

Sam Okafor

Senior Product Designer | Design systems and end to end product design

Manchester, UK | zievy.com/@sam-okafor | Open to work

SUMMARY

Demonstration profile. Product designer with ten years across fintech and marketplaces, most recently leading design for a payments team of six. I care about design systems that survive contact with real roadmaps, and about research that changes what gets built rather than confirming it.

Currently open to senior and lead roles, remote or Manchester based.

EXPERIENCE

Lead Product Designer · Brightline Studio

Feb 2023 - Present | Manchester, UK

Lead designer for the payments platform. Built the design system now used by four product teams, and ran the research programme behind the 2025 checkout rebuild.

Senior Product Designer · Northwind Financial

Jun 2019 - Jan 2023 | Leeds, UK

Owned onboarding and account opening end to end. Cut drop off by a third through progressive disclosure and clearer error handling.

Product Designer · Halyard Marketplace

Sep 2016 - May 2019 | Remote

Seller tools and listings. First designer on a team of eight engineers.

EDUCATION

University of Manchester

BA (Hons), Graphic Design | 2012 - 2015

First class. Dissertation on interface legibility for low vision users.

SKILLS

Product design · Design systems · User research · Figma · Prototyping · Accessibility · Design leadership

