DANIEL WANDJI

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 10 years of experience across SaaS, e-commerce, telecommunications and AI-driven fintech. I lead research and design end to end, from discovery workshops and user research to interaction design, prototyping and design systems. I use research and data to align stakeholders and turn complex needs into clear products, from 0-to-1 launches to redesigns of established platforms. I also design for AI-assisted delivery, writing specs that tools like Claude Code build from, which cut review rounds per feature from 5 to 2 at CEL.

CORE SKILLS

Collaboration: Stakeholder management, cross-functional collaboration, workshop facilitation, product thinking, MVP scoping

Research: User research, usability testing, user journey mapping, service blueprinting, competitor analysis, behavioural analytics

Design: End-to-end UX/UI design, information architecture, interaction design, wireframing, prototyping, design systems, accessibility

Tools: Figma, FigJam, Miro, Claude Code, Base44, GA4, Hotjar, Microsoft Clarity, Contentsquare, UserTesting, Adobe CC

WORK EXPERIENCE

CEL (Cameroon Esport League) 2025 – Present *Senior Product Designer*

- Led end-to-end design of a SaaS league platform for competitive Pro Clubs gaming, replacing leagues run on WhatsApp with live fixtures, standings and player profiles.
- Built a design system of page shells, core components and written specs that the team's AI coding tools build from, cutting review rounds per shipped feature from 5 to 2.
- Designed data visualisations, including goal and assist leaderboards, so player performance reads at a glance.
- Designed two paid tiers that fund the league: 8 of 14 clubs pay for club premium, and 18 of 25 paying members have stayed subscribed for all three seasons.
- The platform reached 330+ registered players across 14 clubs by Season 3, with match results reaching the live table in under a minute.

BrightHR, Peninsula Group 2024 – 2025 *Senior UX/UI Designer*

- Led the redesign of Bright Exchange, BrightHR's perks and local-business marketplace, from research to launch in June 2025.
- Made the case for qualitative research when the plan was to skip it, using early user interviews to win approval for a full research round.
- Co-led seven discovery workshops with product, engineering and an external delivery partner to set objectives, map user flows and scope the MVP.

- Restructured navigation and taxonomy into separate Offers and Directory journeys; all 10 participants found what they were asked to find in prototype testing.
- Used Hotjar, GA4, Clarity and Contentsquare to find friction points and set a baseline for each product objective.
- Audited Storybook components against the Tailwind setup and new design system, and coached a junior designer day to day.

Synapses Technologies 2023 – 2024 *Lead UX Designer*

- Took a 0-to-1 AI fintech product from concept to design: a platform showing day traders the day's market bias, shaped through user research, journey mapping and user flows.
- Designed the platform interface and data visualisations for AI-generated market predictions, built on TradingView's data feed API and UI components.
- Aligned design decisions with business and marketing goals; the full platform build was held for a later phase.
- Designed the product's marketing website, which launched to introduce the platform to traders.

Apadmi 2022 *Senior UX/UI Designer*

- Designed a 0-to-1 in-app broadband purchase journey as a proof of concept for TalkTalk leadership, from first flows to high-fidelity prototype.
- Planned and ran moderated usability tests of the wireframes on UserTesting.com, writing the test plan and discussion guide, and fed the findings into the high-fidelity design.
- Designed the app shell, components and type system, then white-labelled them for reuse; they became the foundation of the TalkTalk app now live on the App Store.
- Improved the post-order journey with TalkTalk and its service provider, covering order updates and installation messages.

PrettyLittleThing 2020 *Product Designer*

- Designed the end-to-end UI for PrettyLittleThing's resale marketplace app, within its established design system.

I Saw It First 2016 – 2020 *UX/UI Designer*

- Designed across the fashion e-commerce customer journey, from product discovery to checkout, including research, flows, prototypes and usability improvements.
- Led the end-to-end UX/UI redesign of the platform in my final six months, followed by a 3.1% improvement in checkout conversion.

PRIOR EXPERIENCE

The Studio, Product Designer (2020 – 2021) • Love Circular, UX/UI Instructor (2020) • Bimstr, Creative Web Designer (2015 – 2018) • Hotelinfo, Digital Graphic Designer (2013 – 2016)

EDUCATION AND CERTIFICATIONS

University of Brighton, UK | 2016 | BA in Digital Media & Development

Google Project Management Certificate (in progress) • Codecademy Full-Stack Developer Bootcamp (in progress)