

Emeka Jude Eze

UX Designer & Researcher • Product Designer

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SUMMARY

Product designer and researcher who builds complex, high-stakes systems that stay usable for the people most likely to be excluded from them. Over 3 years in product, I've designed financial infrastructure that moves millions in transaction volume: leading the P2P trading redesign that carried [Obiex](#) through a national regulatory crisis and helped scale its users from roughly 16,500 to over 50,000, and building the design system and core products behind [OneLiquidity](#)'s growth to \$5.1B in annual transaction volume.

Alongside industry work, I co-authored research on autonomous vehicle interfaces for d/Deaf pedestrians, published at [CHI 2026](#), the premier venue in human-computer interaction, receiving a Best Paper Honorable Mention, and independently led UX validation on [Accession](#), an Epic Games MegaGrant-funded Unreal Engine accessibility plugin now live and adopted by disabled developer communities.

I build the systems, design systems, research frameworks, documentation, that let products scale without leaving their most vulnerable users behind

EXPERIENCE

Principal Product Designer

06/2025 - Present

[OneLiquidity](#) ↗

- Recalled by OneLiquidity in 2025 to lead the consolidation of its trading and payments infrastructure into a unified V25 platform, operating in close partnership with the Product Manager on scope, priorities, and delivery.
- Directed the merger of RFQ and OTC trading into a single unified product, and the consolidation of payouts and swaps into one unified payments experience, extending the original design system to keep both consistent with the wider platform rather than treating either as a one-off.
- Deepened hands-on involvement in engineering delivery, working directly across front-end and back-end development to close the gap between design intent and shipped implementation.
- Authored the platform's standing product documentation, self-serve guidance for customer-facing integrators and a clear reference for internal teams (compliance, legal, marketing), cutting routine support queries and repeated walkthroughs alike.
- Leading design and discovery on a new priority-access trading app, giving a select group of users faster trade execution, while using AI-assisted tools (Figma agent, Claude Code, Cursor, Vercel) to accelerate early-stage prototyping and stakeholder review.

UX Researcher & Designer | Mentor

10/2024 - 12/2025

[Birmingham City University](#) ↗

- Led independent UX validation of [Accession](#), an Epic Games MegaGrant-funded Unreal Engine accessibility plugin for developers with motor and visual impairments: designed and ran the test protocols that determined whether the plugin actually worked for the users it was built to serve, identifying critical usability issues ahead of release. Now live on the [Epic Games Marketplace](#) and adopted by disabled developer communities.
- Led the full research lifecycle of a Royal Society-funded study examining how autonomous vehicles communicate with d/Deaf and hard-of-hearing pedestrians, from experimental design and participant recruitment through to running VR-headset and treadmill-based testing, analysing data in NVivo and SPSS, and co-authoring the resulting manuscript. Published at [CHI 2026](#) (acceptance rate below 25%).
- Demonstrated across the Advanced and Immersive Technology, Human-Centred Design, and Visual Interface Design modules, mentoring students individually on coursework and portfolio development, several of whom went on to win university-wide award shows. That track record led to further leadership roles within the department, including judging BCU's Taster Day design competition and facilitating faculty-wide workshops.
- Selected to judge participant submissions on the panel for Taster Day, a BCU design competition for aspiring technologists and designers, across multiple sessions in 2025, assessing entries on problem-solving rigour, feasibility, and originality

against a set brief.

- Designed and led workshops on core design and research tools (Figma, Miro, Maze, Adobe Creative Suite), equipping hundreds of students with practical prototyping and usability testing skills.
- Led the planning and delivery of design-focused faculty events and UX initiatives, including a regional designathon sponsored by AWS and West Midlands Police, embedding user-centred research practice across students and staff.

Lead UX / Product Designer

06/2022 - 12/2024

OneLiquidity ↗

- Owned the design system from the ground up, the shared foundation across five core products spanning crypto, fiat, and compliance, the base every later design and engineering decision was built on.
- Set the direction for the core integrator experience, deciding how users would execute cross-border transactions, manage investments, and oversee funds, turning complex financial workflows into interfaces that had to earn trust on every screen.
- Identified that the proposed KYC workflow would create serious operational friction, then made the call to redesign it myself: independently overhauled the compliance workflow and its integration with KYC/KYB and AML providers (Metamap, SmyleID), cutting corporate application processing time by approximately 60%.
- Directed the end-to-end redesign of onboarding, sign-up, and authentication, driving over 250% increase in click-through rate across onboarding and trade completion.
- Represented the product on the ground across international markets, running live showcases and product review sessions for potential customers and partners in Lagos, Nairobi, and Dubai, translating in-market feedback directly into product decisions.
- Became the de facto decision-maker bridging product and marketing, setting direction for the company website and email campaigns (HubSpot, Mailchimp, Prismic CMS) and turning performance data into the layout, CTA, and copy changes that moved conversion.

Product Designer

05/2022 - 07/2023

Obiex Finace ↗

- Co-led the end-to-end redesign of the core mobile and web platforms (v3.0), replacing an outdated web app with an intuitive interface central to scaling the active user base from roughly 16,500 to over 50,000.
- Led the design of the P2P trading infrastructure during the 2022 regulatory crisis, mapping secure escrow-based transaction flows that routed trades between vetted users when traditional payment rails were frozen, the product that became the company's lifeline.
- Optimised critical conversion metrics through A/B testing of onboarding flows and CTAs, improving conversion paths and first-time user retention.
- Ran beta testing across diverse user demographics with pre-launch heuristic evaluations, resolving usability friction before release.
- Partnered with UX engineers on implementation, ensuring high-fidelity prototypes translated accurately into responsive interfaces across devices.

Founding Communications Designer.

09/2020 - 05/2022

Obiex Finance ↗

- Founded the company's brand identity and channel presence, designing the initial branding and building all social media channels from scratch as a founding member of the marketing team, growing the following to 10,000 across channels and establishing Obiex's early market presence.
- Produced the visual and campaign design output across the company's growth phase: social campaigns, product announcements, and educational content for a retail crypto audience, building the design language the product team later inherited.
- Turned customer pain into product input, partnering with Customer Support to convert recurring user complaints into actionable UI adjustments that improved feature discoverability, the bridge work that led to my move into the product team.

EDUCATION

Computing, Engineering & Built environments ↗

09/2023 - 05/2025

Birmingham City University - MSc User Experience Design with Distinction

- Specialised in Assistive and Accessible Technology, Advanced and Immersive Technology, and Research Methods in UX, with a dissertation on Virtual Reality systems.
- Won 1st place in the Advanced and Immersive Technology Design Competition at BCU's Innovation Fest 2024, leading my

- team's presentation of *Tes/AR*, a Heads-Up Display concept reimagining how electric vehicle drivers interact with the future of transportation.
- I delivered impactful talks and presentations on my Human-centred design module at the UX Industry Day, showcasing key insights and best practices to an audience of industry professionals, academics, and students.
 - Final Thesis on Exploring methods of accessing real-world notifications while immersed in Virtual Reality
 - Professional placement focused on external human-machine interfaces, exploring how autonomous vehicles should communicate with pedestrians, particularly those who are deaf or hard of hearing.

CERTIFICATES

CHI 2026 Honorable Mention ↗ ACM CHI Conference on Human Factors in Computing Systems	04/2026 - Present
MSc User Experience Design ↗ Birmingham City Univeristy	05/2025 - Present
Innovation Fest 1st Prize Winner ↗ Birmingham City University (CEBE)	05/2024 - Present
Handing off to Developers ↗ LinkedIn Learning	04/2023 - Present

SKILLS

Design and Prototyping: Figma, Adobe illustrator, Figma Agents, Claude code, Lovable, Cursor, Vercel.	Wireframing: Figma, Figjam.
Designing for Accessibility and Inclusivity.	UX Development & Interaction design: HTML, CSS, JS, Shopify CLI, Vue, Next.js, React.
UX Research and Experiments: Miro, Screenstudio.	Usability Testing
Research Analysis: SPSS, Nvivo, Microsoft suite, Google Workspace.	Communication and Collaboration: Slack, Teams, etc
CMS & Platforms: Squarespace, Shopify, BeaconsAI, Framer, Webflow, Prismic, Mailchimp, Hubspot.	Unreal Engine & Unity Technologies
	User-Centered & Interaction Design