



# Jacqueline Asare-Dartey

Senior Product Designer: SaaS, B2B Products and Design Systems

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Chancenkarte holder | Available immediately

## PROFESSIONAL SUMMARY

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Senior Product Designer with 6+ years building design systems and AI-powered digital products for B2B SaaS and fintech companies from the ground up. I specialise in translating complex, data-heavy product requirements into intuitive interfaces, owning design systems end-to-end, and working directly with founders and engineers in fast-moving startup environments. I build with Figma and Framer (code-adjacent design), have designed for complex workflow UX at Eganow and Xenesi, and won the National Hackathon for an agri-tech platform that scaled to 10,000+ users. Ready to be neoBIM's founding designer and define how the product looks and feels.

## CORE SKILLS

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Figma Expert • Framer (Code-Adjacent Design) • Design Systems • AI-Powered UX • B2B SaaS Product Design • Complex Workflow UX • Developer Collaboration • Component Architecture • UX Strategy • Interaction Design • Rive • Startup Environment • English (Fluent) • German (Working)

## PROFESSIONAL EXPERIENCE

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### User Experience Designer | Between Collective

12/2023 - 11/2025 | Lisbon, Portugal (Remote)

- Owned end-to-end design for B2B and SaaS client products, building complete design systems and delivering from concept to launch.
- Delivered product websites and marketing surfaces using Framer (code-adjacent) and Rive, working directly in the build medium.
- Built scalable Figma component libraries aligned with product architecture; collaborated closely with engineers on implementation.
- Led design across multiple concurrent projects in a remote-first, high-autonomy environment with minimal oversight.

### Product Design Consultant / Project Lead | Eganow (Fintech)

08/2024 - 09/2025 | Accra, Ghana

- Owned the entire design system for Eganow's fintech platform, building reusable components and tokens that enabled product scaling.
- Designed complex KYC/AML workflow UX, simplifying multi-step regulatory processes into intuitive flows (30% completion lift).
- Worked directly with founders and engineers in a startup environment with no design committee, rapid iteration cycles.
- Introduced usability testing and data-informed design processes that improved decision speed and product quality.

### Senior Product Designer | Renmo Homes Company Ltd

11/2022 - 05/2023 | Accra, Ghana (Remote)

- Co-defined design system architecture for a property-tech startup, establishing components and standards from scratch.
- Designed complex dashboard and feature workflows for property management, balancing data density with usability.
- Conducted user research and translated findings into product strategy, collaborating directly with founder and engineering lead.
- Proposed new feature concepts and brought them to high-fidelity design ready for development.

### User Experience Designer | Xenesi Company Limited

07/2021 - 11/2022 | United States (Remote)

- Owned UX strategy and design system for a growing B2B SaaS platform with complex, data-heavy interface requirements.
- Led a complete brand and design-system overhaul, increasing consistency and engineering implementation speed across products.
- Delivered user-tested redesigns that measurably reduced friction in critical B2B workflows.
- Collaborated with US-based developers and PMs across time zones to ship designs cleanly into production.

## Lead UI/UX Designer | Teksol Ghana Limited

03/2021 - 03/2022 | Accra, Ghana

- Directed early-stage design system and UI standards for Eganow's fintech products, boosting user engagement by 15%.
- Designed mobile-first digital banking interfaces with a strong focus on complex data presentation and usability.
- Set component and icon standards used across multiple engineering teams.

## Lead UX Designer and Design Mentor | Ghana Tech Lab

01/2020 - 09/2021 | Accra, Ghana

- Designed and launched an EdTech platform that scaled to 10,000+ learners, building the complete design system from day one.
- Won National Hackathon (World Bank Sponsored): built an agri-tech platform with a \$20,000 grant and real user adoption.
- Developed modular design systems supporting rapid, high-quality product iteration at scale.

## EDUCATION

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**BSc Computertechnik** - University of Ghana, 2015-2019

**Westafrikanisches Sekundarschulzeugnis (WASSCE)** - Abuakwa State College, 2012-2015

## AWARDS AND RECOGNITION

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**Tech Impact Awards 2025 (Honorable Mention):** Recognized among Africa's Top Voices in Tech for leadership and contribution to design impact.

**National Hackathon Winner (2019):** Led agri-tech platform connecting farmers to consumers; awarded \$10,000 AWS grant and \$10,000 World Bank grant via GTL World Bank Sponsored initiative.

**Featured in '10 Black Female UX Designers You Should Follow' (2023):** Profiled for thought leadership, innovation, and mentorship in the UX community.