

Phe (Okoro Emmanuel)

Product Designer (UI/UX) • Web & Mobile • Web3 & Games

Portfolio: phe.framer.website

Professional Summary

Product designer with 3+ years of experience designing and shipping digital products across web, mobile, Web3, and emerging game interfaces. Strong at translating complex ideas into intuitive systems, scalable UI, and developer-ready design. Builder-minded, execution-focused, and deeply invested in shipping real products under real constraints.

Core Skills

- Product Design, UI/UX Design, Design Systems
- User Research, Information Architecture, UX Strategy
- Web & Mobile Design, Responsive Layouts
- Web3 UX, Blockchain Product Design
- Game UI Design (Mobile-focused)
- Prototyping & Micro-interactions
- Developer Handoff & Design Specs

Experience

Product & Game Experience Designer — SudoLabs

2024 – 2025

- Designed Sudochase, a 2D Web3-powered Telegram-based game that reached 10k+ total players and 5k daily active players at peak engagement.
- Led game UX, UI, and overall player experience design across core gameplay loops and progression systems.
- Designed pitch decks and promotional materials that helped secure partnerships with major Web3 brands and ecosystems.
- Contributed to raising over \$50k in seed funding through clear product storytelling and visual communication.

Product Designer — Looop (Music Platform)

2024 – 2025

- Led end-to-end product design for a music streaming platform connecting independent artists directly with fans.
- Designed onboarding flows for artists and listeners, balancing business goals with community storytelling.
- Built scalable UI systems and interaction patterns to support future product expansion.
- Collaborated closely with developers to ensure designs were implementation-ready and shipped.

Product & UI/UX Designer — Freelance / Independent

2021 – Present

- Designed dashboards, landing pages, and product flows for startups and early-stage products.
- Worked on an interactive Solana ecosystem landing page to explain blockchain concepts to non-technical users.
- Delivered clean, modern UI with strong UX foundations and clear developer handoff.
- Optimized products for clarity, usability, and fast iteration.

Projects & Highlights

- Looop — Core product design, artist & listener onboarding, landing page strategy.
- Game UI Design Journey — Applying product UX fundamentals to expressive game interfaces.

What Sets Me Apart

I design with execution in mind. I don't just make screens—I think in systems, constraints, and outcomes. I'm most proud of consistently shipping real products, collaborating deeply with engineers, and pushing ideas from concept to reality.