

# Ibukun Abejide



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## Summary

Creative Product Designer with 5 years of experience bridging business goals and user-centered design.

Proficient in designing for Finance, Education, AI, Corporate, and E-commerce industries.  
Integrates user empathy and business objectives in design and product decisions.

Proven community builder with experience mentoring over 100 designers through tech internships.

## Experience



### Product Designer

Prifina

Sep 2022 - Present (1 year 4 months)

- Enabled users to personalize their interface with frequently accessed tools and data visualizations ultimately leading to a **30% increase in daily platform visits**.
- Reduced signup friction by 20% by redesigning the signup flow with fewer steps, clearer instructions, and social login options, resulting in a **15% increase in new user registrations**.
- Implemented interactive walkthroughs within the platform, boosting completion rates by 35% resulting in a **20% higher data import volume within the first week**.
- Gathered user feedback to iterate on features and optimize the platform experience resulting in an **85% user satisfaction rate based on post-update surveys**.



### Product Designer

Oppia Foundation

Aug 2021 - Aug 2022 (1 year 1 month)

- Scheduled user engagement metrics (session duration, completion rates) to identify areas for improvement (**increased by 15% quarterly**).
- Designed intuitive and engaging learning interfaces that cater to diverse learning styles and abilities.
- Implemented adaptive learning features to personalize content based on user performance and increase adaptive content usage by **30% quarterly**.
- Ensured accessibility for users with disabilities, exceeding WCAG 2.1 AA standards.
- Partnered with educators and content creators to develop engaging and culturally relevant learning content.



### Product Designer

Guillimet Digital

Oct 2018 - Jul 2021 (2 years 10 months)

- Conducted user research (surveys, interviews, A/B testing) to understand user needs, pain points, and behavior resulting in to Increase in qualitative and quantitative user insights by **30% within 3 months**
- Analyzed user data (web analytics, user feedback) to identify trends and opportunities for improvement which help to reduce the bounce rate by **5% within 6 months.**
- Prototyped and iterated on designs using rapid prototyping tools to gather user feedback and refine the product reducing design iteration time by **20% within 6 months.**
- Conducted user testing data and A/B testing results to inform design improvements which led to the Implementation of 5 data-driven design changes based on testing results **within 7 months.**



### **Design Intern**

Kodecamp

Aug 2018 - Nov 2018 (4 months)

## **Education**



### **Moshood Abiola Polytechnic**

Higher National Diploma - HND, Mass-Communication

Nov 2012 - Apr 2017

## **Licenses & Certifications**



### **Certificate of Achievement – The Designership: Advanced UI/UX Design**

<https://www.thedesignership.com/>

## **Skills**

User Experience Design (UED) • Design System • Visual Design • UX Research • User Interface Prototyping