

# Christopher Ogwumah

## Product Manager

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## Profile

Passionate about transforming complex problems into elegant solutions through products that suits the customer's need and the larger business objectives. I enjoy researching, product development, growth strategy mapping and collaboration which allows me to prioritize efficient processes, user retention, and cost effective operations.

## Skills

- Product Management (Jira, Trello, Notion)
- Analytics (Mixpanel, SQL, Tableau, Excel/Spreadsheets, Google Analytics)
- UI/UX Design, Wireframing and Prototyping (Figma, Miro)
- Software Development (Python, Machine Learning, React, React Native, Version Control (Git, GitHub))
- CMS (Wordpress, Webflow)
- User Experience Research
- Business Strategy and Development
- Agile Methodology (Scrum & Kanban)
- Emotional Intelligence and Empathy

## Experience

### Director / Product Manager

#### Midadigitals - Lagos, Nigeria.

Sept 2019 - Present

- Co-founded Midadigitals and bootstrapped capital
- Applied lean management approach to deliver client expectations with limited resources.
- Managed web development projects for clients using code and no-code technologies
- Branding, Business and Go-To-Market strategy advisory for clients
- Recruitment of software engineers and product designers for clients for product maintenance after handover

### Technical Director

#### Enactus Nigeria - Federal University of Technology, Owerri.

Jan 2020 - Mar 2021

- Led and managed a team of 26 undergraduates to effectively deliver the technical requirements of the team.
- Managed training exercises for team members interested in tech
- Built and managed the Organisation's website
- Created 2d animations and graphic designs for publicity and ad campaigns

### Designer

#### Socialander - Lagos, Nigeria.

Jun 2020 - Oct 2020

- Created 2d animations for advertisement and UI showreels.
- Managed web development projects for clients using code and no-code technologies.
- Managed reporting and analytics for the growth team, recommending strategies for increased revenue generation.

## Deep Water Technical Logistics Intern

### Total Energies - Lagos, Nigeria.

Jun 2020 - Oct 2020

- Created 2d animations for advertisement and UI showreels.
- Managed web development projects for clients using code and no-code technologies.
- Managed reporting and analytics for the growth team, recommending strategies for increased revenue generation.

## Emerging Leader / Tech Mentor

### CSAAE - Baltimore, Maryland, USA.

Jun 2020 - Oct 2020

- Enrolled in the effective Leaders Program (ELP) that nurtures leaders committed to the common good and development of Africa.
- Managed a team of 4 to organised and setup annual events.
- Conducted needs assessment and managed a team to build a water filtration device.

## Awwwards Academy

### Web Design / UI Design

May 2022

- UI Design : Figma, Typography, UI design, Art Direction, Project brief, Mood boards, wire frame.
- Web Design : Webflow, CMS, Integrations, Responsive Web.

## B.Tech Logistics and Supply Chain

### Federal University Of Technology, Owerri.

Sept 2015 - November 2020

Courses include: Corporate Communication, Organizational Behaviour and Management Principles, Human Resource, Distribution Management, Integrated Marketing Communication, Product and Brand Management .

## Projects

### Jasmine

- Hiring interracial staffs, salary negotiations, managed weekly evaluation meetings and growth strategy meetings with Investors
- Leading management and technology efforts in a team of 11 to build a digital art marketplace (NFT Marketplace) for African Artists.
- Deployed white-list and campaign website and realised over 20,000 leads.

### Exchange Pro

- Designed and developed the crypto peer to peer exchange website.
- Conducted user research, competitor research and user interface design.
- Created a go-to-market strategy and business model for the project.
- Hired staffs, salary negotiations, managed weekly evaluation meetings.
- Organized the Pro-talk show as marketing efforts.