Samuel Adebayo

Product Manager • Fintech & GovTech • Digital Transformation

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Summary

Product Manager and Product Owner with 3+ years of experience owning backlogs, writing user stories and acceptance criteria, and delivering through Agile cycles across regulated fintech and national-scale govtech platforms. Experienced in gathering requirements from multiple stakeholder groups, prioritising with RICE and MoSCoW, and keeping engineering, design, and operations aligned through delivery. Track record of measurable outcomes, including 15+ features shipped across 6 release cycles, ~90% on-time delivery, and a 30% lift in user engagement. Strong written communicator who turns ambiguous requirements into work engineers can build.

4+	~5 → ~2 days	30%
Government workstreams coordinated on Nigeria's National Population Census digital platforms	Multi-layer payment approval turnaround on a platform processing ~NGN 10M / month	Lift in user engagement, with on-time delivery raised to ~90% through research-led prioritisation

Core competencies

Product & Strategy	Product lifecycle management, roadmapping, PRD authorship, MVP definition, feature prioritisation (RICE / MoSCoW), agile & scrum delivery
Stakeholder Management	Government clients, engineering leads, design teams, executive reporting, cross-functional alignment
Discovery & Research	User research, usability testing, user stories & journeys, requirement gathering, feedback integration
Domain & Systems	Public-sector digitisation, back-office & compliance workflows, RBAC design, transaction lifecycle & approval workflows, regulated fintech
Tools & Data	Figma, Jira, Confluence, Notion, Google Sheets; Python for Data Science (IBM certified)

Experience

Lead Product Manager

`Jun 2025 – Present`

Danoitech • Abuja, Nigeria (Remote)

— Lead product definition for real-estate investment features on a platform serving ~8,000 retail investors, owning the full lifecycle across engineering and design.

— Translated user research into a prioritised roadmap that grew user engagement by 30% and lifted repeat investment activity.

— Shipped 15+ features across 6 release cycles, owning design-to-development handoff while sustaining delivery quality and cross-functional alignment.

— Built a prioritisation framework across a 40+ item backlog, balancing user impact, business goals, and engineering capacity to raise on-time delivery to ~90%.

Product Designer (Embedded Product Manager)

Nov 2023 – Present

Barnksforte Technologies • Abuja, Nigeria

— Designed user flows and interfaces for Nigeria's National Population Census digital platforms, working with 4+ government-facing teams under high-stakes national timelines.
— Ran user research and usability testing, improving task completion rates by 30% through iterative design and feedback integration.
— Owned design-to-engineering handoff, structuring user flows and documentation that reduced clarification and rework cycles by ~40%.
— As the embedded product manager, supported sprint planning across parallel teams, keeping delivery visible and surfacing blockers early to protect launch dates.

Product Manager (Contract)

Feb 2026 – Jul 2026

Crust Microfinance Bank • Abuja, Nigeria (Remote)

— Defined requirements and user stories for a back-office corporate payments platform processing ~NGN 10M in monthly transactions across transaction monitoring, organisation management, and compliance.
— Designed role-based access control (RBAC) across 5 functional roles — choosing granular permissioning over a simpler tiered model to meet audit requirements without slowing daily operations.
— Established transaction-lifecycle tracking and multi-layered approval (MLA) workflows, cutting approval turnaround from ~5 days to ~2 days and improving audit readiness.
— Refined back-office reporting with engineering and operations, reducing manual reconciliation effort by ~35%.

Product Designer (Freelance)

Jan 2023 – Sep 2024

Creative Square • Lagos, Nigeria (Remote)

— Authored user stories, journeys, and flows across fintech and consumer products (Everiday Moni, Winmatch247), validating them with end-to-end research and usability testing.
— Collaborated with a small development and design team to take 2 products from concept to validated product flows.

Product Designer

Mar 2022 – Jun 2023

Vilo Finance • Lagos, Nigeria (Remote)

— Partnered with the PM to design and ship crypto-backed lending features across mobile and admin platforms in a regulated fintech environment, contributing to ~20% higher onboarding completion.
— Maintained structured product documentation and workflow specifications, supporting operational consistency across the team.
— Drove product improvements that reduced customer-support resolution time by 40%.

Education & certifications

Education

MBA • Miva Open University

BSc • Obafemi Awolowo University, Ile-Ife, Nigeria

Certifications

Product Management: Building a Product Strategy • LinkedIn

Agile Foundations • LinkedIn

AI Agents for Product Leaders • LinkedIn

Product Discovery Micro-certification • Product School

Motion Design with Figma • Professional certification

Python for Data Science • IBM