

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