

David Fayemi

Senior Product Designer, Fintech & Design Systems

fayemidavid@gmail.com · LinkedIn · davidfayemi.com · Birmingham, UK

I'm a senior product designer building financial products for people the system was never built for. My career has centred on fintech: remittance, credit, lending, and banking. At **LemFi** I lead design for the credit suite and our next-gen design system, extending it into AI workflows so teams ship on-brand work faster, and I was previously appointed Lead Designer there during a period of restructuring. I also host **The BluePrint Series**, a podcast on how teams build and scale design systems.

SKILLS

Product Design · Design Leadership · Design Systems · UX Research · Prototyping · Accessibility (WCAG)

EXPERIENCE

LemFi

YC S21 · Fintech · 2 yrs 11 mos

Senior Product Designer, Credit

Sep 2024 — Present

Greater London

- Founded the design practice for LemFi's Credit team as its first designer, owning end-to-end design across the credit product suite.
- Led design for the UK Credit launch, helping grow the product to **16K+ users**, serving customers excluded from traditional credit.
- Designed and shipped flagship features including Send Now, Pay Later (a credit-powered remittance product letting customers send money home on a LemFi credit line) and Credit Monitor, from concept to launch.
- Scaled and governed Citrus DS 2.0, the design system behind LemFi's rebrand and repositioning, and extended it into AI tooling, authoring skills that taught Claude and Claude Design to build with it.

Lead Designer

Jun 2025 — Dec 2025

Greater London

- Appointed Lead Designer during a period of restructuring, while continuing to own Credit, leading design operations for a team of 3 designers and owning hiring and design standards.
- Initiated and drove the effort to unify the brand and product teams under one design function, laying the groundwork that later brought them together.
- Led the design integration following LemFi's acquisition of Pillar, merging its credit product surfaces into one unified component library.

Senior Product Designer

Aug 2023 — Sep 2024

Greater London

- Led product design for LemFi's remittance and emerging products, owning core flows used across the platform.
- Drove design for expansion into Asian markets (India, Pakistan, China), adapting flows for new regions and needs.
- Established LemFi's first design language and component library, improving consistency and speeding delivery across teams.

EARLIER EXPERIENCE

Design System Lead, Rayna UI

2023–2024

Led a team building Rayna UI v2, the premium evolution of the system: a 6,700+ component library with theming and design tokens.

Product Designer (Open Source), Rayna UI

2023

One of four designers who built Rayna UI v1, the free community Figma file with 10,000+ downloads, one of the most prominent design systems out of the African design community.

Senior Product Designer, Zazuu

2021–2023

Designed web and mobile experiences for a cross-border payment marketplace, working with stakeholders and engineers to ship against product specs and supporting the company's \$2M seed raise. Built and maintained Bele, Zazuu's design system, keeping product and brand consistent, and hosted webinars that regularly drew 150+ designers.

Senior Product Designer (Contract), Renmoney

2022

Led design for loan and savings products that helped Nigerians build their credit scores, contributing to broader financial inclusion. Managed a team of 3 product designers, owning recruitment, mentorship, and design quality across projects.

Product Designer, Backdrop

2021

Social and travel app across web and mobile; designs reached 84% user satisfaction and supported the company's \$200K pre-seed raise.

Product Designer, SBSC

2020–2021

Designed 4+ SaaS products across e-commerce, healthcare, and crypto; built partnerships with enterprise clients including FirstBank, Titan Trust, and Heritage Bank.

Product Designer, Quick Credit Nigeria

2020

Redesigned the website, dashboard, and mobile app, lifting engagement and satisfaction by 25% and cutting user-reported issues by 40%.

UI Designer, Hotels.ng

2018

User-centred website features and marketing materials. Earlier: Design Intern, HNG Internship (2018).

EDUCATION

McPherson University

BSc, Computer Science · 2015 — 2019

Digital Skills: User Experience ↗

Accenture · FutureLearn

Design System Bootcamp ↗

Maven

AWARDS

Product Designer of the Year ↗

No-Code Tech Summit · 2023