



Adedotun Ayodimeji

UX/UI Designer

 London, United Kingdom.

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Summary

I am a London-based UX/UI Designer with a passion for creating user-centered and innovative digital experience. With expertise spanning FinTech, MedTech, Edutech, and E-commerce, I bring a holistic approach to design that merges functionality with creativity. Holding a degree in IT and Business Information Systems from Middlesex university, London. I excel in UX/UI design, web design, user research, and prototyping. Proficient in tools like Figma, Protopie, Adobe Suite, HTML, CSS, and JavaScript, I deliver seamless and impactful user experiences. My strength lies in transforming complex problems into intuitive designs, enhancing user engagement, and driving business success.

Work Experience

UX Designer | Telus Health, United Kingdom.

August 2023-Present

- Enhanced user experience (UX) and user interface (UI) design of an internal tool for user management, improving user engagement by 30%.
- Designed and implemented a user-generated content feature on the TELUS Health platform, allowing users to report bullying or harassment, which increased user trust and platform safety.
- Collaborated with project managers and developers using Agile methodologies, Jira, and Slack to ensure seamless project execution.
- Utilized Figma, Sketch, and Miro for wireframing, prototyping, and journey mapping.

Founder & Lead UX Designer | SparkHQ, United Kingdom.

July 2023

- Curated and showcased startups across the UK and Europe, fostering partnerships and providing a platform for tech enthusiasts and designers to learn and gain inspiration.
- Drove the company's vision and mission, focusing on user-centered design and innovative digital experiences.
- Conducted usability testing and user research to refine the platform's user experience.

UX/UI Design Intern | TELUS Health, United Kingdom.

Oct 2022 - Feb 2023

- Reduced 1800 button variants to 300 using Figma component properties, streamlining the official design system for TELUS Health.
- Increased designers' productivity by 80% by resolving issues with malfunctioning button variants.
- Participated in information architecture and design thinking workshops to improve product usability and accessibility.

Founding UXUI Designer | Byte - Redefining payment, Remote.

May 2021 - July 2022

- Designed user experiences and interfaces for mobile applications, landing pages, and web apps using Figma, Photoshop, and Illustrator, for Byte MVP.
- Led the design team for Byte 2.0, contributing to wire-framing, mockups, and design decisions for Byte 2.0
- Collaborated with developers via Zeplin for design handover, ensuring accurate implementation of design elements.

UI Designer | ZapmedX, Contract.

Jan 2021 - May 2021

- Translated wireframes into user interface designs, collaborating closely with the project manager and founder.
- Provided developers with detailed design handovers and instructions using Figma and Zeplin.
- Developed broad concepts for user experience, ensuring simple and straightforward interactions on the company website and products.

Freelance Designer

Sept 2020 - May 2021

- Worked with clients to understand their needs and deliver customized design solutions.

- Designed websites and logos for SMEs and startups, enhancing brand identity and online presence.
- Utilised tools such as Figma, Sketch, Photoshop, and Illustrator for creating design assets.
- Provided continuous support and updates to ensure client satisfaction..

Capabilities & Skills

- I excel in user research to gather valuable insights.
- I am proficient in wire-framing to visualise design concepts.
- I create interactive prototypes to test and refine user experiences.
- I utilise Agile methodologies for iterative and efficient project development.
- I prioritise accessibility design to ensure inclusivity for all users.
- I foster team collaboration to achieve cohesive and innovative solutions.
- I demonstrate strong leadership in guiding and mentoring design teams.

Academic Background

- **Bachelor of Science, Middlesex University, London.**
September 2022
Information Technology and Business Information System.
- **Higher National Diploma, The polytechnic, Ibadan.**
December 2018
Electrical and Electronics Engineering.
- **National Diploma, Yaba College of Technology.**
September 2015
Electrical and Electronics Engineering.

Certifications

- **Utiya, London.**
October 2023
Software Engineering ,Frontend.
- **Google, Coursera.**
April 2021
UX Design Cetificate.
- **Georgia Institute of Technology.**
April 2021
Introduction User Experience Design.

Reference

References available upon request.