

EBUKA GODWIN ONYEUBA

Product Manager | Enterprise & Platform Products | Fintech | Regulated Industries

Warri, Delta State, Nigeria (Open to Remote Worldwide) | ebukaonyeuba1@gmail.com | +234 904 718 4440 |
linkedin.com/in/onyeuba-ebuka-3a1aba2b9 | ebukaonyeuba.vercel.app

PROFESSIONAL SUMMARY

Product Manager with 4+ years of experience owning product strategy, roadmap, and execution for platform products operating in complex, regulated environments. Led end-to-end product lifecycle for a fintech platform delivering payments, digital wallet, and trading services under Nigerian financial regulatory oversight, growing the platform to 1,900+ users and contributing to over US\$500,000 in revenue. Skilled at translating customer feedback, market trends, and technical constraints into clear product requirements, and at coordinating distributed, cross-functional teams spanning engineering, design, marketing, and customer support. Experienced integrating third-party APIs and external platform providers to expand product capability, and comfortable operating in fully remote, globally distributed environments. Seeking to apply this platform product management background to enterprise self-managed and on-premises deployment scenarios.

CORE COMPETENCIES

- Product Strategy & Vision — defining market-focused roadmaps for platform products
- Enterprise & Regulated Environments — product delivery under financial-sector compliance and oversight
- Customer & Market Insight — gathering and synthesizing feedback from customers, partners, and internal stakeholders
- Roadmap Ownership & Prioritization — MoSCoW, RICE, Value vs. Effort, T-shirt sizing
- Cross-Functional Collaboration — engineering, design, marketing, customer success, and support teams
- Platform & API Integration — coordinating with external API providers and technical partners
- Product Documentation — PRDs, user stories, acceptance criteria, success metrics
- Go-to-Market Strategy & Adoption — launch planning, customer onboarding, retention
- Distributed Team Leadership — managing remote, globally dispersed teams
- Data-Informed Decision Making — KPI tracking, product analytics, competitive analysis

PROFESSIONAL EXPERIENCE

Product Manager & Founder — ACEDXTRADES LIMITED (Remote, Nigeria) 2021 – Present

Fintech platform delivering cryptocurrency trading, digital payments, and gift-card exchange services within a regulated financial services market.

- Own end-to-end product lifecycle — strategy, roadmap, discovery, delivery, and continuous improvement — for a multi-feature financial platform operating under local financial-sector regulatory requirements.
- Defined and drove the product vision and roadmap, balancing customer needs, business objectives, technical opportunities, and market trends, growing the platform to 1,900+ registered users and over US\$500,000 in cumulative revenue.
- Led a distributed cross-functional team of 8 remote professionals, including engineers, designers, marketers, and customer support, coordinating priorities across time zones.
- Gathered and analyzed feedback from customers, partners, and internal stakeholders through interviews and behavioral analysis to identify opportunities and validate product decisions.
- Collaborated with external API providers and strategic technical partners to integrate third-party services and expand platform capability, improving reliability and customer experience.
- Authored PRDs, user stories, acceptance criteria, and specifications that improved cross-functional collaboration between product, engineering, and business stakeholders.
- Partnered with engineering throughout sprint planning, backlog refinement, testing, and release cycles to deliver scalable product capabilities.
- Monitored market trends and competitive positioning across the fintech and crypto sector to inform prioritization and go-to-market decisions.

Tools: Notion, Jira, Figma, Google Workspace, Claude, ChatGPT, GitHub, Vercel

Product Manager (Capstone) — Teen Debit Card, Kuda Microfinance Bank

2025

Digital banking product for a regulated financial institution, designed for customers aged 11–18 with parental oversight controls.

- Conducted customer discovery interviews with parents and teenagers to validate needs and uncover unmet challenges within a regulated banking product.
- Synthesized qualitative research using affinity mapping to prioritize customer pain points and inform product requirements.
- Defined MVP scope using MoSCoW prioritization and T-shirt sizing, balancing customer needs against delivery constraints.
- Designed core capabilities including a parental dashboard, spending limits, transaction notifications, card-freeze controls, and virtual cards.
- Produced PRDs, user stories, acceptance criteria, and success metrics; performed Value vs. Effort analysis to sequence iterative delivery.

Product & Go-to-Market Lead — SpaceRestore (Hybrid)

2025

Premium cleaning services platform — led product and digital go-to-market from concept to first customers.

- Defined the product offering through customer research and competitive analysis, then built and launched the company’s digital presence and booking systems.
- Developed pricing strategy, customer acquisition workflows, and service delivery processes, translating market insight into operational product decisions.
- Delivered a go-to-market strategy that generated the company’s first paying customers within weeks of launch.

Chief of Staff to the Speaker — National Youth Association of Nigeria (Delta State) 2022 – 2023

- Coordinated executive operations and stakeholder communication across multiple departments, organizing initiatives and improving operational coordination for a distributed set of stakeholders.

Radio & Television Presenter — Delta Broadcasting Service

2021 – 2023

- Hosted live radio and co-presented television broadcasts, developing strong verbal communication, storytelling, and stakeholder-facing presentation skills later applied to customer and executive communication in product roles.

SELECTED PRODUCT PROJECTS

Kuda Teen Debit Card (EntryLevel Capstone) — Product Manager

- Interviewed parents and teenagers to identify unmet needs within a regulated banking product; defined MVP scope using MoSCoW and T-shirt sizing; designed parent dashboard, virtual card, spending controls, and real-time notifications; produced user stories, acceptance criteria, and roadmap recommendations.

Moniepoint Product Teardown — Independent Product Research

- Conducted an end-to-end product teardown of a regulated fintech platform, analyzing onboarding, trust mechanisms, user experience, and customer retention; produced actionable recommendations using product management frameworks and behavioral analysis.

RunAm (Marketplace Platform) — Product Manager

- Led customer discovery, market validation, user journey mapping, feature prioritization, and MVP planning for an AI-powered errand marketplace; produced roadmaps, PRDs, and user stories.

EDUCATION

Master of Business Administration (MBA) — In Progress

Delta State University | 2026 – Present

Bachelor of Science (B.Sc.), Mass Communication

Delta State University

CERTIFICATIONS

- EntryLevel Product Management — Level 1
- Pendo Product Management Basics

TOOLS & PLATFORMS

Product: Figma, Notion, Jira, Trello, Miro | Research & Analytics: Google Analytics, Google Workspace, Microsoft Excel | AI & Delivery: ChatGPT, Claude, GitHub, Vercel