

# SAMUEL ELUYERA

Senior Product Designer | AI, Healthcare, Fintech & Enterprise SaaS

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Senior Product Designer with **10 years** of experience designing complex software across healthcare, fintech, AI, and enterprise SaaS. Led the design of **15+ zero-to-one products**, modernized legacy platforms, and turned ambiguous ideas into software that ships, scales, and holds up in real-world use.

## CAREER HIGHLIGHTS

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- Designed **100+ projects** across **56 companies** spanning healthcare, fintech, AI, enterprise SaaS, and consumer technology.
- Led **15+ zero-to-one products** from concept through MVP and production, owning strategy, UX, UI, and design systems.
- Contributed to products generating **\$1M+ in annual revenue**, processing **\$3M+ in transactions**, and serving **2M+ users** globally.
- Trusted by startups, scale-ups, and enterprise teams across North America, Europe, Asia, and Africa to modernize legacy platforms and simplify complex workflows.

## PROFESSIONAL EXPERIENCE

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**Kayen Peppa** | Senior Product Designer

United States (Remote) • Sep 2023 – Present

- Led product design across **56 client engagements** and **100+ projects**, becoming the agency's go-to designer for complex enterprise software and contributing roughly **40% of annual revenue** during peak delivery periods.
- Owned end-to-end design of **10+ zero-to-one products**, from discovery and product strategy through UX, UI, **design systems**, prototyping, and developer handoff.
- Redesigned an AI-enabled Electronic Health Record platform, simplifying patient management, scheduling, prescriptions, and AI-assisted clinical workflows for hospitals across the US.
- Modernized a commercial lending platform during a **2-year transformation**, redesigning both the customer loan application and the internal system lending teams use to assess eligibility and manage loans.
- Designed the end-to-end experience for a healthcare staffing marketplace, with separate workflows for facilities managing locum shifts and clinicians finding and accepting work.
- Designed an AI legal platform that turns natural language prompts into compliant legal documents, and a high-security drone monitoring platform for mission-critical defense operations.

**Codigi** | Senior Product Designer (Contract)

United States (Remote) • Jul 2024 – Dec 2024

- Brought design leadership to an engineer-led AI startup backed by the founder of Shutterstock, shipping AI-powered features in **weekly release cycles** without formal product requirements.
- Established a scalable design foundation with **Figma Variables** and **design tokens**, enabling automatic light and dark theming and giving engineers a single source of truth.
- Iterated with **150+ early adopters** on AI-native social experiences, including collaborative image generation and creator workflows that anticipated features later launched by major consumer AI platforms.

**Reiz Tech** | Senior Product Designer (Contract)

Lithuania (Remote) • Dec 2023 – Jul 2024

- Turned **12 months** of stalled product discussions and research into a defined MVP, a prioritized roadmap, and a shared vision that aligned founders, engineers, and stakeholders.
- Conducted competitive UX analysis across roommate marketplace platforms, using the findings to define a differentiated product direction backed by user and market research.
- Created the visual identity, **design system**, information architecture, and core user flows, giving engineering the clarity to begin implementation with confidence.

**Devsolutely** | Product Designer

Lithuania (Remote) • Dec 2022 – Dec 2023

- Led the redesign of **ILG360**, a legacy sports operations platform for football and tennis clubs, delivering the MVP in **3 months** and designing **50+ user stories** across web and iOS.
- Redesigned the companion iOS app from the ground up in **8 weeks**, building a scalable **design system** from shared patterns across messaging, events, media, and collaboration features.
- Improved usability of **Learnr**, a driving school platform, by **15 to 20%** through accessibility-focused UX improvements for older users, reducing support requests.

## CLB Systems | Product Designer

Japan (Remote) • Oct 2020 – Oct 2021

- Led the redesign of a restaurant commerce ecosystem spanning a website builder, an online ordering platform, and a delivery driver app, replacing engineer-built interfaces with a platform still in use years later.
- Contributed to revenue growth from **\$230K to \$1M+** annually and the processing of **\$3M+ in food orders** within 24 months of the redesign.
- Designed cohesive experiences for restaurant owners, customers, and drivers, repositioning the business to compete with emerging food delivery platforms.

## FutuX & Cedar Productions | Graphic & Web Designer

Nigeria • 2015 – 2020

- Produced **150+ marketing campaigns** and commercial design assets, and led the visual rebrand of FutuX, including its corporate website in **Webflow**.

## SELECTED VENTURES

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### SpinRequest | Co-founder & Product Designer

- Co-founded a platform for DJs to monetize live events through paid song requests, designing the full product from concept to launch. Processed **₦2M+ in transactions** across **30+ active DJs**.

### Haards | Co-founder & Product Designer

- Co-founded a digital out-of-home advertising platform connecting advertisers with local businesses through smart displays, designing both the advertiser platform and the venue management platform from a single interface.

### Lerxs | Co-founder & Product Designer

- Co-founded an AI clinical documentation platform, working directly with clinicians to design AI-assisted documentation, consultation summaries, and structured workflows within healthcare compliance requirements.

### Dokita AI | Co-founder & Product Designer

- Co-founded one of the earliest conversational AI healthcare products, designing triage and disease management experiences years before generative AI became mainstream, validated through research with doctors.

## SKILLS

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**Design:** Product Strategy, Product Discovery, UX Design, UI Design, Interaction Design, Information Architecture, User Research, Usability Testing, Prototyping, Design Systems, Design Tokens, Accessibility, Motion Design, Branding

**Tools:** Figma, FigJam, ProtoPie, Webflow, Framer, Lottie, Spline, Adobe Creative Suite, Jira, ClickUp, Mixpanel, Claude, ChatGPT, Midjourney

## EDUCATION

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**B.Sc. Electronics & Electrical Engineering** | Obafemi Awolowo University

2019