

# Peter Adetula, Product Designer

## U.K Global Talent - Tier 1

Tel: +44 7470167390 | Portfolio: [www.peteradetula.com](http://www.peteradetula.com) | Email: [adetulapeter@gmail.com](mailto:adetulapeter@gmail.com)

## Career Profile

Creative and user-focused Product Designer with experience in crafting intuitive web and mobile solutions and proven ability to transform complex requirements into intuitive, accessible, and scalable designs. Fascinated by consumer psychology and the impact of good design on business performance. Skilled in defining product vision, designing human-centred experiences, and bridging the gap between user needs and strategic goals.

## Experience

### CURVA DIGITAL

Senior Product Designer

Aug 2024 – Present

- Conducted discovery workshops, stakeholder interviews, and user research to define product goals and user needs.
- Translated business goals and user needs into product strategies and design objectives.
- Designed intuitive, accessible, and responsive interfaces across web and mobile platforms using Figma.
- Defined user personas, customer journeys, and user flows to guide product development.
- Worked closely with developers, project managers, and clients in agile sprints to deliver high-impact solutions.
- Applied data from A/B tests, analytics tools, and user feedback to iterate and improve product performance.
- Prepared creative briefs and supervised external contractors.

### SHELL

Product Designer

Jun 2022 - Jul 2024

- Designed a carbon soil land aggregation platform to support nature-based solutions and CO2 emissions reduction.
- Created EPTB analytics, a platform to manage Shell's regulated carbon credit market and share insights.
- Designed Virtual SME, an AI-powered assistant that provides instant, accurate, and secure access to critical knowledge across Shell's ecosystem.
- Ensured compliance with Web Content Accessibility Guidelines (WCAG) and ISO 9241 standards for accessibility.
- Translated insights into personas, design systems, style guides, and responsive UI components aligned with accessibility and usability standards.
- Applied user-centered design thinking methodology to solve complex business and user experience challenges.
- Worked closely with other designers, commercial and technical teams to execute a balanced approach to delivery.

## **TESCO**

UI Designer

Dec 2021 - May 2022

- Designed the Tesco digital Clubcard interface, reducing physical Clubcard issuance by 80%.
  - Designed the OneCEC(Customer engagement center) platform that helps customers input their complains and have them resolve by the customer care unit.
  - Collaborated within agile teams to enhance customer onboarding and account management flows.
  - Communication and development of creative concepts, executional ideas and design rationale to team members and stakeholders.
  - Consolidated and translated design rules, interaction patterns, and brand systems into scalable UI components.
  - Collaborated with designers, developers and testers to ensure high-quality delivery.
  - Production of high-quality work under pressure with meticulous attention to detail.
  - Worked with cross-functional teams to deliver pixel-perfect, accessible designs with detailed handoffs.
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## **PERTINENCE GROUP**

Lead Designer

Feb 2018 - Nov 2021

- Led and managed the design team, providing guidance, support, and mentoring.
  - Led and mentored a multidisciplinary design team to drive design consistency and quality.
  - Created user-centered designs by understanding business requirements, user feedback and marketing strategies.
  - Conducted user research, developed personas, performed usability testing, and analyzed findings to inform design decisions.
  - Illustrated design ideas using storyboards, process flows and sitemaps.
  - Presented and justified design decisions to internal teams and clients based on research and user data.
  - Ensured the technical feasibility of UX/UI designs
  - Collaborated with cross-functional teams, including product managers, developers, and stakeholders, to align design goals and objectives.
  - Created user flows, wireframes, and interactive prototypes to test design concepts, conduct usability testing, and validate with A/B experiments.
  - Increased project delivery rate by 57% through streamlined design workflows and stakeholder alignment.
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## **ACUMENTO LIMITED**

Front End Developer/Designer

Apr 2016 - Jan 2018

- Developed responsive websites and UI components using HTML, CSS, and JavaScript.
- Collaborated with clients to implement visually engaging and interactive web experiences.
- Conducted cross-browser and cross-device testing to ensure compatibility and accessibility.
- Maintained and enhanced client websites with content updates and feature improvements.
- Created tools that enhance the user's website experience.
- Ensured websites are accessible across many platforms, including laptops and smartphones.
- Routinely tested websites for ease of use, speed and other quality factors.
- Fixed any website issues or bugs that arise.

# NEW HORIZON COMPUTER LEARNING CENTER

## Design Instructor

Mar 2012 - Nov 2012

- Taught graphic design principles and tools to students and young professionals.
  - Organised bootcamps and workshops focused on visual design, UX principles, and industry tools.
  - Mentored, offered guidance and support to students, helping them overcome challenges, and nurturing their creativity
  - promoted ethical design practices and helped students understand the impact of design decisions on users and society.
  - Conducted design critiques, providing constructive feedback to help students improve their work and develop a critical eye for design.
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## Education and Professional Development

### Education

- B.Sc. Computer Science (Upper Division)
- M.Sc. Information Technology

### Professional Development

- Become a UX Designer from scratch
  - Google UI/UX Design Professional Certificate
  - UI design patterns for successful software
  - Accessibility: How to design for all
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## Skills and Tools

### Design Skills

- Design thinking
- Prototyping
- Usability Engineering
- Design systems
- Wireframing
- User research
- Visual designs
- AR/VR
- Information Architecture
- HTML,CSS & Javascript
- Motion Design
- Interaction Design
- Service Design
- Usability Testing
- Heuristic Review

### Tools

- Figma, Sketch, Miro, Protoshare, Zeplin,
  - Adobe suite (Photoshop, Illustrator, XD, Aftereffects, Dimension, AeroInDesign, Premiere pro),
  - Azure Devops, Confluence, Jira
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## Collaboration

- Communication
- Gives design critiques
- Strong Presenter
- Detail Oriented
- Design Documentation
- Time management