

# OPEYEMI EZEKIEL ADETIFA

Product Designer

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## SUMMARY

Product Designer with **over 7 years of experience** crafting user-centric digital solutions across various industries. **Skilled in the full UX process, from research to high-fidelity prototyping**, with a proven track record of increasing user engagement. **Unique blend of design expertise and coding skills** enables seamless collaboration with development teams. **Open to a UX-focused role** to leverage comprehensive skills from research to UI design, **or a UI-specific position** to showcase strengths in visual design, layout, and typography.

## TOOLS AND SKILLS

**Tools:** Figma, Framer, Webflow, Penpot, Adobe XD, Sketch, ProtoPie, Illustrator, Photoshop, InDesign, Unity Game Engine.

**Programming Technologies:** HTML, CSS, JavaScript, TypeScript, React.js, React Native, Firebase, C#, Storybook.

**Skills:** UX Research, Usability Studies, Competitive 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 Methodology.

## 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, Canada.	Jun 2022 - Present
<ul style="list-style-type: none"><li>● <b>Lead designer</b> on the Creative Studio part of the Kargo Commerce platform.</li><li>● <b>Designed a feature</b> for scheduling ad campaign overlay designs <b>which improved work-life balance for internal and external users, resulting in an increase in user satisfaction.</b></li><li>● <b>Redesigned a conditional-based automation feature</b> for selecting ad campaign overlay designs, <b>reducing user effort and increasing efficiency</b> in campaign creation.</li><li>● <b>Led several design sprint workshops</b> that generated innovative ideas for new features that were successfully implemented in the product roadmap.</li><li>● <b>Designed a dynamic preview feature</b> enabling users to efficiently QA overlay designs for product catalogs with thousands of items, <b>reducing QA time for users.</b></li></ul>	

- 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.

**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 and 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.
- **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.
- **Designed 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