

# Chiama Arinze C

Product Designer

■ arinze.c.chiama@gmail.com | ■ <https://arinzechiama.co>

## Skills

Design: UX strategy, UI design, Visual design, User flows, Persona hypothesis, Concept sketches, Experience mapping, Wireframes, Prototypes, Mockups, Design systems

Research: User interviews, User testing, Usability testing, Competitor analysis, A/B testing

Tools:

- Design: Figma, Miro, InVision, Keynote, Zeplin, Photoshop, Illustrator
- CMS Systems: Webflow, WordPress, Elementor
- Front-end Web: HTML5 & CSS3 (responsive styling & tweaks), Basic PHP & JavaScript (WordPress/Elementor customizations)
- Project Management: Trello, Asana, Slack, Notion

## Experience

### ***Product Designer / EMA***

Present | Contract | Houston, Texas, United States

- Conducting user research and gathering feedback to inform design decisions from over 1k users
- Creating wireframes, prototypes, and design assets to communicate ideas and concepts
- Collaborating with developers to ensure designs are technically feasible and implemented correctly
- Conducting usability testing to identify and resolve product challenges
- Applied SEO considerations in layouts, typography, and image optimization to improve discoverability
- Iterating continuously based on user and stakeholder feedback

### ***UI/UX Designer / MVP Factory***

Present | Freelancer | Berlin, Germany

- Delivered UI, brand assets, and landing pages for a leading German grocery retailer's e-commerce testing initiative
- Collaborated with senior PMs to deliver MVPs for 21 startups across FinTech, EdTech, Entertainment, and Business Automation
- Designed with scalability, SEO-friendly structures, and responsive performance in mind

### ***Senior Product Designer / Reimnet***

2019 – 2022 | Co-founder | Abuja, Nigeria

- The Doctor M: Led UX design, competitive analysis, ideation workshops, prototyping, and closed user testing
- LifeStyle Hub: Spearheaded UX redesign of MLM portal, built a new design system, and conducted user tests with developer handover
- Hire4Africa: Managed design workshops, created a system and prototypes, performed QA, and documented design processes

### ***Web Designer / Reimnet***

2014 – 2018 | Co-founder | Abuja, Nigeria

- Designed a mobile site for an eye clinic, increasing daily bookings by 30%
- Built an e-commerce site for a grocery supermarket, increasing sales by 13% in 30 days
- Redesigned a Joomla site to WordPress for ease of publishing and reduced bounce rates
- Performed custom HTML/CSS edits, minor PHP tweaks, and SEO optimization
- Provided ongoing maintenance and updates for client websites

## **Education**

- Interaction Design | The Interaction Design Foundation
- Electrical & Electronics Engineering | AIFP, Unwanna – 2010