Adebayo Ibiyemi

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

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 400 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

Web Design, 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

LICENSES & CERTIFICATIONS

Google UX Professional Certification
2022

Coursera