

ÌníOlúwa Abíódún

Product design leader with 12 YOE designing B2C and mission-driven health products. Built AI-powered chronic pain management tool (Aivie) for people with invisible illnesses. Previous experience managing design function as a Player/Coach while staying hands-on with craft.

Work Experience

Product Designer (Senior IC) | Intercom

Jan 2025 - Present

- Led design for mobile-first lead routing, in-product onboarding, and monetisation architecture, balancing feature complexity with consumer-grade polish.
- Collaborated across Product, Brand, Marketing, and Engineering to ship cohesive experiences from acquisition to activation
- Shipped production-level UI in React via Cursor, prototyping with Claude Code & Lovable

Founder & Product Designer, Aivie

April 2025 - Present

- Designed daily check-in system prioritising speed (<30 seconds) based on user research, while capturing meaningful health data for AI analysis, within the constraints of designing for people experiencing pain.
- Created medical translation feature converting patient language into clinical terminology doctors need, bridging communication gap between patients and providers.
- Designed a wellness centre feature using AI-generated music, calibrated to frequencies for dulling pain synapses.

Principal Product Designer | Gen Digital

May 2024 - December 2024

- Shaped growth design vision by translating behavioural data into experiments, reducing bounce by 14.3% and increasing time on page by 45%. Co-developed experimentation infrastructure with Product and Data.
- Hired and mentored senior designers, codifying team rituals to improve quality, experimentation cadence, and decision velocity.
- Regularly presented experiment outcomes and roadmap proposals to CPO and VP of Design, demonstrating strategic influence.

Product Design Lead (Manager) | Creditspring

Sept 2022 - Dec 2023

- Managed Growth Design function as Player/Coach: co-led hiring with CDO, built team rituals, drove +38.9% upgrade rate and +154% CVR while staying hands-on with craft execution and strategic vision.
- Built foundation for component-based design system and experimentation roadmap, aligning Product, Marketing, and Engineering around shared growth model.

Design Manager | African Leadership Academy

Sept 2019 - Jun 2020

Led cross-functional design team of 6, focused on acquisition and onboarding. Redesigned core journeys, contributing to 20% revenue increase and 35% boost in retention.

Earlier design experience: July 2013 - Sept 2022

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[Portfolio](#)

Education

AI Mastery for Product Designers

Maven

Growth Design Certification

growthdesigners.co

Product Strategy & Analytics

Product School

Professional Development

2024 Design Leadership Fellow

Coho Fellowship (formerly On Deck)

Growth Design Podcast –

Interviewing design leaders from leading teams like Miro, Adobe, Zoe.

Skills

Research & Discovery –

User Interviews, Usability Testing, A/B Testing, Google HEART Framework

Product Design –

AI-Native Design, Activation & Monetisation, Experimentation

Leadership & Facilitation –

Team Coaching, Hiring & Onboarding, Cross-functional Alignment

Systems & Ops –

Design Systems, AI-Native Workflows, Experiment Infrastructure

Tools –

Figma, Framer, Cursor, Lovable, Claude Code, Clause Artefacts, v0, Linear, Sanity, Coda, Mixpanel, Eppo, Hotjar, Clarity, Adobe Business Suite, FigJam, Qlik, GA, Miro, Sprig, Usertesting