

GRACE DANIYAN

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 6 years building fintech and SaaS products, currently leading design end-to-end at Nearpays, a SoftPOS and payment infrastructure platform for African SMBs. I work at the intersection of product, design, and engineering — turning complex workflows and business requirements into clear, scalable experiences. I combine strong product thinking, high-craft UI, and AI-assisted prototyping to align cross-functional teams and ship products that measurably move the business.

CORE SKILLS

Product & Strategy: UX Strategy, Product Discovery, 0-to-1 Product Design, Design Prioritization

Research & Craft: User Research, Usability Testing, Interaction Design, Information Architecture, Prototyping, Design Systems

Collaboration: Cross-functional Collaboration, Stakeholder Management

PROFESSIONAL EXPERIENCE

Lead Product Designer | Nearpays

Aug 2024 - Present

SoftPOS & payment infrastructure for African SMBs - Abuja, NG

- Owned end-to-end product design for Nearpays, scaling the platform from 0→1 to **7,000+ users in 15 months**.
- Directed the UX research and product strategy behind splitting a single unified experience into dedicated B2B and B2C apps, lifting **usability scores by 15%**
- The B2B/B2C split increased **business onboarding by 30%** becoming a core driver of merchant growth."
- Built a scalable design system that cut design-to-development handoff time by **33%** and improved consistency across teams.
- Spearheaded UX localization efforts, adapting designs for Nigeria, Ghana, and Rwanda, resulting in a **25% increase in user engagement** across these markets.

Product Designer | Betaling

Mar 2023 - Jul 2024

FX & treasury network - Dover, DE

- Led the redesign of Betaling's website, simplifying the value proposition to drive a **24%** increase in demo requests and a **10% drop in bounce rate**.
- Owned the UX design of core cross-border payment, FX, settlement, and treasury workflows for a product that reached **2,000+ users** and facilitated **3,000+** successful trade matches in its first year."
- Partnered daily with a cross-functional team of 3 engineers and 1 PM in an agile environment, owning design from discovery through shipped features.

UX/UI Designer | Yebox

Jan 2021 - Feb 2023

Design agency - fintech, e-commerce & edtech clients - Lagos, NG

- Designed end-to-end products across 5+ client projects spanning fintech, e-commerce, and edtech, consistently delivering under tight deadlines.
- Championed the integration of design solutions by fostering strong partnerships with client stakeholders, developers, and product managers, leading to a **40% client retention rate**.

UX Designer Intern | Reventify

Jun 2020 - Nov 2020

Smart CV builder - Lagos, NG

- Redesigned key screens in Reventify's CV builder flow, improving usability for job seekers creating ATS-friendly resumes by **42%**.
- Designed **50+** core screens and user flows across Reventify's job board and application-tracking tools, improving the end-to-end journey from discovery to application to tracking.

EDUCATION

ALT School - Diploma, AI Software Engineering | 2026 – Expected Sep 2027

CERTIFICATIONS

Google UX Design - Coursera (2022)

TOOLS

Figma · FigJam · Notion · Jira · Miro · Maze · Framer · Adobe Creative Suite · Webflow · Claude · ChatGPT