

Oni Oludare

Senior Product Designer

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Visit my website : dray.design

Professional Summary

As a Senior Product Designer with over 8 years of experience, I specialize in steering cross-functional teams toward developing innovative and visually compelling products, resulting in substantial increases in company conversions. By leveraging my extensive design expertise, research proficiency, and strategic leadership, I foster a collaborative culture that consistently yields exceptional user experiences and drives the success of projects.

Professional Work Experience

Aella App (Fintech), Lagos Nigeria.

Lead Designer

July 2019 - Oct 2023

- I was able to drive over **100%** in user growth and engagement by implementing a design system that effectively meets the needs of

business and its end users, this design system includes world-class user experience designs (UED) across all digital products (**Apps and Dashboards**) backed with a beautiful visual language which increases usability and retention.

- In collaboration with my design teams and development team, we were able to build a super fintech app that covers a wide range of users' needs, such as ***payments, loans, insurance, savings, ticketing, etc.*** The design and launching of the app were a success thanks to our design system and understanding of user's needs, user downloads increased by over **70%**.
- Performed user research and Assessed various loan patterns and frameworks to ensure scalability and performance within the design and production team.
- Having over 11 years in visual design and communications (**graphics and motion design**) I was able to create visual elements/assets in accordance with the brand of the business, creating a visual design system with design tokens such as ***colors, typography, iconography, and illustrations, etc*** . these design elements and assets are stored in a design library like Figma which is then published for use across digital product files within the organization.
- Design system management, sorting of design components according to ***digital taxonomies*** and categorization eg service listing components, transaction components, etc. Digital taxonomy helps

with consistency and reusability across design files and source codes, which helps in cross-team collaboration.

Konga.com (E-commerce), Lagos Nigeria.

Product Designer (UI/UX)

Feb 2017 - July 2019

- Worked closely with a cross-functional team to develop design systems for e-commerce web and mobile apps.
- Conversions of **wireframes design to high fidelity designs**, and rapid and high fidelity prototyping.
- Visual asset creation (***iconography, illustrations, and animation***)
- Design system management, sorting of design components according to ***digital taxonomies*** and categorization.

Boxtweet (Logistics), Texas USA.

Product / Visual Designer

Jan 2016 - Dec 2017

- Led the design overhaul of the product which led to **50% profit** growth due to the **design's intuitiveness and usability**.
- Conducted ***UX research*** by interactively testing designs using high and low-fidelity wireframes.

- Conversions of **wireframes design to high fidelity designs**, and rapid and high fidelity prototyping.
- Visual asset creation (***iconography, illustrations, and animation***)

Guaranty Trust Bank (Fintech), Lagos Nigeria.

Motion/Interaction Designer (Freelance)

May - July 2016

- A project to Animate a step-by-step flow of how the online Banking service works!
- Visual asset creation (***iconography, illustrations, and animation***)
- Conversions of **wireframes design to high fidelity designs**, and rapid and high fidelity prototyping.

Education

Bachelor in Computer Science

Federal University of Agriculture Abeokuta

(2013 - 2017)

Designing for Augmented and Virtual Reality

Interaction Design Foundation

(2022 - 2023)

UX Design & User Experience Design

Udemy

(2017)

Skills and Endorsements

- Product Design (User Interface Design & User Experience Design)
- Motion and Interaction Design
- Information Architecture (Digital Taxonomy)
- Design Systems and guidelines
- Front End Development (HTML, CSS, React)

Soft Skills

- Leadership
- Collaborative a Team player
- Problem Solver
- Creative and Empathetic
- Great Communicator

Tools

- Pen and Paper / Tablet
- Adobe suite (photoshop, after effects, illustrator, etc)
- Figma
- Protopie
- Procreate
- SketchBook
- Visual Studio Code
- Github