

Emmanuel Uwak

Lead Product Designer | UX/UI & CRO

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SUMMARY

Lead Product Designer with 7+ years of experience delivering high-impact digital products across eCommerce, SaaS, and AI. I bring a rare combination of design craft, CRO expertise, and commercial thinking, having started my career in marketing and PR before moving into product design.

I translate behavioural data and user insight into measurable business outcomes, not just polished Figma files.

Currently leading UX and CRO at IronmongeryDirect, where a PDP redesign I led drove an 11.3% year-on-year revenue uplift. Previously, Head of Design at PM Digital, delivering a 38% average conversion uplift and 56% revenue per visitor improvement across 16+ Shopify eCommerce brands.

CORE SKILLS

Design: Product Design & UX Strategy, Visual & Interaction Design, Design Systems

CRO: Conversion Rate Optimisation, Experimentation & A/B Testing, Behavioural Analytics

Product: Fintech, AI, Ecommerce & Other Customer Journeys, Data-Led Decision Making, Stakeholder Collaboration

Tools: Figma, ContentSquare, GA4, Framer, HTML/CSS, v0, Claude, CapCut

EXPERIENCE

UX & CRO Lead | IronmongeryDirect, UK | May 2025 – Present

- Own UX and CRO strategy across high-traffic eCommerce journeys for the UK's largest online ironmongery supplier, directly impacting revenue and conversion at scale.
- Led a PDP redesign that drove an 11.3% year-on-year revenue uplift, validated through A/B testing and measured in GA4 against the same period the prior year.
- Restructured the above-the-fold hierarchy, optimised CTA placement, and introduced sticky purchase components to reduce drop-off and increase add-to-cart rates.
- Used ContentSquare session recordings and heatmaps to identify friction points and build a prioritised experimentation roadmap, moving from assumption to evidence.
- Collaborated cross-functionally with developers, category managers, and commercial stakeholders to deliver end-to-end design improvements with clear business cases.
- Led own-brand landing page redesign launched May 2026, presenting early GA4 performance data to senior leadership.

Head of Design (Contract) | PM Digital Shopify Agency | 2025

- Led design across 16+ e-commerce brands, including Hylo Athletics, The Woobles, MyoMaster, Bond Touch, and Factory Weights, operating as the sole senior design voice across the portfolio.
- Delivered CRO-led landing pages and product experiences driving an average +38% conversion rate uplift and +56% revenue per visitor across client brands.
- Built scalable, atomic design systems in Figma to improve consistency, reduce design debt, and accelerate delivery across multiple concurrent brand workstreams.
- Worked closely with developers, marketers, and brand stakeholders to align design decisions with commercial goals and performance benchmarks.

Product Designer | IronmongeryDirect | Jan 2024 – May 2025

- Designed and optimised eCommerce experiences across product and marketing journeys, contributing to measurable improvements in user engagement and conversion.
- I joined through a warehouse role and transitioned into design following internal recognition of design background, giving me a unique end-to-end operational understanding of the business.
- Supported experimentation and iterative design improvements as part of the CRO function before being promoted to UX & CRO Lead in May 2025.

Head of Design (Founding) | Uhmbrella AI | 2023 – 2024

- Led product design for an AI-powered customer management platform from 0 to 1, defining the design language, component system, and core interaction patterns.
- Designed real-time conversation insight interfaces and smart suggestion surfaces, working closely with founders to validate product direction with early users.
- Shaped UX strategy in a fast-moving, ambiguous environment where design decisions directly influenced the product roadmap and investor narrative.

UX/UI Designer | Access Bank Plc (Contract) | Mar 2020 – Jan 2023

- Designed consumer banking experiences used by millions of users across Nigeria, covering onboarding, transactions, account management, and self-service journeys.
- Simplified complex financial flows using progressive disclosure, plain-language microcopy, and streamlined information architecture, reducing drop-off at key onboarding stages.
- Collaborated with cross-functional teams including engineering, compliance, and product in an agile environment to deliver accessible, high-quality UX at scale.

Head of Creative Marketing | Metaclay Limited | 2020 – Apr 2022

- Led creative strategy, brand design, and marketing campaigns across Africa and the UK, working with artists and entertainment brands including Davido, Black Sherif, and Ogranya.
- Managed press placements across radio stations and media outlets for British-Nigerian rapper Little Simz and Ghanaian artist Black Sherif.
- Directed the Plug 2.0 rebrand for African entertainment agency The Plug, covering website, brand identity, and campaign imagery.

PR and Marketing Lead | Jonzing World Records | 2019 – 2020

- Supported the launch of Rema and Ruger as signed artists, coordinating schedules, production timelines, and campaign delivery across a fast-moving label environment.
- Built relationships with content creators, influencers, and media outlets to amplify artist campaigns across social and traditional media channels.

EDUCATION

B.A Philosophy of Religions — University of Ilorin, Nigeria

A degree in philosophy sharpened analytical thinking, argumentation, and the ability to interrogate assumptions, skills that translate directly into strong product and UX decision-making.

ADDITIONAL

Events: Fin x v0 Hackathon participant

Manutan Group Tribes' talent development programme (2026)