

# Uzoma Onuigbo

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## EDUCATION:

**University of California – Santa Barbara**  
**M.S. in Technology Management**

**Expected Graduation: June 2027**

**San Diego State University**

**May 2026**

**B.S. in Public Health | Minor in Management Information Systems -- Summa Cum Laude**

## SKILLS:

- PRD Writing, RICE Scoring, Feature Prioritization
- User Research, Focus Groups, Usability Testing
- Wireframing, Prototyping, User Flow Mapping
- Product-Market Fit Validation, A/B Testing
- Figma, Replit, Microsoft 365, Smartsheet
- Python, SQL, R, SPSS

## EXPERIENCE:

**Sephora, Remote**

**Site Testing and Digital Optimization Intern**

**June 2026 – Aug 2026**

- Owned early-stage product discovery by identifying 50+ e-commerce experimentation opportunities rooted in customer pain points, competitive research, and business impact across Sephora's digital experience.
- Translated product insights into 15+ actionable A/B test briefs with clear hypotheses, success metrics, and UX recommendations to support conversion, revenue, and customer experience goals.
- Improved product execution processes by documenting Figma cross-functional workflows, building SOPs, and providing AI opportunities to streamline collaboration between site testing, design, analytics, and stakeholder teams.

**Welfie, San Diego, CA**

**Lead Product Analyst (Data & Insights) Intern**

**June 2025 – Sep 2025**

- Led end-to-end user research with 35+ youth participants, synthesizing qualitative interviews and behavioral data to surface 3 key friction points that directly shaped the product team's feature roadmap.
- Owned monthly QA testing cycle, delivering structured reports that identified recurring usability gaps and drove measurable improvements in app performance across successive releases.
- Produced 5 educational micro-content pieces for the "Five IQs" framework, increasing content accessibility and user engagement among the core youth audience.

**Handshake, Remote**

**Content Creator and Campus Ambassador Intern**

**January 2025 – Dec 2025**

- Developed and executed a weekly content strategy across career and college experience topics, growing channel views to 240K+ by analyzing engagement data to identify high-performing formats and iterating based on audience response.
- Served as campus ambassador for a Handshake x Google Gemini co-branded activation, engaging 500+ students and gathering on-the-ground feedback on platform adoption barriers among early-career job seekers.

## PROJECTS/RESEARCH:

**BeReal (via Extern), Remote**

**Product Management Extern**

**June 2026 – Jul 2026**

- Led end-to-end product strategy for "The Drop," a synchronized time-locked reveal feature targeting DAU and retention growth, authoring a full PRD and prioritizing concepts using a RICE scoring framework.
- Spearheaded user flows and built wireframes and prototypes across core UI states - Time Lock and Group Reveal screens - to validate feature usability, interaction design, and microcopy before handoff.
- Facilitated three Gen Z college-aged focus groups and quantitative surveys to validate product-market fit, surfacing a 100% excitement rating during countdown interactions and an 80% projected re-engagement lift on inactive user days.
- Synthesized user research, competitive analysis, engagement data, and a go-to-market strategy into a professional proposal pitch deck presented to stakeholders.

**ABASD Consulting Project**

**System Analyst Role**

**August 2025 – Dec 2025**

- Assessed client and event data management workflows for ABASD, identifying 3 critical system inefficiencies causing redundant data entry and reduced reporting accuracy across 4 integrated tools (Eventbrite, Calendly, Google Workspace, Zoom).
- Conducted 8+ stakeholder interviews and workflow observations to map pain points, translating findings into a prioritized gap analysis and product recommendation.
- Built a business case recommending migration from Neoserra to Bigin CRM, projecting a 40%+ reduction in manual workload and improved data consistency across operations.
- Presented solution to executive stakeholders, demonstrating how the new system aligned with ABASD's long-term goal of adopting scalable technology.

