



Ismail Ahmad

Senior Product Designer

Berlin, Germany

[linkedin.com/in/ismxii](https://www.linkedin.com/in/ismxii)

www.ismailahmad.com

work@ismailahmad.com

Summary

Senior Product Designer specializing in financial services, banking, payments, and regulated products. Over 10 years designing digital experiences across Europe, Africa, and North America for organizations including Accenture Song, Deutsche Bank, Motel One, Lemfi, and Sterling Bank. Experienced leading product strategy, design systems, and cross-functional teams from concept to scale.

Professional Experience

Cadara Studio

Sept 2024 - [Present](#)
Berlin, Remote

Design Consultant, Self Employed

- Independent design consultancy at the intersection of product strategy, experience design, and brand. Clients include fintech startups and enterprise banks across Europe and Africa.
- Partner with founders and product teams to solve business challenges through systematic design, from early-stage product definition to scaling design operations.

Accenture Song

Mar 2023 - Sept 2024
Berlin, Full Time

Senior UX Designer

- Designed Motel One’s digital check-in and mobile key experience, bagging Red Dot Silver Award winner, driving measurable lifts in store reviews and guest satisfaction ratings across channel.
- Redesigned a credit platform that directly increased credit contract volume and business activity in the UAE.
- Conduct internal audits and competitive benchmarking for renown banks in Germany, Deutsche Bank’s in-house operations software, delivering improvements to operational efficiency and cross-team collaboration.

Lemfi

Sept 2021 - Sept 2023
California, Remote

Senior Product Designer

- Led end-to-end design of core mobile features, digital cards, global savings accounts, and cross-border money transfers, for a platform serving users across the US, Europe, China, and Africa.
- Audited and redesigned critical compliance flows to meet international regulatory standards and prevent fraud across multiple jurisdictions.
- Collaborated with globally distributed engineering, product, and compliance teams to ship features at pace without compromising quality or regulatory integrity.

Expertise

Financial Services
Product Strategy
Product Design
UX Design
Design Systems
User Research & Testing
Design Operations & Management
Design Leadership

Tools

Figma, Sketch, Hotjar
Adobe Creative Suite
Affinity Designer
HTML, CSS, JavaScript
AI Coding, Claude, Cursor etc

Certifications

UX Design Professional Diploma
Glasgow University / UXDI

Interaction Design Diploma
Digital Product School Munich

Education

Business and Management
University Of Europe
Bachelor of Science, Sept 2024*

Language

English	Fluent C2
German	Elementary A2
Yoruba	Native

Previous experiences

Sterling Bank ↗

Sept 2021 - Feb 2023
Lagos, Nigeria

Product Design Lead

- Led product design for Gomoney Digital Bank, Sterling’s consumer fintech product, managing a design team and owning the end-to-end user experience. We built design that reduce overload for the customer support team, saving the company resources.
- Managed design operations and collaborated directly with C-suite stakeholders on product roadmap, go-to-market strategy, and growth initiatives.
- Shaped the design culture and operational cadence that supported rapid iteration across multiple product streams.

Mezovest ↗

Mar 2020 - Sept 2021
New York, Remote

Senior Designer

- Sole design lead working alongside the founder, owned end-to-end product design across commerce, logistics, and payments.
- Drove research, UX/UI, interaction design, core product architecture, and complete brand identity from zero to launch. From unknown to securing our first \$100K with trust under a year.

NCK Tech ↗

Jan 2017 - Feb 2020
Lagos, Nigeria

Designer

- Designed custom banking and enterprise software for major Nigerian financial institutions including Fidelity Bank, Access Bank, and UBA. We overshoot our year turnover by over 280% margin.
- Led the design of EasyDispatch, a logistics platform tackling last-mile delivery challenges in Nigeria, the business turnover multi millions of naira in the first six months.
- Built and led a small design team delivering across multiple concurrent client engagements.

Awards & Recognition

iF Design Award 2024, Etihad Credit Bureau platform modernization (Accenture Song).
MENA Design Award 2024, Etihad Credit Bureau platform modernization.
Red Dot Design Award, Motel One mobile check-in & Bluetooth room-key experience.
iF Design Award, Motel One hospitality experience.



Brands I have worked with



Ismail Ahmad
Senior Product Designer

Community

ADPList
Design Coaching & Mentoring
Nov 2024 — present

ReDI School of Digital Integration
Design Coaching & Mentoring
July 2025 — present

UX Camp Europe
Event Coordinator
May 2026

Tech Open Air
Production Cordinator
June 2024

DDX Germany
Event Coordinator
May 2024

[casestudies.pdf](#) ↗