

Alex Oyebade

Senior Product Designer | Houston, TX

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Summary

Senior product designer with 8 years of experience designing fintech, payments and learning products for mobile and web, mostly for African users. Led the Bank78 rebrand and redesign for over 1 million users, after which users grew by more than 45%; designed VendStack from the ground up to 70,000+ users; and is the founding designer at Peercheck. Works from user research and clear decision rationale through to design systems that teams can ship from.

Professional Experience

Founding Designer, Peercheck

Oct 2025 - Present

Verified, anonymous workplace reviews and salaries for African professionals.

- Lead design as the founding designer, from product direction to the live platform.
- Designed reviews, salaries, and company and school directories, with search and filters by industry, rating, employee status and work style.
- Built anonymity into the experience: reviews never show a reviewer's name, email or identifying details.

Founding Designer, Vynture

Nov 2024 - Dec 2025

Bridging the gap between creators and sustainable financial success.

- Shaped product direction from first principles, turning an abstract creator-economy thesis into concrete flows and usable interfaces.
- Made the early structural decisions across navigation, information hierarchy and interaction models.
- Built the design system and reusable patterns, cutting design iteration time by 30% as the product evolved.

Product Design Lead, Payaza Group

Jun 2024 - Dec 2024 | Hybrid

Payment solutions for businesses and consumers.

- Led the Bank78 rebrand and redesign as senior and lead designer: a new identity, and a mobile and web app 2.0 for over a million users in Nigeria.
- Users grew by more than 45% after launch, and the rebrand drew strong public reception, turning around a v1 that had struggled with churn.
- Owned design direction from discovery through execution, partnering closely with product and engineering to ship system-aligned experiences.
- Established scalable UI patterns and interaction standards for feature growth across mobile and web.

Senior Product Designer, OhentPay

Oct 2023 - May 2024 | Remote, UK

International transfers for 70,000+ individuals and 3,000+ businesses.

- Redesigned the marketing website on a tight timeline to build trust with visitors.
- Created a library of components, styles and tokens that shortened development time.
- Designed V2 of the web and mobile apps, keeping them consistent across platforms.

Senior Product Designer, Raven Bank

Apr 2023 - Oct 2023 | Remote

Payments, savings and credit for Africans: 700,000+ registered users and 2M+ monthly transactions.

- Designed V2 of the personal banking mobile app, a visual overhaul that strengthened the Raven brand.
- Owned personal banking features from design through implementation, across instant transfers, savings, cards and bill payments.

Product Designer, Collect (ODX1)

Sep 2022 - Jan 2023 | Remote

Payments for small and large businesses.

- Designed the Billing feature for mobile and web, built to grow the product's ability to monetise.
- Contributed to an expense management feature that helps businesses plan, budget and manage spending.
- Worked with product, engineering and marketing for smooth handoff into build and launch.

Product Designer, VendStack

Feb 2022 - Nov 2022

Personal banking for Nigerians whose money moves across borders.

- Designed the app from the ground up: sign-up and KYC, naira and foreign balances, transfers, conversion, bills, split payments, cards and budgeting, across 18 flows.
- Shipped to the Nigerian market; 70,000+ users to date.

Solo UX Designer, Highrachy

Dec 2021 - Jun 2022 | Remote

A proptech platform for home customisation.

- Redesigned the company's website flows for clearer positioning and better conversion.
- Started a scalable design system from scratch.
- Researched, ideated and designed a new product through to a final Figma prototype, partnering with engineering for handoff.

Lead Product Designer, Sorolingo

Mar 2020 - Jun 2021 | Remote, US (Contract)

The easiest, most immersive way to learn an African language.

- Led product storyboarding and user research.
- Designed the key user flows, wireframes, high-fidelity UI and prototypes, and partnered with developers for handoff.

Projects

Flow Finance | Earned wage access app | Product strategy & design | 2023

Contentionary | Learning platform dashboards | Dashboard design | 2022 | 100+ users, NGN 4m+ revenue

Zacrac Learning | Online courses | UI design | 2022

Pollen | Financial literacy app for teens | Brand strategy & product design | 2022

BeFit | Fitness & nutrition app | Product design | 2023

YooHoo | Streaming platform | Brand, mobile & web design | 2021

Case studies: alexoyebade.xyz/work

Skills

Skills: Product design, UX design, Product & UX strategy, User research, User-flow mapping, Wireframing, Prototyping, UI design, Interaction design, Design systems, Brand strategy, Presentation design

Tools: Figma, Miro, Whimsical, Trello, Canva, Google Workspace

Education

Associate Degree, Primary Education Studies | Adeyemi College of Education | 2015

Courses & certifications

UX Bootcamp | Memorisely | Aug 2022

Stand Out as a Web Designer | Dann Petty | Jan 2023

The Ultimate Figma Masterclass | Michael Wong | Nov 2022

Usability testing, Gestalt psychology & UX foundations | Interaction Design Foundation | Mar 2021 - May 2021

UX research & UI design, information architecture, motion graphics | Udemy | Jan 2021 - Jan 2022