

Tolulope Ajewole

UI/UX DESIGNER

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UI/UX Designer Summary

- A designer with a keen eye for creating functional and profitable user experiences

Work Experience

UI/UX Designer

DecologiTech

- Designed the **DailyNutriFit** app, including its landing page and admin dashboard, to manage users and enhance overall functionality.
- Created user-friendly interfaces for the **RentABook** app, improving accessibility and user engagement.
- Developed engaging and conversion-focused landing pages for various client projects, aligning with brand goals and target audiences.
- Collaborated with developers and stakeholders to ensure seamless implementation of designs and optimized user experiences.
- Improved user satisfaction and increased client engagement by delivering user-centric designs tailored to diverse audiences.

UI/UX Designer

Fastlink

- Led the design and development of a web application for an Internet Service Provider (ISP), prioritizing user experience in data purchase workflows.
- Designed and implemented a user-friendly interface with intuitive navigation, streamlining the data purchasing process.
- Improved customer satisfaction and boosted sales, achieving the successful onboarding of over 60 users.
- Collaborated with cross-functional teams to identify and implement strategies for additional revenue streams through supplementary services.
- Delivered a solution that contributed to increased revenue and enhanced overall customer engagement.

- Led the product design team at a startup to create MISA, an innovative Voice User Interface (VUI) product.
- Oversaw the entire design process, ensuring alignment with user needs and industry trends.
- Collaborated with cross-functional teams to successfully integrate advanced voice technology.
- Developed a product designed to redefine user interaction and enhance commerce efficiency.
- Presented design strategies and progress to stakeholders, securing buy-in and alignment throughout the product lifecycle

- Crafted mock screens for SIFA LOCK app, boosting user engagement by 30%.
- Redesigned interface, increasing user satisfaction ratings by 15%.
- Collaborated with developers for rigorous app testing, resolving frequent crashes.
- Identified key pain points and recommended design improvements to enhance user experience.

- Led the design team in developing an invoicing application (test project) specifically designed to help small businesses manage their invoices efficiently.
- Collaborated with fellow designers to conceptualise and execute the company website, streamlining the on-boarding process for new interns and improving overall user experience.
- Designed wireframes, prototypes, and high-fidelity mockups using Figma.

Education

Skills

Wire-framing Prototyping User flow Brainstorming User Testing Design Thinking

Team collaboraion

Projects

- DailyNutrifit app and dashboard, Misa AI bookkeeping app,Mindspire, Alhiers,Fastlink landing pages