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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 agentic AI & UX, product strategy, user research, wireframing, prototyping, design system, service design, & 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
Ajayi Crowther University
2013

Skills and expertise
Accessibility (WCAG) | Agentic AI & UX |Conceptual Design | Collaboration | Communication | Design Systems | Information Architecture | Ownership |Problem solving | Prototyping | Service Blueprint | 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.