

# Joseph Kalu

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## ● ABOUT ME

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A Product Designer based in Tallinn, Estonia with 5+ years of working experience. I create user-friendly digital products for global users and one focused on extensive data, user, product, and market research. I blend user, business, technical and regulatory requirements to craft products that are profitable to the business. My work includes UX and field research, usability testing and UX audit, interaction and UI design and design systems. I've led teams to build accessible web, iOS and Android apps. I believe in making technology accessible and inclusive for everyone. I mentor young designers, especially from underrepresented groups. Outside work, I spend time with friends and enjoy movies.

## ● WORK EXPERIENCE

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12/2022 – CURRENT Washington DC,, United States

**UX CREATIVE PARTNER** MEANINGFUL GIGS

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- Carry out tasks for clients as provided by the meaningful gigs team
- Lead design consultations and product research sessions

02/2023 – 09/2024 New Jersey, United States

**PRODUCT DESIGN LEAD** KENVUE INC.

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- Ensured design specifications were followed within the established timelines and implemented best practices across all touchpoints.
- Utilising Figma, Jira, and other design tools, I design and distribute trademarked visual assets across IOS and Android apps, while simultaneously collaborating with the development team to execute the designs.
- Worked with external strategic partners, designers, project managers, business owners, content strategists, and software developers to create a cohesive user experience.
- Conducted moderated usability testing sessions for the high-fidelity prototypes of new users' onboarding flow and other features.

03/2022 – 02/2023 Berlin, Germany

**UI/UX DESIGNER** COINHAVEN GMBH

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- Designed high-fidelity mockups in Figma for the NFT marketplace and cryptocurrency apps.
- Collaborated with a diverse international team comprising user researchers, product owners, and engineers to discover, create, and validate design concepts and ideas across web and mobile platforms.
- Created models and prototypes in Figma for stakeholder and investor pitches that secured €7M in seed investment.
- Carried out competitive audit and SWOT analysis to determine the relevance of the new product features being designed thereby improving feature prioritisation.

05/2021 – 02/2023 Lagos, Nigeria

**USER EXPERIENCE DESIGNER** SYSTEMSPECS GROUP

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- Led the design of the HumanManager range of products. <https://www.humanmanager.net/>
- Carried out 20+ user interviews to test new design features, contributing to a 25% increase in product use.
- Developed tailored user personas after extensive user research to improve the functionality of the HumanManager product resulting in a 15% increase in conversions.
- Gathered feedback from customers and the marketing team to develop design specifications that streamlined product usage to target demographics and locations, resulting in a 20% reduction in bounce rate.
- Created a new design system for the product which reduced design and development efforts by 40%
- Organized design presentations for cross-functional teams and senior leadership.
- Led a design team of four (4) to collaborate with a cross-functional team of engineers, QA, and product managers to facilitate the design and implementation of the HumanManager website and mobile app which currently has a rating of over 4.5 on the App Store and Play Store.

07/2019 – 05/2021 Lagos, Nigeria

**FOUNDING DESIGNER** SLATEMALL

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- Led the design team as the founding designer to design the MVP, resulting in a \$200,000 valuation of the start-up.
- Engaged stakeholders to define the long-term and short-term strategies of the product, and delivered on project objectives.
- Engaged in a Field study to understand how users buy agricultural produce for consumption and storage, recommended my findings to stakeholders and this in turn guided our feature prioritisation in product development

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EDUCATION AND TRAINING

08/2023 – 06/2025 Tallinn, Estonia  
MSC. HUMAN-COMPUTER INTERACTION Tallinn University

Website <https://www.tlu.ee/en> | Level in EQF EQF level 8

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LANGUAGE SKILLS

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
ESTONIAN	A1	A1	A1	A1	A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

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DIGITAL SKILLS

Technical Skills

Design Documentation | Design Systems | UX Audit | Prototyping | Mobile App Design | Field Research | Information Architecture | User Journey Map | Wireframing | User Research | Stakeholder Management | User Interface & User Experience Design | User Centered Design | Web design/User Interface | Design Thinking | Data Visualization

Managerial Skills

Collaboration | Communication | Performance Management | Mentorship | Design Workshop | Workflow Optimization | User Flow | Vision Boarding | Lean/Agile Process Implementation | Team Building | Strategic Thinking | Usability Heuristic Evaluation | Design Presentation | UX Writing | Usability Testing

Tools

UserZoom | LookBack | Trello | ClickUp | Notion | Justinmind | Google Suite | Miro | Typeform | Figma | Balsamiq, | Adobe Creative Suite

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VOLUNTEERING

06/2024 – CURRENT United States  
Design Mentor - ADPList

I provide mentorship service on a variety of topics ranging from portfolio review, upskilling, changing careers, building and managing a team, etc.

Link <https://adplist.org/mentors/joseph-kalu>

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PROJECTS

12/2023 – CURRENT  
World Usability Day Africa

World Usability Day is a global movement that aims to bridge the gap between the Human-Computer Interaction (HCI) and User Experience (UX) community and the United Nations' Sustainable Development Goals. It is a worldwide celebration and educational platform dedicated to promoting the importance of usability and accessibility in our daily lives.

I led the planning of the first world usability day event in sub-saharan Africa.

Link <https://wudafrica.com/>