

Ayo Obayomi

Product Designer focused on emotionally resonant, user-friendly interfaces that drive clarity and engagement.

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EDUCATION

Purdue University

Major in UX Design, Bachelor of Science
GPA - 3.61

West Lafayette, IN
Graduated May 2025

EXPERIENCE

Job Quest, Co.lab

Product Design Apprenticeship

Remote
Aug 2024 – Oct 2024

- Built an MVP web app with a cross-functional team in 8 weeks for overwhelmed entry-level job seekers, applying behavioral science and user research to deliver an engaging and user-centered experience.
- Conducted user testing and translated insights on motivation and goal-setting into actionable design improvements to boost engagement.

Seminaut Inc: Guild Gaming

Junior UX Designer

Remote
Aug 2023 – Jun 2024

- Built on internship experience to design an AI-powered post-event dashboard that replaced spreadsheets, democratized insights, and enabled organizers to evaluate event success quickly.
- Partnered with the CEO, CMO, creative managers, and developers to drive a full mobile-website redesign, enhancing user experience.
- Organized and led meetings with cross-functional teams to align priorities and drive the mobile website redesign forward.

UX Design Intern

Remote
Jun 2023 – Aug 2023

- Designed a post-event analytical dashboard to help event organizers evaluate the success of their events.
- Spearheaded interviews with tournament organizers and collaborated cross-functionally to prioritize user needs and technical feasibility through a research-driven matrix.

Baseball Little League, Purdue University Sponsored Project

Product Designer | Team Collaborator

West Lafayette, IN
January 2022 - May 2022

- Worked with UX designers to enhance coach-to-parent communication and to boost League participant retention year-over-year.
- Created an emergency contact onboarding flow that alleviated parents' safety concerns and improved trust.
- Championed stakeholder communications to clarify expectations and address the cause of League churn.

LEADERSHIP & MENTORSHIP

Purdue UX Design Club

Peer Mentor

Purdue University
Sept 2024 - Nov 2024

- Selected as a peer mentor through Purdue's departmental UX mentorship program, and supporting new students through 1:1 check-ins.
- Led weekly check-ins to discuss course challenges, design tools, and career preparation, building communication and coaching skills.

SKILLS & METHODOLOGY

Coaching, Mentorship, Active Listening, Collaboration, Problem-Solving, Prototyping, HTML& CSS, Miro, Figma, Figjam, Whimsical, Procreate, Adobe CC, Google Docs/Slides, Notion, Affinity Maps, User Flows, Personas, Interviews, Journey Maps, Secondary Research, Sketching