

# ADENIRAN RIDWAN YUSUFF (AKANNI)

SENIOR PRODUCT DESIGNER & DEVELOPER

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## BIO

Innovative Senior Product Designer with nearly a decade of experience leading end-to-end design projects and driving business impact through user-centered solutions. Proven track record of combining strategic thinking with creative execution UI/UX and full-stack implementation to deliver exceptional digital experiences. Skilled in transforming complex ideas into seamless designs that deliver measurable ROI for businesses.

## CORE SKILLS & TECHNICAL PROFICIENCIES

- Product Leadership: DesignOps, Product Roadmapping, Agile Planning, Stakeholder Alignment, Design Sprints, Cross-Functional Team Mentorship.
- UX/UI Design: End-to-End Product Design, User Journey Mapping, Wireframing, Prototyping, Usability Testing, Brand Systems.
- Tools: Figma (Expert), Adobe Creative Suite (XD, Photoshop, Illustrator), Webflow, Framer, Cinema 4D, Blender, AI (Midjourney, Nano Banana, Veo 3, Hailou, Seedream...).
- Development: HTML/CSS (Expert), JavaScript, React Native (Expo), Next JS, TypeScript
- Backend: Python, Node.js, Django, Prisma ORM, PostgreSQL, MongoDB, SQL.

## PROFESSIONAL EXPERIENCE

### METNOV INC. | US (Remote) CTO — Co-founder | Feb 2025 – Present

- Spearheading the entire product lifecycle for the company's inaugural product, collaborating closely with engineering and marketing to ensure cohesive user experiences.
- Achieving 98% design-to-development fidelity by personally interpreting designs into pixel-perfect front-end code using standard best practices.
- Established core DesignOps by developing scalable design systems and a mini brand identity, reducing overall design time by 20% for future products.
- Architecting system requirements and delivering comprehensive UX study documents to backend developers, streamlining database schema creation and API development.

- Led end-to-end design processes for multiple product features, ensuring alignment between product, engineering, and marketing teams.
- Implemented data-driven UX strategies through extensive A/B testing and usability studies, resulting in a 15% increase in user engagement and a 10% decrease in drop-off rates.
- Developed scalable design systems that improved consistency across digital touch-points, reducing overall team design time by 20%.

**ODCSQUARE** | Nigeria **Creative Director / Co-Founder** | Jan 2020 – Sep 2024

- Led a team of 6+ designers and developers to complete 8+ projects with a 98% on-time delivery rate, improving client ROI by an average of 25%.
- Fostered partnerships with over 15 clients, achieving a 97% retention rate by consistently aligning project goals with business objectives.
- Pioneered design sprints and prototyping workshops, reducing design-to-development turnaround by 40% and accelerating go-to-market time.

**MAXIBUY LTD** | Nigeria **Product Designer** | May 2022 – Feb 2023

- Spearheaded a complete application redesign that improved usability, increasing Average Session Duration by 200% (from ~1 minute to ~3 minutes) and boosting overall conversion rates.
- Optimized and implemented the "joint bulk buy" feature, granting team-based discounts that bumped up sales revenue by 10%.
- Designed optimized in-app messaging templates to improve communication with users.
- Collaborated with marketing to redesign the seller application, streamlining onboarding and increasing new seller signups by 8%.

**SPEAK BOUTIQUE** | Nigeria **Creative Director (Partnership)** | Jan 2016 – Present

- Strategically led a team of 5+ designers to digitize the brand experience and redesign the physical store, directly contributing to a 12% increase in sales.
- Built a user-friendly digital platform that attracted new customers while retaining existing ones, leading to a 20% ROI and facilitating the launch of the Oniru branch.
- Managed high-profile brand collaborations to drive market visibility, including partnerships with celebrity Maleek and Mr Jollof.

**EDUCATION**

**Bachelor of Technology in Physics** Ladoke Akintola University of Technology | Ogbomoso, Nigeria | 2016