Feyisola Olawuyi

PRODUCT DESIGNER

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EXPERIENCE

Product Designer, Contractor

Netguru   January 2023 - Present

Netguru is a software development consultancy in Poland offering design and engineering services to startups and enterprise companies in Europe. I am part of Netguru's Talent Network for team extensions.

- Doubled the onboarding completion rate of new users on the new mobile version of a credit solutions platform

- Boosted conversion rate by 30% by crafting a compelling brand and website for an education initiative.

- 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   January 2021 - February 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 / mobile) for clients.

- Spearheaded a status change for documentation process in a fast-paced team. Using agile tools like Notion, kanban boards boosting 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 using Firebase, Fastlane and GitLab - usability testing, mockups, prototypes, accessibility for the development of great user experiences

EDUCATION

BSc Computer Science (Second Class Upper Hons)

Covenant University   2016 - 2020

SKILLS

Skills: Accessibility, Design Systems, Prototyping, Usability Testing, User Research, Visual Design, Web Development

Software: Aaply, Figma, Framer, Git, Invision, Maze, Miro, Notion, Rive, Sketch, Storybook, Webflow, Whimsical

Languages: English (Native), French (Intermediate user | B1, CEFR - ILA)