Otobong Okoko

Senior Product Designer | Berlin, Germany

otobongsok@gmail.com +49 175 689 9970 linkedin.com/in/otobong Portfolio github.com/otobongo

SUMMARY

Senior Product Designer who engineers, with experience in B2B enterprise operations, fintech and B2C e-commerce.

Currently at Zalando, designing the warehouse tools that run its fulfilment operation, after four years on its customer care experiences. Earlier, designed a 12-module HR platform and the first design system at United Bank for Africa, and Nigeria's first digital lending platform from a commercial bank, at Sterling Bank. Started as a front-end engineer and still builds working prototypes, tests them with users, and stays through implementation with engineering rather than handing over.

Member of AI Champions and Enablers at Zalando, working in Claude Code and enabling other designers to do the same through a guide and a one-hour workshop that takes a non-technical designer from a Figma file to a running prototype.

EXPERIENCE

Zalando SE

BERLIN · NOV 2021 - PRESENT

Senior Product Designer, Fulfillment Technology

JAN 2026 - PRESENT

B2B operational tools for Problem Solvers, Quality Leads and logistics operators, with product managers, the engineering teams and the PAX design system team.

- **WMS DESIGN SYSTEM.** Audited the warehouse apps against what shipped rather than the design files and found three visual lineages rebuilding the same component families. Consolidated them into unified masters with real states and foundation tokens, the warehouse variant of PAX, and recommended a neutral canonical target over crowning one lineage so no team faced rewriting most of its apps.

- **CLARIFICATION CASE OVERVIEW.** Case processing had slowed sharply after a platform migration, and too few quality-labelled orders shipped within Critical Target Time. With a co-designer, two product managers and the engineering team, reframed the triage view around what drives a decision: fewer default columns, a countdown on every row, and filters that surface Express orders that are nearly due.

- **COMMISSION OVERVIEW.** Audited every component instance across the screens by opening each local wrapper rather than trusting the top level, establishing which element types were on PAX so operators moving between apps meet components they already know; escalated the one genuine gap to the design system team rather than build a local version that would drift.

Senior Product Designer, Customer Care Technology

NOV 2021 - JAN 2026

End-to-end B2C design for the self-service, chatbot and accessibility surfaces of Zalando's customer care, in cross-functional teams of product, engineering, data science, research and content across 25 European markets.

- **CONTEXTUAL SELF-HELP.** Led design on an eight-month, seven-person programme. Interaction analysis with contextual inquiry and diary studies showed most inquiries could be anticipated from order status and history, so help was surfaced before it was asked for, with real-time returns tracking and progressive disclosure.

  Support tickets and resolution time fell, satisfaction rose, and the patterns were adopted by other teams.

- **GUIDED CONVERSATIONAL CHATBOT.** Led the fourteen-month redesign of the lowest-performing support channel with product, AI and software engineers, data science, content and an external conversational-AI partner. Transcript analysis showed the barrier was distrust, so free text became a guided, button-driven flow with full context kept and a summary attached at human handover.

  Instant replies tested as unnatural, so a short thinking delay was added and acceptance rose. Automation beat its target, and handling time, first-contact resolution and satisfaction all improved.

- **ACCESSIBILITY PROGRAMME.** Owned WCAG 2.1 AA across every Customer Care front end against the European Accessibility Act deadline: audited each screen, mapped strayed components back to design-system tokens, annotated keyboard, focus and screen-reader behaviour in engineers' terms, and supported implementation through to the deadline.

United Bank for Africa (UBA Group)

LAGOS · JAN 2020 - NOV 2021

Lead Product Designer

Designed enterprise HR and banking products at a bank serving **25 million+ customers in 20 countries**, winning stakeholder confidence with working prototypes in a low UX-maturity environment. Led a four-person design team inside a cross-functional squad that grew from 15 to 23.

- **HCM CONNECT.** Led the design of a 12-module platform that replaced seven disconnected HR tools across 20 countries, reaching **85% adoption** among 20,000+ employees; HR productivity up **43%**; compliance reporting cut **from 3 days to 4 hours**.
- **UBA DESIGN SYSTEM.** Established the bank's first design system (120 components) and the design-to-development handoff around it: velocity up **65%**. Mentored an intern who joined the team full time.

Sterling Bank Plc

LAGOS · FEB 2014 - JAN 2020

UX Engineer

2018 - 2020

- **FRAUD ANALYTICS.** Sole UX engineer on a five-person squad of fraud specialists, analysts and engineers. Designed a human-in-the-loop dashboard with risk-ranked alerts that show each customer's normal behaviour and how confident the model is, so analysts judge the alert rather than obey it, within Central Bank of Nigeria requirements. Fraud incidents fell **34%** and false positives **47%**.
- **DOUBBLE.** Opened dollar investment to ordinary customers in a market where foreign-currency products sat behind **$5,000** minimums and private banking desks: naira and dollar plans side by side and financial education inside the flow. Conversion from registration to first investment rose **46%**, and first-time investors rose **134%**.

Product Designer

2016 - 2018

- **SPECTA.** Product designer on the five-person core squad behind Nigeria's first digital lending platform from a commercial bank, and its UX engineer from 2018: designed it in Sketch and wrote the HTML and CSS for every screen, with a retail expert, a sales expert, a financial analyst and a backend lead. Customers got **a credit decision and money in the account in under 5 minutes**, down from 2 to 4 weeks, through a biometric BVN (Bank Verification Number) identity check and real-time credit scoring. Specta lent close to **₦10 billion to over 11,000 customers** in its first year (2018) with **0% non-performing loans**, and disbursed about **₦100 billion ($263M) in loans** from 2018 to 2021.

Web Developer

2014 - 2016

- **STERLING BANK WEBSITE.** Redesigned and coded the public website and Retail Internet Banking front end. Daily visits rose **150%** and more visitors converted into customers; internet banking adoption rose **70%** within six months. Named Best Bank Website 2016.

SKILLS

PRODUCT DESIGN	B2B and Enterprise SaaS, B2C E-commerce, Fintech, Design Systems, Information Architecture, Conversational UI, WCAG 2.1 Accessibility, User Research, Facilitation and Workshops
AI & CODE FLUENCY	Prototyping in Code and AI-Assisted Research with Claude Code, Agentic Design Systems

TECHNICAL EXPLORATIONS WITH AI

Independent projects designed, built and released with Claude Code, each tested as working software.

TYCK | tyck.app

Free stage timer for conferences and events that builds run-sheets from a photographed schedule and keeps every screen in sync.

LID PREP | lid-prep.vercel.app

Study app for the Leben in Deutschland test: compiled the official 460-question catalogue into a learning curriculum that explains the context and law behind every answer, plus exam practice.

TAUKER | macOS App in Beta Testing

Push-to-talk dictation, a private alternative to Wispr Flow: speech stays on the Mac and arrives as finished text.