Nana-Fatimah Bello-Imam

Product Designer · Complex workflows for B2B SaaS in home services, fintech and healthtech

Lagos **(open to remote)** | +234 906 824 2525 | nanafatimah.ux@gmail.com | linkedin.com/in/nana-fatimah | **nanafatimah.design**

I help product teams turn **complex workflows into intuitive, revenue-driving products**, from field research to shipped UI and the website. Most recently I designed two products at Feldy, including a pay-per-report app that made **$5k in one week**. Trained as an architect, I design structure first, then detail.

WORK EXPERIENCE

Lead Product Designer | Feldy (formerly Aether) *(Roofing tech)*, Remote — Jul 2025 - Present

- Led design on the **Feldy Field App**, putting deals, site photos, AI voice walkthroughs, 3D measurements and proposals on one phone so contractors can close in one visit. Live on iOS and Android with a **5.0 App Store rating**.
- Designed **Aether Measurements** as the only designer, from kickoff to launch in **3 months**: a pay-per-report app that reached **~20 active roofers** and **$5k revenue in a single week**.

Product Designer | TeleFirst Med *(Telehealth)*, USA (Remote) — Apr 2025 - Jun 2025

- Redesigned booking for a telehealth platform serving **500+ patients**, **raising engagement 20%**.
- Designed and built the Webflow site, including Book Appointment and Pay Now flows and a CMS for services and blog.

UX Researcher | Symmex *(Pharma manufacturing software)*, Lagos — Oct 2024 - Jan 2025

- Ran **12 interviews and 3 on-site studies** with factory operators using a manufacturing execution system, finding pain points in **70% of workflows**.
- Turned findings into object maps and a CTA matrix that shaped a compliance-driven redesign, and benchmarked Siemens, SAP and Tulip.

Product Designer | Solve Money *(Consumer lending)*, London (Remote) — Oct 2022 - Mar 2023

- Redesigned onboarding and the loan application flow, **cutting abandonment 15%**.
- Used Mixpanel funnels and Hotjar recordings to find where applicants got stuck, then validated the redesign with the same data.

Founding Product Designer | Clafiya *(Healthtech)*, Lagos — Jan 2022 - Mar 2022

- Designed a **mobile + USSD** care system for people with limited internet, on a platform with **5,000+ paid users**.
- Went from research to high-fidelity design in **6 weeks**: **4 access points in 1 system** (app, USSD, speed dial and hardware), tested with real users.

EDUCATION

M.Sc. and B.Sc. Architecture · Obafemi Awolowo University, Ile-Ife

Certifications · UX, Interaction Design Foundation (2021) · Product Design, Ovalay Academy (2021)

SKILLS

Design: Product and interaction design, information architecture, wireframing, prototyping, design systems, UX writing, motion, accessibility (WCAG)

Research: Field research and contextual inquiry, user interviews, usability testing, competitive analysis, product analytics (Mixpanel, Hotjar)

AI: AI product UX, AI-assisted design and prototyping (Claude, Claude Code, Cursor)

Tools: Figma, FigJam, Framer, Webflow, Notion, Maze

PROJECTS

Creative Design Lead | iRest — Sep 2025 - Present

- Lead all things creative for iRest: concepts to grow the page, event planning and the visual direction behind campaigns like the 1-year documentary.