Melvin Jayson Ogbalu

Product designer — complex, AI-enabled and regulated systems

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Summary

Product designer with a Computer Science background and experience across digital banking, healthcare, public services, professional membership and machine-learning operations. Led a combined design and engineering team as UX Design Lead at Fidelity Bank; now a UX Design & Strategy Consultant at Accenture Song. Co-founder and product lead of X-hunt, a live, privacy-first contribution network. Known for reframing ambiguous briefs, designing the service behind the interface, and setting clear boundaries for AI in products.

Experience

2022 — Present
Dublin

UX Design & Strategy Consultant · Accenture Song

- Reframed an ML-operations analytics brief for YouTube's Xray platform into an operational-layer direction for model, release and knowledge coordination.
- Designed an AI-assisted direction for translating expert-reviewed HIV research into frontline learning formats for ViiV Healthcare, keeping expert review as the authority.
- Designed patient booking journeys for Mater Private; professional materials report a 22% bookings uplift within the engagement.
- Helped design the MyImmigration self-service portal concept for an Irish Department of Justice RFP response.
- Simplified the membership subscription and renewal journey for AICPA & CIMA through research and iteration.

2021 — 2022
Lagos

UX Design Lead · Fidelity Bank

- Led the design and engineering team on a digital banking experience and ecosystem, including internal operational tools.
- Used design research and empathy mapping with customers and staff to treat customer journeys and operations as one system.
- Reported an almost 40% increase in customer satisfaction and higher transaction volumes during the programme.

2018 — 2021
Lagos

Senior UX & Product Designer · Rivet Software / Inlaks

- Designed payment workflows for financial-institution clients.
- Designed the SkillBeta learning platform.

Earlier
Nigeria

Customer-facing financial services · GTBank and earlier roles

Working directly with customers showed me the gap between how organisations imagine a service works and how it feels to the person using it.

Ongoing
Independent

Co-founder & Product Lead · X-hunt

- Defined and lead the product: a privacy-first network connecting people who want to help with communities that need them; live in a pilot with a small number of communities.
- Designed the consent architecture (private by default, double opt-in introductions, append-only record of sharing choices) and the AI assistant's limits (drafts, never introduces, ranks or decides).
- Lead the product build (Next.js, TypeScript, Supabase), including a migration to design tokens.

Ongoing
Independent

Founder · Reveta

- Venture ecosystem for trustworthy, evidence-led AI products, including Aura (evidence-led workspace) and Landmark AI (property verification exploration).

Skills

Design: product and interaction design, service design, information architecture, design systems, prototyping, accessibility and inclusive design.
Research & strategy: discovery, interviews and synthesis, empathy and journey mapping, systems thinking, problem framing, stakeholder alignment.
Human–AI: automation boundaries, human-in-the-loop workflows, consent and privacy design, AI assistant behaviour.
Technical: HTML, CSS, JavaScript and TypeScript, React and Next.js, Three.js, Supabase; Figma.

Education

Postgraduate	**MSc Design Thinking for Sustainability · University College Dublin**
Study	**Economics and Public Policy · University of Limerick**
Foundation	**Computer Science**

Mentoring & writing

ADPList Top 1% Global UX Mentor — 200+ mentees, 4.7/5 rating. Volunteer student mentor, Foróige (January–April 2025). Author of *Designing Life's Tapestry* (2024); essays on systems thinking and design on Medium.