

AZEL AMAECHI

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PROFESSIONAL SUMMARY

Senior Product Designer with 7 years designing complex enterprise workflows and consumer products in regulated industries: reinsurance, risk, fintech, and health. Lead end-to-end product experiences from problem framing and user research through prototyping, usability testing, and iterative releases, partnering with Product, Engineering, Data, and Architecture. Built the GC Design System from zero at Marsh; design and ship AI-assisted native iOS and macOS apps.

WORK EXPERIENCE

Falda | Senior Product Designer September 2025 – Present | Remote

- Provide end-to-end product design for early-stage SaaS founders in AI, fintech, security, and health, covering dashboards, onboarding flows, marketing sites, and design system foundations
- Build component libraries and tokens in Figma so client teams can scale UI consistency post-engagement, and ship Framer / Webflow marketing sites with CMS-ready handoff
- Design and ship native iOS/macOS apps end-to-end, including Trackie, a SwiftUI + HealthKit health dashboard (WCAG AA, in user testing), and Entraîne, a macOS speaking-practice tool with on-device speech transcription (WhisperKit) and AI translation (DeepL)

Marsh (Guy Carpenter) | Senior Product Designer October 2023 – August 2025 | Princeton, NJ

- Owned end-to-end product design across 7 enterprise applications used daily by global teams in reinsurance, risk, and finance operations, balancing complex regulatory requirements with usability
- Built and scaled the GC Design System from zero in Figma and Storybook on a MUI foundation, adopted by 5 application teams and reducing new-project startup time by 60%
- Led end-to-end design of GC Horizon, a zero-to-one platform unifying application landscape, cloud automation, and integration services across 3 applications and 120+ screens, partnering with the Head of Engineering & Architecture over 8 months; now live in production company-wide
- Redesigned User Access Management (UAM 2.0) into a multi-platform, role-based access system across 3 platforms, mapping end-to-end admin onboarding and permission workflows to close security and compliance gaps
- Shipped the BSA Tracking Tool from concept to production in under 2 months, mapping the manual spreadsheet workflow through stakeholder interviews to define problem statements; now used daily by 200+ users
- Partnered closely with PMs, business analysts, and React / Next.js engineers to ensure pixel-accurate design-to-code handoff, and conducted technical interviews for product design hires across company verticals

Moment Studio | Product Designer January 2022 – September 2023 | Remote

- Designed end-to-end experiences for B2B fintech and SaaS clients (dashboards, payment flows, and onboarding journeys), improving user engagement by 40% and mobile usability by 35%
- Built design systems and brand component libraries in Figma to support clients scaling from MVP to product-market fit
- Led prototyping and design reviews to align developers and stakeholders before development cycles, reducing rework

ALAT by Wema | Product Designer March 2019 – December 2021 | Remote

- Designed 12+ feature releases for the ALAT iOS mobile banking platform serving millions of daily users
- Increased core task completion rate by 67% by redesigning onboarding, payment, and loan application flows
- Boosted engagement by 32% by simplifying task flows and information architecture across core banking surfaces, supported by usability research and behavioral insights presented to product and exec stakeholders

EDUCATION

Afe Babalola University | Bachelor of Engineering - Major in Petroleum Engineering

SKILLS

Tools: Figma, Framer, Figjam, Webflow, Storybook, SwiftUI, React, MUI, Cursor, Claude Code

Practice: User Research, Design Systems, Accessibility (WCAG 2.2 AA), A/B Testing, HTML/CSS, Agile/Scrum, Cross-Functional Collaboration, Journey Mapping, Service Blueprinting, Information Architecture, Interaction Design, Visual Design, Design Thinking, Data Informed Design, AI-Assisted Prototyping, Human Computer Interaction (HCI), Prototyping, Wireframes, End-to-End Product Design, Design-to-Code Handoff, Product Strategy, Usability Testing