Product Designer

# Oluwatimilehin Akapo

## PROFILE SUMMARY —

I am Oluwatimilehin! An empathetic, pragmatic, and versatile product designer with over 5+ years of experience in understanding user needs and wants and being able to translate these insights into conceptual and visual design while aligning with the business goals. I have experience working across E-commerce, Edtech, and Healthtech. I am Interested in putting my knowledge of product design to use by providing high-caliber work that will benefit any organisation.

## WORK EXPERIENCES —

### Product Designer (EdenLife)  Full-time
October 2021 – Present

- Translated business goals and ideas in PRD to fully functional and usable prototypes.
- Illustrated design ideas using sketches, wireframes, storyboards, mockups and flows.
- Worked closely with Product Managers, Frontend and backend developers to create scalable solutions.
- Designed a business dashboard using a combination of quantitative and qualitative insights to help inform design choices.
- Examined existing solutions to identify and solve user experience problems
- Effectively convey conceptual ideas, detailed designs, and design decisions using both verbal and visual methods.

### Product Designer (Jeetar Technologies)  Full-time
August 2021 – October 2022

- Created scenarios, use cases, and high-level user requirements based on business requirements, usability findings, and market research data for three entirely different products.
- Defined user personas and archetypes to represent two of our target audiences, information architecture, user flows, sketches, conceptual wireframes, mock-ups, and functional prototypes.
- Designed a concise sign-up process by combining quantitative and qualitative insights that led to a 96% in Customer Effort Score (CES).
- Conducted surveys and usability testing to gather users' feedback, these feedbacks were implemented and led to increased customer retention and satisfaction by 95%.
- Designed high-fidelity prototypes of over 200+ screens using Design Systems to maintain a high degree of quality and consistency across existing products design.
- Collaborated directly with the product engineering department's developers to bring ideas to life: this generated about 4K+ users meeting 85% of the projected metrics for the beta phase.

- Onboarded about 4k+ users in the first six months during beta testing: generating about $85,000 in revenue.
- Three launched products on Appstore/Playstore: Mobile App, Rider App, Merchant App.

### UI/UX Designer (ZSoftware)  Full-time
April 2021 – August 2021

- Implemented the Human-Centred Design, Design Strategy, and Design Thinking on three different products.
- Introduced data-driven design decision-making on the products, making it accessible to users.
- Analysed to product owners/stakeholders how understanding users resulted in a spike in customers retention by 10%.
- Redesigned website based on users' feedback that led to an improved Customers' Error Scores by 10%, updated the design documentation and proposed improvements to existing applications.
- Identified and troubleshot four edge cases to create the best possible solution.
- Revised existing product roadmaps, feature prioritizations, and product backlogs for three different brands alongside Product Managers.

### UI/UX Designer (Dira Labs)  Full-time
November 2020 – May 2021

- Analysed quantitative data and qualitative data to help drive product and design. decisions to increase customer retention rate by 15%.
- Performed competitive and heuristic analysis on over six websites.
- Conceptualised and proposed ideas on ways to improve products accessibility by 60%.
- Contributed to the development, maintenance, and continuous improvement of usability, ROI, and design standards of over three products.

### User Researcher (NURHI)  Contract
April 2017 – August 2020

- Worked closely with the team to identify research objectives.
- Developed a well-crafted research plan with clear research objectives.
- Recruited targeted end-users for specific research studies.
- Crafted personas and other "information radiators" (e.g. journey maps) to communicate insights across the design and development teams.
- Translated user insights into actionable recommendations for the team.

## VOLUTEER —

### Design Mentor at SheCodeAfrica (SCA)

- I actively mentor new product designers: I have helped a number of them successfully launch their careers; this included but wasn't limited to giving advice and helping them with technical issues.

## CONTACT —

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Lagos, Nigeria

Linkedin

## PORTFOLIO —

Behance

## TECHNICAL SKILLS —

Design Thinking
Ux Research
Sketching
Wireframing
Rapid Prototyping
User-Centred Designs,
Heuristic Evaluation
Usability Testing
Micro-Interactions
User Experience Audits
Design System
User Interface Design
Responsive Design
Qualitative and quantitative data

## SOFT SKILLS —

Collaboration
Growth Mindset
Versatility
Clerical
Creative Thinking
Team Work
Communication
Emotional Intelligence
Logical

## TOOLS —

Fig jam
Notion
Adobe Xd
Framer
Sketch
Adobe Illustrator
Adobe After Effects
Adobe Photoshop
Whimsical
Wordpress
HTML
CSS
Javascript

## EDUCATION —

### Animal Breeding and genetics: Federal University of Agriculture, Abeokuta
January 2016 – January 2021

## CERTIFICATIONS —

### Data-Driven Designs: Quantitative Research for UX
Interaction Design Foundation

### Visual Design: The Ultimate Guide
Interaction Design Foundation

### Agile Methods for UX Design
Interaction Design Foundation

### Fundamental Training in Product Design
Treford

### User Interface/User Experience Design
SheCodeAfrica

### User Interface Design Essentials (UI/UX Design)
Udemy

### User Experience: The Beginner's Guide
Interaction Design Foundation

## LIVE PROJECTS —

Jeetar: (Website), (Ios) & (Android)

Jeetar Riders: (Android)

Faramove: (Website), (Ios) & (Android)