

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

Ajayi 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.