

# Ayo Obayomi

## Product Design

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### PROFESSIONAL SUMMARY

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UX and Product Designer who turns complex processes into clear, usable experiences by designing AI-powered tools, dashboards, and workflows that improve customer journeys and streamline operations.

### EXPERIENCE

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**Racquet Set Go** Lafayette, IN  
Associate Design Program Manager Oct 2025 – Present

- Own the evolution of a central hub for content and execution workflows across CRM, email, and task management, improving the customer experience and visibility into program status.
- **Coordinate weekly stand-ups** with founders, coaches, and operators to review programs, align on priorities, and mitigate risks in day-to-day operations.
- **Served as interim team lead**, using Trello to structure work, prioritize tasks, track progress, and ensure accountability.

**Racquet Set Go** Lafayette, IN  
Operations Assistant May 2025 – October 2025

- Redesigned the 5+ page Google Sites web experience, **improving layout, information hierarchy, and messaging so program details and the business model were clearer for clients.**
- Supported day-to-day program delivery by **handling ad-hoc operational tasks** that maintained momentum and ensured a consistent client experience.

**Job Quest, Co.lab** Remote  
Product Design Apprenticeship Aug 2024 – Oct 2024

- Designed and shipped an AI-powered MVP web app that guides entry-level job seekers through resume creation and interview preparation.
- Translated user research and feedback into clear, actionable requirements for the team, **reducing ambiguity and informing design iterations.**

**Seminaut Inc: Guild Gaming** Remote  
Junior UX Designer Aug 2023 – Jun 2024

- **Implemented and delivered an AI-enhanced post-event analytics dashboard**, speeding up actionable next steps.
- Designed a “Create a Report” feature that replaced manual spreadsheet entry and improved reporting clarity for stakeholders.

UX Design Intern Remote  
Jun 2023 – Aug 2023

- Built a post-event analytics dashboard, creating wireframes and high-fidelity designs to help organizers assess event success and operational performance across key metrics.

**Baseball Little League, Purdue University Sponsored Project** West Lafayette, IN  
Product Designer | Team Collaborator January 2022 - May 2022

- Introduced an announcement feature that **reduced parent churn and lowered canceled-event attendance by 26.6%.**
- Identified and designed an emergency-contact onboarding flow to **address parents’ safety concerns and improve trust.**

### EDUCATION & CERTIFICATION

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Purdue University — B.S. UX Design, May 2025 | Collaborative Leadership

### SKILLS & METHODOLOGY

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**Design & Research:** Information Architecture, Ideation Workshops, Journey Mapping, Affinity Mapping | **Technical:** HTML, CSS, JavaScript | **Tools & Methodologies:** Figma, FigJam, Miro, Whimsical, Notion, Cursor, Lovable