

IYANUOLUWA POPOOLA

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Professional Profile

UI/UX-focused Product Designer with a strong foundation in human-centered design, visual systems, and interaction design. Experienced in creating pixel-perfect, accessible interfaces across web and mobile platforms, with a focus on clarity, consistency, and usability.

Skilled at translating complex requirements into intuitive user interfaces, collaborating closely with UX, Product, and Engineering teams to deliver scalable, high-impact design solutions for complex products.

Core Skills

- UI Design (Web & Mobile)
- High-Fidelity Mock-ups & Prototyping
- Typography & Iconography
- User Research
- Accessibility (WCAG Awareness)
- Basic HTML/CSS/SCSS
- Stakeholder communication

Tools

- Figma – Framer – Canva - Adobe XD – Sketch - Miro – Notion

Work Experience

UI/UX Designer (Freelance) - UK-based

London, UK | 2025 - Present

- Designed user interfaces and interactive prototypes for web-based products, improving usability and navigation clarity through strong visual hierarchy and consistent layout patterns.
- Applied accessibility expectations and WCAG guidelines to ensure inclusive interface design.
- Created user flows and storyboards in Miro to visualize complex workflows early, helping reducing development rework.
- Collaborated remotely using Figma, Slack and Notion, maintaining clear communication across distributed teams.

UI/UX Designer - Contract London, UK

| 2025

- Conducted research user research and usability testing experience to inform design decisions and improve user flows.
- Worked closely with developer and business teams to designs interfaces in Figma for an internal underwriter platform.
- Supported design handover to the build team and ensured accurate implementation of UI designs.
- Communicated effectively with multiple stakeholders throughout the project lifecycle.

UI/UX Designer - UK Market Projects London, UK

| 2025

- Designed UX/UI solutions targeted at UK users, considering accessibility standards, language, and user behaviour.
- Conducted competitors and products research focused on UK-based digital platforms.
- Designed interfaces aligned with UK digital product standards and usability expectations.

Product Designer - Real Icon Enterprise

Lagos, Nigeria | 2024

- Designed clear, user-friendly event layouts and visual maps for large-scale audiences using strong layout composition and clear hierarchy.

- Created visual assets and UI concepts for the company's brand and digital presence.
- Conducted on-site observation to understand users' interaction with physical and digital layouts, applying real-world insights to improve layout clarity and usability.

Product Designer - AE Global Construction Ltd Ibadan,

Nigeria | 2023

- Produced wireframes, prototypes and high-fidelity UI screens for internal workflows and tools, improving overall system usability.
 - Collaborated with engineers, product managers, and software developers in an agile environment, strengthening design process.
 - Refined interface designs through iterative feedback and usability testing, improving design accuracy and usability.

Education

Bachelor of Education - Adult Education

Minor: Communication & Language Arts

University of Ibadan | 2018-2023

Certification

Google UX Design Certificate

Coursera | 2022

Additional Information

Selected works:

- Savings App for Students & Young Professionals.
- Skincare Brand Website - Visual identity & Web Experience.