

Chukwuemeka Emmanuel Kelechi (Bliss)

Product Designer & Framer Developer

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[My Portfolio](#)

SUMMARY

Product Designer who designs digital products that build trust, reduce friction, and drive business growth. Experienced across FinTech, HealthTech, SaaS, and AI products, with expertise in UX research, product strategy, interaction design, design systems, and Framer development. I combine behavioral psychology, systems thinking, and no-code execution to turn complex ideas into intuitive digital experiences.

PROFESSIONAL EXPERIENCE

Product Designer Lead SWYCHR Tech Africa Oct 2025 – May 2026

- Led the redesign of core fintech workflows, simplifying complex user journeys and improving the overall product experience.
- Led UX research to uncover user behaviors, validate design decisions, and inform product strategy.
- Designed onboarding, dashboard, and transaction experiences that balanced business goals with user needs.
- Built and maintained scalable design system components, improving consistency across the product.
- Partnered closely with product managers and engineers to deliver user-centered solutions from discovery through implementation.
- Leveraged AI-assisted workflows to accelerate ideation, design exploration, and iteration.

Freelance Product Designer Riki-AI February 2026

- Designed a responsive SaaS landing page that clearly communicated product value and strengthened user trust.
- Structured content hierarchy and user flow to improve clarity, engagement, and conversion.
- Collaborated with the client to translate business objectives into a modern, user-focused digital experience.
- Delivered production-ready designs optimized for desktop and mobile devices.

Graphic Designer & Brand Systems Designer Starr Power Technology USA Aug 2022 - Feb 2025

- Designed visual assets for digital products, marketing campaigns, and brand communications.
- Built scalable brand systems that improved consistency across customer touchpoints.
- Produced creative assets supporting product launches, social media, and marketing initiatives.
- Applied user-centered design principles to create clear, effective visual communication.
- Established the design foundation that led to my transition into product design.

SELECTED PROJECTS

HealthInTech – Homepage Redesign

Redesigned the homepage of a UK-based healthcare company to improve information hierarchy, strengthen trust, and create a clearer path for users seeking healthcare services.

Wysa – Onboarding Redesign

Reimagined the onboarding experience of a mental health app by replacing robotic interactions with empathetic, emotionally reassuring conversations that built user confidence from the first interaction.

Stream – Fintech Onboarding Redesign

Redesigned the onboarding flow to shift the focus from listing product features to communicating user value, helping new users understand why the product matters before asking them to sign up

CORE EXPERTISE

Product Design

Product Strategy | UX Design | UX Research | User Journey Mapping | Information Architecture
Interaction Design | Wireframing | High-Fidelity UI Design | Responsive Design | Accessibility |
UX Writing

Product Growth

User Onboarding | Activation Flows | Conversion Optimization | Retention Strategy | Behavioral
UX | Product Thinking | Design Systems | Cross-functional Collaboration

Tools & Technologies

Figma | FigJam | Framer | ChatGPT | Claude | AI Workflow

EDUCATION

Bachelor of Science in Computer Science (Expected 2027)
Michael Okpara University, Abia State, Nigeria.

CERTIFICATIONS

Product Design Fundamentals | Coursera

AI & Prompt Engineering | Udemy

UI/UX Design Specialization | Udemy

Logo and Brand Strategy | Udemy

Graphic Design Fundamentals| Bootcamp