

# VANESSA O'HARA AIDOO

Senior UX/UI Manager · AI & Data-Driven Design · Design Leadership

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Accra, Ghana

[LinkedIn Profile](#)

UX/UI Manager with 5+ years of experience designing human-centered digital products across fintech, agritech, and telecom. Combines scientific rigor with creative strategy to deliver measurable outcomes—from a 60% increase in monthly active users to a 45% reduction in payment confirmation times. Currently pursuing an MSc in Business Analytics to deepen data-driven design practice.

## WORK EXPERIENCE

**MTN Ghana** — Accra, Ghana

July 2023 – Present

*UX/UI Manager — Full-Time*

- Redesigned interface and journeys in the myMTN app, achieving a **2× increase in chatbot monthly active users** and a corresponding increase in cost savings.
- Drove data-informed design decisions in collaboration with engineers, PMs, and analysts, contributing to a **60% increase in monthly active users**.
- Established a user testing cadence—including **periodic usability sessions with visually impaired users**—to improve accessibility and inclusivity across all channels.
- Enforced a rigorous dev hand-off process, enhancing design-to-development workflow and boosting overall product team productivity.

**Moonsquare** — Accra, Ghana

June 2022 – June 2023

*Design Lead — Full-Time*

- Designed **web and mobile platforms** enabling **700,000+ SMEs** to access loans, grants, and training via government programs.

**Farmerline** — Accra, Ghana

October 2021 – July 2022

*Product Designer — Full-Time*

- Conducted end-to-end user research and usability testing for payment confirmation flows, reducing confirmation time by **45%**.
- Designed a digital procurement tracking system replacing manual processes, enabling real-time tracking of **\$10.3M in revenue**.

**Fleri** — Columbus, Ohio — Remote

Mar – Sep 2023

*Product Design Lead — Full-Time*

- Led product design for a healthcare platform, overseeing end-to-end design from research to high-fidelity delivery.

**Insurerity Digital** — Greater Accra, Ghana

March – November 2021

*UI/UX Designer — Contract*

- Designed high- and low-fidelity mockups, led prototyping and testing cycles, and executed a full UI redesign.

## EDUCATION

**University of Ghana** — Accra, Ghana

2025 – Present

*Master of Science, Business Analytics*

## KEY SKILLS

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**UX & UI Design:** Figma · UI Design · UX Design · Wireframing · Prototyping · User Flows

**User Research:** Usability Testing · User Interviews · Research Synthesis · Accessibility Testing

**Collaboration:** Agile/Scrum · Cross-functional Team Leadership · Dev Handoff · Stakeholder Management

**Technical:** HTML · CSS · WordPress · Adobe XD · Web Development

**Analytics:** Business Analytics · Data-Informed Decision Making · KPI Measurement

## AWARDS & RECOGNITION

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**Winners — 2017 Devless Hackathon** All-girl team, \$400 cash prize winner

**mYouth Mobile App Challenge Finalist** European Youth Awards, Africa Region, 2018

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Languages: English & Twi (native/bilingual)