

# Sola Olawuyi

**Product Designer** – Identity Design, User Research, Information Architecture, Interactive Design, Visual design, Prototyping, Usability Tests, Brand Strategy

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Education	Interaction Design Foundation, UX Design 2021	Product School Product Masterclass 2021
	Covenant University Computer Science (BSc) 2016 – 2020	

Experience	Frontendlabs	June 2021 – Present
	<p>Lead Product Designer</p> <p>Frontendlabs is a private european software development agency delivering cutting edge digital solutions for technology startups</p> <ul style="list-style-type: none"><li>• Leading the design team efforts on multiple front-facing projects and successfully shipping 4 products (beta/public) by Q4 2021</li><li>• Collaborating with product managers, engineers and clients to define, implement and present innovative solutions for product maps</li><li>• Successfully led the team on health app <b>AsthmApp</b> designs and launch strategy with user adoption rate after trials at over 95% (5000+ users)</li><li>• Designed the brand identity and conducted a pilot study with a focus group for career coaching platform <b>Cerculate</b></li><li>• Consulted with UK’s leading parking solutions <b>YourParkingSpace</b> product team on mobile app redesign and usability tests</li></ul>	
	Product Designer	Dec. 2020 – May 2021
	<ul style="list-style-type: none"><li>• I designed a comprehensive web application for <b>Sladdrs</b> betting service</li><li>• As the sole designer I established user research process involving organizing surveys, user interviews and focus groups on agile projects</li><li>• Working closely with engineers on handoff process – prototyping ideas and soliciting feedback on ease of use, visual design, motion and interactivity</li></ul>	

Experience contd.	<b>Fiverr</b> UI/UX Designer – Freelance  Fiverr is an online marketplace that connects businesses with in-demand freelance talent offering digital services  <ul style="list-style-type: none"><li>• Advised clients on improved product experience for growth</li><li>• Provided design solutions to mitigate user and business challenges through user research, information architecture, interaction design, visual design, prototyping and pitch decks.</li></ul>	Aug. 2020 – January 2021
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Skills	<b>Software</b>  Sketch, Whimsical, Framer X, Invision, Loom, Notion, Figjam, Adobe XD, Adobe Illustrator, Figma, Miro	<b>Proficiencies</b>  Identity design, Design systems, Interactive design, Visual design, User research, Information mapping, Usability tests, Prototyping
	<b>Interests</b>  Value creation, Creative thinking, Bot development, Deep learning	<b>Languages</b>  Yoruba, French & Japanese (Conversational), English

Projects	<b><u>Nairaland 2.0</u></b> UI/UX Designer  Nairaland is Nigeria’s largest internet forum for social networking among domestic residents, redesigned voluntarily on proposal to improve the user experience.	January 2022
	<b><u>Savepal</u></b> Senior UI/UX Designer  SavePal is a mobile savings app tailored for the Gen Z demographic to enable them manage and grow their finances using dollar savings and investment options to mitigate inflation. This project is a case study carried out by my team of Treford Alums.	October 2021

Sola Olawuyi @solaszn

Product Designer – [My Portfolio](#)  
  
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