Kosimelum Ozo-Udeze

Product Designer | AI Experience Designer

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SUMMARY

Product designer who works end to end, from user research to working builds. Launched Lunchbox, a live app with an AI companion, and built an Igbo-learning game solo, directing the build with Claude Code. At IKEA, designed a quote request flow A/B tested in Italy (€10,000+ incremental sales in 11 days), now live across multiple European markets. Background in architecture and customer experience.

EXPERIENCE

Product Designer, Igbo village game (solo, independent product) **Oct 2026 – Present**

- Designed a mobile game that teaches Igbo language through immersive village life, for beginners to advanced speakers; idea to live test version in three days.
- User-tested the first version and rebuilt the level system around where beginners got stuck.
- Every Igbo line is written by a native tutor to keep what learners are taught correct, since AI isn't yet reliable in Igbo; adults-only social features are enforced in the database.
- Scoping curriculum with a native tutor and art with an illustrator; directed the build with Claude Code.

Product Designer, Lunchbox (solo, independent product) **Jul 2026 – Present**

- Designed and launched a private food diary app that rewards consistency, not perfection; 50+ early users, 12 logging regularly.
- Ran user research and validation (12-day pilot, interviews with a fitness trainer and users of each mode); every feature traces to a real user need.
- Specified Lunch Bot, an AI companion: consent-first data flow, no diet advice or calorie targets, and it judges a week only by the user's own definition of a good day.
- Backed decisions with usage data (dropped multi-photo logs when 93% of logs had one photo). Wrote the design system, ran a pre-launch security review, directed the build with Claude Code.

Brand and Experience Manager, Muse Studio **Apr 2026 – Present**

- Developed UTO, a monthly fine dining experience, from zero: name, visual identity and social presence before the first event.
- Built the UTO campaign strategy; the second event returned 13x on ad spend ($160 in ads, about $2,100 in ticket revenue).
- Creative-directed a full visual refresh of the Muse Studio brand and built a client management system for the full client journey.

Product Design Intern, IKEA, B2B Digital Product Team, Madrid, Spain **Sep 2025 – Mar 2026**

- Designed the quote request flow for business customers; A/B tested in Italy (€10,000+ incremental sales in the first 11 days), now live across multiple European markets.
- Partnered with the data team to reframe the success metric from quote-to-purchase conversion to completion by the customers who need a quote.
- Researched and redesigned the big order management flow; in usability testing across two variants, 12 of 12 users preferred the redesigned version.
- Ran qualitative research live with business customers, facilitated a futures workshop with senior PMs and data analysts, and worked with engineers to localize designs across languages and accessibility requirements.

EDUCATION

M.Sc. Customer Experience & Innovation, EAE Business School, Madrid, Spain **Oct 2024 – Jul 2025**

B.Arch (Fundamentals of Architecture), Universidad Europea de Madrid, Spain **Sep 2018 – Jul 2024**

UX Design Bootcamp, The Bridge, Madrid, Spain **Sep 2023 – Jan 2024**

SKILLS

Design: Product Design, AI Experience Design, Interaction Design, UX Research, Usability Testing, Design Systems, Prototyping, Information Architecture, A/B Testing

AI: Prompt and Conversation Design, AI Behavior Specification, Consent and Safety Guardrails, Human-in-the-Loop Review

Tools: Figma, Figma Make, Claude, Claude Code, HTML/CSS, React, GitHub, Supabase, PostHog, Miro

Languages: English (native), Spanish (fluent), Igbo