

# Akinola Akinpelu

## Product Designer and UX Researcher


📍 Akoka, Lagos, 100001 Lagos, Nigeria ✉️ akinpelu.akinola98@gmail.com ☎️ 07087785468 📁 My Portfolio

in My LinkedIn 🐦 My Twitter M My Medium


### PROFILE

An empath and a goal-driven individual who is passionate about user experience design. I value human interaction and want to create minimal and accessible designs for the "Next Billion Users". I am highly proficient in UX research and interaction design. I have great experience working on P2P solutions as well as B2B/B2C saas across various platforms.

### PROFESSIONAL EXPERIENCE

Jul 2021 – present	<b>Lead UX Researcher and Designer, Riders in Motion</b>  A Startup focused on building a decentralized future in logistics <ul style="list-style-type: none"><li>• Conducted qualitative and quantitative research by interviewing users, carrying out surveys, and extensive UX competitive analysis.</li><li>• Visual and interaction design of the product web API.</li><li>• Collaborated with the visual designer to design the CrowdCargo Landing Page.</li><li>• Designed a lo-fi Prototype of the mobile application for both customers and runner's dashboards for usability tests.</li><li>• Supervised the design of the Hi-fi prototype of</li><li>• Designed email templates for emails to the end-users of our product.</li><li>• Performed A/B testing on end-users concerning various features.</li><li>• Designing the Superadmin dashboard for the product</li></ul>	Lagos, Nigeria
Apr 2021 – Jul 2021	<b>UI/UX Designer, Ubora Technologies</b> A startup building a product to solve moving day troubles. <ul style="list-style-type: none"><li>• Carried out competitive auditing for the company's product</li><li>• Conducted qualitative and quantitative research by interviewing users</li><li>• Designed MymovingPadi Landing page</li><li>• Lead Ideation sessions</li><li>• Designed and prototyped Web and Mobile dashboard pages for both users and drivers of MymovingPadi.</li><li>• Performed usability test studies with prototypes and made iterations based on results of the tests</li></ul>	Lagos, Nigeria

### PROJECTS

Oct 2021 – Nov 2021	<b>Munch: Designing a snack ordering app for a movie theatre</b>  Munch was an app I created to solve a problem I identified at the movies. Unlike my first case study which was on redesigning, this was a different ball game from getting qualitative data to usability tests.
---------------------	---

Sep 2021 – Oct 2021

### Case Study on interaction redesign of WhatsApp

The challenge was to work on the interaction design of an app I and millions of others use regularly and see how far I could push myself as a designer. It was challenging for me as it was my first case study and I had to learn a lot on the job.

I had reservations about carrying out research but this case study taught me a lot about being a researcher and made me fall in love with UX research

## SKILLS

### • Proficient in using Design and Prototyping software

*Figma, Adobe XD, Invision, Photoshop, Illustrator, Miro*

### Working Knowledge of Front-end Development

*HTML, CSS, JAVASCRIPT*

### Photography and Editing

*Proficient in using a DSLR and editing software*

### UX Research

*I can skillfully carry out primary and secondary research while collecting quantitative and qualitative data. I can also carry out competitive audits on direct and indirect competitors*

## EDUCATION

Jun 2015 – Nov 2019

**Bachelor of Science in Geology, University of Lagos** 

Lagos, Nigeria

## CERTIFICATES

• Foundations of User Experience (UX) Design 

• The Complete App Design Course - UX, UI and Design Thinking 

## INTERESTS

Swimming | Anime | Photography

## REFERENCES

Available on request