design
- Designed and launched a streamlined onboarding flow for new applicants, reducing time-to-first quote by 25% and increasing activation rates by 18% among first-time visitors, demonstrating sustained focus on habit-forming and activation design that drives long-term customer success
- Led 0-to-1 design of a quote comparison and financial configuration tool through competitor analysis and user research, then drove an optimization pass through further usability testing; combined, increased quote-to-bind conversion by 22% and reduced abandonment by 30%
- Operated with high ownership in an ambiguous, fast-moving environment, with zero missed milestones across 8 consecutive sprints, collaborating with globally distributed team members across 4 time zones through structured async documentation

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