

# 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

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

## CERTIFICATIONS

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

## EXPERIENCE

<b>Product Designer at Kargo</b> , Canada.	<b>Jun 2022 - Present</b>
<ul style="list-style-type: none"><li>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.</li><li>Redesigned a conditional-based automation feature for selecting ad campaign overlay designs, reducing user effort and increasing efficiency in campaign creation.</li><li>Led several design sprint workshops that generated innovative ideas for new features that were successfully implemented in the product roadmap.</li><li>Designed a dynamic preview feature enabling users to efficiently QA overlay designs for product catalogs with thousands of items, reducing QA time for users.</li><li>Collaboratively redesigned the platform's new navigation, improving user experience and reducing navigation time for users.</li><li>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.</li><li>Contributed to and maintained the Design System, ensuring consistency across the platform and reducing design-to-development time.</li><li>Conducted comprehensive research, rapid sketching, and competitive analysis for feature developments, collaborating closely with Product Managers.</li><li>Authored comprehensive design documentation and annotations for high-fidelity designs, facilitating seamless handoff to development teams.</li></ul>	

- 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**