Denise Okafor

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Product designer with eight years across fintech and developer tools, currently leading design for a payments dashboard used by 40,000 small businesses. I care most about turning ambiguous problems into interfaces people trust on the first try.

Experience

2021–Present

Staff Product Designer, Ledgerly

- Own the design system used across all four Ledgerly products, cutting new-feature design time by roughly a third.
- Led the redesign of the payments dashboard, taking weekly active usage from 22% to 61% of paying accounts.

2018–2021

Senior Product Designer, Fintech co. Brightloop

- Designed the onboarding flow for small-business loan applications, reducing drop-off at the documents step from 47% to 19%.
- Ran the company's first structured usability testing programme, recruiting and interviewing customers monthly.

2016–2018

Product Designer, Northbeam Software

- First design hire; built the design function from a single person to a team of four.

Skills

- Figma, design systems, usability research
- HTML/CSS prototyping fluent enough to pair with engineers directly
- Comfortable presenting to executives and to individual customers alike, with the same underlying story adjusted for the audience

Education

- B.F.A. Graphic Design, California College of the Arts, 2016