Ayobami Emmanuel Adeolu

Calgary, Alberta, Canada   587-837-5708

Professional Summary

Experienced and versatile Product Designer with over 6 years of delivering impactful, end-to-end design solutions across complex digital products, including launching 10+ scalable features used by over 1M users globally. Skilled in both UX and UI, bringing deep expertise in building and maintaining scalable design systems, owning the full design lifecycle from research to final handoff. Adept at working as a sole designer or within cross-functional teams, I thrive in fast-paced environments where autonomy, initiative, and strategic thinking are key. Expert in Figma and modern design tools, delivering accessible, user-centered solutions that drive engagement and business growth. Passionate about crafting intuitive, human-centered experiences that align with business goals and improve lives, especially in mission-driven, high-growth environments like the digital health industry.

Skill Highlights

- Product Design and Strategy
- User Research and Usability Testing
- Design Systems Development
- Platform-Oriented Solutions
- Prototyping and Wireframing
- Cross-Functional Collaboration
- Agile and Lean Methodologies
- Tools: *Figma, Sketch, Adobe Creative Suite, Jira, Confluence*
- Presentation Tools: *PowerPoint, Keynote, Google slides.*
- No-code Tools: *Framer, Webflow, WordPress, Squarespace.*
- Prototyping: *Protopie, user flows, wireframing, and interactive mock-ups.*

Work Experiences

Product Designer - *Contract*

Breakthrough Energy   April 2024 – Jan 2025

- Redesigned the Newsroom and Lookbook pages to improve storytelling, user engagement, and design accessibility.
- Created responsive design solutions, collaborating with developers and stakeholders to ensure brand consistency and performance.

Principal Product Designer

Archibald London   Jan 2021 – Mar 2024

- Spearheaded end-to-end design for multiple digital products in inventory and operations, enhancing usability and increasing task efficiency by 30%.
- Introduced design system foundations that standardized components across teams, reducing design-to-development time by 40%.
- Collaborated with cross-functional teams to develop platform-oriented solutions that align with business objectives and user needs.

- Spearheaded initiatives to optimize product workflows, resulting in a 25% improvement in user efficiency.
- Introduced design systems and guidelines that ensured consistency across multiple projects while maintaining flexibility for customization.
- Conducted user research and usability testing to validate design decisions and drive data-informed product enhancements.

UI Designer
Scelloo   Mar 2019 – Oct 2020

- Designed responsive interfaces for web and mobile applications, emphasizing accessibility and usability.
- Conducted competitive analysis and market research to inform design strategies.
- Collaborated with developers to ensure seamless implementation of design solutions.
- Documented design workflows and best practices to streamline future projects.

Projects Highlights

Breakthrough Energy – *Website Redesign for BE Newsroom & Lookbook*
Link to Project | Link to Project

- Reimagined the design of the Newsroom and Lookbook pages to enhance storytelling, accessibility, and visual engagement.
- Improved navigation and content hierarchy, delivering a cleaner, more intuitive user experience aligned with the brand's mission.
- Collaborated with stakeholders to ensure the design reflected Breakthrough Energy's innovation-driven vision.

Archibald London – *Luxury e-commerce platform*
Link to Project

- Impact: Increased conversion rates by 25% and repeat purchases by 20%.
- Designed a seamless shopping experience using Figma and Sketch, integrating personalized recommendations and intuitive user flows.
- Conducted user research, A/B testing, and high-fidelity prototyping to optimize UX.

Ibisanmi Relational Health – *End-to-End Product Lifecycle Management*
Link to Project

- Led the design of webapp experience, reducing marketing spend by 18% through growth strategies and user-centered design decisions.

Education & Professional Development

Obafemi Awolowo University (OAU), Nigeria.
Pure and Applied Chemistry, bachelor's degree.   2013 – 2018

Stutern Accelerator Program
Foundation in User Experience/User Interface Design.   2018