EMEKA LEAD UX / PRODUCT DESIGNER

Emeka Onwuezobe

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SUMMARY

Lead UX and product designer with seven years designing complex, regulated mobile products across onboarding, payments, cards and Open Banking. Strong in discovery, systems thinking, reusable patterns, accessibility and developer-ready hand-off, working across Product, Engineering, Legal, Compliance and Research. Promoted to Lead after delivering high-impact product work, mentoring designers and improving how design teams run.

SELECTED IMPACT

- Owned UX strategy for a native iOS and Android Open Banking payment journey, creating reusable consent, authentication, payment-status and confirmation patterns that other teams now build on.
- Moved credit-card payments away from debit-card rails and into Open Banking: more than £100m confirmed between April and October, through a journey I argued should be native.
- Improved delivery quality across squads through clearer JIRA and Kanban workflows, design briefs, accessibility sign-off routes and design-system adoption.

EXPERIENCE

LEAD UX DESIGNER | Santander UK, Onboarding

Sep 2025 – Present

- Shaping regulated journeys across youth and parent-child accounts, the public-site redesign, credit-card product selection and unsecured business lending.
- Leading discovery and problem framing across eligibility, ID&V, biometric consent, credentials, account access and hard-stop scenarios, so teams agree on MVP scope, delivery risk and customer outcomes earlier.
- Improved how the team runs: JIRA and Kanban workflows, naming conventions, design briefs, onboarding materials and accessibility sign-off routes.
- Line-manage and mentor UX designers in prototyping, accessibility, dashboards, storytelling, problem framing and design decision-making.
- Named Santander UK's AI Champion: experimenting with and defining new ways of working with AI, alongside workshops, global AI design collaboration and conference planning.

UX MANAGER | Santander UK, OneApp and Payments

May 2024 – Sep 2025

- Led UX strategy for paying a credit card via Open Banking in the native iOS and Android apps, so customers can pay securely from another UK bank account without leaving the app.
- Reframed the solution away from a third-party web view towards a native journey that scales, using competitor analysis, user testing and a business case.
- Created reusable patterns for consent, authentication, payment status and confirmation with Product, Engineering, Legal, Compliance, Copywriting and Financial Crime.
- Ran sessions for more than 30 colleagues on Figma Variables, prototyping, motion and AI design tooling.

UX DESIGNER | Santander UK

Sep 2018 – May 2024

- Senior designer on Home Manager, a mortgage-servicing tool used by up to 2m customers a month; shaped its foundational UX strategy and supported hiring, mentoring and team growth.
- Led the adoption of Figma, and led usability testing, prototyping and journey refinement across customer-facing banking, turning research into clearer product decisions.

FREELANCE BRAND, WEB AND MOTION DESIGNER | emeka.co.uk

Sep 2013 – Present

- Brand, web, motion and visual design for individuals, groups and small businesses.

ASSOCIATE DESIGNER | The ISHU

Sep 2016 – Mar 2018

- Redesigned a luxury fashion retail site and supported apparel, content and social media output, contributing to more traffic and around £60k a year in income.

SKILLS

PRODUCT AND UX STRATEGY

Product strategy · UX strategy · Journey mapping · Service design · Interaction design · Information architecture

DISCOVERY AND VALIDATION

Problem framing · Workshops · Usability testing · Competitor analysis · Research synthesis · UserZoom

DELIVERY

Agile · JIRA and Kanban · Developer hand-off · Design docs · DesignOps · Stakeholder management

CRAFT AND TOOLS

Figma and Figma Variables · Prototyping · Motion · AI-assisted workflows · Accessibility (WCAG) · Regulated journeys

CERTIFICATIONS AND RECOGNITION

- Global Retail Banking Innovation Awards 2024: Best Digital Financial Inclusion Initiative
- Santander UK AI Champion
- Black Talent Programme, 2024
- Santander Innovation Challenge winner, 2019
- Nielsen Norman Group UX Certification

EDUCATION

- BSc Economics, University of Essex