

Titi Arigbe

Lead Product Designer

AI Products & Fintech · 6+ Years

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PROFILE

Lead Product Designer with 6+ years of experience designing and scaling B2B and B2C products across fintech, AI, and marketplace platforms. Experienced in leading product discovery, shaping product strategy, designing end-to-end experiences, and collaborating with executive leadership to turn complex business opportunities into user-centred products. Proven track record delivering high-impact initiatives across nairaCompare, Maxella NG, Maxella AI, and betCompare while driving design quality, process improvement, and cross-functional alignment.

CORE SKILLS

PRODUCT & DESIGN

- End-to-end product design ownership
- Product strategy & discovery
- AI product design & AI-assisted workflows
- Design systems & scalable UI patterns
- UX research, testing & iterative improvement
- Conversion optimisation & A/B testing

LEADERSHIP & TOOLS

- Cross-Functional Leadership
- Figma, Figjam, Miro & Claude AI
- Mixpanel, Microsoft Clarity, Claude & Azure DevOps
- Process, Design QA & SOP Development
- Stakeholder Management

EXPERIENCE

Lead Product Designer | Suretree Systems *Fintech / AI*

May 2022 – Present

Product Portfolio

nairaCompare (B2C Financial Marketplace) | nairacompare.com

- Led design strategy across Loans, Savings, Investments, Fixed Deposits, Insurance, FX, and Credit Score products.
- Designed reusable listing, comparison, provider-detail, calculator, and content frameworks used across multiple financial product categories.
- Spearheaded redesign of marketplace experiences including provider pages, listing journeys, comparison flows, and product discovery experiences.

- Led strategic initiatives including provider management systems, white-label FX solutions, and conversion optimisation projects.
- Built scalable design systems and reusable components that accelerated delivery across product teams.
- Collaborated with leadership and product managers to identify growth opportunities, optimise user journeys, and improve marketplace performance.

Maxella NG (B2C AI Financial Assistant) | maxella.ng

- Designed conversational AI experiences helping users discover, compare, and understand financial products through natural-language interactions.
- Led UX design for onboarding journeys, recommendation flows, authentication experiences, saved chats, and conversational interfaces.
- Defined interaction patterns balancing AI assistance, transparency, trust, and user control in financial decision-making.
- Worked on integrating product reviews, financial content, and AI guidance into a unified customer experience.

Maxella AI (B2B AI Growth Platform) | maxella.ai

- Designed AI-powered customer acquisition experiences helping financial institutions attract, qualify, and convert customers.
- Led UX strategy across AI agents, content generation workflows, analytics dashboards, attribution systems, and lead management experiences.
- Designed enterprise workflows balancing automation, transparency, operational control, and performance visibility.
- Collaborated directly with executive leadership to shape product vision, platform architecture, and partner-facing experiences.

BetCompare (Betting Comparison Platform) | betcompare.ng

- Designed comparison and discovery experiences helping users evaluate betting providers, offers, and promotions.
- Improved information architecture and programmatic SEO frameworks supporting organic acquisition and content discovery.
- Applied marketplace design principles to improve trust, usability, and conversion journeys.
- Worked with product stakeholders to improve usability, engagement, and content-driven conversion journeys.

Leadership & Strategic Impact

- Act as a strategic product partner throughout discovery, ideation, prioritisation, and delivery rather than solely executing requirements.

- Collaborate directly with the CEO, Managing Director, Product Managers, Marketing, and Engineering teams to shape product direction and business outcomes.
- Challenge assumptions and contribute independently to product strategy, roadmap discussions, solution design, and experience architecture.
- Established design QA standards, SOPs, and delivery processes that improved quality and reduced engineering rework.
- Mentor junior designers and contribute to raising design quality, documentation standards, and cross-functional collaboration.
- Delivered 7 major product initiatives in Q4 2025 with zero design-related defects and zero engineering rework.
- Partner with leadership using analytics, customer insights, and behavioural data from Mixpanel and Microsoft Clarity to prioritise improvements and identify growth opportunities.
- Awarded P1 (Exceptional Performance), recognised as a Consistent Star, and recently recommended for promotion and phantom equity.

UI/UX Designer | Farmforte *Fintech / Agritech*

Aug 2021 – May 2022

- Led end-to-end design for agritech investment products from research and concept through to engineering handoff simplifying complex investment workflows to improve clarity, trust, and task completion.
- Conducted user research and usability testing to validate design decisions and reduce friction across investment discovery and onboarding flows.
- Collaborated daily with cross-functional teams including product managers and engineers to deliver production-ready designs aligned with business goals and user needs.

UI/UX Designer | Lucid Ray Limited *Consulting*

Apr 2021 – Aug 2021

- Designed websites and mobile applications for consulting clients across energy, sustainability, and corporate services sectors.
- Created scalable UI patterns and contributed to internal design standards to ensure consistency across client deliverables.
- Presented design rationale to clients and internal stakeholders, translating brief requirements into polished, production-ready interfaces.

UI/UX Designer | HYBR Group *Fintech / Investment*

Jan 2021 – Apr 2021

- Designed fintech and investment experiences aligned with business goals and user needs, producing wireframes, high-fidelity mockups, and interactive prototypes.

- Collaborated with developers, product managers, and other designers to deliver high-quality creative for internal and client-facing projects.
- Contributed to design reviews and iteration cycles, ensuring final outputs met quality standards before handoff to engineering.

Junior UI/UX Designer | Onteres Consulting *Consulting*

Nov 2019 – Dec 2020

- Collaborated with product, marketing, and engineering teams to design websites and digital products for client engagements.
- Participated in requirements gathering, design thinking sessions, and visual concept development across multiple concurrent client projects.
- Supported senior designers in delivering end-to-end design solutions, gaining hands-on experience across the full product design lifecycle.

EDUCATION

BSc. Petroleum Engineering | University of Ibadan

2014 – 2018