Birthright Ntuk

Product Designer • Fintech, Web3 & AI
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SUMMARY

Product designer with 5+ years designing money-movement and trading products: multi-currency checkout and treasury, crypto-to-cash, and social trading for a platform reaching 1.7M+ users. Sole designer on dm.fun and co-founder and design lead of The Hectre, taking products from product definition to production. Builds with AI-assisted workflows to prototype quickly and work closely with engineers.

EXPERIENCE

Lead Product Designer | dmfun (Matrica Labs) June 2025 — Aug 2026

Sole designer on dm.fun, a Web3 social trading app launched into Matrica's ecosystem of 1.7M+ users.

- Owned 30+ core flows end to end across trading, wallets, communities, discovery, messaging, missions, and moderation, working directly with product, engineering, and leadership.
- Designed trading inside the conversation: pasted contract addresses become interactive token objects with price, chart, holder context, verification, and buy/sell in place. Added preset-amount buying, explicit transaction states (Confirming → Processing → Successful/Failed), and in-flow MoonPay funding. Result, in the first quarter: **77% trade completion, first trades in as little as 2 minutes, and 70% fewer drop-offs** after funding was added.
- Built Matrica's first unified design system, aligned with engineering's stack, **reducing front-end revisions per sprint from 3 to 1** (and 0 in some cases).
- Launched missions, badges, and boosts that lifted weekly active users by **18%** in a beta of 2,000 users during its early release.
- Turned competitive research across 8+ platforms into product patterns for token-gated communities, social interaction, and trading.

Co-founder & Design Lead | The Hectre April 2026 — Present

Housing platform in beta, built on the premise that finding a home is a matching problem, not a search problem.

- Defined the product strategy and structure: roommate compatibility, verified users and agents, home discovery, and a resale marketplace for furniture and household items when people move in and out.
- Designed compatibility matching that explains why two people fit (lifestyle, budget, preferred areas, living preferences) instead of showing a single match percentage.
- Shaped the marketplace and business model across four sides (renters, agents, departing tenants, incoming tenants): agent subscriptions, premium listings, marketplace transactions, and trust/matching services.
- Took The Hectre from concept to beta, testing with 15+ users. Testing showed users wanted to understand *why* they matched, which led to a more contextual compatibility system.

Product Designer | Xebar Jan 2024 — June 2025

- Designed the payment gateway experience end-to-end for Nigerian, Ghanaian, and Kenyan users, simplifying payment flows and enabling the product to process **$1.5M+ in transaction volume in its first 3 months, with 82% retention among early adopters**.
- Designed off-ramping with no peer-to-peer step: **removing the main source of P2P fraud** and complaints for Xebar's 100k+ users, with **off-ramps completing in as little as 30 seconds.**
- Worked with engineering, finance, operations, and product to turn financial requirements into clear product flows, and built reusable design patterns that kept the product consistent.

Product Design Consultant (Contract) | Acumen Digital July 2024 — October 2024

- Redesigned core mobile investing flows for Trove Finance (Trading, Gamification, Public profiles, Balances, and Loans) and contributed to Tendar (fintech), working inside agile design and engineering teams.
- Designed web / mobile experiences for BitGo (digital asset custody), including a marketing site and a companion web app, plus the TOKEN2049 conference website.

Product Designer (Contract) | Pactis Jan 2023 — Jan 2024

- Designed treasury and payment workflows for a global platform serving 1,000+ businesses, bringing FX, settlements, balances, and multi-currency transactions into one view.
- Designed multi-currency checkout across web and mobile, using merchant and customer research to simplify payment selection, pricing, and crypto payments, **[result: lifting checkout conversion by 27% / adopted by 200+ new merchants]**.

Product Designer | RIMA AI (FKA Garage Mobility) Aug 2022 — Sep 2023

- Designed digital experiences for an AI-powered B2B automotive platform streamlining spare-parts procurement across Africa. Worked across procurement and operational workflows, translating complex supply-chain processes into intuitive product experiences for retailers, mechanics, and automotive businesses.
- Designed AI-powered tools that streamlined order placement for retailers, reducing processing time to just a few seconds and enhancing operational efficiency.
- Digitalized and automated 20+ manual processes, saving labor hours for RMAs, DSRs, Managers, Customer Care, and Retailers, and enabling real-time process monitoring.

SKILLS

Product design: Product strategy, product discovery, UX architecture, interaction design, information architecture, 0→1 design, design systems

Research: User interviews, usability testing, competitive research, evaluative research

AI & prototyping: AI-assisted workflows, rapid prototyping, LLM product concepts

Tools: Figma, Framer, ProtoPie, Spline, Claude, Codex

Domains: Fintech, payments, Web3, crypto, trading, AI, marketplaces, consumer technology

EDUCATION

BSc Petroleum Geology, University of Uyo 2025

Product Design, Udacity 2021