

Emeka Jude Eze

UX Designer & Researcher • Product Designer

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SUMMARY

User experience / Product designer and researcher with four years of experience building financial infrastructure that scales. I specialise in making complex systems usable and inclusive, especially for groups often left behind by technology. My work ranges from redesigning a B2C crypto platform to scaling B2B technology and liquidity infrastructure.

Complementing commercial product design, my work extends into internationally recognised, peer-reviewed HCI research. I co-authored a [study on autonomous-vehicle interfaces for d/Deaf pedestrians](#), published at CHI 2026, the premier venue in human-computer interaction, which received a Best Paper Honorable Mention.

EXPERIENCE

Lead UX / Product Designer

06/2025 - Present

OneLiquidity ↗

- Recalled by [OneLiquidity](#) in 2025 to lead the consolidation of its trading and payments infrastructure into a unified v25 platform, operating in close partnership with the Product Manager on scope, priorities, and delivery.
- Directed the merger of RFQ and OTC trading into a single unified product, and the consolidation of payouts and swaps into one unified payments experience, extending the original design system to keep both consistent with the wider platform rather than treating either as a one-off.
- Deepened hands-on involvement in engineering delivery, working directly across front-end and back-end development to close the gap between design intent and shipped implementation.
- Authored the platform's standing product guidance for both clients and internal teams (compliance, legal, marketing), effectively cutting routine support queries and repeated walkthroughs.
- Leading design and discovery on a new priority-access trading app, giving a select group of users faster trade execution, while using AI-assisted tools (Figma agent/MCP, Claude Code, Codex, Cursor, Vercel) to accelerate early-stage prototyping and stakeholder review.

UX Researcher & Designer | Mentor

10/2024 - 12/2025

Birmingham City University ↗

- Shaped the UX research and experimental process across two Royal Society-funded studies examining how autonomous vehicles communicate with d/Deaf and hard-of-hearing pedestrians. My work covered experimental design, participant recruitment, VR headset and treadmill-based testing, data analysis using NVivo and SPSS, and manuscript development. I co-authored the [first paper](#), published at CHI 2026, and contributed user testing and early study-material evaluation to a [follow-up study](#).
- Demonstrated across the Advanced and Immersive Technology, Human-Centred Design, and Visual Interface Design modules, mentoring students individually on coursework and portfolio development, several of whom went on to win university-wide award shows and even author books. That track record led to further leadership roles within the department, including judging BCU's Taster Day design competition and facilitating faculty-wide workshops.
- Selected to judge participant submissions on the panel for Taster Day, a BCU design competition for aspiring technologists and designers, across multiple sessions in 2025, assessing entries on problem-solving rigour, feasibility, and originality against a set brief.
- Led independent UX validation of Accession, an Epic Games MegaGrant-funded Unreal Engine accessibility plugin for developers with motor and visual impairments: designed and ran the test protocols that determined whether the plugin actually worked for the users it was built to serve, identifying critical usability issues ahead of release. Now live on the [Epic Games Marketplace](#) and adopted by disabled developer communities.
- Designed and led workshops on core design and research tools (Figma, Miro, Maze, Adobe Creative Suite), equipping hundreds of students with practical prototyping and usability testing skills.
- Led the planning and delivery of design-focused faculty events and UX initiatives, including a regional designathon sponsored by AWS and West Midlands Police, embedding user-centred research practice across students and staff.

Principal UX / Product Designer

06/2022 - 12/2024

OneLiquidity ↗

- Owned the design system from the ground up, the shared foundation across five core products spanning crypto, fiat, and compliance, the base every later design and engineering decision was built on.
- Set the direction for the core integrator experience, deciding how users would execute cross-border transactions, manage investments/loans, and oversee funds, turning complex financial workflows into clear interfaces
- Proposed and designed KYC workflows that cut operational friction.
- Directed the end-to-end redesign of onboarding, sign-up, and authentication, driving significant increase in click-through rate across onboarding and trade completion.
- Represented the product on the ground across international markets, running live showcases and product review sessions for potential customers and partners in Lagos, Nairobi, and Dubai, translating in-market feedback directly into product decisions.
- Became the decision-maker in bridging product and marketing, setting direction for the company website and email campaigns and turning performance data into the layout, CTA, and copy changes that was essential for client conversion.

UI Designer

05/2022 - 07/2023

Obiex Finance ↗

- Co-led the end-to-end redesign of the core mobile and web platforms (v3.0), replacing an outdated web app with an intuitive interface central to scaling the active user base from roughly 16,500 to over 50,000.
- Led the design of the P2P trading infrastructure during the 2022 regulatory crisis, mapping secure escrow-based transaction flows that routed trades between vetted users when traditional payment rails were frozen, the product that became the company's lifeline.
- Contributed to the UX design of Obiex's virtual-card and crypto-to-utilities products, creating clear journeys for managing cards and using digital assets for everyday payments as the platform expanded beyond crypto trading.
- Optimised critical conversion metrics through A/B testing of onboarding flows and CTAs, improving conversion paths and first-time user retention.
- Ran beta testing across diverse user demographics with pre-launch heuristic evaluations, resolving usability friction before release.
- Partnered with UX engineers on implementation, ensuring high-fidelity prototypes translated accurately into responsive interfaces across devices.

Founding Communications Designer

02/2021 - 05/2022

Obiex Finance ↗

- Founded the company's brand identity and channel presence, designing the initial branding and building all social media channels from scratch as a founding member of the marketing team, growing the following to 10,000 across channels and establishing Obiex's early market presence.
- Produced the visual assets and campaign designs that supported Obiex's early growth, including social-media campaigns, product announcements, educational materials and blog content for crypto users, while helping establish the company's visual identity across these channels.

EDUCATION

Computing, Engineering & Built environments ↗

09/2023 - 05/2025

Birmingham City University - MSc User Experience Design with Distinction

- Specialised in Assistive and Accessible Technology, Advanced and Immersive Technology, and Research Methods in UX, with a dissertation on Virtual Reality systems.
- Won 1st place in the Advanced and Immersive Technology Design Competition at Innovation Fest 2024, leading my team's presentation of *TesIAR*, a Heads-Up Display concept reimagining how electric vehicle drivers interact with the future of transportation.
- I delivered impactful talks and presentations on my Human-centred design module at the UX Industry Day, showcasing key insights and best practices to an audience of industry professionals, academics, and students.
- Final Thesis on Exploring methods of accessing real-world notifications while immersed in Virtual Reality
- Professional placement focused on external human-machine interfaces, exploring how autonomous vehicles should communicate with pedestrians, particularly those who are deaf or hard-of-hearing.

CERTIFICATES

CHI 2026 Honorable Mention ↗ ACM CHI Conference on Human Factors in Computing Systems	04/2026 - Present
MSc User Experience Design ↗ Birmingham City University	05/2025 - Present
Innovation Fest 1st Prize Winner ↗ Birmingham City University (CEBE)	05/2024 - Present
Handing off to Developers ↗ LinkedIn Learning	04/2023 - Present

SKILLS

Design and Prototyping: Figma, Illustrator, Figma Agents, Claude Code, Lovable, Cursor, Codex, Vercel.	Wireframing: Figma, FigJam, Miro.
Designing for Accessibility and Inclusivity.	UX Development & Interaction design: HTML, CSS, JS, Shopify CLI, Vue, React, TypeScript, Tailwind CSS.
UX Research and Experiments: Miro, Screenstudio, Varjo XR4, Various VR headsets.	Usability Testing.
Research Analysis: SPSS, NVivo, Microsoft suite, Google Workspace.	Communication and Collaboration: Slack, Teams, etc.
CMS & Platforms: Squarespace, Shopify, Framer, Webflow, Prismic, Neon, Payload, Sanity, Mailchimp, Hubspot.	Unreal Engine & Unity Technologies.
	User-Centered & Interaction Design.