

OBADARE SAMSON OLUWOLE
Product Designer (UI/UX) | Interaction Designer | UX Researcher
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Professional Profile

Co-founder and product designer with experience building digital solutions across various niches, including fintech, healthcare, logistics, and education. Skilled in creating user-centered products that solve real problems, enhance efficiency, and drive business growth. Passionate about innovation, clarity, and designing technology that truly empowers people.

Available for Local and International Career Opportunities

Key Forte

Core Skills

- Microsoft Office Packages
- **Design Tools:** Figma, CreatieAI, Miro, Sketch, Adobe Creative Suite, Lunacy,
- **Prototyping & Wireframing:** Balsamiq, Protopie, InVision,
- **User Research:** Surveys, User Interviews, Usability Testing
- **Web & Mobile Design:** Responsive Design, Accessibility Standards
- **Collaboration Tools:** Jira, Slack, Trello, Zeplin
- **Programming Skills:** HTML, CSS, Flutterflow, Framer, webflow

Soft and People Skills

- Strong Communication Skills, Collaboration and Teamwork, User-Centered Design Thinking, Empathy for Users, Problem-Solving Abilities, Adaptability and Flexibility, Critical Thinking, Persuasion and Stakeholder Management, Time Management and Organization, Conflict Resolution, Attention to Detail

Employment Records

PAYPETAL

Co-Founder / Chief Operating Officer / Chief Design Officer

Jul 2024 till date

Key Achievements and Responsibilities;

- Spearhead the design vision and strategy for PayPetal, a fintech solution leveraging NFC technology to revolutionize payments in Nigeria.
- Collaborate with cross-functional teams, including developers and business strategists, to deliver seamless user experiences across mobile and POS platforms.
- Direct product design efforts for mobile, web, and POS solutions.
- Oversee team activities, mentoring junior designers and fostering a creative, collaborative environment.
- Partnered in establishing PayPetal, a fintech startup redefining payments in Nigeria using cutting-edge NFC technology.

TORILO ACADEMY (www.academy.torilo.ng)

UI/UX Instructor (Part-time)

Jan 2024 till date

Key Achievements and Responsibilities;

- Responsible for teaching and mentoring students in the field of UI/UX design.
- Effectively organize space, equipment and students.

- Developing curriculum, delivering lectures, conducting workshops, and providing feedback on student projects. Plan practice opportunities that are structured for maximum participation.

DATAFLUENT ACADEMY (www.dfluententerprise.tech/)

UI/UX Instructor/ Board Director (Part-time)

Aug 2024 - Sep 2025

Key Achievements and Responsibilities;

- Delivering lessons on UI/UX fundamentals, design principles, and tools like Figma, Miro, Sketch e.t.c
- Teaching best practices in user research, prototyping, and usability testing.
- Guiding students through projects to apply concepts in real-world scenarios.
- Providing constructive feedback to help students refine their skills.
- Creating structured, engaging, and up-to-date course content.
- Incorporating hands-on assignments, case studies, and portfolio-building activities.
- Updating the curriculum with emerging trends, tools, and methodologies in UI/UX.
- Designing assessments to measure students' understanding and progress and offering guidance on improving weak areas and enhancing strong ones.
- Empowering instructors, tutors, and administrative staff to excel in their roles.
- Building a team of skilled professionals and fostering a collaborative work culture.
- Prioritizing a student-centered approach to education, leveraging design principles for improving their learning journey.
- Building relationships with tech companies and startups for collaborations, internships, and funding opportunities.

Certracker (www.certracker.com)

Product Design Lead / Senior Product Designer (Full-time)

Apr 2023 till date

Key Achievements and Responsibilities;

- Developing and conducting user research
- Analyzing research findings and translating them into actionable design insights
- Identifying opportunities to improve existing products or develop new ones
- Work closely with product managers to define product requirements and objectives
- Generate and iterate on design concepts and ideas
- Creating a design solution that meet users needs
- Developing personas, user journey & journey map, empathy map, story boarding, information architecture/site maps, userflow, wireframe, high fidelity designs and prototyping.
- Conducting user testing
- Preparing and maintain design documentation, which include style guides, design systems, and other specifications

CUBESEED AFRICA

User Interface Designer

Feb 2023 – May 2023

Key Achievements and Responsibilities;

- Create, improve and use wireframes, prototypes, design systems, user flows, and effectively communicate interaction.
- Creating an appealing user interface with good user experience.
- Proper documentation and handoff to development team

WESAVEPAY, INDIA (CONTRACT)

User Experience Researcher/ User Interface Designer

2021 – 2022

Key Achievements and Responsibilities;

- Conducting qualitative research.
- Putting users at the front and center of a design to make it simple, easy to use and good looking.

- Meet clients to gather information about their requirements and to find out what need researching, designing or usability testing.
- Presenting the various stages of the design development to business users and stakeholders.
- Sketching, wireframing, storyboarding, designing and prototyping before handoff to the development team.
- Using my technical knowledge to explain what needs doing to the programmer.
- Ensure the product comply with the law and equal opportunity policies.

Certificate/Training

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|--|-------------------|
| ● Certificate of National Service (NYSC) | March 2023 |
| ● Certificate of achievement by Jobberman on Soft-skills training | Jan 2022 |
| ● Certificate on community leadership and environmental development by citizenship and leadership training center, Apapa, Lagos. | Oct 2018 |
| ● Google UX Program | |
| ● User Experience Research & Design (Coursera) | |
| ● User Interface Design (Alison) | |
| ● Information Architecture Fundamentals (Alison) | |
| ● Introduction to Product Management & Market Research (Alison) | |

Education

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| University of Lagos (Lagos State, Nigeria) | Oct 2021 |
| ● B.SC ED. Health Education | Second Class (Upper Division) |

Projects

Freelance Product Designer

AIB Logistics

- Designed and developed a responsive **landing page**, ensuring a seamless user experience across devices.
- Created user-friendly interfaces for a **web and mobile SaaS platform**, tailored to meet the operational needs of the logistics industry.
- Designed an intuitive **admin dashboard**, optimizing functionality and data presentation for enhanced usability.
- Focused on responsiveness and cross-platform consistency, ensuring accessibility and a cohesive visual identity.
- Collaborated with stakeholders to understand business requirements and deliver a scalable solution.

Freelance Product Designer

IntegrityPay – Fintech Platform

- Designed a responsive and visually compelling **landing page**, aligning with the brand's vision and user expectations.
- Developed user interfaces for a **web and mobile payment platform**, focusing on seamless user journeys and ease of navigation.
- Crafted a comprehensive **admin dashboard**, enabling efficient management of transactions and analytics.
- Ensured responsiveness across devices, maintaining a consistent user experience on both web and mobile platforms.
- Worked closely with stakeholders to deliver solutions that addressed business objectives and user needs effectively.

Portfolio/Website

<https://www.elshamzy.com.ng/>

Referee

 Available On Request