

Oluwatobi Oluwafemi *Product Designer*

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🏆 He/Him

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👤 Profile

As a seasoned UI/UX Design Maestro, I bring a wealth of experience and a relentless passion for crafting immersive digital experiences that captivate audiences and drive business growth. With expertise spanning user research, interaction design, and visual aesthetics, I excel in translating complex concepts into intuitive interfaces that resonate with users.

📁 Professional Experience

Teckaholic, UI/UX Designer

Jun 2024 – present | Remote, USA

- I conduct extensive user research through surveys, interviews, and usability testing to understand the needs, preferences, and pain points of the target audience
- I Create interactive high-fidelity prototypes to demonstrate the app's functionality and design
- Designed visually appealing and user-friendly interfaces, ensuring consistency in style, typography, and color schemes
- Developed a comprehensive design system to maintain uniformity across the app
- Working closely with cross-functional teams, including product managers, developers, and marketing teams, to ensure alignment and smooth project execution
- I made sure to design specifications, assets, and support during the development process

Fortheye Solutions, Product Designer (Contract)

Aug 2024 – Dec 2024 | Remote, India

- User-Centric Design: Developed intuitive and visually appealing product designs.
- Prototyping: Created high-fidelity prototypes to communicate design ideas.
- User Research: Conducted studies to understand user needs and gather feedback.
- Cross-functional collaboration: Worked with developers, project managers, and clients.
- Design System Management: Maintained and improved design systems for consistency.
- Client Presentations: Presented design concepts and incorporate feedback

MotoBills (Sujimoto group), UI/UX Designer

Jan 2023 – Aug 2024 | Lagos, Nigeria

- Prioritized a clean and intuitive interface: Use a minimalist design approach with ample white space to avoid clutter and make key elements stand out. Consider a consistent layout across pages to enhance familiarity and reduce cognitive load.
- Collaborated with a diverse team of designers, mobile and web developers, full stack, frontend developers, and a product manager to develop a digital fintech and e-commerce solution and deliver viable products.
- Maintained thorough documentation and recording design decisions and ideas for comprehensive reviews and documentation purposes.
- Developed intuitive and user-friendly interface that allows users to easily navigate and initiate payments without any confusion.

CareerBuddy, UI/UX Designer (Contract)

Sep 2023 – Nov 2023 | Lagos, Nigeria

- Analyzed website analytics and user feedback to identify current usability issues and areas for improvement.
- Benchmarked CareerBuddy's website against industry standards to ensure it meets or exceeds expectations

- Facilitated workshops and meetings to ensure all team members are on the same page and to foster collaborative decision-making
- Developed high-fidelity prototypes to demonstrate the website's functionality and design, allowing for user testing and feedback
- Designed visually appealing, responsive, and user-friendly interfaces that align with CareerBuddy's brand identity
- Ensured consistency in design elements, such as typography, color schemes, and iconography, across the website.
- Collaborated with the development team to ensure the accurate implementation of the design.
- Ensured the website is optimized for various devices and browsers, providing a seamless experience for all users

Upwork, Product Designer

2022 – 2023 | Worldwide, Remote

Freelance Projects

- Fin-tech
- E-commerce

Education

Bsc Computer Science, Ekiti State University

2017 – 2022 | Ado Ekiti, Nigeria

Certifications

Getting started in UI/UX Design: Udemy

UI/UX Design: Brainbench Academy, Ado Ekiti

Intoduction to UI/UX Design: The UXL School of Design, Lagos Nigeria

Wordpress Development: Global Tech, Ado Ekiti.

Languages

English

Tools

Figma | Adobe Illustrator | Adobe XD | Protopie | Notion | Adobe Photoshop | Blender | Jitter