

# EDIDIONG KALU

UI/UX Designer / User Researcher

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## PROFESSIONAL PROFILE

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As a UI/UX Designer with three years of experience in fintech, health tech, hospitality, logistics, and e-commerce, I have collaborated with product managers, developers, and stakeholders to conceptualize and deliver user-centered designs that enhance user satisfaction and drive business growth. I have a track record of creating products that have recorded up to a 60 percent increase in revenue for organizations.

## PROFESSIONAL EXPERIENCE

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**UI/UX Designer -- KoboSmart/KBS Insight, Lagos, Nigeria**

**Feb. 2025 – Present**

### About KoboSmart

KoboSmart is a utility bill and estate management platform that connects residents, estate admins, and security teams to simplify community living and payments across Nigeria.

### Key Responsibilities & Achievements

- Led the end-to-end design of KoboSmart's ecosystem, including the mobile app (Residents, Estate Admins, Security), Super Admin web dashboard, and public web platform for utility payments.
- Designed core user flows for bill creation, settlement, estate onboarding, and resident management, improving admin efficiency and reducing manual reconciliation.
- Created multi-role design systems ensuring consistent UI for Residents, Admins, and Security users.
- Collaborated closely with the product team and engineers in bi-weekly design reviews, ensuring seamless handoff and interaction clarity.

### About KBS Insight

KBS Insight is a finance-advisory and information platform designed to make financial data and investment insights accessible to everyday Nigerians. It provides stock market updates, AI-powered insights, portfolio tracking, and personalized recommendations inspired by Google Finance and Yahoo Finance.

### Key Responsibilities & Achievements

- Led the design of the end-to-end user experience for the KBS Insight web platform, including the Home page, Company Profile page, AI Insights, My Portfolio, and Subscription flow.
- Created responsive UI layouts with a focus on accessibility and modern finance design.
- Collaborated in weekly design review sessions with the product team to refine UI flows, clarify implementation details, and enhance usability.

**UI/UX Designer (Part-time) -- Whim, Dallas, USA**

**Dec. 2022 – Apr. 2023**

### About Whim

Whim (now Betwixt) was a U.S.-based e-commerce platform that enabled customers to discover, browse, and purchase a curated range of products online. The platform focused on seamless shopping experiences, integrating product discovery, personalized recommendations, and secure checkout workflows. Whim connected customers with diverse

sellers while optimizing the interface and interaction design for usability, accessibility, and conversion.

### **Key Responsibilities & Achievements**

- 20% less time and money were spent on development when multi-platform design assets were created and put into use for a new product.
- Created models and prototypes for stakeholders and investor pitches, resulting in over USD 5,000,000.00 raised for the company.
- Worked in a diverse team with engineers, product owners, and user researchers to discover, create, and test concepts and ideas for all platforms.

**UI/UX Designer -- Datamellon, London, United Kingdom**

**Feb. 2022 – Aug. 2022**

### **About Datamellon**

Datamellon is a global technology and consulting company that provides data-driven solutions across cloud computing, artificial intelligence, and enterprise software. The company specializes in cloud migration, automation, business intelligence, and digital transformation for clients in sectors such as finance, telecommunications, and government.

### **Key Responsibilities and Achievements**

- By thoroughly understanding user target users, developing or working from user profiles, performing task analyses, and producing user stories, it was possible to achieve a 70% increase in product usage by both new and existing users.
- Customer and marketing team feedback was gathered to create design requirements that enhanced product usage for target audiences and regions, resulting in a 40% decrease in bounce rate.
- Worked in a diverse team with engineers, product owners, and user researchers to discover, create, and test concepts and ideas for all platforms.

**UI/UX Designer -- Dillivry, Lagos, Nigeria**

**Feb. 2022 – Aug. 2022**

### **About Dillivry**

Dillivry is an online logistics marketplace owned by Datamellon that connects senders (individuals and businesses) with logistics providers (drivers, riders, transporters).

### **Key Responsibilities & Achievements**

- The company's logistics application was underperforming due to poor user experience and navigation, leading to lost revenue. I redesigned the application, focusing on user-friendliness and visual appeal.
- Designed to reduce inefficiencies by allowing competitive bidding and matching senders with providers.
- Collaborated closely with a cross-functional team including product designers, developers, marketers, QA testers, and other stakeholders throughout the design process.
- Achieved a 50% reduction in user-reported errors and a 60% increase in company revenue following the app redesign and release.

**About Glofuncart**

Glofuncart is a tech-driven grocery delivery platform enabling customers to order groceries via mobile/web from their preferred local stores, with same-day or instant delivery.

**Key Responsibilities & Achievements**

- Through user research, data analysis, and stakeholder interviews, I gained an understanding of user pain points and identified patterns where users encountered difficulties while using the company's shopping application.
- I worked with the design and development team to make changes to the button placement, search functionality, and checkout features, leading to a reduced user error rate during checkout by 75% and an increase in company revenue by 40%.

**VOLUNTEERING**

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**Design Mentor - HNG Internship****Aug. 2023 - Oct. 2023**

- Mentored over 1,000 young people across Africa, Europe, Asia, and America on Product Design.

**UI/UX Design Mentor - Google Developer Groups / Women Tech Maker (GDG/WTM)****Apr. 2023 – June 2023**

- Tutored and mentored about 15 designers.

**UI/UX Design Mentor - This Tech Thing****Feb. 2023 – May 2023**

- Mentored 10 designers and 3 were able to secure roles by the end of the program.

**EDUCATION**

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- **BSc. Biochemistry** (2nd class – Upper Division) – University of Calabar, Nigeria **Nov. 2016**
- **Joint MSc. Interaction Design (in-view)** - Tallinn University / Cyprus University of Technology **June. 2026**

**SKILLS**

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- User research, Interaction design, Information Architecture, Prototyping, Wireframing, Usability Testing, Multitasking abilities, Teamwork and Collaboration

**TOOLS**

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- Prototyping - Figma, Adobe Creative Suite
  - Wireframing - Balsamiq, Miro, FigJam
  - Research - Typeform, Figjam, Miro
  - User Testing - Maze
  - Task Management - Notion, Jira, Trello
  - Presentation - MS PowerPoint & Google Slides
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