

# Adesipe Tomide

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## PROFESSIONAL EXPERIENCE

### EnerJust

#### Product Designer

 November 2023 – January 2024

 Remote, Akure

- Created prototypes as a means to explore, test, and convey my design solutions
- Empathized deeply with customers, mapping personas and user journeys to UX interactions
- Helped the team test UI elements such as CTAs, banners, page layouts, page designs, page flows, and target links for landing pages.
- Worked closely with Developers and product teams to define visual and functional requirement.
- Rapidly tested and iterated my designs improving usability by **80%**.

### Rythmio

#### Product Designer

 September 2023 – December 2023

 Remote, Akure

- Conducted user research to understand the target audience, their needs, and pain points.
- Established design principles that align with the values of decentralization, security, and user empowerment.
- Developed wireframes and prototypes to visualize the user interface and user flow.
- Designed interactions that are user-friendly and align with the principles of decentralization, Considered how smart contracts and blockchain transactions will be integrated into the user interface.
- Conducted usability testing with real users to gather feedback on the design, Iterateed on the design based on user testing results.
- Tested and iterated on designs based on user feedback, considering the decentralized nature of Web3 interactions.

### Astrotwig

#### Product Designer

 February 2022– December 2023

 Remote, Akure

- Used wireframes, mockups and prototypes to establish user interface design and architecture
- Devised site maps and mockups for designs based on proven methodologies and end user feedback.
- Understood and interpreted project requirements and concepts.
- Created and maintained style guides, design specifications and other UX documentation.
- Redesigned the website which resulted in a **25%** increase in website traffic and a **40%** improvement in conversion rates
- Carried out user research and other user-centered design activities.
- Facilitated the collaboration between the design team and development team to ensure every content that goes out is brand aligned and consistent which boosted external relevance by **100%**.
- Applied usability research results to the design, solving user pain points.

## SKILLS AND TOOLS

skills ☐ tools ☒

User research

user-centered design

Wireframing

Creative thinking

Usability testing

Good communication

Visual and UI Design

problem-solving

Team player

Multitasking

Attention to details

UX Design

Time management

Figma

Adobe xd

Adobe PS

## EDUCATION

### Bachelor of Engineering {B.Eng.}

 September 2017–December 2023

Federal University of Technology, Akure, Ondo State