

Bright Senanu TSA

PRODUCT DESIGNER | UX, INTERACTION & VISUAL DESIGN

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PROFESSIONAL SUMMARY

Product designer with 5+ years of experience creating mobile and web experiences across fintech and commerce. At Hubtel, I design payment and checkout journeys, combining user research, interaction design, and prototyping to simplify complex tasks. My background in visual design and motion brings clarity and craft to everyday interactions.

SKILLS

Research & analysis: User research, usability testing, journey mapping, and data analysis.

Product design: Information architecture, interaction design, UI design, visual design, prototyping, and data visualization.

Tools: Figma, Photoshop, Illustrator, After Effects, Codex, and Claude.

PROFESSIONAL EXPERIENCE

UX Designer | Hubtel | Mar 2024 - Present

- Design mobile and web journeys across 7 product areas: money transfers, airtime, data, bills, car insurance, betting top-ups, and quick commerce (food).
- Design money-transfer flows for MTN, Telecel, AirtelTigo, and banks, and bill-payment journeys for ECG, DStv, and Ghana Water.
- Translate user research and usability findings into information architecture, interface designs, and prototypes that address navigation and task-flow friction.
- Design food-ordering and checkout flows around clear choices and next steps, helping customers move from selection to payment.
- Partner with product managers, business stakeholders, and engineers to turn user needs and business requirements into design priorities for the roadmap.

Freelance Designer | Ghana | 2022 - 2023

- Evaluated startup products against user needs and business goals, turning usability gaps into design recommendations and prototypes.
- Created UX and graphic design work, including information architecture, interaction patterns, visual interfaces, and graphic assets.

UI/UX Designer | Wewire Ghana | Apr 2021 - Oct 2022

- Evaluated end-to-end user journeys to identify friction and recommend targeted interface improvements.
- Documented use cases and UI elements as a shared reference for consistent platform design.
- Collaborated with cross-functional teams on technical strategies for platform implementation.

EARLIER EXPERIENCE

Cybersecurity Analyst | SecureXG | Oct - Dec 2019: Conducted vulnerability assessments, analyzed breaches, and supported security countermeasures and awareness training.

Creative Arts & Math Teacher | Royals of Shakespeare Int'l School | Sep 2018 - Sep 2019: Planned and delivered lessons for grade-school students.

Summer Intern | Ecobank Ghana Limited | Jun - Aug 2017: Supported customer onboarding, mobile-app sign-ups, and banking transactions.

EDUCATION & CERTIFICATIONS

Diploma in System Engineering | IPMC | 2022

Bachelor of Business Administration | University of Professional Studies Accra | 2018

[Google UX Design Certificate](#) | Coursera

[Product Management Basics](#) | Pendo