Victor Chukwu

Product Designer

Based in Nigeria

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EXPERIENCE

Roqqu, Product Designer, Head of Design for Infrastructure / *Nigeria*
February 2022 – Present

- Heading design for Roqqu's infrastructure products, setting UX strategy and leading design reviews with product and engineering for the platforms other businesses build on.
- Owned the 0 → 1 design of **Roqqu API Services**, the company's first external-facing crypto infrastructure platform, now integrated by **15+ businesses**.
- Designed **Roqqu Web3** from scratch as sole designer, bringing self-custody and on-chain activity into the core Roqqu app and growing it to **19,000+ users**.
- Designed across almost every product division (retail app, internal products and the design system), building reusable components that keep products consistent as they scale.

Flitaa (a Roqqu company), Product Designer / *East Africa / Remote*
2023 – Present

- Joined as associate designer on the end-to-end redesign of the crypto trading app, relaunched in 2024 and grown to **50k+ downloads** on Google Play.
- Took ownership of the product's ongoing design, building a scalable design system for new features to support Roqqu's entry into Kenya and East Africa.

Charisol, Product Designer → Lead Designer / *Nigeria*
December 2021 – 2025

- Progressed from product design intern to lead designer in about 18 months, then led the company's design team for **~3 years**.
- Trained and mentored new and existing designers, setting design standards and review rituals across the company's client and in-house products.
- Led design for **MailDrip**, an email marketing SaaS, where simpler campaign creation and sending helped Charisol **close and retain several clients**.
- Designed **charisol.io**, the company's marketing website.

Independent, Freelance Product Designer / *Remote*
Ongoing

- Delivering product and interface design for individual clients, taking ideas from early concept to developer-ready designs.
- Sharing **product strategy** insights with independent business owners and aspiring product founders, helping them shape ideas and decide what to build first.

SELECTED IMPACT

15+
businesses integrated on Roqqu API Services

19,000+
users on Roqqu Web3, designed solo from scratch

~3 yrs
leading and mentoring Charisol's design team

22
designers in a self-founded community, mentoring members and sharing job opportunities

VOLUNTEERSHIP

TrybebyFUSE Mentorship
Product Design Mentor
2 cohorts · ~5 weeks each

INDUSTRIES

Fintech
Crypto & Web3
Developer Infrastructure / APIs
B2B & B2C SaaS
Hospitality & Food Service

PROJECTS

PayTrume, Product Designer / *Freelance Client Project*

- Designed the client's mobile app end to end for an **escrow payment** solution that secures transactions between buyers and product or service owners.
- Built a **mini design system** to keep the product consistent as it grows, and designed the product's email templates.

Qtend, Product Designer & Co-founder / *Own Product*

Ongoing

- Co-founded and shaped the product from **ideation**, defining the problem and solution for **restaurants, food service and hospitality businesses**.
- Scoped and prioritised the **MVP feature set**, and planned the roadmap of features yet to go live.
- Contributing to the **go-to-market strategy**, aligning product decisions with how the platform will reach and win its first customers.
- Defined the product structure and end-to-end designs, taking the MVP from concept to build-ready screens.
- Own the brand assets and social media design, shaping how the product shows up to its market.

SKILLS

Design & Craft

Product Design
UX-UI Design
Interaction Design
Information Architecture
Design Systems
Dashboard & Data-Dense UI
Mobile App Design
Web Responsive Design
Prototyping
User Research
Data-Informed Design

Product & Technology

0 → 1 Product Design
Fintech & Crypto Products
Web3 & Self-Custody Wallets
API & Infrastructure Platforms
Internal Tools & Admin Systems
SaaS & Email Marketing

Leadership

Product Strategy
UX Strategy
Systems Thinking
Stakeholder Alignment
Design Reviews
Team Leadership
Mentorship & Training
Facilitation