

IniOlúwa Abíódún

Lawyer turned product design leader with founding-level experience, establishing design practice within engineering-led teams. 12 YOE designing across B2B AI experiences, scaling business impact in global markets and building end-to-end products from 0 to 1.

Work Experience

Product Designer (Senior IC) | Intercom

Jan 2025 - Present

- Led design for our highest conversion lever, adaptive web pages that respond to visitors in real time, collaborating with ML Engineers.
- Led design across monetisation surfaces, across acquisition, purchase, order, and billing for Fin AI Agent.
- Delivered lead routing flows, in-product onboarding, monetisation architecture, and aligned with company's GTM strategy.
- Collaborated across Product, Brand, Marketing, and Engineering to ship experiments that accelerated trial starts and paid conversions.
- Shipped production-level UI in React via Cursor, prototyping with Claude Code & Lovable, raising the craft bar and delivery velocity across multiple squads.

Principal Product Designer, Growth | Gen (Norton)

May 2024 - Dec 2024

- Shaped growth design vision and UX strategy across 58 markets by translating behavioural data into experiments that informed FY roadmap.
- Developed experimentation systems without formal authority, within an engineering-led org, reducing bounce by 14.3% and increasing time on page by 45%.
- Ran cross-functional strategy sprints to align PMM, Legal, and Brand around scalable acquisition and retention UX.
- Hired and mentored senior designers and codified team rituals to improve quality, experimentation cadence, and decision velocity.
- Transformed design into a strategic partner, regularly shared experiment outcomes and roadmap proposals to the CPO and VP of Design, influencing annual growth strategy.

Product Design Lead (Manager) | Creditspring

Sept 2022 - Dec 2023

- Managed Growth Design function as Player/Coach: hired designers with CDO, built team rituals, drove +38.9% upgrade rate and 154% top-of-funnel CVR while staying hands-on with execution.
- Built the foundation for the components-based design system and experimentation roadmap, aligning Product, Marketing, and Engineering around a shared growth model.

Design Manager | African Leadership Academy

Sept 2019 - Jun 2020

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

Earlier design experience not listed: 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