

# Ayo Obayomi

## Product Design

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### PROFESSIONAL SUMMARY

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

#### 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

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

### SKILLS & METHODOLOGY

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