

# CHUKWUDUMEBI ELOUISE ASEM

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## PROFILE

Product professional with 4+ years building and scaling AI-enabled products across edtech, career discovery, and founder-led startups. Experienced in product strategy, user research, feature prioritization, and cross-functional execution from discovery through launch. Strong background working with AI-powered products, translating customer insights into product decisions, and partnering closely with design and engineering teams to deliver measurable outcomes.

## SELECTED PRODUCT ACHIEVEMENTS

- Led product strategy and UX development for AI-powered education products serving 1,000+ users.
- Reduced MVP complexity by 35% through feature prioritization and product simplification.
- Developed and validated AI-assisted workflows across onboarding, recommendation systems, application automation, and content generation.
- Increased product adoption by 30% through coordinated product and go-to-market initiatives.
- Built and launched 30+ end-to-end product workflows across education, career development, and startup products.

## PRODUCT EXPERIENCE

### **Co-founder, Creative Director** — Chubs & Sky Creative Tech Agency *May 2025 – Present*

- Advise early-stage start-ups on creative direction, product narrative, and design strategy from zero to launch.
- Build Product Feature Prioritisation frameworks (PRDs) grounded in market research and competitive analysis, enabling founders to make confident launch and differentiation decisions.
- Deliver scalable design systems and go-to-market collateral for multiple product launches.
- Designed brand systems and investor-facing assets that supported Series A fundraising rounds of \$500k+.

### **Fractional Product Designer** - Scooler AI (Part-time) *Aug 2025 – Present*

- Joined as a founding product team member to simplify an over-scoped AI study-abroad platform, reducing interface complexity by 35% and prioritising five core user journeys for MVP launch.
- Collaborated with founders to redefine MVP scope, balancing user value, technical feasibility, and launch priorities across AI-powered admissions and application workflows.
- Led product definition and experience strategy for Skye, transforming it from a standalone chatbot into a centralised AI co-pilot supporting school discovery, application planning, essay development, and decision-making.
- Conducted iterative user testing with prospective international students to validate navigation, recommendation quality, and AI-assisted workflows, informing product direction and feature prioritisation.
- Defined and designed 12+ end-to-end workflows spanning onboarding, university matching, AI advising, essay editing, application review, and agent-assisted application submission.
- Partnered closely with founders and engineers to align user needs, business goals, and technical constraints during MVP development.

### **Product Design Manager** — Pathfinder AI (HireMe Inc.) — San Francisco, USA (Remote)

*Jun 2023 – May 2025*

- Lead designer for an AI-powered ed-tech platform using LLM-driven recommendation systems to deliver personalised career discovery pathways for students across 5 schools and 1000+ students.

- Developed 20+ end-to-end UX flows for capturing behavioural career signals, integrating multimodal AI feedback into accessible learning experiences.
- Conducted mixed-methods user research with students, teachers, and counsellors to validate and refine AI-guided interactions, improving usability across diverse learner profiles.
- Collaborated with engineering teams to prototype and ship adaptive learning features using design feedback loops.

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**Product Marketing Manager** — HireMe Inc. — San Francisco, USA (Remote) *Sep 2022 – Jun 2023*

- Led product growth strategy for an early-career hiring platform, defining North Star metrics and quarterly OKRs to improve activation, engagement, and monetization.
  - Conducted 35 customer interviews across candidates and employers, identifying key platform friction points that informed roadmap prioritization.
  - Defined and launched three core product initiatives—including a Resume Builder, Events Feed, and AI-assisted candidate screening workflows—to improve matching efficiency and user engagement.
  - Redesigned onboarding and acquisition experiences, increasing primary CTA conversion rates from 2.1% to 6.8% and reducing bounce rates by 46%.
  - Developed pricing and launch strategies for candidate and employer subscription offerings, supporting revenue growth and platform expansion.
  - Contributed to growth from 1,000 DAU at beta launch to 10,000 DAU within six months through a combination of product improvements, partnerships, and go-to-market initiatives.
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## EDUCATION

**M.Sc. Environmental Design** — University of Lagos, Nigeria *GPA: 4.38/5.00 · Jan 2019 – Oct 2021*

**M.Sc. Urban Design (Summer Exchange)** — ABK Stuttgart, Germany *Apr – Jul 2021*

**B.Sc. Architecture** — University of Lagos, Nigeria *GPA: 4.30/5.00 · Jan 2015 – Oct 2018*

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## SKILLS & TOOLS

**Product & Strategy:** PRD Development · Feature Prioritisation · Go-to-Market Strategy · Brand Positioning ·

**Technical:** HTML/CSS · JavaScript · Claude code · GitHub · Introductory Data Science

**Design & Research:** Figma · Framer · Adobe Creative Suite · Miro · Webflow · UX Research & Usability Testing

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## CERTIFICATIONS

Agile Project Management — Coursera (2022) · UI/UX Specialisation — Coursera (2022) · Product Management — Udemy (2023) · Data Science — Coursera (2024) · AI-Coding Agents — Udemy (2026) · Complete Web Development — Udemy (pending)

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## AWARDS & RECOGNITION

McCall MacBain Scholarship — African Regional Award (2024) · Baden-Württemberg STIPENDIUM, Germany (2021) · AIESEC Global Volunteer Lead — Green Initiative (2018)