

Caleb Oderinde

Product Designer | +234 704 393 4482 | oderindecaleb@gmail.com

www.linkedin.com/in/caleb-oderinde | www.oderindecaleb.me

PROFESSIONAL SUMMARY

Highly skilled product designer with 4+ years of experience in leading the design process from discovery to delivery and delivering impactful user experiences across various industries, including Finance, healthcare and ecommerce. Proven success as the founding designer at Backbone Finance, a crossborder payments company and has processed almost \$700m between 2024 and 2025.

TECHNICAL SKILLS

Product design: User research, UI, UX, Product strategy, wire-framing, customer testing, prototyping

Tools: Figma, Claude code.

Others: Stakeholder management, Cross-functional team management, User retention and engagement analysis.

PROFESSIONAL EXPERIENCE

Product Designer

Backbone Finance Inc

Aug 2024 – Present

Crossborder payments startup and has processed almost \$700m between 2024 and 2025.

- Led the end-to-end design and development of crossborder payment platforms (web and mobile), defining product direction from concept to launch which is expected to increase revenue by 43%
- Led redesign of admin dashboard, addressing low task completion rate through user research, iterative prototyping and usability testing with operations and finance team resulting in 30% increase in task completion speed.
- Initiated a weekly product/engineering/marketing knowledge sharing sessions with the aim of solidifying cross functional team partnership which improved overall product clarity by 100%.
- Designed the trade finance solution that solve SMEs problems in a simple and elegant way which empowers them to structure supplier payments using bank guarantees and letters of credit.
- Developed internal tools with AI to improve the quality of marketing and product output which shortened execution timeline by 45%

Product Designer

Intuitive Medicals, Nigeria

May 2023 – Jan 2025

Healthcare tech startup building a health management tool for clinics and hospitals.

- Designed a hospital management system (HMS) interface, used by 50+ hospitals and clinics across Nigeria.
- Conducted an extensive user research with clinicians and doctors, focusing on their workflow needs, UX which led to a 60% user satisfaction rate during initial customer testing workshops.

Product Designer (Contract)

e-top

Dec 2022 – Feb 2023

A payment processor and infrastructure provider.

- Redesigned the point of sale (POS) application with a focus on human behaviour to improve user experience and market competitiveness, increasing sales by 50%.
- Led the redesign of transaction management and application management systems, addressing merchant high churn rate through user interviews and research, iterative prototyping and testing with merchants and operators resulting in 25% increase in successful onboarding and platform activity.

Product Designer

Hotels NG

June 2022 – Sep 2022

A travel and hospitality company.

- Designed user centered mixed reality solutions for a healthcare brand with the aim of improving customers quality of life

PROJECTS

Backbone www.mybackbone.io

2024

A fintech platform enabling businesses to trade currencies, make and receive crossborder payments, and manage invoices with integrated payment links.

Ogaboss www.ogaboss.io

2024

A crypto wallet platform that lets users collateralize digital assets, swap coins, and manage DeFi transactions.

Cotton <https://usecotton.io>

2024

A service marketplace connecting people with licensed and vetted service providers.

AWARDS

HNG i9 Finalist.

Hackathon

- Ranked among the top 300 out of 11,000 participants, excelling through multiple design challenges and evaluations

[Certificate link](#)

EDUCATION

BSc, Metallurgical and Materials Engineering

University of Lagos, Nigeria

2020 – 2025

Product design

Zuri

2022