

David OSHILAGUN

Senior Product Designer

Toronto, ON • +1 (613) 415-4294 • Portfolio: davidoshilagun.com • [Linkedin](#) • Email: davidoshilagun@gmail.com

Eligible to work in Canada: Permanent Resident

PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years designing complex, high-stakes products across fintech, AI, and B2B systems. Leads ambiguous 0-to-1 and platform problems from discovery and product direction through interaction design, design systems, prototyping, and delivery. Experience includes core-banking products serving 500+ financial institutions, a card-issuance platform that scaled to 15M+ cards in year one, and enterprise AI engagements at Capgemini.

PROFESSIONAL EXPERIENCE

Senior Product Designer

AUGUST 2025 - PRESENT

CAPGEMINI - APPLIED INNOVATION EXCHANGE

Toronto, Canada (remote) | Design lead on enterprise AI and innovation engagements

- **Sole designer of a production AI point-of-sale interface for a major UK QSR chain:** shipped across 8 locations in 6 weeks, contributing to a measurable lift in upsell revenue per order.
- **Led a 6-week UX discovery for a FTSE 100 utility's AI Digital Assistant,** synthesized 107 user needs across 19 operational roles and reframed the brief from document search to contextual, source-transparent AI guidance.
- **Built a high-fidelity working prototype in under 5 days using Figma and v0;** it became the centerpiece of the executive business case and helped secure funding for the Phase 2 MVP.
- **Led a 6-week UX discovery for Rugby Football Union's AI-powered club assistant,** using an AI-assisted, code-first design process to turn user research and requirements into testable prototypes and validated product direction.

Senior Product Designer

AUGUST 2020 - AUGUST 2025

QORE

Core-banking infrastructure serving 500+ financial institutions | Set design direction across a 3-designer team; mentored 2 designers into promotions or new senior roles

- **Founding designer on Pryme:** took the instant card-issuance platform from zero to production in 21 weeks, cutting issuance from 3-7 days to under 3 minutes; 15M+ cards were issued in year one across 8 banking partners in 5 countries.

- **Expanded Pryme from a single-purpose card product into branch-service infrastructure;** CVM 2.0 shipped with 9 additional capabilities and now handles 80%+ of routine in-branch service requests.
- **Led a 16-week turnaround of Qore's white-label digital-banking platform;** task-completion time in the highest-abandonment flows fell 37%, while annualized client churn moved from 17% to 14% within 90 days and MAU grew 67%.
- **Established Qore's first production design system by adapting a tokenized foundation into banking-specific components and standards used across Qore and Pryme;** two additional product teams later adopted it, and engineering estimated ~30% faster implementation of new UI features.
- Redesigned the end-to-end credit lifecycle for Recova, automating underwriting and approval flows to cut loan-processing time 30% while meeting regulated lending requirements.

Product Designer

JANUARY 2016 - JULY 2020

ZONE (formerly Appzone)

- Redesigned Octopus Mobile Banking's onboarding flows end-to-end: reduced drop-off by 20% and increased conversion by 15% through user research, usability testing, and iterative design
- Led brand strategy for the Appzone-to-Zone rebrand, partnering with C-suite and marketing leadership ahead of the company's \$10M Series A and open-banking market entry.

CORE SKILLS

- **Design:** Product Design, Design Systems, Interaction Design, visual design, workflow design, brand design, Behavioural Design, Information Architecture, Prototyping, Usability Testing, Conversational & Agentic AI UX, Regulated Product Design (KYC/AML, card schemes, open banking), Safety-Critical UX, Accessibility (WCAG 2.2 / AODA)
- **Tools:** Figma, FigJam, Framer, ProtoPie, Webflow
- **AI-assisted prototyping:** v0, Cursor, Lovable, Claude
- **Research & Measurement:** UserTesting, Dovetail, Hotjar, Lookback, Optimal Workshop, Amplitude, A/B Testing & Experimentation
- **Leadership:** Design Direction, Mentorship & Design Coaching, Stakeholder Management, Consulting Delivery, Business Case Translation, OKR Planning

EDUCATION

MSc. ADVANCED SOFTWARE ENGINEERING (DISTINCTION)

University of Leicester

BSc. COMPUTER SCIENCE (INFORMATION SYSTEMS)

Babcock University