

Ibiyemi

Adebayo



UI/UX Designer

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To be a great designer, you need to look a little deeper into how people think & act

Paul Boag

SKILLS

- Prototyping
- Visual Design
- User Research
- Usability Testing
- Product Thinking
- Interactive Design
- Heuristic Evaluation
- Wireframe & Mockups
- Web Design
- Design Research
- Mobile Design
- Style Guides
- Competitive Analysis

TOOLS

- Figma
- Sketch
- Adobe XD
- Illustrator / Photoshop
- Google Workspace Suite

EDUCATION

Coursera

Google UX Design Professional Certificate

WORK EXPERIENCE

• Product Designer / Freelance

April 2020 — present (Remote)

- Worked with startup founders to define product architecture, designed first product draft from product documentation.
- Built design systems for large projects, executed visual designs of various projects including NFT Metaverse.
- Optimized product landing pages using design principles and best practices which led to an increase in conversion rate.
- Demonstrated experience in all stages of the design process, including user research and analytics, wireframes, prototypes, usability testing and design iterations.
- Worked closely with product managers and engineer to implement all design features to production.
- Utilized UX analytics for measurements of users activities on products to get insights on how to improve user experience.

• UI/UX Designer / Edge / (Miami, Fl. USA)

Jun 2022 — December 2022 • Contract (Remote)

Led the design vision, helped set up the product direction and collaborated with a designer and developer on the team. I helped re-design and overhaul the visuals for multiple products and marketing which led to a 40% increase in conversion rate across all products. One of our digital product has more than 5million users monthly. I helped with the hiring criteria and interview process for the design and development team.

• UI/UX Designer / Tuc Inc (San Francisco, CA. USA)

Oct 2021 — 2022 • Contract (Remote)

A collaborative tools for ideates to come together, collaborate and bring their ideas to life

- Responsible for Interaction Design, Prototyping and User testing across web and mobile products.
- Collaborated with product managers and engineers to help define product requirements and road map.