

DAVIDKING IGWELA

Product Designer

Abuja, Nigeria

[My Portfolio](#)

[LinkedIn](#)

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INTRODUCTION

Product Designer with 3+ years of experience designing digital products across B2B SaaS, mobile, and web. I specialize in simplifying complex workflows into intuitive experiences, combining product thinking, user research, interaction design, and visual systems to solve real user problems. I also use AI-assisted development tools to take ideas beyond the design file and closer to production.

PROFESSIONAL EXPERIENCE

Dinesurf Inc — Product Designer

July 2023 - Present

- Redesigned and evolved the B2B vendor dashboard for a restaurant management platform, simplifying complex workflows across reservations, orders, tables, guest management, analytics, and other operational tools.
 - Led user interviews and usability testing with product users, translating recurring pain points and behavioral insights into actionable product improvements.
 - Built and maintained a reusable design system that improved product consistency and reduced design and development turnaround time by 30%.
 - Designed mobile experiences across iOS and Android, adapting core product workflows for smaller screens and mobile usage.
 - Collaborated closely with product and engineering teams to define workflows, iterate on solutions, and align design decisions with technical and business requirements.
 - Designed web experiences and restaurant website templates, extending the product ecosystem beyond the core management platform.
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Avokado & Co — Co-Founder & Product Designer

November 2024 - Present

- Co-founded and led the design direction of an independent creative studio delivering digital products, websites, branding, and visual experiences for clients.
 - Lead projects from initial client discovery and business requirements through UX strategy, interaction design, visual design, prototyping, and delivery.
 - Design and ship digital experiences across SaaS, e-commerce, health, hospitality, and creative industries, working directly with clients and stakeholders.
 - Translate ambiguous business problems into clear, intuitive digital experiences while balancing user needs, business objectives, and technical constraints.
 - Use Figma, Webflow, Framer, Shopify, and AI-assisted development workflows to take selected projects from concept through implementation.
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Hotel.ng — Product Design Intern (Contract)

August 2023 - October 2023

- Contributed to multiple digital products through user research, design exploration, wireframing, prototyping, and end-to-end execution.
 - Participated in design sprints and workshops, developing and communicating solutions for product and user problems.
 - Created interactive prototypes and design concepts that improved communication and collaboration across the team.
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Metridash — UI Designer

May 2023 - August 2023

- Researched emerging AI design trends and translated relevant patterns into product design decisions.
 - Collaborated with cross-functional teams to iterate on product features and improve the overall user experience.
 - Improved user journeys and information architecture to create clearer and more intuitive product experiences.
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CORE SKILLS

Product Design

Product Strategy · UX/UI Design · Interaction Design · User Research · Usability Testing · Information Architecture · Prototyping · Design Systems

Visual & Interaction Design

Figma · Adobe Creative Suite · Motion Design · Responsive Design · Visual Design

Web & AI-Assisted Development

Claude · Claude Code · Figma Make · GitHub · Vercel · Webflow · Framer · Shopify

Collaboration

Product Thinking · Cross-functional Collaboration · Design Leadership · Creative Problem Solving

EDUCATION

B.Sc. Civil Engineering (2020) — Landmark University