

Azel Amaechi

Product Designer

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EXPERIENCE

Product Designer - Guy Carpenter (Marsh McLennan) | Princeton, NJ | October 2023 - Present
Enterprise Insurance & Reinsurance Tech

Lead designer responsible for enterprise design systems and internal applications serving global reinsurance operations. Drive design strategy across multiple product verticals while ensuring accessibility compliance and scalable user experiences.

Key Achievements:

- Lead product design across 6+ enterprise applications used by global teams in finance, risk, and reinsurance operations
- Built and maintain the GC Design System from scratch in Figma and Storybook using MUI, which now powers 6+ apps and reduces project startup time by 60%
- Delivered fully accessible UI across all apps (WCAG 2.2 AA), creating comprehensive documentation and reusable React components for rapid scaling
- Designed and launched BSA Tracking Tool from 0→1 in under 2 months, now live and actively used by internal teams
- Conducted technical interviews and candidate evaluation for offshore UX/UI designer positions across company verticals
- Collaborate across cross-functional teams with business analysts, project managers, and React/Next.js developers to ensure seamless design-to-code handoffs and reusable component implementation

Key Projects Delivered:

- **GC Drive:** File management platform with workspace creation, sharing, version control, and advanced search
- **GC Marketplace 2.0:** Complete accessibility audit and design of holding pages for marketplace platform migration
- **GC Horizon:** Cloud services dashboard with roadmap tracking and feature management
- **GC Microsites:** Internal microsite platform redesign with improved user flows
- **BSA Tracking:** End-to-end tracking tool designed and launched from concept to production in under 2 months
- **GCUI Design System:** Complete React component library and Figma design system for organizational consistency
- **UAM 2.0:** User access management platform redesign for improved security workflows

Product Designer - Moment Studio | Remote | January 2022 - August 2023
Design agency supporting early-stage startups in Fintech, SaaS, and Consumer apps

Delivered 3 end-to-end design projects for startup founders from early concepts to final prototypes and developer handoffs. Worked across healthcare, finance, business, and lifestyle industries.

Key Achievements:

- Improved user engagement by 40% using design thinking to create solutions for SaaS & B2B Fintech platform
- Enhanced mobile app usability by 35% through targeted user testing and stakeholder collaboration
- Led interactive prototyping in Figma to help developers and stakeholders visualize final products before development
- Created WCAG 2.1 compliant designs with comprehensive accessibility documentation across all client projects
- Built design systems and style guides for brand consistency and scalable growth
- Managed multiple concurrent projects while meeting all client deadlines and requirements

Projects Delivered:

Stoxup - Investment Insights Platform (Web)

- Redesigned B2C financial platform with improved information architecture and clean visual UI

- Created accessible design system and delivered development-ready interactive prototypes
- Facilitated stakeholder feedback sessions and managed design adjustments under tight timelines

Orchid B - SaaS Admin Dashboard (Web)

- Designed complete user experience for B2B fintech admin platform with complex data visualization
- Built high-fidelity user flows and screens using design thinking methodology
- Integrated continuous feedback loops ensuring design alignment with business goals

Splyt Pay - Bill-Splitting App (iOS/Android)

- Redesigned consumer finance app serving 4,500+ active users
- Streamlined complex multi-user payment flows with annotated handoff documentation
- Created reusable component library for consistent cross-platform experience

UX/UI Designer - ALAT by Wema | Remote | July 2018 - December 2021

B2C Digital Banking Platform

User experience designer for mobile banking platform serving thousands of daily users. Focused on improving core banking flows and user engagement through data-driven design decisions and usability testing.

Key Achievements:

- Designed 12+ feature releases for iOS mobile banking platform serving thousands of daily users
- Increased task completion rate by 67% through improved onboarding, payment, and loan application flows
- Boosted user engagement by 32% by optimizing task flows and interface clarity using user-centered design principles
- Led usability testing interviews and presented data-driven insights on user behavior to stakeholders
- Collaborated with development teams on mobile and web applications for core banking services
- Created comprehensive wireframes and interactive prototypes that streamlined design reviews and feedback sessions

EDUCATION

UX/UI Foundations, Avocademy

Bachelor of Engineering in Petroleum Engineering, Afe Babalola University

CERTIFICATIONS

Design Masterclass - Accessibility for UX/UI Designers, 2024

Design Masterclass - Advanced Prototyping, 2024

Design Masterclass - Agile for UX/UI Designers, 2024

SKILLS

Design Strategy & Systems: Design Systems Architecture, Component Libraries, Design Tokens, Accessibility (WCAG 2.2 AA), Information Architecture, Design Strategy, Cross-Platform Design, Scalable Design Solutions

User Experience & Research: User Research & Testing, Journey Mapping, User Flows, Personas Development, A/B Testing, Heuristic Evaluation, Competitive Analysis, Design Thinking, User-Centered Design

Visual Design & Prototyping: High-Fidelity UI Design, Interactive Prototyping, Visual Design Systems, Typography, Iconography, Color Theory, Responsive Design, Brand Systems

Technical & Development: Figma, Storybook, React Components, HTML/CSS, MUI, Developer Handoff, Design-to-Code Documentation, Version Control Integration

Collaboration & Leadership: Cross-Functional Team Leadership, Stakeholder Communication, Design Reviews, Agile/Scrum, Project Management, Technical Interviews

Tools & Platforms: Figma, Sketch, Adobe Creative Suite, Webflow, Framer, ProtoPie, Miro, Jira, UserTesting.com, TestFlight, Notion