Ayo Obayomi

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EDUCATION

Purdue University   West Lafayette, IN
Major in UX Design, Bachelor of Science   Graduated May 2025
GPA - 3.61

EXPERIENCE

Racquet Set Go   Hybrid
Operations Assistant (May 2025 - October 2025) | Associate Design Program Manager   May 2025 – Present
- Leading redesign of company website on Google Sites, improving clarity and engagement while reflecting organizational mission.
- Partnering with C-level stakeholders to streamline administrative processes, improve workflow, and align leadership priorities with daily operations using Trello.
- Managing a team of 3 coaches, overseeing scheduling, risk mitigation, and collaboration to ensure a high-quality client experience.

Job Quest, Co.lab   Remote
Product Design Apprenticeship   Aug 2024 – Oct 2024
- Built an MVP web app with 3 engineers and a PM utilizing AI to simplify resume creation and interview prep for entry-level job seekers, providing step-by-step guidance to improve resumes and interview readiness.
- Coordinated with the PM to identify key pain points: users struggled to start or update resumes and prepare effectively for interviews; implemented a community feature to provide peer support, increase motivation, and reduce burnout.

Seminaut Inc: Guild Gaming   Remote
Junior UX Designer   Aug 2023 – Jun 2024
- Leveraged internship experience to design an AI-Enhanced Traditional post-event dashboard that replaced spreadsheets, democratized insights, and enabled organizers to evaluate event success quickly.
- Led discovery sessions with C-level stakeholders and developers to define project goals, clarify user needs, and align on design strategy for a mobile website redesign.

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UX Design Intern   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   West Lafayette, IN
Product Designer | Team Collaborator   January 2022 - May 2022
- Partnered with UX designers to reduce parents' churn in the League by designing an announcement feature that improved coach-to-parent communication, ensuring **26.6%** of parents no longer showed up to canceled league events.
- Instrumental in creating an emergency contact onboarding flow, addressing parents' safety concerns when they are unable to pick up their children.
- Championed stakeholder communications to clarify expectations and address the cause of League churn.

SKILLS & METHODOLOGY

Coaching, Mentorship, Active Listening, Cursor, 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