

Michael Eneji

Product Designer

109 Nkeiru Okerie Crescent, F01, Kubwa, Abuja, Nigeria.

bigmikeeneji@gmail.com | +2347042762389

[linkedin.com/in/michael-eneji](https://www.linkedin.com/in/michael-eneji)

Professional Summary:

Highly skilled and innovative Product Designer with over 5 years of experience in creating user-centric and impactful digital solutions. Adept at designing and launching mobile and web applications that enhance user experience and drive business growth. Experienced in managing end-to-end product lifecycles, developing scalable design systems, and collaborating with cross-functional teams to deliver seamless user experiences. Passionate about leveraging design to solve complex problems and create meaningful connections.

Key Skills:

- **Design Tools:** Figma, Adobe Creative Suite, Sketch, Protopie
- **UX/UI Design:** Wire-framing, Prototyping, User Flows, Interaction Design, Visual Design
- **Design Systems:** Creating and maintaining scalable design systems, Figma Libraries
- **User Research:** User Interviews, Usability Testing, A/B Testing, Surveys
- **Collaboration:** Cross-functional Teamwork, Agile Methodologies, Stakeholder Communication
- **Development Skills:** HTML, CSS
- **Other Skills:** Problem-solving, Critical Thinking, Project Management, Prompt Delivery

Professional Experience:

Product Designer (Remote)

Per Diem Subscriptions INC.

Nov 2021 - Present

- Solely designed and led the development of Per Diem's white-label mobile app solution which comes with a Merchant dashboard for businesses using Square POS.
- Oversaw the complete lifecycle of the mobile app and merchant dashboard, from conceptualization to launch, continuously refining the product based on customer feedback. This resulted in an average of 40,000 successful checkouts and sustained 20% monthly growth over the course of a year and counting.
- Created and managed a robust design system that ensured consistency and scalability across platforms, significantly improving design efficiency and contributing to a 98.8% success rate in checkouts.
- Implemented features such as ordering, store credit, gift cards, loyalty points, subscriptions, and app customization, driving over 52,000 monthly successful checkouts.
- Successfully onboarded clients including Chip City Cookies, Coffee Dose, Niko Niko, and others, leading to an average of 20,000 new sign ups and a 26% increase month after month across all our merchants and a period of 12 months.

Product Design Consultant (Full-time)

FHI 360 - Strengthening Integrated Delivery of HIV/AIDS Services (SIDHAS) project

Jan 2020 - Jul 2021

- Designed and led the development of the Pediatric Regimen Calculator (PRC) app, which aids in prescribing the appropriate regimens for children and adolescents living with HIV (CALHIV) based on weight calculations derived from their age. This resulted in an increase in the proportion of pediatric-optimized regimens from 58% to 79% in Akwa Ibom and Cross River States.
- Worked closely with the SIDHAS project team to align the app with the needs of case managers, leading to a significant increase in the number of CALHIVs receiving antiretroviral therapy (ART) through multi-month dispensing (MMD), rising from 23% to 88%.
- Contributed to an increase in viral Load Suppression (VLS) among CALHIVs from 64% to 94% through the implementation of the PRC app.

Freelance Product Designer

Sep 2017 - Dec 2019

- Collaborated with various clients to deliver high-quality design solutions for mobile and web applications.
- Managed multiple projects simultaneously, ensuring timely delivery and client satisfaction.
- Created user personas, wireframes, and prototypes, which contributed to enhancements in key performance metrics across various products developed for a diverse range of clients.

Education:

MBA - Cybersecurity

Nexford University

2023 - 2024

B.Sc. Computer Science

University of Calabar

2014 - 2019

Certifications:

- Product Development Certification, Udacity
- Figma Certification, Udemy
- Responsive Web Design, Freecodecamp
- Start Your Business Certification, VC4A

Key Projects:

White-Label Mobile App Solution for Per Diem Subscriptions INC.

- Designed and developed a customizable mobile app solution for businesses, integrating with Square POS and supporting features like store credit and loyalty points.
- Achieved seamless transition of customers for several Square businesses from in-store to mobile ordering, with over 50k transactions monthly.

Pediatric Regimen Calculator (PRC) for FHI 360

- Led the design and implementation of a the PRC to support HIV/AIDS case managers in prescribing appropriate child regimen for children and adolescent living with HIV in order to gain viral load suppression.

Portfolio:

- **White-label mobile app solutions:** <https://apps.apple.com/us/developer/per-diem-subscriptions-inc/id1601246395?see-all=i-phone-apps>
- **Behance Portfolio:** <https://www.behance.net/michaeleneji>

Languages:

English (Fluent)

References:

Available upon request.