MERCY BENN-ITUA

Product Designer · Fintech, health-tech and 0→1 products

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PROFILE

Product designer with 4+ years designing regulated fintech and health-tech products on web and mobile, from first MVP to platforms in production. My redesign of Vale Finance helped grow assets under management by 152%. My landing page and app for TRU helped raise $136,570 on Kickstarter. I designed TherraHelp, a HIPAA-compliant teletherapy platform now live in the US. I run research, turn messy requirements into clear flows and systems, and work side by side with founders and engineers. First Class BSc; founder of Isometry Studio and the Design Clan community.

SKILLS

Product design: end-to-end UX, interaction and visual design, design systems, prototyping, information architecture, user flows, accessibility

Research & validation: user interviews, moderated usability testing, unmoderated testing (Maze), personas, A/B testing, Hotjar, Google Analytics

Domains: savings, investments and everyday banking (KYC, onboarding), teletherapy (HIPAA, clinical workflows), wearables, experiential and QR campaigns

Tools: Figma, FigJam, Protopie, Adobe Illustrator and Photoshop, Miro, Notion, Jira, Confluence; HTML, CSS, basic JavaScript

EXPERIENCE

Founder & Product Design Lead — Isometry Studio

London · 2025 – Present · Product design studio for early-stage founders

- **TherraHelp (US teletherapy, live):** led product design across patient, therapist and admin portals on web and mobile. Mapped 14 user flows and the IA, then delivered 30+ dev-ready screens within HIPAA, US licensing and payment rules.
- Designed safety-critical patterns for TherraHelp: messaging that flags risk language, shows 988 crisis lines and alerts the therapist; a 48-hour discharge appeal; and private-by-default journals with revocable sharing.
- **TRU (wearable step tracker):** as Senior UX Designer, designed the Kickstarter landing page and companion app in 3 months. The campaign raised $136,570 from 1,328 backers.

- Ran 8 moderated usability sessions with Kickstarter backers and unmoderated Maze tests for TRU. Findings led to a skippable walkthrough and clearer navigation and device-connection feedback.
- Run the studio end to end: scoping, pricing and delivery for founder clients across product design, experiential campaigns and content, including leading a team of UGC creators.

Digital & Brand Designer — Kit & Caboodle

London · 2024 – 2026 · Experiential and brand agency

- Designed a QR-driven AR game campaign for Merry Hill shopping centre (1.67M sq ft): 3 AR games, 120+ QR touchpoints and wayfinding graphics. It drove 336,000+ scans and 5,600+ sign-ups in 6 weeks.
- Designed a buzzer-based "Fact or Myth" brand game for Bio-Kult, with high-fidelity Figma prototypes for stakeholder sign-off: 500+ plays in 2 days.
- Owned visual design across physical and digital touchpoints, turning campaign goals into polished assets and coherent digital journeys.

Product Designer (Contract) — Kala Finance

Remote, Sierra Leone · Aug 2023 – Dec 2023 · Mobile-first fintech, built from scratch

- Defined the UX and UI for onboarding, authentication, account overview and core transactions.
- Produced 100+ high-fidelity screens and interactive prototypes, and shipped core features with engineering within a 3-month window.

Product Designer — Vale Finance (formerly FundBae)

Lagos, Nigeria · Mar 2022 – Apr 2023 · Regulated savings and investment platform

- Led the redesign that turned Vale from a savings app into an everyday bank. Assets under management grew 152% after launch.
- Redesigned onboarding with a guided walkthrough and a separate KYC flow: 18% more completed sign-ups and 32% fewer drop-offs within 90 days of launch.
- Moved transfers, bills and top-ups onto the home screen: 22% more deposits from home and 41% faster everyday tasks.
- Cut six savings plans down to two: 53% less confusion at setup and 28% more plans activated.
- Ran 30+ user interviews and usability tests, built three personas, and maintained a Figma design system across mobile, web and admin.

Operations Manager — Demi's Nigerian Restaurant

London · Jan 2024 – Jan 2025

- Designed and built a staff clock-in platform and inventory tools. Food waste fell 68.7%.
- Launched buffet and brunch offers that took weekly revenue from under £3,000 to over £8,000.

EDUCATION

Middlesex University, London — BSc (Hons) Information Technology & Business Information Systems, First Class, 2024

Google (Coursera) — UX Design Professional Certificate, 2023

Aptech Computer Education, Lagos — Diploma in Software Engineering (certified by Aptech India), Distinction, 2021

COMMUNITY

- **Founder, Design Clan:** 700+ designers joined the first 30-day challenge; 150+ active members. Run challenges, live crits and mentoring.
- **Management team, Sections UK:** workshops and mentorship for designers.