

# John Olarinde

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## PROFESSIONAL SUMMARY

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Highly skilled Product Designer with extensive experience in developing SaaS product experiences, including B2B. Proven track record of pushing boundaries in product and visual execution and a solid ability to dream big and ship small.

Strong communicator and collaborator, able to effectively present work and incorporate feedback. Skilled in design tools such as Figma and Adobe software and proficient in prototyping and creating pixel-perfect production assets.

## EXPERIENCE

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### Product Designer

Nov. 2021 - Present

Co-Creation Hub

Co-Creation Hub is the most successful social innovation center and technology hub in Africa, and as a product designer at Co-Creation Hub, I worked with one of our sister Ed-tech companies called e-Limu World. e-Limu, a Swahili word meaning Education is one of the most talked-about EdTech companies in Africa and the leading digital educational content provider in East and West Africa.

### Key Accomplishments:

- Improved user satisfaction by 25% through the redesign of a business-focused web application, resulting in a 10% increase in daily active users
- Collaborated with cross-functional teams to design and launch a new feature, resulting in a 20% increase in feature adoption and customer retention.
- Collaborated with cross-functional teams to design and launch a new feature to uncover hidden business opportunities, resulting in a 30% increase in feature adoption.
- Developed and expanded a product design system, leading to a 15% increase in design efficiency and consistency across the product.
- Aimed for high transparency, inviting and welcoming feedback, and demonstrated an open attitude for collaboration
- Pushed boundaries of product and visual execution and regularly tried new ideas.

- Developed and shared deep organizational knowledge of primary users and used this knowledge to empower the team to design remarkable products with great customer experience

## **Product Designer**

June 2021 - October 2021

Oneistox | New Delhi, India

Oneistox is developing an ecosystem for the community of creators, builders, and doers to upskill and equip themselves with industry-relevant skills.

### **Key Accomplishments:**

- Led the team that carried out the complete overhaul and redesign of the Learning Management System, thus adding more features like the Question Query section and Discussion Forum that later increased the engagement rate by 40% and retention rate by 74%.
- As the sole designer, I led the design vision for the company and contributed to product strategy and decision-making. I designed new features and overhauled the visual design for both the product and marketing by introducing a company-wide style guide, all while working closely across multiple development teams in an agile environment.

## **PROJECTS**

### **Product Designer**

February 2022 - May 2022

Geonode | Singapore

Worked closely with the CEO, engineering, and marketing team to craft simple, intuitive, and delightful experiences. Also led the client's product design efforts across iOS, Android, and Web platforms, worth over \$500,000.

## **SKILLS**

Proficient in design tools such as Sketch and Figma | Experience designing for business and creator-focused products | Prototyping | B2B Experience | Ability to work in a highly collaborative environment and participate in design reviews | Experience in UX writing and interest in motion design | Ability to manage multiple priorities and meet set deadlines | Visual Design | Product Design | User Flow | Human Centered Design | SaaS Product Design | A&B Testing | Agile Framework | Jira | Information Architecture | Invision | User Journey Map | Heuristics Evaluation | Material Design Guideline | Agile | Prototipie | Amplitude | Mixpanel