Abdulazeez Abioye
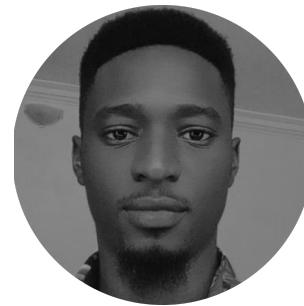
Product Designer | UI/UX Designer |UX Researcher

olumideabioye@outlook.com | **My Portfolio**

Socials: [in] [𝕏] [Bē]

SUMMARY

I am a versatile professional product designer who plays a crucial role in bringing innovative and functional products to market. I blend creativity with technical expertise to create products that enhance the user experience and meet market demands. I am responsible for creating and designing products that are both functional and aesthetically pleasing.

EXPERIENCE

Parcels Mart — Cumbria, England — *Product Designer*

December 2022 - August 2023

- Partnered with cross-functional teams to align design solutions with business goals, ensuring seamless integrations into logistics services.
- Applied creative expertise to develop innovative solutions, enhancing user experience and reflecting a commitment to transparent pricing and innovation.
- Integrated eco-friendly design principles, reducing environmental impact through initiatives such as eco-packaging and optimized transportation routes.
- Conducted customer research to inform personalized, cost-saving logistics solutions, prioritizing transparent pricing and user satisfaction.
- Designed tailored user interfaces for parcels Mart's diverse global customer base, emphasizing clear and intuitive pricing and service information.

Tools/Technologies - Sketch, Craft, Figma, Anima Toolkit, Slack

Digipipa — Lagos, Nigeria — *UI/UX Designer*

MARCH 2021 - November 2022

- Increased the company website visit volume by 23% by redesigning the website to adapt to mobile devices and incorporating a modern aesthetic through 2+ rounds of sketching.
- Enabled the start-up to monetize with a $1M estimated return in 2 years by designing the UI/UX of a habit formation iOS app from conception to delivery through 3+ iterations of wireframing, prototyping and user testing.
- Improved the website retention rate by 22% by introducing a stronger design hierarchy that simplifies the user flow for customizing a product.

SKILLS

Tools:
Figma, Sketch, Photoshop, Invision, Sketch, Craft, Prototype.io, XD, Zeplin, Marvel, HTML 5 & CSS

Productivity:
Slack, Trello, Aha, Jira, Clickup, Asana, Notion and more

Soft Skills Set:
Information Architecture, User Research, Wireframing, Usability Testing, Prototyping, Design System, Responsive Web, Inclusive Design,Leadership, Communication, Team Integration, Empathy, Collaboration, Open-mindedness, Critical Thinking, Professionalism, Problem Solving, Adaptability, Accountability, Approachability and many more

PROJECTS

- DrugStoc Mobile App
- Digipipa Mobile App
- Parcels Mart
- ESP Group Landing page re-design
- Artisan.ng
- Zeli
- Antique Web3
- Pay Check limited

- Collaborated with cross-functional teams such as; product managers, developers, and marketers to ensure that the designs align with the company's overall product strategy, meet user needs, and are technically feasible

Tools/Technologies - Figma, Jira, Photoshop, Jira, Slack, Marvel

DrugStoc Ehub Ltd, — Lagos, Nigeria — *Product Designer*

JULY 2019 - FEBRUARY 2022

- Craft intuitive and visually engaging interfaces for DrugStoc Ehub's pharmaceutical solutions, tailored to meet the specific needs of healthcare professionals and stakeholders.
- Continuously enhance user experience on DrugStoc Ehub's digital platforms, emphasizing usability, accessibility, and efficiency to facilitate seamless interactions within the pharmaceutical ecosystem.
- Conduct comprehensive user research, including interviews, surveys, and usability tests, leveraging data-driven insights to refine interfaces for peak performance. Collaborated closely with cross-functional teams, including developers, product managers and healthcare experts ensuring design aligns with functionality and business goals.
- Engaged stakeholders for feedback-driven design iterations to meet evolving requirements.

Tools/Technologies - Figma, Photoshop, Invision, Zeplin, Craft

Others Includes:

Hayzed Poultry, Ilorin, Nigeria — *Visual Artist*

February 2018 - February 2021.

Tools/Technologies - Corel Draw, Photoshop.

CERTIFICATION

Principles of UX/UI Design
Meta (Formerly Facebook)

UI/UX Design Hybrid from Figma to HTML CSS and JavaScript
Udemy

EDUCATION

User Research and Design
JANUARY 2024
University of Minnesota

Prototyping and Design
JANUARY 2024
University of Minnesota

University of Ilorin,
SEPTEMBER 2018-2022
Msc: in Sociology