

Thomas Mbanefo

Senior Product Designer

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Senior Product Designer with 5 years of experience designing complex, high-volume products across web and mobile. Pairs strong visual and interaction craft with qual and quant research and design-systems rigour to ship well-crafted, measurable work. A mechanical engineer who codes, focused on clarity and trust in money movement.

AREAS OF EXPERTISE

Information Architecture | Interaction Design | Product Thinking | AI Prototyping | High-Fidelity Prototyping | Systems Thinking | End-to-End Delivery | Figma | Cross-Functional Leadership | Design Systems | Stakeholder Management | User Research | Data Visualisation | Usability Testing | Product Strategy | Agile | React

KEY ACHIEVEMENTS

- **Built the SIERA Design System From Scratch:** Designed and maintained a 30+ component design system on a comprehensive token foundation, enabling consistent UI delivery across 4 product modules and reducing design-to-development handoff cycles.
- **Rebuilt Data Architecture, Reduced Onboarding 68%:** Diagnosed structural data-model failures across 4 legacy systems in a multi-entity enterprise product, rebuilding the information architecture from the ground up, cutting client onboarding time by 68% and post-launch support queries by 40%, with 100% of clients tracking their full portfolio in-platform.
- **Rebuilt Checkout Trust, Cut Abandonment 23%:** Redesigned OnBuy's checkout around legible trust signals after testing showed users simply did not trust the site, reducing checkout abandonment by 23% on the platform's highest-traffic flow.

PROFESSIONAL EXPERIENCE

Evora Global

London, UK

Lead Product Designer

Oct 2022 - Present

- Diagnosed Built and maintained the SIERA design system, 30+ components across a comprehensive token system, enabling consistent UI delivery across 4 product modules and significantly reducing design-to-development handoff cycles.
- Diagnosed structural data-model failures in an enterprise portfolio management product, rebuilding the information architecture from the ground up and consolidating 4 legacy systems, reducing client onboarding time by 68%, post-launch support queries by 40%, and achieving 100% client portfolio visibility across a platform managing 9,000+ global assets.
- Designed and shipped an AI-assisted invoice ingestion pipeline with human-in-the-loop validation for international enterprise finance teams, achieving 86% parsing accuracy across 3 extraction approaches and 5 countries.
- Led 10+ user research sessions with enterprise clients across SIERA's product lifecycle, translating findings into prioritised design decisions that shaped each of the platform's 4 core modules.

OnBuy

Bournemouth, UK

Product Designer

May - Sep 2022

- Redesigned the checkout experience around trust signals for a marketplace with 8M+ registered buyers, reducing purchase journey friction across the platform's highest-traffic flow, critical given that 60% of OnBuy transactions complete on mobile.

- Designed search and discovery flows to improve discoverability, collaborating with a 4-person cross-functional team (PM, 2 engineers, business analyst) to validate decisions through user testing and behavioural data across weekly sprint cycles.
- Delivered end-to-end UX/UI as the sole designer across 18 weekly sprints, from discovery and wireframes through to high-fidelity, production-ready Figma specifications.

Finning

User Experience Designer (Contract)

Remote, UK

Oct 2021 – Mar 2022

- Designed 30+ screens across mobile, tablet and desktop for a finance calculator replacing a traditional quote-request journey for a heavy equipment dealer, validated across 5 distinct audience segments to ensure usability across diverse customer profiles.
- Delivered high-fidelity, front-end-ready UI designs for a complex industrial financial product, personally prototyping key interactions in code to validate feasibility before engineering handoff.

EDUCATION

University of Manchester

BEng (Hons) Mechanical Engineering

ADDITIONAL SKILLS

Certifications: Google Cloud Generative AI Leader | BCS Practitioner — Requirements Engineering, Business Analysis Practice & Modelling Business Processes | Professional Scrum Master I (Scrum.org) | Change Management Foundation (APMG) |

Software: HTML, CSS, JS, React.JS, Framer, Cursor, Figma, Claude, Dovetail, GitHub, Notion, Miro