

# Ugo Ifezue

Portfolio / Email

<http://ugo.bio> | [hey@ugo.bio](mailto:hey@ugo.bio)

Senior UI/UX Designer

## Toco AG

September 2023 - Present

- As part of Toco's expansion in Europe, I led design of a social layer within the existing Toco wallet
- Designed a new merchant web app for the new European market; while conducting usability interviews to improve it
- Redesigned the onboarding process to make using the Toco wallet more intuitive

Product Design Lead

## Nestcoin

October 2021 - September 2023

- Founding designer, leading the Exchange team. Launched in-app monetization and grew revenue.
- Designed the flagship B2B OTC desk for high networth merchants doing over \$5M in trades monthly
- Led design on our P2E gaming guild team to fix payment and rewards experiences beyond monetization
- Rearchitected the experience of on-chain interactions between our products, the blockchain and customer UX for improved performance

Design Team Lead

## Bundle

Aug 2019 - Sep 2021

- I designed a peer-to-peer payment network for crypto onramp and offramp, that grew to process \$20m in transactions in 6 months
- I designed a simple and intuitive wallet interface with an Instagram-inspired story module in our trading app that increased every user's crypto knowledge, helping them make better-informed decisions.
- I grew the design team to hire product designers and graphic designers and built our design system, which increased the efficiency of shipping designs to engineering

Senior Product Designer

## Toptal

Sep 2017 - Dec 2019

- I designed an AR app for Microsoft's HoloLens platform, used by knee surgeons in experimental medical research

- I designed a virtual viewing platform for a real estate broker; which helped them combine immersive VR viewing and rich media for their clients

Senior UI Designer

**Heftybyte Inc.**

April 2017 - May 2018

- I designed and shipped an Ethereum mobile wallet to the Playstore, with a target of raising \$7 million ICO fund
- I designed the UX for a ride-sharing app operating in New York

Senior Product Designer

**Intelia.io**

October 2016 - April 2017

- I designed wireframes and high-fidelity for an interactive iPad cosmetic surgery app, which helped doctors map skin for surgery during consultations
- I designed an Android app design for a startup pitch app—where founders can upload a video of their pitch and get voted, vetted, and funded by interested investors.
- I designed a web app design for a US-based service that matches medical graduates to hospitals offering residency programs.

UI Designer & Developer

**VConnect**

May 2015 - March 2016

- I implemented the mobile site serving 4 million customers and built the presentation logic modules to piece the layouts together.
- I created wireframes, storyboards, user flows, process flows and site maps to communicate interaction and design ideas effectively

Contract UI Designer

**VConnect**

April 2013 - November 2014

- Worked with the product team and built out the HTML and CSS codes for mockup designs for the new site design.
- Created design assets for the new website's brand identity.