Zainab Osei-Bonsu Senior Product Designer

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PROFILE SUMMARY

- **Senior Product Designer** with **8 years** in fintech, currently owning onboarding and activation for a mobile bank used by millions of people across Europe.
- Works in **Figma** and **ProtoPie**, reads funnels in **Mixpanel**, keeps research in **Dovetail**, and writes each test plan with the data team before a variant goes live.
- Strong in **activation design**, **regulated onboarding flows** such as identity checks, and **experiment design**, with the numbers to show which changes held up after launch.
- Partners with 2 product owners, 11 engineers, the compliance team and data analysts, and runs a fortnightly experiment review for the growth area.
- Mentors **2 product designers** on writing test plans and reading results, and interviews candidates in the product design hiring loop.

TECHNICAL SKILLS

Design & Prototyping Tools:	Figma, ProtoPie, FigJam, Figma Variables
Research & Testing Tools:	Dovetail, Maze, UserTesting, Surveys
Product Discovery Methods:	User interviews, Jobs-to-be-done, Opportunity solution trees
Experimentation & Analytics:	Mixpanel, A/B testing, SQL, Looker
UX & Interaction Design:	User flows, Information architecture, iOS and Android patterns
Design Systems & Accessibility:	Design tokens, Component libraries, WCAG 2.2 AA, Stark
Collaboration & Delivery Tools:	Figma Dev Mode, Jira, Confluence, Loom

EDUCATION

Delft University of Technology — **M.Sc. in Design for Interaction** — Delft, Netherlands · Sep 2016 to Jun 2018

WORK EXPERIENCE

bunq — **Senior Product Designer** — Amsterdam, Netherlands · Apr 2021 to Present

- Changed the growth area's goal with the product owner from new sign-ups to accounts that make a first payment within 7 days, which reshaped **4 of 6** projects on the roadmap.
- Ran **22** interviews with people who opened an account and never used it, and mapped the findings into an opportunity tree that put identity checks at the top.
- Redesigned the identity check flow with compliance, from ID scan to proof of address and the manual review state, cutting median time to an approved account from **2 days to 6 hours**.
- Tested 5 home screen concepts as ProtoPie prototypes with 48 customers, then took the winner to full UI with dark mode, raising weekly use of savings goals by **21%**.
- Ran 34 experiments over 2 years on onboarding, the first top-up and card ordering, and the winners together lifted 7-day activation by **17 percentage points**.

Adyen — **Product Designer** — Amsterdam, Netherlands · Aug 2018 to Mar 2021

- Contributed **14** components to the design system for data-heavy merchant screens, such as filterable tables and payout timelines, later used across the Customer Area.
- Shipped the settlement report redesign with 7 engineers in 4 releases, handing off in Figma with acceptance criteria, which cut report support requests by **31%**.
- Led the redesign of payment page styling for merchants, cutting the time to set up a branded checkout from **3 weeks to 5 days**.