

# Olayinka Fadare

## Senior Product Designer

Strategic & Data-driven Senior Product Designer with 7+ years of experience across startups, scale-ups and global companies. Skilled in product strategy, user research, wireframing, prototyping, design system, & usability testing. Experienced in collaborating with stakeholders to deliver high-quality, scalable web & mobile experiences that drive business impact.



### Work experience



#### Randstad — Senior UX Designer

2022 - Present · Amsterdam, Netherlands

**Web and mobile talent acquisition and sourcing platform for job seekers across 39 markets.**

- Led the end-to-end design of a **global salary checker tool** used by 2M+ users, increasing job placements by **40%** and reducing operational costs by **27%**.
- **Designed UX concepts** that aligned design vision with business goals across multiple teams and markets.
- **Evolved the design system and UX standards**, ensuring scalability, accessibility, and design consistency across web and mobile.
- **Collaborated with engineers and PMs** to balance creativity with technical feasibility in delivery.
- **Facilitated workshops** to align stakeholders on design direction, journey mapping, and interaction models.
- Conducted **interviews, surveys, usability testing**, and **competitive analysis** to inform high-impact design decisions.



#### Pastel Africa — Senior Product Designer

2021 - 2022 · Nigeria

**Android and iOS fintech application for small and medium-sized businesses.**

- Drove a **60% increase in monthly transactions** through an AI-powered paper-to-text converter feature.
- Conducted usability testing and user research to inform UX flows, improving efficiency and engagement.



#### OPay — Product Designer

2020 - 2021 · Nigeria

**Android and iOS payment and banking application for small businesses.**

- Redesigned the Merchant POS request flow, reducing churn by **30%** and increasing revenue by **15%**.
- Rebuilt the **developer documentation site**, improving usability and accessibility — resulting in a **50% increase in adoption** and **20% more engagement**.
- Collaborated closely with product and engineering teams to align UI design with scalable front-end development.



#### Terragon Group — Junior Product Designer

2018 - 2020 · Nigeria

**Web and mobile data and marketing platform for telecommunication businesses.**

- Created wireframes, interaction flows, and high-fidelity prototypes for a data-driven customer platform, boosting client adoption by 30%.

### Highlighted projects

#### HomeWise: AI Home Affordability & Savings Coach

Designed a conversational AI tool that helps home buyers in the Netherlands assess real purchasing potential.

#### Randstad: Helping Job Seekers make Informed Career Decisions

Unified 39 global markets under one UX framework, improving accessibility, visual consistency, and conversion rates by 40%, and reducing operational Costs by 93%.

#### Best Rates: Simplifying Cross-Border Payments for Nigerians in UK, Europe & North America

Simplified cross-border payments through a centralized comparison experience, reducing search time by 50%.

### Education

#### Master UX Design for AI

Maven

2025

#### Strategic Design

Maven

2024

#### Product Strategy for Designers

Maven

2023

#### User Experience Design

Udacity

2020

#### Bsc. Computer Science

Ajaii Crowther University

2013

### Skills and expertise

Accessibility (WCAG) |

Agile | Conceptual

Design | Collaboration |

Communication |

Design Systems |

Ideation | Information

Architecture |

Ownership | Problem

solving | Prototyping |

Usability Testing | User

Research | Wireframing

| Workshop facilitation

### Toolstack

Confluence | ChatGPT |

CSS | Figma | Hotjar

| Google analytics | HTML

| JIRA | Lovable | Miro |

UserTesting.com

### Languages

English (Native)

### Hobbies

Swimming, Biking, Travel and Cultural exploration.