

# OYESOLA OLUWATOBI OYETOLA

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## SUMMARY

Oluwatobi Oyesola is a creative and detail-oriented UI/UX Designer passionate about building intuitive, user-centered digital experiences. Skilled at transforming complex ideas into seamless interfaces through wireframing, prototyping, and design systems. Proficient in tools like Figma and Adobe XD, with a strong grasp of typography, color theory, and responsive design. Experienced in collaborating with cross-functional teams to align business goals with user needs, ensuring accessible, engaging, and impactful products. Adept at conducting user research, usability testing, and iterating designs for continuous improvement.

## CORE COMPETENCIES

### User-Centered Design & Research

- Conduct qualitative user research, user interviews, usability testing.
- Map user journeys, build personas, information architecture; translate research findings into actionable features.

### Usability Testing

- Designing and executing research plans through interviews, surveys, focus groups, and contextual inquiries.
- Translating research insights into personas, journey maps, and scenarios that guide design decisions

### Communication & Storytelling

- Effectively presenting design rationale, documenting processes, and aligning stakeholders.
- Translating design concepts into compelling narratives that highlight user value and business impact.
- Creating engaging presentations, mockups, and prototypes to convey design direction effectively.

### Problem-Solving & Strategic Thinking

- Applying design thinking methods to uncover user pain points and generate innovative solutions.
- Identifying usability bottlenecks and proposing evidence-based design improvements.
- Exploring emerging technologies and trends to craft forward-thinking user experiences..

### Wireframing, Prototyping & Interaction Design

- Able to produce both low-fidelity (wireframes) and high-fidelity prototypes.
- Good understanding of interaction design: user flows, task flows, scenario mapping.

### Agile & Cross-Functional Collaboration

- Designing iteratively in sprints, adapting quickly to feedback, and delivering incremental improvements.
- Facilitating design critiques, brainstorming sessions, and sprint planning activities with cross-functional teams.

### Information Architecture & Interaction Design

- Organizing information into intuitive hierarchies, taxonomies, and navigation systems that make content easy to find and use.
- Establishing consistent micro-interactions (hover states, feedback, transitions) that guide users without confusion.

### Advocacy for the User

- Using storytelling to represent user pain points, needs, and journeys, ensuring user-centric decisions.
- Representing the voice of the user in product discussions and ensuring their needs guide decision-making.
- Ensuring user satisfaction while aligning with business objectives and technical feasibility.

## **PROFESSIONAL EXPERIENCE**

### **Product Studio HQ**

*Intern, Lagos, Nigeria*

**March, 2025 – Present**

- Designing intuitive information architectures and interaction flows, ensuring users can navigate products seamlessly.
- Collaborating with cross-functional teams in agile environments, aligning design solutions with business goals and technical feasibility.
- Communicating and storytelling through design, presenting concepts that secure stakeholder alignment and drive product vision.
- Conducting research and usability testing, gathering insights that inform design decisions and validate product effectiveness
- Prototyping and iterating designs, refining solutions based on feedback, analytics, and user behavior.

### **Freelance UI/UX designer**

*SPIDA, Lagos, Nigeria*

**September 2024 – December 2024**

- Conducted user research and usability testing, gathering insights that informed design decisions and validated product effectiveness.
- Designed information architecture and interaction flows, ensuring intuitive navigation and seamless user experiences.
- Created wireframes, prototypes, and high-fidelity mockups, translating complex requirements into clear design solutions.
- Collaborated with product managers and developers in agile sprints, aligning design outputs with business goals and technical feasibility.
- Advocated for accessibility and inclusive design\*\*, ensuring products met diverse user needs and global usability standards.

## **EDUCATION**

### **Product Design Mastery Class**

Ingressive for Good and Zuri Board, Lagos, Nigeria

August 2022

## **PROFESSIONAL DEVELOPMENT COURSES**

Completed the following self-paced courses on career and creative development via **Coursera**

- **Introduction to UI Design** - <https://coursera.org/share/b69b391e8343032655d1d2e98c1fb084>
- **Start the UX design Process: Empathize, Define, and Ideate-**  
<https://coursera.org/share/b5bf8784b7c56d02df9f4a10bc4641c4>
- **Build Wireframes and Low-Fidelity Prototypes** - <https://coursera.org/share/e7b407b752d5e3d66903332e178e44f2>
- **Foundations of User Experience (UX) Design** - <https://coursera.org/share/d46076ed3e805a96585f3bdc617d77b9>

## **REFERENCES**

Available upon request