Feyisola Olawuyi

USER EXPERIENCE ENGINEER

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EXPERIENCE

User Experience Engineer

Reframe AI   2023 - Present

Reframe AI is a startup developing innovative technology that transforms how B2B leads are generated, researched and analyzed using AI, enabling businesses to secure and close better quality deals.

- Designing and implementing polished, intuitive user experiences to facilitate increased user adoption and engagement with new features, including website redesigns.
- Building and maintaining a design system library of styles, components and brand assets for a unified visual language.
- Creating high-quality video demos and marketing materials, effectively communicating product features and benefits to users.

Product Designer

Freelance   2023

SZND Studios provides consultancy services on design and frontend engineering to client partners and startups in US, Europe and Asia. I also am a part of Netguru's Talent Network for team extensions.

- Boosted conversion rate by 30% by building a compelling brand and website for an education initiative in Africa.
- Redesigned the website of an e-commerce platform, resulting in users visiting 3 times more pages than before and a substantial decline in drop-offs.

Product Designer

Frontendlabs   2021 - 2023

Frontendlabs is a software development agency delivering cutting edge digital solutions for startups and medium sized businesses

- Led a small design team of three to ship 5 applications (web and mobile) for clients.
- Spearheaded a status change for documentation process in a cross-functional team. Using agile tools like Notion, kanban boards for boosting collaboration and company-wide productivity.
- Coordinated design presentations on over a dozen client projects. Evaluated insights, feedback, flows and user requirements to align with stakeholders product vision
- Facilitated user testing sessions and designed store preview shots of interface for YourParkingSpace. Downloads grew by over 300k across Android and iOS
- Designed a corporate rebrand for the growth vision, social media post and email communication templates. Sparked the growth of our audience by 1k+ in 3 months
- Held UX design sprints on a fintech from idea to launch. Iterated with user interviews, proposed a strategy that reduced task completion time by 2 mins
- Pitched, negotiated and landed a 5 figure project for the company (valued in £)
- Conducted user research on Jira and Miro over 10 digital products. With user interviews, customer journeys, validation of user data for in-depth analysis
- Collaborate with engineers - usability testing, mockups, prototypes, accessibility for the development of great user experiences

EDUCATION

BSc Computer Science (Grade 2:1)
Covenant University   2016 - 2020

SKILLS

Skills: Accessibility, CSS, Framer Motion, JS, Prototyping, Python, PHP, React, Research, SVG, Usability Testing, Visual Design

Software: Aaply, Figma, Framer, Git, Github, Maze, Miro, Notion, Rive, Sketch, Storybook, VS Code, Webflow, Whimsical

Languages: English (Native), French (DELF - in view)