

Adebayo Ibiyemi

Lagos, NG, 100001 | +2347055848023
bayoibiyemi1@gmail.com | <https://www.meetadebayo.com> |
<https://www.linkedin.com/in/meetadebayo>

UI/UX designer with over 3 years of experience in conducting user research, prototyping and creating custom user-friendly website and mobile app designs that have brought companies millions in revenue and increased customer base upwards of twofold.

EXPERIENCE

UI/UX Designer

Jun 2022 - Present

Edge, Miami, FL. USA

- Redesigned company's homepage and lead generation forms using only existing components thereby reducing bounce rate by 60% and increased lead by 35%
- Conducted evaluative testings with 8+ participants, synthesized and designed against findings which increased conversion rate by 30%
- Collaborated with lead engineer to develop a cohesive design system and style guide to standardize design patterns for websites
- Reduced signup drop-offs from 55% to 10%, increased user-engagement by 30%, and boosted content generation by 20%, through a combination of user interviews and A/B-testing-driven product flow optimization
- Collaborated with UX Directors, product managers, Developers and other stakeholders to successfully complete design projects

Product Designer(UI/UX)

Apr 2020 - Present

Freelance, Worldwide

- Ensure platform-wide consistency through documentation of use cases and UI elements
- Designed and developed landing pages, collections and webapps: generated 30% conversion rate across all products
- Created interaction strategies that helped, developing navigation and flow, designing wireframe and interactive prototypes, organizing content, and advocating for the needs and goals of real users.
- Implemented UX strategies by creating inclusive experiences through research and empathy
- Completed over 50 projects (UI, UX and Graphic design)
- Conducted usability tests with more than 40 users to better understand user behaviors and usability patterns on responsive devices
- Designed a new user interface for company homepage using figma, leading to 50% higher click-through rate
- Reduced the bump rate in a travel mobile app by 48% after introducing a more user-friendly design

EDUCATION

Bachelor of Science (B.S.) - Accounting

Jan 2013 - Mar 2017

Ekiti State University

SKILLS

User Flows, Wireframing, Rapid Prototyping, UX Research, User Experience Design (UED), Interaction Design, Usability Testing, Design Thinking, Information Architecture, Adobe XD, Figma, InVision, User-centered Design, Storyboarding, Adobe Creative Suite, Sketch App, Visual Design, User Experience (UX), User Interface Design, excellent communication,

graphic design, UI Design, Empathy, Communication, Collaboration, teamwork, Problem-solving, Storytelling, Presentation, Curiosity

LICENSES & CERTIFICATIONS

Google UX Professional Certification

2022

Coursera