

LIGHT BALLA

PRODUCT DESIGNER | UI/UX DESIGNER | DESIGN SYSTEMS

Professional Summary

Experienced Senior Product Designer with over 8 years of expertise in creating innovative and user-centered designs. Proficient in leading design implementation from concept to completion, collaborating with cross-functional teams, and delivering high-quality digital products. Demonstrated success in developing and implementing robust design systems to ensure consistency and scalability across web and mobile platforms. Proficient at utilizing user research, usability testing, design thinking, Double Diamond methodologies and UI expertise to drive innovation and enhance user experiences.

Professional Experience

Sainsbury's

04/2025 - Present

Sr. Experience Designer (Retail & Operational Systems)

- Designed and improved the Optimised Reductions: Bluetooth Pairing workflow used across 1,400 stores, improving clarity, reducing pairing errors, and achieving 80% adoption alongside a 9.92 colleague satisfaction score, the highest across store-facing systems, contributing to a projected £13m annual operational efficiency impact.
- Conducted contextual research with frontline operational staff to uncover workflow challenges related to safety, cognitive load, and time-critical decision making.
- Applied findings to improve usability, workflow logic, UI structure, and decision support features reducing user effort and error risk.
- Partnered with Retail, Safety, and FM Assist stakeholders to identify and resolve safety-critical friction points in internal tools.
- Collaborated with Product and Engineering to translate complex, unstructured operational data into clear, intuitive UI patterns and guidance.
- Worked closely with cross-functional teams to align platform improvements with compliance, operational governance, and performance objectives.

KingMakers Management DMCC - Dubai, UAE

04/2022 - 06/2024

Senior Product Designer - Payments (Payment, iGaming)

- Revamped the deposit for mobile and web and achieved higher deposit conversions for betting with increased card journey success rates by 12%, refining the user experience and reducing friction points.
- Utilized data analysis and customer testing/feedback to identify opportunities for improvements within payment journeys, resulting in enhanced usability and efficiency.
- Enhanced withdrawal journey success rate, which resulted in a 97% success rate from a 75% initial rate by simplifying the user journey and addressing user pain points.
- Conducted comprehensive user research and usability testing to inform design decisions and ensure user-centric solutions which led to a reduced completion time by 40%.
- Developed and implemented a robust payment design system, ensuring consistency and scalability across web and mobile platforms.
- Collaborated closely with cross-functional teams, including product managers, developers, and stakeholders, to deliver cohesive and aligned design projects and initiatives.
- Conducted regular design reviews, usability audits, and A/B tests to evaluate the effectiveness of design changes and identify opportunities for improvement.

Lead UI/UX Design (Banking , Design System Architecture & Interaction Patterns)

- Designed and optimised debit and banking flows (onboarding, deposits, withdrawals, savings, and limits setup), aligning with regulatory and user needs and improving satisfaction by 15%.
- Led the redesign of the mobile banking app and onboarding journeys, simplifying KYC flows and boosting activation rates.
- Built and scaled a digital design system to ensure UI consistency, accessibility, and faster feature delivery
- Streamlined internal systems for branch staff, reducing processing errors and improving compliance across financial operations.
- Mentored and led a design team, increasing productivity and delivery speed while embedding design thinking practices across the organisation.
- Partnered with product managers, compliance, and engineering to ensure regulatory requirements were met without compromising user experience.

Earlier Experience/ Consulting & Contract

Product Designer (SaaS, Fintech, E-commerce & Travel)

2018 – 2025

- **Babonbo (via Toptal, USA):** Redesigned onboarding and booking flows for a SaaS marketplace, improving conversion and retention; built a scalable Figma design system and streamlined design handoff processes.
- **Breakout Technology Ventures:** Designed B2C e-commerce and SaaS product flows, focusing on adoption, retention and reducing churn rate.
- **Itex Integrated Services:** Improved fintech onboarding and transaction flows for depositing, withdrawals and bill payment via Payvice for both Android and iOS
- **Snatched NG:** Designed e-commerce experiences and brand assets as a WordPress & graphics designer, establishing a foundation in digital design

Education & Certifications

- **UK Global Talent Visa**, Exceptional Talent, Digital Technology (Tech Nation, 2024)
- **University of Ibadan**, Bachelor of Arts in Philosophy (Second class Upper Division) - 2011/2012 - 2015/2016
- **Interaction Design Foundation (IDF):** Become a UX Designer from scratch, Mobile User Experience (UX) Design, and AI for Designers
- **Designship** - Practical UX Research & Strategy, and Ultimate Figma Master Class

Technical Skills

- **Design Methodologies:** Double Diamond, Design Thinking, Agile UX, Lean UX
- **Research:** Qualitative (User Interviews, Focus Groups), Quantitative (Surveys, Questionnaires), Analytics & Data, Customer Journey Mapping, Competitive Analysis, Personas, Affinity Mapping, Product Road Map, Workshop and UX Strategy, Stake holder management, Cross-functional collaboration and Presentation.
- **Testing:** A/B Testing, Usability Testing, Card Sorting, Heuristic Evaluation
- **Design:** Information Architecture, User flow, Design System, Wireframes, High-fidelity, Prototype, Accessibility (WCAG 2.2), Material 3 (expressive), iOS, Tailwind CSS, Design principles
- **Tools:** Figma, Maze, Claude, ChatGPT, Lovable, Google AI Studio, Fullstory, Miro, Trello, Jira, VWO, Figjam, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Design Tokens, Notion, Google Workspace, Lottie, Coglode Nugget, Notion & Microsoft suites