Dennis Emeruwa

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Design Engineer · Product Designer

Designer who takes products from concept to shipped, code-backed interfaces, solo. I direct AI (Claude, Cursor, Claude Code) to build and deploy working products in React, then own design QA through implementation. Shipped two live products end-to-end on my own and built Doxa Spectrum's design system and four enterprise modules from scratch. Engineering background, systems thinker, bias toward shipping.

EXPERIENCE

Lead Product Designer, Doxa Spectrum Mar 2025 - Present · Remote

- Built the design system from scratch (components, tokens, variant states, and usage guidelines) that became the shared source of truth for designers and engineers and cut design overhead by 40%.
- Shipped four enterprise B2B modules (Payroll, Performance, Productivity, Recognition) to production across employer, manager, and employee roles, owning design end-to-end in a 15-person cross-functional team.
- Prototyped in code and worked inside the engineering workflow, shaping flow logic and in-app copy before build kickoff, then owning design QA through to shipped.
- Ran user interviews and usability tests to reshape flows pre-engineering, designing for accessibility, contrast, and legible hierarchy across every role view.

Lead Product Designer, Bento Aug 2024 - Feb 2025 · Remote

- Grew active users 10,000 → 15,000 in two months by designing and validating a cross-border employer payments flow through four-week A/B tests on conversion and time-to-task.
- Audited and simplified the highest-friction flows, cutting unnecessary steps and reducing drop-off.
- Produced and shipped the brand illustration set in the October 2024 marketing kit alongside the product refresh.

Product Designer (Contract), The Founders Lab Sep 2022 - Dec 2024 · Lagos

- Led information architecture and UX for a mobile logistics app and a web analytics dashboard, lifting user satisfaction 15% (survey), grounded in market analysis and user research.
- Managed and mentored 2-3 designers, raising team output 20% in the first year.

Web3 UI/UX Designer (Contract), Ultafinity Global Group Dec 2022 - Oct 2023 · London, UK

UI/UX Designer, Carsplenty Jun 2022 - Dec 2022 · Lagos

PRODUCTS SHIPPED SOLO

XpenseTracker, Personal finance app live · xpensetracker.xyz

- Designed and shipped a live personal-finance product (budgets, transaction tracking, spending trends, monthly heatmap) from concept to deployment, solo, by directing Claude and Cursor. No hand-written code.

MyTime, Live stage timer & scheduler live · mytime-oimy.onrender.com

- Built a real-time stage timer with synced controller/viewer screens across devices and on-the-fly adjustments, at feature parity with stagetimer.io. Directed Claude from concept to deployment; now used in live services.

SKILLS

Build & AI: AI-native build workflow · Claude Code · Cursor · Claude · concept-to-production in code · React · JavaScript · HTML · CSS

Design & systems: Design systems, tokens & component libraries · variant states · prototyping (code + Figma) · interaction & micro-interactions · motion · data visualisation · accessibility · design QA

Research: Usability testing · user interviews · information architecture · user journeys · edge cases

Tools: Figma · Framer · Rive · Photoshop · Illustrator

EDUCATION & CERTIFICATIONS

BEng, Petroleum Engineering, Covenant University (2020, Second Class Upper)

Certifications: Programming for Everybody (Univ. of Michigan) · Google UX Design · Visual Elements of UI Design (CalArts)