

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

- **Lead designer** on the Creative Studio part of the Kargo Commerce platform.
- **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.

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