

# Emmanuel O. Omole

London, United Kingdom | [oluwadunsinomole@gmail.com](mailto:oluwadunsinomole@gmail.com)

Senior Growth Product Designer – Onboarding, Activation & Retention

[www.emmanuelomole](http://www.emmanuelomole)

## Who I Am as a Designer

Senior Product Designer with 8+ years' experience shaping onboarding and activation flows for SaaS, fintech, and AI-first products. I design the critical first mile of the user journey — turning signups into active, retained customers by reducing time-to-value, lifting activation rates, and embedding scalable systems. I've designed growth-critical experiences across B2B SaaS, B2C, fintech, PropTech, and AI-first products. My work blends UX, data, and psychology with experimentation, design systems, and cross-functional facilitation to help teams scale adoption and revenue.

## Work That Drove Results

### Senior Product Designer, Growth | LeadGenius

Sales Intelligence Platform • Nov 2022 – Jan 2025

Promoted from Designer to Senior IC, owning design initiatives across growth and core product experiences. Partnered cross-functionally on onboarding, activation, and customer lifecycle UX to scale adoption and advance the company's PLG strategy.

- **Onboarding & Acquisition:** Redesigned self-serve onboarding and the marketing website to support PLG adoption — cut time-to-value from 3 days → 30 minutes, increased onboarding completion to 30%, reduced setup time by 40%, and doubled PQLs
- **Activation & Lifecycle UX:** Applied the JTBD framework to design personalised onboarding that aligned setup tasks with user goals, improving customer activation by +15%.
- **Increased MRR:** Collaborated with PMs, Engineers, and Customer teams to design and iterate on the campaign wizard and reusable templates, balanced user needs with business goals, driving +5% contract growth, +10% MRR lift, and improved retention.
- **Growth Experimentation:** Defined activation metrics & signals with Product and Data, then designed and ran A/B experiments informed by Mixpanel insights. refining funnel logic, validating hypotheses, and scaling PLG adoption.
- **Customer Research & Facilitation:** Facilitated growth workshops, experiment reviews, and customer interviews to align teams on activation priorities and uncover friction points across onboarding and lifecycle UX.

### **Senior Product Designer (Contract) | Vitalswap**

Fintech • Feb 2022 – Nov 2022

- Owned responsive onboarding and activation design in a compliance-heavy, global fintech marketplace. Partnered with Product, Engineering, and Compliance to improve conversion and support mobile-first expansion.

### **Senior Product Designer | Baseline**

B2C & Public solution • Feb 2020 – Mar 2022

- I owned the end-to-end design process for a civic engagement app connecting citizens with local government. Partnering with Product and Engineering, I shaped critical features that enabled citizens to submit requests and posts while streamlining how government officials tracked and resolved them.
- I collaborated in design sprints, critiques, and user testing to validate solutions and drive usability improvements.

### **Other Experience**

- Founding Designer - Fourthparty (2019–2020)
- Co-founder/Designer - DigitalsproutNG (2018- 2020)
- Visual Designer - Mesh Ad studio (2017 -2018)

### **Core Skills**

Product Design, User Research, Onboarding & Activation, Retention & Lifecycle UX, PLG design, funnel analysis, usability testing, A/B testing, experimentation frameworks, Design systems, accessibility (WCAG 2.2), prototyping, responsive design, Cross-functional workshops, stakeholder alignment, Mixpanel, Microsoft Clarity, **AI-Enabled Workflow:** Figma, FigJam, Cursor, Midjourney, ChatGPT, Vercel

### **Continuous Learning**

- **Product Growth Series** - Reforge (2024 Spring Cohort)
- **Retention& engagement** - Reforge (2024 Fall Cohort)
- **Growth Design** - Growth Design School

### **Industry Contribution**

- **Podcast Host** - Growth Design Podcast Interviewing industry vetted-expert from leading companies like Miro, Tinder, Shopify, Mercury.