Caleb Oderinde

Product Designer | +234 704 393 4482 | oderindecaleb@gmail.com
www.linkedin.com/in/caleb-oderinde | www.oderindecaleb.me

PROFESSIONAL SUMMARY

Product Designer with 5 years of experience designing financial products, payment systems and complex digital workflows. Currently leading product design at Backbone Finance across iOS, Android and web, where I influence product direction, shape solutions and drive design from discovery to implementation. I combine product strategy, evidence-led design and technical curiosity to solve complex problems and deliver measurable product outcomes.

CORE SKILLS

Product Design: Product Strategy, Interaction Design, End-to-End Product Design, User Flows, Wire-framing, Prototyping, Visual Design, Cross-Platform Design, Visual Design, Data-Informed Design
Research & Validation: User Research, Usability Testing, User Interviews, Iterative Design, Data-Informed Design.
Technical & Tools: Figma, Claude Code, AI-Assisted Prototyping, Google Analytics, Hotjar
Collaboration: Cross-functional Leadership, Design Reviews, Stakeholder Management, Engineering Collaboration, Mentorship

PROFESSIONAL EXPERIENCE

Senior Product Designer

Backbone Finance Inc — Sep 2024 – Present

Crossborder payments startup that has processed nearly $700M since 2024.

- Lead product design across iOS, Android and web, shaping product direction, priorities and solutions for complex financial products.
- Partner with product and business stakeholders to identify customer needs, define success metrics, challenge assumptions and translate business objectives into product opportunities.
- Improved admin task completion speed by 30% through usability testing with finance and operations teams, identifying workflow bottlenecks and iterating on critical payment and operational interactions.
- Design crossborder payment and trade finance experiences that simplify complex financial processes, including international transfers, bank guarantees and letters of credit.
- Collaborate closely with engineers to explore technical implications of prototyped solutions and to resolve implementation challenges.
- Improve product experiences by reviewing release performance, identifying learnings, and finding ways to enhance it

- Built internal tools and prototypes using AI-assisted development workflows to code simple prototypes to explore product ideas and support faster execution.

Product Designer

Intuitive Medicals, Nigeria May 2023 – Aug 2024

B2B healthcare technology company building hospital management software.

- Designed complex clinical and administrative workflows focusing on UX, human behaviour and interaction adopted by 100+ hospitals and clinics across Nigeria.
- Ran guerrilla and customer testing workshops with clinicians and doctors to measure release performance, identify learnings, and find ways to improve the product and customer adoption
- Redesigned the dental workflow, increasing feature adoption from 5% to 47% by simplifying complex clinical interactions and improving the ease of data entry.
- Built the hospital management platform's design system, establishing reusable components and interaction patterns to maintain consistency across complex clinical workflows and different user roles.

Product Designer - Contract

e-top Dec 2022 – April 2023

Payment processing and infrastructure provider.

- Redesigned merchant-facing POS experiences, improving accessibility, visual hierarchy and transaction usability, contributing to a 50% increase in POS application sales.
- Conducted merchant interviews and iterative usability testing to identify onboarding friction and improve transaction-management workflows, contributing to a 25% increase in successful onboarding and platform activity.

Product Designer

Hotels NG June 2022 – Dec 2022

A travel and hospitality company.

- Designed user-centered mixed reality product concepts for the healthcare and hospitality industry, aimed at improving customer quality of life.

Product Design Intern

LoveMe Aug 2021 – Nov 2021

Love-letter generation startup.

- Collaborated with the product team to shape the initial product roadmap, translating requirements into wireframes, prototypes and visual designs.
- Designed and refined product screens from designing end-to-end flows and prototypes to improving interface consistency, responsiveness and usability.

PROJECTS

- **Backbone Finance**

Cross-border payments, FX transactions and trade finance. www.mybackbone.io

- **Ogaboss**

  Digital asset management, crypto transactions and decentralised financial services. www.ogaboss.io

- **Cotton**

  Service marketplace connecting customers with verified service providers. www.usecotton.io

AWARDS

HNG i9 Finalist. - 2022

- Ranked among the best 100 out of 11,000 participants

  Certificate link

EDUCATION

BSc, Metallurgical and Materials Engineering

University of Lagos, Nigeria

VOLUNTEERING

Product Design Mentor

Letsdovirtual Oct 2023

A Non-profit team that organizes training in product design

Product Design Mentor

Zuri Training Sep 2022