

Michael Sarpong, Product Designer

+233-268-706-863 | mike.sarp.ky@gmail.com | [LinkedIn](#) | michaelsarpong.com

SUMMARY

Senior Product Designer with 7+ years of experience designing and scaling web and mobile products for startups and small businesses. Strong in UX engineering, design systems and close collaboration with engineers to ship products with clear, measurable outcomes.

WORK EXPERIENCE

Lead UI/UX Designer

Feb 2023 – Present

Kayak Tech Group

San Francisco, California, USA - Remote

- Led end-to-end product design for a web and mobile construction management platform, translating a 2-page brief into a scalable MVP currently in beta and improving through continuous feedback.
- Defined UX strategy, user flows, wireframes and high-fidelity designs in Figma, working closely with product and engineering to ensure feasibility and accurate implementation.
- Took on design leadership responsibilities during a team transition, contributing to roadmap discussions, feature prioritization and design quality across releases.
- Managed and mentored a 3-person design team, maintaining a shared design system and improving design-to-engineering handoff speed and consistency.

UX Engineer

Jun 2023 – Present

BuukMeNow Inc.

Accra, Ghana

- Led product design and UX execution for an appointment scheduling and payments platform for service providers, owning the experience across discovery, design and delivery.
- Applied user research and design thinking to validate and iterate on the product, contributing to 5,000+ bookings, 1,000+ onboarded businesses and 100k+ USD processed within 24 months.
- Translated high fidelity designs into responsive, production-ready UI using HTML, CSS(TailwindCSS) and JavaScript while collaborating closely with backend engineers on API integration and implementation details.
- Worked closely with internal stakeholders to gather feedback, resolve usability issues and continuously improve conversion, reliability and overall user experience.

UX Engineer | Consultant

Dec 2021 – Present

Agrocenta

Accra, Ghana

- Redesigned Velociti Mobile to support farmer onboarding, savings and loan applications while collaborating with engineers and iterating based on real user feedback.
- Contributed to the redesign of CropChain, a multi-app agricultural supply chain platform, delivering intuitive user flows, reusable UI components and design support for API integrations.
- Built and maintained a comprehensive design system and component library in Figma, ensuring consistency across products and improving development efficiency.
- Design contributions supported the onboarding of 645,000 farmers, 320 cooperatives, close to 40M USD in loan disbursement and over 10M USD in savings.

Junior UX Engineer | Intern

May 2018 – Oct 2020

Agrocenta

Accra, Ghana

- Designed mobile and web experiences for farmers, agents and SME partners, translating business requirements into clear, usable interfaces.
- Built reusable UI components and optimized front-end performance, improving load times from 3.5s to 1.2s for low-bandwidth users.
- Supported product improvements that contributed to Agrocenta securing 790k USD seed funding led by Shell Foundation

PROJECTS

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|---|---------------------|
| Traceable for USAID UI/UX Designer | Aug 2024 – Feb 2025 |
| <ul style="list-style-type: none">• Led UX design for a web and mobile traceability platform supporting SMEs with supply chain visibility and export compliance.• Designed end-to-end experiences from supplier onboarding to traceability code generation; MVP delivered and tested with participating SMEs. | |
| Carbon Tool UX Engineer | Sep 2023 – Sep 2024 |
| <ul style="list-style-type: none">• Designed user flows and interfaces for a sustainability platform enabling businesses to measure, report and act on carbon emissions data.• Built and maintained a scalable component library and collaborated with engineers on API integration; MVP delivered and actively used by the client's in-house team in Romania. | |

SKILLS

UX Design: UX Strategy, User-Centered Design, Interaction Design, Design Systems, Usability Testing, User Research, JTBD, Journey Mapping, Prototyping
UX Engineering / Frontend: HTML, CSS, JavaScript, TailwindCSS, Responsive Design, Component Libraries, API Collaboration, Git
Tools: Figma, Adobe XD, Jira, GitHub, Slack, Asana, Trello, Notion, OpenAI/ChatGPT
Languages: English (Fluent), Ga (Fluent), Twi (Fluent), German (Basic)

EDUCATION

Knutsford University College <i>Bachelor of Science in Computer Science</i>	Accra, Ghana <i>Sep. 2015 – Apr 2019</i>
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CERTIFICATION

Design Thinking: The Ultimate Guide 2025 <i>Issued by IxDF - Interaction Design Foundation</i>	25th Sep 2025
User Experience: The Beginner's Guide <i>Issued by IxDF - Interaction Design Foundation</i>	11th Aug 2025
Google Africa Scholarship Frontend Course <i>Issued by Udacity</i>	22nd Aug 2018

LEADERSHIP & SPEAKING ENGAGEMENTS

Guest Speaker at Design Your Greatness Campus Tour 2025 UCC <i>Portfolio Deep Dive: Standout Project Selection and Storytelling</i>	24th May 2025
Speaker at IxDF Accra Maiden Meetup <i>Solving User Challenges at BuukMeNow with the Design Thinking Framework</i>	31st May 2025