OPEYEMI ADETIFA

Product Designer

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Portfolio website: https://opeyemiadetifa.com

TOOLS AND SKILLS

Tools: Figma, Penpot, Adobe XD, Sketch, InVision, ProtoPie, Framer, Webflow, Illustrator, Photoshop, Lightroom, InDesign.

Programming Technologies: HTML, CSS, JavaScript, TypeScript, React.js, React Native, Firebase.

Skills: UX Research, Usability Studies, Competitive Audit Analysis, Information Architecture, Wireframing, High-Fidelity Mockups and Prototyping, Building and Managing Design Systems, Mobile App Design, Desktop App Design, Responsive Web Design and Agile Methodologies.

EDUCATION

Technological University Dublin, M.Sc. Creative Digital Media & UX	**2023 - 2024**
Technological University Dublin, M.Sc. Sustainable Development	**2020 - 2021**
University of Lagos, B.Sc. Botany	**2012 - 2017**

CERTIFICATIONS

Google, UX Design Certificate	**2021 - 2022**
Mimo, Learn to Code (HTML, CSS & JavaScript)	**Jan 2020 - Jun 2020**

EXPERIENCE

Product Designer at Kargo, Ireland.   **Jun 2022 - Present**

- Designed a feature for scheduling ad campaign overlay designs which improved work-life balance for internal and external users, resulting in an increase in user satisfaction.
- Redesigned a conditional-based automation feature for selecting ad campaign overlay designs, reducing user effort and increasing efficiency in campaign creation.
- Led several design sprint workshops that generated innovative ideas for new features that were successfully implemented in the product roadmap.
- Designed a dynamic preview feature enabling users to efficiently QA overlay designs for product catalogs with thousands of items, reducing QA time for users.
- Collaboratively redesigned the platform's new navigation, improving user experience and reducing navigation time for users.
- Designed an AI-powered feature that guides users to create high-performing overlays for social and open-web publishers, resulting in substantial increase in overlay performance.
- Contributed to and maintained the Design System, ensuring consistency across the platform and reducing design-to-development time.
- Conducted comprehensive research, rapid sketching, and competitive analysis for feature developments, collaborating closely with Product Managers.
- Authored comprehensive design documentation and annotations for high-fidelity designs, facilitating seamless handoff to development teams.
- Actively contributed to short-term, medium-term, and long-term product roadmaps, aligning UX goals with overall business objectives.

Product Designer at AfroTada, South Africa.   **Aug 2020 - May 2022**
- Developed and implemented a comprehensive UI Kit, reducing design-to-development handoff time and streamlining the overall design workflow.
- Redesigned and launched a refreshed interface for afrotada.com, increasing user engagement by 65% in the first week and by 39% in subsequent months.
- Created an intuitive user interface for the Afrotada writer's dashboard, tripling the number of writers on the platform.
- Conducted in-depth UX research and analysed data to derive actionable insights, resulting in an improvement in user satisfaction.
- Generated detailed UI specifications and collaborated closely with engineers, reducing design implementation errors and accelerating development cycles.
- Spearheaded user experience enhancements across all AfroTada digital platforms.

Website Designer at Ere Oluwa Nig Enterprises, Nigeria.   **Feb 2020 - May 2022**
- Designed and implemented a visually appealing interface for the company website, resulting in an increase in user engagement.
- Created a user-friendly interface and intuitive experience for website visitors, leading to an improvement in user satisfaction.
- Developed and maintained the company website, effectively showcasing products and services, which contributed to a growth in online inquiries.
- Implemented a content management system to ensure accurate and up-to-date information about company offerings, reducing content update time and improving information accuracy.
- Proactively identified and resolved technical issues, including broken links and slow loading times, resulting in a reduction in user-reported problems and an improvement in overall website performance.
- Optimised website responsiveness across various mobile devices and screen sizes, increasing mobile traffic.
- Conducted regular user testing and implemented data-driven improvements, leading to an increase in task completion rates and a reduction in user error rates.

Freelance Product Designer, Nigeria.   **Aug 2019 - Jan 2020**
- Conducted comprehensive UX research with potential end users, generating actionable insights that led to an improvement in user satisfaction and an increase in product adoption rates.
- Developed detailed user personas, user stories, user flows, and user scenarios, resulting in a more user-centered design approach.
- Organised and implemented a streamlined information architecture for several and created intuitive sitemaps.
- Produced wireframes, high-fidelity mock-ups, and interactive prototypes for stakeholder approval.
- Facilitated seamless handoffs to developers by providing comprehensive design assets and documentation, reducing development time and improving design implementation accuracy.

Freelance Graphic Designer, Nigeria.   **Sept 2018 - Jul 2019**
- Designed and delivered unique, impactful logos for small businesses, resulting in an increase in brand recognition for them.

- Created eye-catching posters for small businesses, contributing to an increase in in-store visit and an increase in online traffic.
- Developed engaging social media headers, leading to a boost in social media engagement and follower growth for small business clients.
- Implemented a streamlined design process, reducing project turnaround time while maintaining high-quality outputs for all client deliverables.
- Worked with small business owners to create cohesive brand identities for them, resulting in an increase in repeat business.

AWARDS

Overall winner, 2021 TU Dublin Green Week Poster Competition

Circular economy category winner, 2021 TU Dublin Green Week Poster Competition