Ayo Obayomi

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EXPERIENCE

Racquet Set Go

Operations Assistant (May 2025 - October 2025) | Associate Design Program Manager   Oct 2025 – Present

- Leading redesign of company website on Google Sites, improving content clarity and navigation; supported brand alignment across **5+ core pages**.
- Partnering with **C-level stakeholders** to streamline admin workflows using Trello, reducing task turnaround time by **~25%**.
- Managing **3 coaches**, coordinating schedules, risk mitigation, and communication to support **100% session coverage** and a consistent client experience

Job Quest, Co.lab

Product Design Apprenticeship   Aug 2024 – Oct 2024

- Designed and shipped an **MVP web app** with **3 engineers** and **1 PM**, using AI to guide resume writing and interview preparation for entry-level job seekers.
- Synthesized user research into product solutions after identifying **2 core pain points** (lack of guidance in creating resumes and interview prep, causing overwhelm).

Seminaut Inc: Guild Gaming

Junior UX Designer   Aug 2023 – Jun 2024

- Built an **AI-enhanced post-event analytics dashboard,** replacing spreadsheets and reducing event performance review time by **~40%**.
- Enabled event organizers to evaluate KPIs (attendance, engagement, revenue) through centralized insights, improving decision-making speed.
- Led discovery sessions with **C-level stakeholders and engineers** to define requirements and align design strategy for a mobile web redesign.

UX Design Intern   Jun 2023 – Aug 2023

- Created a post-event analytics dashboard to help tournament organizers assess event success and operational performance.
- Conducted **user interviews with tournament organizers** and collaborated cross-functionally to prioritize features using a research-driven feasibility matrix.

Baseball Little League, Purdue University Sponsored Project   West Lafayette, IN

Product Designer | Team Collaborator   January 2022 - May 2022

- Partnered with UX Designers to implement an announcement feature, reducing parent churn and lowering canceled-event attendance by **26.6%**.
- Instrumental in creating an emergency contact onboarding flow, addressing parents' safety concerns when unable to pick up children.
- Championed stakeholder communications to clarify expectations and address the cause of League churn.

EDUCATION

Purdue University   West Lafayette, IN

Major in UX Design, Bachelor of Science   Graduated May 2025

SKILLS & METHODOLOGY

Design & Research: Usability Testing, Ideation Workshops, Journey Mapping, Affinity Mapping, Insight Synthesis, Information Architecture
Technical: HTML, CSS & JavaScript
Tools & Methodologies: Figma, FigJam, Miro, Whimsical, Notion, Google Workspace, Cursor, Lovable