Nonso Onah

Product Designer based in Enugu, Nigeria.

nonyonah@gmail.com · 0815 332 4197 · @its_nonsoo · github.com/nonyonah

Experience

Consultant, Dash Studios · Freelance — 2023

- Advised a design studio on SEO and decided which content and technical fixes to do first to grow organic traffic.

Founder and Product Designer, Chowdown · Food delivery — Oct 2022 to Oct 2023

- Set the product direction for a food delivery startup and designed both the customer app and the driver app, from research to final UI.
- Chose to shut it down after a year instead of building on without market pull, and carried those lessons into every product since.

Product Designer, Exclusible · Freelance — Sept 2022 to Oct 2022

- Owned the full user flow for the token-gated feature of an e-commerce platform, and worked with developers to ship it as designed.

Product Designer, Dealata · Freelance — May 2022 to Aug 2022

- Designed the first prototype of the website from scratch: research, wireframes, user flows and information architecture.
- Finished the visual design and stayed with the dev team after handoff so every design guideline was followed.

Side projects

Hedwig · Stablecoin business account, founder — hedwigbot.xyz

- Started as a Telegram bot for freelancer invoices, then rebuilt it as a business account for African teams working globally: treasury wallets, payroll, and USD and NGN accounts.
- Changed the positioning after reviewing four months of usage data, and fixed the landing page after finding that visitors were watching the demo but not signing up.
- Designed in Figma and built with AI coding tools, which let one person take it from idea to a live product.

Dobby · AI bookkeeping and tax insights, built solo — dobby.riftlabs.xyz

- Live web app for Nigerians that sorts expenses into categories and shows what is taxable, built for the first year of the new tax filing rules.
- Dropped the planned tax-filing agent because it could not be made reliable, and made tax an insights layer on top of the bookkeeping data.
- Launched with four screens (Dashboard, Ledger, Insights, Settings) and cut Budgeting and Goals so the core could be polished. Built its own design system and tested it across several real phones.

Elf Tokens · Design token checker, open source — github.com/nonyonah/elf

- A command line tool that compares the design tokens in Figma against the tokens in code and reports where they have drifted apart, so designers can see when what shipped no longer matches the design.

Achievements

- Accepted into AYAHQ, an African startup incubator.
- Won the Coinbase Developer Platform Summer grant while building Hedwig, and received grants from WalletConnect and Celo.

Skills

DESIGN	Figma, design systems, design tokens, prototyping, wireframing, user research, usability testing, Framer
CODE	React, Next.js, React Native, Expo, shadcn/ui, Supabase, Prisma, HTML and CSS
ALSO	Claude Code, Codex, Cursor, PostHog, Git, Notion, Jira

Education

B.Sc. Sociology and Anthropology, Enugu State University of Science and Technology 2013 to 2017