MORUF BABATUNDE ADEBOLA

UI/UX DESIGNER / PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

I'm a product designer with 4+ years of experience crafting user-centered digital solutions that drive engagement and deliver business results. I turn complex problems into clean, scalable designs using modern tools and design systems. From UX research to prototyping, I lead end-to-end design processes and work closely with cross-functional teams to align user needs with business goals. I also enjoy mentoring junior designers and making sure my work translates seamlessly into functional, high-quality products.

SKILLS

- UI/UX Design
- Interaction Design
- Wireframing & Prototyping
- Cross-Functional Collaboration
- Project Management
- Storyboarding
- Time Management
- HTML, CSS & ReactJS
- Creative Problem Solving
- Analytical Thinking
- Stakeholder Management
- Project Management
- Attention to Detail
- Visual Communication

TOOLS: Figma | Adobe Photoshop | Adobe After Effects | Adobe XD | Adobe Illustrator | Miro | FigJam | Notion | Jira | Teams

WORK HISTORY

Product Designer (UI/UX Focused)
BOUNDLESS PAY
August 2024 – Present

- Conducted user research and usability testing to guide design decisions and ensure a user-centered product experience.
- Designed clean, responsive interfaces for the MVP, applying modern UI/UX principles and industry best practices.
- Conducted comprehensive user research to inform the design of a new product, delivering a user-centered approach.
- Collaborated with cross-functional teams, including product managers and developers, to align design with business goals.
- Utilized tools like Notion, Jira, Miro, and FigJam to manage workflows, create wireframes, and optimize design processes.

Product Designer Coach
KMGMEDIA TECHNOLOGIES
April 2023 – Present

- Facilitated design workshops and applied design thinking to generate innovative, user-centered solutions.
- Delivered high-quality UI/UX designs backed by user research and usability testing, driving product improvements.
- Mentored junior designers, providing personalized guidance to improve their skills and project outcomes.

Graphic Designer / UI/UX Designer
UNITED SOFTWARE TECHNOLOGY
January 2023 – October 2024

- Created wireframes, prototypes, and mockups to visualize user flows and improve design clarity before development.
- Delivered high-quality visual assets and UI designs that boosted user engagement by 24% across digital platforms.
- Applied UI/UX best practices and design systems to build consistent, user-friendly interfaces aligned with business goals.
- Developed engaging UI and graphic designs using Adobe Photoshop, Illustrator, and XD to enhance product appeal and brand consistency.

Product Designer
IDCLNG INDOOR DESIGN & CONCEPT
January 2021 – December 2022

- Led the redesign of the checkout process, resulting in a 27% increase in conversion rate within three weeks.
- Boosted user engagement by over 14% year over year through data-informed design enhancements.
- Collaborated with cross-functional teams to deliver high-performing features and achieve a 97% client satisfaction rate.

EDUCATION

Miva Open University
B.Sc. Software Engineering
In View

PERSONAL PROJECTS

- **SidonPay App:** Developing a top platform for pet supplies, veterinary connections, and pet adoption.

- **PetHome App:** Developing a top platform for pet supplies, veterinary connections, and pet adoption.
- **Sickle Cell Foundation Nigeria:** Designed web UI to support patient appointment scheduling and donations.
- **Design Mentorship Program:** Founded a design mentorship program to help young designers navigate UI design challenges.

CERTIFICATIONS

- UX Design, UX Research, Storyboarding, Website Wireframing - University of Michigan   2023
- Figma for UX Research, Motion Graphics for Social Media - LinkedIn   2023
- Diploma in UI/UX Design & Prototyping - Early Bell Technology School   2021
- Product Design & Prototyping, Graphic Design - Early Bell Technology School   2020

PROFESSIONAL AFFILIATIONS

- Member, Interaction Design Foundation
- Member, UXPA - User Experience Professionals Association

INTERESTS

I enjoy reading, research, and connecting with people. I'm passionate about exploring visual storytelling techniques and discovering new tricks and hacks that keep users glued through design, branding, and interactivity.