Sani Christopher

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Senior Principal Designer with over 7 years of experience in UX/UI design, specialising in SaaS and mobile applications. Proven ability to lead end-to-end product discovery, revamp user onboarding for significant engagement increases, and develop comprehensive design systems that reduce build time by 96%. Recognised with the Connected Award for “Exceptional Product Designer” for impact on Africa’s tech ecosystem.

PROFESSIONAL EXPERIENCE

Senior Principal Designer

September 2019 - Till date

ThriveAgric, Abuja Nigeria

- Spearheaded end-to-end product discovery and UX for ThriveAgric's AOS platform, empowering over 500,000 smallholder farmers with financing and input distribution, and facilitating more than $100 million in disbursed loans.
- Revamped onboarding journeys for smallholder farmers, reducing time-to-completion by over 55% and increasing activation into funded programs by 89% through enhanced value proposition clarity, mobile-first forms, and data-driven iterations.
- Developed farmer education and consent experiences across app, SMS/USSD, and field-agent tools, supporting ThriveAgric's outreach to over 820,000 farmers and $40 million+ in loans, while improving informed-consent completion and training participation.
- Engineered a reusable design system, decreasing UI build and iteration time by 96% and mitigating design inconsistencies in loan, storage, and marketplace flows, thereby boosting engineering throughput and release cadence.

Co-founder/VP Design

November 2023 - Till date

Edusproute, Abuja, Nigeria

- Co-founded Edusproute, an AI-personalized tech education platform, and directed end-to-end product and design for cohort-based programs serving thousands of learners across Africa in fields such as Product Design, Product Management, Cybersecurity, AI, Data Analytics, and Web Development.
- Defined the product vision and UX strategy for the learning platform, job board, and AI coaching tools, resulting in a 72% increase in course enrollment and program completion rates, and an 89% improvement in learner satisfaction (NPS).
- Mentored and managed a design and product team exceeding 300 members, implementing review rituals and documentation that expedited shipping timelines and improved design quality scores.

Senior Product Designer

September 2024 - January 2025

DataCulture, New York, United States

- Reimagined the analytics dashboard UI for the Odos decentralized exchange platform, incorporating new light and dark mode color tokens and enhancing accessibility compliance (WCAG) throughout the platform.
- Refactored and interconnected existing design system color tokens with light/dark mode variables, reducing manual overrides by 56% and enabling faster, more consistent theme implementation for dashboard interfaces by design and engineering teams.
- Partnered with external client stakeholders, including product, data, and engineering teams, to review dashboards, identify UX friction points, and prioritize modifications that clarified user understanding of key metrics.

Freelance Designer

October 2024 - December 2024

Causal Foundry, Barcelona, Spain

- Crafted reusable UI components for Causal Foundry's adaptive AI and machine learning platforms, improving task success for core workflows by 32% and supporting deployments across over 1,000 health centers in Rwanda and other healthcare systems.
- Developed wireframes, prototypes, and low/high-fidelity mockups for metrics dashboards and personalised nudges, fostering enhanced stakeholder alignment and reducing design iteration cycles by 52%.
- Collaborated with designers, product managers, data scientists, and engineers within rapid release cycles to deliver UX improvements across healthcare and supply chain sectors, accelerating the deployment of AI-powered decision interventions.

SKILLS

UX Research
Information Architecture
Rapid Prototyping
Visual Design
Wireframing
AI Native UX
Design Systems
Usability Testing
UI/UX Auditing
Interaction Design
Accessibility
Multi-platform Design (iOS, web)
Collaboration
Cross-functional Leadership

TOOLS

Figma
Jira
Notion
Webflow
Affinity
Sketch
Adobe Creative Cloud
Claude Code/Design
ChatGPT
Google Studio
Perplexity
Linear
Slack

EDUCATION

B.Tech (Hons) - Mathematics & Statistics

March 2013 - September 2018

Federal University of Technology, Minna

CERTIFICATES

Claude Design Fundamentals

Issued July 2026

Coursera

Enterprise Design Thinking - Team Essentials for AI

Issued May 2024

IBM Certificate

AWARDS & ACHIEVEMENTS

The Connected Award

January 2022

The Connected Award

EuraTech alumnus

April 2022

EuraTechnologies, Lille (FALC program)