

GOZIEM AJULIBE

goziemajulibe@gmail.com [linkedin.com/in/goziem-ajulibe](https://www.linkedin.com/in/goziem-ajulibe)

PROFESSIONAL EXPERIENCE

GoLemon

Oct 2023 - Present

Product designer

- Led the design of the list collaboration feature, enabling family and friends to share shopping lists, improving user engagement.
- Enhanced the app's UI and experience, adding features such as shopping instructions, item requests, direct debit, product alternatives, order reviews, wallet, etc., boosting user satisfaction and retention.
- Revamped the website to communicate value propositions, resulting in increased conversions.
- Crafted the web experience for the B2B arm, enabling businesses like hotels to automate grocery delivery and payment, leading to an increase in B2B transactions.
- Led the design of the internal operations tool, streamlining processes, and reducing manual, repetitive tasks by 50%.
- Designed GoLemon Misfits, a feature that sold imperfect products at discounted prices, reducing waste and loss by over 80% while helping users save money.
- Conducted QA tests with the product manager to ensure production deployments met standards and were bug-free.
- Implemented an express version of the current delivery system, reducing delivery time from 36 to 3 hours when users shop from a smaller inventory. This is projected to potentially double current volumes.

Paystack

Feb 2023 - Sep 2023

Product designer

- Designed an offline payment channel enabling merchants to receive instant transaction notifications. This channel grew 100% MoM in the first 2 months, and matched existing channel volumes within 5 months.
- Designed a currency switcher on the Checkout to enable Merchants get paid by international customers in USD.
- Partnered with another designer and a team of engineers to build an internal asset generator reducing the time taken for graphic asset generation from >1 day to about 5 minutes.
- Improved the information architecture and navigation menu of the company's internal operational tool, solving a navigation menu overflow. Reduced menu items from 12 to 5.

Big Jara Technologies

Nov 2022 - Jan 2023

Product designer

- Led a team of 5 in the design of an organization learning management system.
- Directed the design of a marketing website for an e-learning program called Codecamp.

Freelance

Jan 2022 - Oct 2022

Product designer

- Collaborated with a product manager and software engineer in an incentive-based productivity start-up to design an MVP based on insights derived from user research, competitive analysis, and usability tests during a 1-week sprint.
- Designed a seamless gift-sharing application (within six weeks) for a start-up, enabling users to effectively plan and execute anonymous gift exchange events.
- Planned and executed two user research and usability tests projects to validate project assumptions, and ascertain the effectiveness and efficiency of high fidelity mock-ups.

Digiscript Tech Solutions

Jun 2021 - Dec 2021

Product designer

- Led the redesign of the company's website based on research insights, guaranteeing over 50% increase in usability.
- Produced over 5 social media graphics weekly for Instagram and LinkedIn in collaboration with the digital marketing team, thus improving the social media presence & engagements.
- Revamped the product page for a skincare brand, adding new features based on research, improving the customer experience by >25%.

TECHNICAL SKILLS AND TOOLS

UX Research, Visual Design, Interaction Design, Information Architecture, UX Writing, A/B Testing, HTML/CSS, Javascript, Figma, Miro, Notion, Optimal Workshop, Adobe Photoshop, Adobe Illustrator.

EDUCATION

Babcock University (Sep 2014 – Nov 2019)

Bachelor of Medical Laboratory Science (BMIs).

CERTIFICATIONS

Accessibility: How to Design for All – *Interactive Design Foundation*.

Visual Design: The ultimate guide – *Interactive Design Foundation*.

Responsive Web Design – *Free code Camp*.

Master Digital Product design (UX Research & UI Design) - *Udemy*.

Object oriented UX (OOUX) fundamentals - *Udemy*.