

Faruk Shuaibu

Product Designer & Manager in Tallinn, Estonia.

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About

I am a Product Design Partner for founders and early-stage startups, dedicated to solving problems that positively impact modern society and the future. With a unique blend of design expertise and product management skills, I lead projects from concept to launch, ensuring seamless user experiences and measurable impact.

Work Experience

Product Designer & Manager at [Kera Health Platforms Inc](#) / 2021-2026

- Led strategy, design, and launch of an insurance operations platform from 0 to 20k dependents in Dakar within 12 months, supporting 80k+ processed claims.
- Built AI-compatible design system, ran pilot tests and usability studies, and partnered with cross-functional teams across Dakar and Côte d'Ivoire to ship faster and improve activation, efficiency, and CSAT/NPS.

Product Designer at [Healthlane \(YC W20\)](#) / 2021

- Designed the mobile interface and user journey for healthcare plans, customer onboarding, and appointment scheduling.
- Collaborated with developers to ensure a seamless, user-centric experience.

Senior UI/UX Designer at [Babban Gona](#) / 2020-2021

- Spearheaded design projects aimed at empowering 1 million smallholder farmers by 2025.

- Led a team in delivering over ten field applications per quarter and integrated a comprehensive design system to accelerate prototyping and deployment.

UI/UX Designer at [eHealth Africa](#) / 2019-2020

- Designed and shipped world-class health and logistics solutions, including:
 - **LoMIS Stock:** An inventory management system for vaccines and health equipment.
 - **LoMIS Deliver:** A logistics tracking system with temperature monitoring.
- Developed a React-based, decoupled design system for consistent UI components.

UI/UX Engineer at [Mercurie](#) / 2018-2019

- Built MVPs for e-commerce solutions, transforming approved designs into code using VueJS.
- Conducted UI/UX audits and maintained brand elements and guidelines for small and medium businesses.

Digital Designer at [Skyline University Nigeria](#) / 2018-2018

- As the first in-house designer, defined and strengthened the university's brand through strategic media and graphic design, supporting innovative marketing initiatives.

Projects

[Chestr App](#) / Product Designer / 2023

Created an intuitive app that allows users to save wishlists from any online store and receive discount notifications.

[Yodabox](#) / Designer & Co-founder / 2021

Built an affordable offline learning solution, making education accessible for kids.

[eHealth Africa Design System](#) / UI/UX Engineer / 2020

Designed and implemented key UI components (loaders, progress bars, code snippets, responsive tables, buttons) in React and vanilla JS.

[Loader](#), [Progress Bar](#), [Code Snippet](#), [Responsive Tables](#), [Buttons](#)

Speaking

7mins product master series at Season 2, EP 1 [Listen Here](#) / 2023

Quick-fire insights on my design process as a product leader.

How design is changing our startup ecosystem at TedxBUK [Watch Here](#) / 2020

Writing

Guru ✨ or Guide 💡 [Read Here](#) / 2021

Thoughts on Meta's brand design [Read Here](#) / 2021

Volunteering

Mentor at [adplist.org](#) / 2022-Date

Sketch Community Ambassador at [Sketch](#) / 2019-2022

Empowering and building the design community in Northern Nigeria.

Digital & UI/UX Design at [Designed.org](#) / 2020-2022

Contributing to equal access to design education through a non-profit platform.

Education

Master of Arts in Interaction Design at [Estonian Academy of Arts](#) / 2025-2027

Certifications

Membership Certificate from [Interaction Design Foundation](#) / 2019

Hobbies & Interests

Playing Chess - [Lets play a game](#)

Former competitive player; now enjoy casual games.

Making Music - [Listen here](#)

Experiment with sounds using my Native Instrument Komplete Kontrol M32.