

JOSIAH GANA

Product Manager

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PROFESSIONAL SUMMARY

Data-driven Product Designer with a 4-year track record in sales across diverse industries. Skilled in increasing team efficiency by 200% and enhancing usability testing by 400%. Proficient in Figma, Adobe XD, Salesforce, and adept at executing strategies to drive innovation and optimize user satisfaction.

CORE COMPETENCIES

- **Prototyping and Design Tools (Figma, Adobe XD, Sketch, InVision)** Wireframing, Prototyping, UI/UX Design, User Flow Creation
- **User Research Tools (Survey Monkey, Google Forms, Typeform, UserTesting)** User Surveys, Feedback Collection, Usability Testing, Customer Interviews
- **Data Analytics Tools (Google Analytics, Mixpanel, Amplitude, Tableau)** Data Analysis, Metrics Tracking, User Behavior Analysis, Performance Reporting
- **Customer Relationship Management (CRM) Software (Salesforce, HubSpot, Zoho CRM, Pipedrive)** Customer Data Management, Lead Tracking, Sales Reporting, Customer Communication
- **Documentation Tools (Confluence, Notion, Google Docs, Microsoft Word)** Documentation, Knowledge Management, Collaborative Writing, Information Sharing.

EDUCATION

Nigerian Defence Academy	Jan 2021 - Dec 2022
<i>Master of Engineering Production Engineering</i>	
Federal University of Technology	Jan 2010 - Dec 2014
<i>Bachelor of Engineering Mechanical Engineering</i>	
Usability Study - LinkedIn Learning	Sept. 2023
Product Lead Growth - Product School	Sept. 2022
Product Management - Great Learning	Sept. 2022
Google UX Design – Coursera	Apr. 2022
Diploma in Project Management – ALISON	Aug. 2016

WORK EXPERIENCE

Product Designer – DTech Centrix Inc. Sep 2023 – Present | USA (Remote)

- **Platform Management:** Oversee daily operations and maintain all company platforms, including payment gateways, Google Workspace, CMS, LMS, Zoho Workplace, and company website using WordPress, resulting in a 17% increase in system efficiency.
- **System Migration:** Successfully managed the company's migration from Google Workspace to Zoho Workplace, reducing annual operational costs by over \$7, 000 and improving overall platform integration and performance.
- **Communication Strategy:** Developed and implemented effective communication strategies using Google Chats, Zoho Cliqs, and Zoom, resulting in a 25% improvement in client feedback collection and a 30% increase in Customer Satisfaction.
- **Event Planning:** Planned, organized, and managed multiple career boot camps using Emails, Eventbrite, Zoom, Google Forms, and Spreadsheets, boosting participant engagement by 40% and achieving a 100% satisfaction rate from attendees.
- **Product Development:** Led the design and development of the Pathfinder App mypathfinder.ai using Figma and Bitrix24, Zoho Projects, and Zoho Sprints, currently in development, projected to enhance user experience and streamline career planning processes for Users.

IT Project Manager/Product Designer — GEN128 Ltd.

Feb 2023 - Dec 2023 | Lagos

- **Team Leadership:** Led IT and Design teams, increasing team efficiency by over 200% by implementing standard protocols and accountability mechanisms using in-house custom-built CRM.
- **Client Engagement:** Interfaced with clients and stakeholders using Zoom, Email, and WhatsApp to define project goals, KPIs, constraints, and timelines, ensuring alignment and timely delivery of project milestones.
- **Product Development:** Oversaw the research, design, and development of a comprehensive business management suite using Figma and Adobe XD, encompassing client, inventory, account, HR, project, and appointment management.
- **Project Management:** Managed project timelines and resource allocation with an in-house custom-built project tool, ensuring the successful delivery of key projects within deadlines and budgets.
- **Performance Optimization:** Conducted regular performance reviews and optimization sessions, improving project delivery speed and quality by 22%.

Product Manager — eHealth4everyone

Aug 2022 - Jan 2023 | Abuja

- **Product Vision:** Identified product opportunities in East African countries, mapped out product vision and roadmap using ClickUp, and Google Workspace, and aligned it with company vision.
- **Cross-functional Coordination:** Coordinated work between Design, Engineering, and Business teams through Slack and Microsoft Teams, improving project collaboration and reducing delivery time by 8%.
- **Market Research:** Conducted market research and competitive analysis using Google Trends, Similarweb, G2, Crunchbase, Trust Pilot, and Pitchbook identifying key trends that informed product development.
- **Stakeholder Engagement:** Facilitated stakeholder meetings and presentations using Microsoft Teams, Zoom Google Slides, and PowerPoint, ensuring clear communication and alignment on product goals and milestones, leading to a 24% approval rate increase.
- **Product Development:** Managed product development lifecycle of MSDAT using Agile methodology in ClickUp, successfully launching MSDAT 2.0 Web and Mobile new features that improved usability by 18%.

Senior Product Designer

Nov 2021 - Aug 2022

- **Design Leadership:** Led the design of a GIS map for a health data analytics dashboard (MSDAT) using Adobe XD, enhancing data visualization and user interaction.
- **Efficiency Improvement:** Increased team efficiency by over 7% by creating and implementing standard operating procedures while conducting multiple team training sessions using Microsoft Teams and in person.
- **Cross-functional Collaboration:** Coordinated design efforts with data scientists, data analysts, developers, and business teams through Microsoft Teams and ClickUp, ensuring cohesive project development and timely delivery.
- **Innovation and Ideation:** Conducted company-wide ideation sessions using Miro, Whimsical, Mural, FigJam, and in person, fostering innovation and generating new ideas that led to numerous improvements in product features and oftentimes new product ideas.

Senior Product Designer — United States of Africa (Volunteer) Apr 2022 - Sep 2022 | USA (Remote)

- **Component Design:** Created scalable component sets for diverse platforms using Figma, enhancing design consistency and significantly reducing design time.
- **Interface Design:** Designed and tested user interfaces for a video conferencing app using Figma and User Testing, resulting in a 20% increase in user engagement and satisfaction.
- **Collaborative Development:** Worked closely with remote teams through Google Workspace and ensured alignment on project goals and design standards, improving overall project cohesion and delivery.

- **Visual and Verbal Presentation:** Presented design rationale and concepts visually and verbally using Google Slide, Google Forms, and Google Meet, leading to a 21% increase in approval rate from stakeholders and team members.

UX / UI Designer - CustomerX.i

Apr 2021 - Nov 2021 | USA (Remote)

- **Website Design and Development:** Designed, developed, and implemented the company website using WordPress and HTML/CSS, which improved the website.
- **UX / UI Design Implementation:** Created wireframes, mockups, and interactive prototypes using Figma and CorelDraw, ensuring a user-centered design approach that improved usability.

Project Manager — Sameka Enterprise

Jan 2017 - Dec 2019 | Kaduna

- **Project Coordination:** Managed the design, print, and publication of various print materials and books using CorelDraw, CorelPaint, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, and Affinity Design, improving project delivery times by over 25% and ensuring adherence to quality standards.
- **Client Engagement:** Worked closely with the GM and CEO to define project scope and client requirements resulting in a significant increase in Customer Satisfaction and repeat business.
- **Outsourcing Management:** Handled all outsourcing tasks using Google Sheets and Excel, optimizing vendor relationships and reducing production costs by 15%.
- **Quality Assurance:** Developed a quality check process for all printed materials, leveraging my knowledge of surface quality from my thesis program, which printouts had the right surface finish.

SKILLS & TOOLS

Prototyping and Design Tools (Figma, Sketch, Prototyping, UI/UX, Design, Photoshop, Illustrator, Adobe Creative Suite, User Flow Creation, User Research Tools (Survey Monkey, Google Forms, Typeform, UserTesting) User Surveys, Feedback Collection, Usability Testing, Customer Interviews, Data Analytics Tools (Google Analytics, Mixpanel, Amplitude, Tableau) Data Analysis, Metrics, Tracking, User Behavior Analysis, Performance Reporting, Customer Relationship Management (CRM) Software (Salesforce, HubSpot, Zoho CRM, Pipedrive), Customer Data Management, Lead Tracking, Sales Reporting, Customer Communication, Documentation Tools (Confluence, Notion, Google Docs, Microsoft Word) Documentation, Knowledge, Management, Collaborative Writing, Time Management, Detail Oriented, Problem-solving, User Research, Empathy, Office 365, Google Workspace, Figma, Prototyping, Wireframing, WordPress, Technical Background, Professional Development, Customer Satisfaction, Customer Needs, Continuous Improvement, Ambitious, Leadership Skills, Software Development, Trello, Scrum, Organizational Skills, Jira, Team Collaboration, Agile Methodologies.