Manchester, UK
jaykaykayode@gmail.com
+44 7904 088609
Website: https://jaykay.design
LinkedIn: https://www.linkedin.com/in/kayodesho
GitHub: https://github.com/Jaykaydre

Kayode Sholanke

Senior Product Designer & Design Engineer

Senior product designer and design engineer with 8+ years in fintech, crypto and SaaS. I lead design from research to shipped screens, then build the front end myself. Now designing and building on the savings team at Moniepoint Group.

EXPERIENCE

Roqqu was part-time and Modus Create was a contract. Moniepoint is full time.

Senior Product Designer & Design Engineer

2025 – Now

Moniepoint Group · Full time · Manchester, UK

- Design lead on the end-to-end revamp of Flexible Savings, Moniepoint's most liquid savings product: create, top up, withdraw, manage and the dashboard. Started March 2026, released June 2026.
- Found four places where the old experience broke its own promise, using withdrawal-related support tickets: projections that ignored the user's plan, a withdrawal counter with no context, a one-size dashboard and unclear interest rules.
- Rebuilt the projection around each saver's own cadence, reframed withdrawals as an interest trade-off and gave the dashboard a banner that knows where each user is.
- Ran persona-led usability testing (Useberry), wrote the UX copy system, built interactive prototypes and owned design QA, with a product manager, an engineer and a researcher.
- Results after release: plan-creation errors 9.6% to 6.3%, manage-plan errors 4.0% to 2.5%, top-up completion 66% to 74%, and 43% to 48% of new plans created within two minutes.
- Use AI-assisted tooling to turn specs into working prototypes, so savings flows are tested before engineering starts.
- Built internal AI workflows for the design team: PRD-to-UX-flow audits, usability test preparation, a UX quality scorecard and a design-system adoption tracker. Now used by 23 designers.
- In the first cohort on Moniepoint's AI-assisted product process, and led the design team's feedback on it.

Source: Mixpanel, before and after the redesign.

Case study: jaykay.design/moniepoint-savings (password on request)

Lead Product Designer

2022 – 2026

Roqqu · Part-time · Manchester, UK · Crypto and payments platform serving Europe and Africa

- Lead product designer and acting product manager across the crypto app, Qash (fiat), Stocks, Contracts, the web app, admin dashboard and website. Led four designers and an illustrator, working with marketers, product managers and developers.
- Found through task tests with 10 to 20 users that most people left during identity verification and had to restart, so I split KYC into guided steps that save progress. KYC completion rose from about 40% to 65%.
- After the mid-2023 redesign: 45% more daily active users, 30% fewer support tickets, 20% higher satisfaction scores and 60% higher adoption of Qash.
- Led product design on Contracts (futures) with one other product designer: gave futures their own Markets tab, recommended isolated margin and put leverage on a slider. Roqqu's first-100-day figures: ₦12B+ volume, 33K+ traders onboarded, 25K+ orders, 56 assets.
- Designed an in-house biometric verification flow to replace a third-party vendor, and built a cross-platform design system.
- Led the end-to-end experience for Roqqu API Services: developer marketing, Wallet-as-a-Service and self-serve signup, with 10+ business signups in the first three months.

Figures are product-wide, from design, engineering and marketing together.

Case study: jaykay.design/contracts

EXPERIENCE, CONTINUED

UX Designer

2021 – 2023

Modus Create · Contract · Virginia, US · Digital consulting agency

- Contract UX work for client projects, including the Money Map project. Led discovery interviews and usability testing, and facilitated problem-framing workshops that secured stakeholder agreement before build.
- Consumer Reports (iOS app, under NDA): UX designer on the design system, mobile app and usability testing. Framed the problem in workshops, tested prototypes with users and built iOS design-system components. Sign-ups improved after the redesign.

Senior Product Designer

2019 – 2021

Tangerine Africa · Lagos, Nigeria · Insurance, banking, pensions, savings and investment in one platform

- UX designer on web and mobile, owning UX and high-fidelity design and building the shared component library.
- Researched clients through 38 conversations before any screens, then helped digitise insurance, savings and banking in one app. The team reached 35K+ users and £4M+ processed in six months.
- Designed operations admin tooling that cut support handling time by 40%.

Results reflect the whole product and team, not design alone.

Product Design Lead

2017 – 2019

Softcom (Eyowo) · Lagos, Nigeria · Digital banking for anyone with a phone number

- The only designer on the Eyowo mobile app. After 100+ user interviews showed 80% struggled to find actions, I redesigned the app around the actions people use most. Owned the component library, high-fidelity designs and usability testing.
- Results after the redesign: 65% of users satisfied, 40% more app downloads, 30% more daily active users in the month after release, and an app store rating up from 2.1 to 4.1.
- Designed Useforms end to end across web and mobile, reaching $1.8M in revenue and onboarding MTN Nigeria, the Central Bank of Nigeria and several FMCG companies.
- Named best designer three years running.

EDUCATION

Computer Science

2014 – 2018

Federal University of Agriculture, Abeokuta

SKILLS

Design Product design, UX/UI, interaction design, design systems, information architecture, UX writing, accessibility, behavioural and savings UX, onboarding and activation

Research User interviews, usability testing (Useberry), persona-led research, problem-framing workshops

Build HTML, CSS, JavaScript, React prototyping, Framer, Webflow, Tailwind · Claude Code, Cursor, Figma Make

Tools Figma, FigJam, Miro, Sketch, Rive, Mixpanel, PostHog, Jira