

Emerald Adjei

Accra, Ghana | emeralda.adjei@gmail.com | +233 240 42 8787

Professional with more than 10 years of experience in research, design and management of Fintech, ConsumerTech and Agritech Solutions. Skilled in conducting user research to create impactful and inclusive technologies. Proficient in research and data analysis, cross-cultural collaboration, with language proficiency in English, Akan and Swedish (B2).

SKILLS

Technical Skills: UX/UI Design, HTML/CSS, Web Scraping, Product and Project Management

Research and Analysis: Usability Testing, Market and User Research, Data Analysis, Desk and Field Research, Regression and Clustering Analysis, Machine Learning (Supervised and Unsupervised)

Tools: Figma, Adobe XD and Photoshop, R, Rstudio, VScode, GitHub, Microsoft Office Suite, Google Workspaces, WordPress.

EXPERIENCE

Design Teaching Fellow, *CodeTrain Africa (Current)*

- Conducts online and in-person teaching sessions.
- Maintains attendance records and track student progress, providing insights on student performance and engagements.
- Providing detailed feedback on student assignments and support in developing innovative and impactful UI/UX projects.

Product Designer, *Kintari Technologies*

- Led the end-to-end research, design, and implementation of Luxe POS, incorporating findings from multi-country market and user studies in Ghana, Kenya, Rwanda and Uganda.
- Directs a 6-person cross-functional team, coordinating agile sprints and weekly performance reviews.
- Designed and conducted qualitative and quantitative research to validate product-market fit, usability, and adoption potential.

UX Designer / Consultant, Sweden

- Redesigned the homepage and recipe sections for both mobile and web interfaces of a food menu-building app, focusing on creating an optimal user experience.

Researcher / UX Designer, DSS / SATF / Mastercard Foundation

- Conducted large-scale field research with farmers and traders in Ghana and Tanzania to inform the design of a Village Savings and Loans Application (VSLA).
- Applied mixed-method research (interviews, surveys, observational studies) to identify user needs, barriers, and adoption patterns.
- Synthesized research into actionable insights for product design, ensuring cultural and contextual relevance.

UX Researcher, GSMA Agritech Innovation Fund

- Evaluated digital agricultural platforms (MTN Ghana and Koltiva, Indonesia) through usability audits, identifying friction points and recommending evidence-based design improvements.
- Conducted stakeholder interviews and data synthesis to support scaling strategies for financial inclusion in smallholder farming.

UX Researcher, YUX Design

- Recruited and coordinated usability testing for targeted users for Affinity Africa mobile app.
- Analyzed test results, delivering a comprehensive usability report with prioritized recommendations for interface and experience optimization.

EDUCATION

MSc. Computational Social Science

Linköping University, Sweden

Udacity

Nanodegree in UX Design

BSc. Human Development and Psychology

Regent University College of Science and Technology, Ghana