

Mubarak Abubakar

Senior Product Designer

mubarakabubakar96@gmail.com | +234 803 309 2137 | mubarakabubakar.com | linkedin.com/in/mubarak-abubakar

PROFESSIONAL SUMMARY

I am Senior Product Designer (UI/UX) with 5+ years of experience designing end-to-end B2B and B2C platforms, marketplaces, and mobile applications. Experienced across logistics, e-commerce, finance, AI, and SaaS. I use AI tools daily across research, ideation, and prototyping, and work closely with stakeholders, product managers, and engineers from research through QA.

CORE SKILLS

Product Design, UI/UX Design, Interaction Design, User Research, User Story, User Flow, Mobile Design, Web Design, Usability Testing, Wireframing, Prototyping, Information Architecture, A/B Testing, Design Systems, Accessibility (WCAG), Responsive Design, Product Discovery, Data-Driven Design, Growth and Conversion Optimization, Product Strategy, Design QA, Cross-functional Leadership, Mentoring, AI, HTML, CSS.

CORE DOMAINS

B2B, B2C and Enterprise Tools, Marketplaces, Ecommerce, Logistics, Finance, Mobile Apps (iOS and Android), 0–1 Product Design, Designing for AI.

TOOLS

Figma, Figma AI, Adobe XD, Sketch, WordPress, Elementor, Webflow, Notion, Miro, Jira, Whimsical, Slack, Balsamiq, UserTesting, Shopify, Material Design, Google Analytics, Midjourney, Lottie, Microsoft Clarity, AI tools, Lovable, Bolt.new, ChatGPT, Claude, GitHub.

WORK EXPERIENCE

DREEF — Senior Product Designer

February 2025 – Present · Lagos, Nigeria (Remote)

- Leading a team of 3 designers to design internal platforms expected to automate business processes, reducing workflow bottlenecks and improving productivity.
- Designed a Clean Energy financing dashboard that tracks transactions through their full lifecycle, supporting affordable power projects and green infrastructure.
- Designed a CRM system that tracks project pipelines and company profiles across renewable energy, manufacturing, healthcare, green housing, and transportation sectors.
- Co-designed a data entry system used to collect structured project data from on-ground teams across multiple sectors, replacing scattered spreadsheets and forms.
- Set design strategy with product and engineering leads, own the cross-platform design system, and mentor designers through critique, pairing, and structured feedback.
- Create user flows, wireframes, high-fidelity designs, prototypes, and documentation to support business processes. Design and maintain reusable components for consistency and efficiency.

Shipbubble — Product Designer

March 2024 – Present · Lagos, Nigeria (Remote)

- Sole designer for AZIBA, Shipbubble's 0→1 fashion marketplace, a mobile-first buyer experience. Live with 500+ products and 10+ sellers. Owned end-to-end design across [iOS](#), [Android](#), and [web](#).
- Cut support tickets by 50% on Shipbubble's delivery web app by optimizing onboarding, shipment tracking, and delivery workflows, ensuring smoother operations for over 4,000+ customers.
- Designed an AI rate suggestion feature in the Shipbubble web app that recommends the best carrier and shipping option based on package type, route, and past performance.
- Designed end-to-end delivery features: carrier integrations, return/refund flows, pickup scheduling, COD reconciliation, and analytics reporting.

- Designed the first version of Shipbubble's delivery mobile app for [Android](#) and [iOS](#) (with over 2,000+ installs), extending access to multiple delivery options for mobile-first use.
- Create user flows, wireframes, high-fidelity designs, prototypes, and documentation to support delivery processes. Design and maintain reusable components for consistency and efficiency.

CODEWARE — UI/UX Designer (Contract)

January 2023 – February 2024 · Lagos, Nigeria (Remote)

- Cut design-stage revisions by 50% by introducing interactive prototypes into the validation process before engineering handoff.
- Designed and maintained scalable design systems across multiple client products, improving cross-team consistency.
- Conducted user interviews, surveys, and competitive analysis to identify pain points and user needs.
- Coordinated design sprints, facilitated cross-functional decision-making, and supported QA teams in identifying design issues pre-launch.

Sendbox — Product Designer

October 2021 – September 2023 · Lagos, Nigeria (Remote)

- Redesigned the SLA monitoring dashboard used to manage 1,000+ daily delivery transactions, resulting in a 55% reduction in support tickets.
- Designed a mobile scanner application for hub officers, reducing delivery and pickup processing times by 45%.
- Co-designed a responsive e-commerce platform with 500+ products, owning end-to-end flows from product discovery to checkout.

Utopia Camping Solutions — UI/UX Designer (Contract)

January 2023 – March 2023 · Berlin, Germany (Remote)

- Reduced cart abandonment by 45% by simplifying the website checkout flow.
- Increased average time on product pages by 50% through redesigned visual storytelling and content hierarchy.
- Ran usability testing sessions to validate solutions against real customer behaviour and business goals.

Fiverr — Web Designer (Freelance)

March 2020 – September 2021 · Remote

- Designed and shipped 30+ WordPress and e-commerce sites for SMBs across multiple regions.
- Lifted client traffic by approximately 40% on average through structural and on-page SEO improvements.
- Cut page load times by 40% via asset optimisation and code cleanup.

EDUCATION

University of Ilorin — B.Eng., Food Engineering

October 2015 – August 2021

Treford School — Product Design

October 2021

Credential ID #00209218054.

CERTIFICATIONS

- Designing Accessible Components in Figma — LinkedIn Learning, 2022.
- UX DesignOps: Working with Developers — LinkedIn Learning, 2022.
- Figma: Handing Off to Developers — LinkedIn Learning, 2022.
- UX Research Methods: Interviewing — LinkedIn Learning, 2022.