

Mubarak Salami

Product Lead

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EXPERIENCE

Indigo EMR - Product Design and Growth Lead

Lagos, Nigeria

Aug 2020 - Present

Accomplishments

- Led the design effort to add multiple medical specialties to the patient visit capabilities which has helped digitalise over 500,000 patient records in over 25 hospitals
- My redesign of the patient visit allowed doctors fill patient case note faster and in real time as it took less than 5 minute compared to 20-25 minuets of typing in the V1
- Designed and grew a brand new part of Indigo, the Patient app gave 500,000 patients access to their records as well as book apppointments and pay bill which saw a decrease in wait time by up to 20%.
- Created and maintained multiple versions of the company's design system.
- Established and led the Sales and Growth team which has been able to showcase Indigo and bring in clients as well as manage client feedbacks from demo's, Handling expansions to other African countries and hiring for a sales representative for the team.
- Designed the internal CRM dashboard that helped manage hospitals and their plans as well as a access to the application performance
- Leading the initiative on AI by creating and training a AI model to serve as a first aid health assistant.
- I manage a team of 4 designers, hired and onboarded new members into the product team over the years while making sure design philosophy established is a team anthem

Moniwave (QwikFX) - Head of Product

Lagos, Nigeria

Aug. 2021 - April 2023

Accomplishments

- I led the design effort on Moniwave that helped drive the creation of a community of over 30,000 beta users.
- I led all compliance and regulatory efforts as well as on board our foreign wallet partner Deposits.com
- Designed the waitlist website which was used to gather over 50,000 requests to join the waitlist.

PlateDetect/PayVIS - Product Designer

Lagos, Nigeria

Sep. 2021 - May 2022

Accomplishments

- Designed and launched the PayVIS Enforcement mobile app and in turn has allowed the government to apprehend over 15,000 payment defaulters in the process.
- Led the redesign and launch of the Plate detect platform and in turn became home to over 100,000 vehicle owners.

Busha - Product Designer

Lagos, Nigeria

Aug. 2020 - Dec. 2021

Accomplishments

- Busha's customer KYC Review and management was mostly offline before I joined which caused a long turnaround time. I led design on the Admin Back-office which was used to consolidate Support process and KYC and saw a decrease in average turnaround time for KYC feedback from 3-4 hours per customer document to 1 hour
- I redesigned the new customer first deposit flow and saw a drop in how long it was taking customers to make their first deposit to less than a week from 1 month.
- I redesigned the mobile app which saw the platform grow from 30,000 users to over 200,000 users during my tenure.
- Created and maintained multiple versions of the company's design system.
- I mentored junior designers and onboarded new members into the product team while giving context and transferring business critical knowledge to them.

LoopMi (Closed 2021)- Product Designer

Lagos, Nigeria

Oct. 2018 - Aug. 2020

Accomplishments

- I defined the company's design-first approach to solving problems and building products.
- Responsible for overseeing the company's entire product experience from the mobile app design down to the website design.

COMPANY

Sharply Africa - Founder & CEO

Lagos, Nigeria

May. 2021 - Present

Sharply Africa, a no-code logistics platform transforming last-mile delivery across Africa. We address critical challenges faced by logistics and e-commerce businesses, such as ineffective rider communication, unreliable ETAs, and high operational costs. Our solution includes real-time communication, accurate ETA predictions, automated route optimisation, and scalable, cost-effective tools—all integrated into a unified, no-code platform