

LATTE LAWSON

Location: Lagos, Nigeria • **Email:** oluwalatte@gmail.com • [LinkedIn](#) • [Portfolio](#)
Phone: +234 8022696784

INTRODUCTION

I'm a product designer who ships. For the last decade I've designed SaaS platforms, enterprise tools and design systems and for the last two years I've been closing the gap between design and production by building with AI, mostly Claude Code. With 6+ years of experience in crafting conversion-focused and user-centered designs for SaaS platforms, web solutions, and mobile applications.

PROFESSIONAL EXPERIENCE

Senior Product Designer (Upwork)	February 2024 – Present • Design systems and AI-assisted product development for SaaS clients. • Build and maintain modular design systems in Figma, then implement them in code with Claude Code — tokens, component libraries and documentation that ship rather than sit in a handoff file • Prototype and build production-ready front-ends for SaaS products with Claude Code, taking features from wireframe to working interface without waiting on dev capacity
Product Designer (SoftAlliance)	October 2022 – February 2024 • Streamlined enterprise HR software UX through user research and iterative design, resulting in a 25% increase in task completion rates. • Established a design review process and weekly critique sessions, improving team collaboration and design consistency across 7 products. • Created responsive design patterns for core HR modules and HR mobile apps used by 3,000+ employees across 5+ organizations. • Led development and implementation of a company-wide design system, reducing design-to-development handoff time by 40%. • Mentored 2 junior designers and contributed to scaling the design team from 2 to 6 members.
Product Designer (GetProven)	March 2023 – September 2023 • Redesigned and shipped a vendor management platform used by 50K+ portfolio companies, driving \$2M in cost savings. • Built a comprehensive style guide, reducing developer implementation time by 35% and ensuring consistent UX across the platform. • Led an end-to-end redesign of the company onboarding flow, increasing the completion rate by 42%. • Established weekly design reviews with PMs and engineering leads, leading to 30% faster feature shipping.

Product Designer (The Mullings Group)

June 2021 – July 2022

- Optimized user flows to maximize lead generation and customer retention for B2B clients.
- Conducted usability testing and heatmap analysis, driving a 90% increase in sign-up conversions for a key client's product.
- Delivered high-fidelity prototypes and visuals using Figma, enabling seamless collaboration with developers.
- Led the creation of responsive, user-friendly designs for mobile applications, enhancing user satisfaction.

Senior Creative Designer (The Hook)

May 2021 – July 2021

- Designed user interfaces for web and mobile platforms, aligning aesthetics with brand identity.
- Managed agile sprints and collaborated across teams to ensure timely project delivery.
- Introduced design strategies that enhanced the company's visual appeal and customer engagement.

FUNCTIONAL EXPERTISE

- Conversion optimization through A/B testing and iterative design improvements
- Designing intuitive UI and UX for web and mobile applications
- Prototyping and usability testing to validate user-centric designs
- Creating and maintaining scalable design systems using Figma
- Conducting user research to inform and refine designs
- Responsive design for various devices and screen sizes
- Collaborating with cross-functional teams to align designs with business objectives

SKILLS

- Tools: Figma (Advanced), Adobe XD, Photoshop, Illustrator, Miro
- Methodologies: Conversion Optimization, Human-Centered Design, A/B Testing, Responsive Design
- Coding Knowledge: HTML, CSS, JavaScript (Basic)
- Languages: English (Upper-Intermediate, Written & Spoken)

OTHER INFORMATION

- Available for remote roles with flexible working hours.
- Experience working in fast-paced, B2B environments with cross-functional teams.