

Grace Oisamoje

Product Designer

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Detail-oriented, analytical and empathetic Product Designer with a strong background in research with a proven track record of delivering digital experiences that enrich, excite and are meaningful to humans and brands.

WORK EXPERIENCE

UX Designer

Anka | Jul 2021 - Present

A SaaS solution that powers e-commerce through its global marketplace (Afrikrea) for unique and creative goods that connect entrepreneurs with buyers around the world.

- Explored, ideated, validated, and designed the end-to-end experience of a direct payment platform for **13,000+ sellers in 46+ countries**.
- **Optimised** the mobile experience of the product page, which **improved discoverability and increased conversion**.
- Collaborated with the engineers and product manager to deliver the default shipping pricing experience that led to **frictionless store onboarding and product listing**.
- **Plan and execute usability testing and stakeholder interviews** to solicit feedback from sellers and team, incorporating feedback into design to better support sellers' needs and business goals.
- **Building** the foundation for Anka's **design systems to ensure consistency** across all its interfaces.
- **Write about processes and document decisions** to inform stakeholders of project progress.

Product Design Intern to Product Designer

FourthCanvas | Feb 2021 - Jul 2021

A brand and design agency that delivers thoroughly thought out and compelling brand systems for ambitious startups looking to stand out with people.

- Redesigned the landing page for the ACB brand report that **generated over 150 downloads** in the first month of release.
- Liaise with clients and **led the end-to-end product design of an international money transfer platform**, from web app to native app and admin dashboard, to support both user and business needs.
- Took part in **design sprints and critiques**, all hands and squad meetings.
- **Designed** the end-to-end experience **a service based website integrating accessibility requirement**.

Creative Director

Boriah | Oct 2014 - Jan 2021

A contemporary women's wear brand changing the African narrative through handcrafted pieces made with love for the cloth and wearer.

- **Featured** as one of 8 most creative fashion masks **by Fast Company** in 2020.
- Collaborated with Paystack (now acquired by Stripe) on the activation of their first merch online pop-up shop, accounting for over **70% of Boriah's revenue in Q4**.
- Designed Boriah's e-commerce store projected to **boost annual revenue by 35%**.
- Developed a ready-to-wear line which currently accounts for **65% of the company's annual revenue**.
- Created a feedback system to enhance our SOP, resulting in a **2x increase in customers feedback**.

Academic Researcher/Lecturer II

Benson Idahosa University | Oct 2010 - Sept 2014

- Conducted academic research and **published two articles in international journals** - The Global Journal of Political Science and International Relations and Research in Humanities and Social Sciences (IITSE).
- **Ranked top 5% of department staff** by students and received a 95% student satisfaction score.
- **Advised 100+ students** on course selection, resolved 75+ complaints, and liaised with other 10+ departments' coordinators.

CERTIFICATIONS & EDUCATION

- **Building Wireframes and Low Fidelity Prototypes** | Google
- **Start the UX Design Process: Empathise, Define, and Ideate** | Google
- **Foundations of User Experience (UX) Design** | Google
- **User Interface/User Experience Graduate Accelerator** | Stutern
- **Digital Skills: User Experience** | Accenture
- **Introduction to User Experience Design** | Georgia Institute of Technology
- **MA International Studies** | The University of Birmingham
- **BA International Studies** | Benson Idahosa University

SKILLS



TOOLS

- Figma
- Whimsical
- Miro
- Trello
- Jira
- Balsamiq

VOLUNTEER EXPERIENCE

Team Lead/Teen Mentor | Steering for Greatness | Apr 2018 - Present

- Lead a team of four to create wellbeing and wellness teaching content with **76% course completion and 93% satisfaction rate**.
- Bridging the gap between traditional education and real-world skills by **mentoring teenagers**.

MOST PROUD OF

Repurposed leftover fabrics to create over 100 clothing for orphans in my community

OTHER LINKS

 @graceoisamoje

 bit.ly/graceoisamoje