

# OYESOLA OLUWATOBI OYETOLA

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## PROFESSIONAL SUMMARY

Results-driven Product Designer with 2+ years of experience designing user-centered digital products across fintech, real estate, and marketplace platforms. Delivered 4+ end to end product designs from research to high fidelity prototypes, improving usability and reducing user friction across key journeys. Designed intuitive onboarding experiences and simplified complex user flows, contributing to increased user engagement and retention across multiple projects. Proven ability to translate user insights into functional design solutions, collaborate with cross functional teams, and create scalable interfaces using Figma and design systems. Skilled in user research, interaction design, and problem solving, with a strong focus on building impactful and accessible digital experiences.

## CORE COMPETENCIES AND SKILLS

**Product Design & User Experience:** User Research, User Flows, Information Architecture, Interaction Design, Wireframing, Prototyping

**Design Execution & Tools:** Figma, FigJam, High Fidelity Design, Design Systems, Visual Design, Responsive Design

**UX Strategy & Problem Solving:** Design Thinking, Usability Testing, User Journey Mapping, Accessibility, Data Driven Design Decisions

**Product & Collaboration:** Cross Functional Collaboration, Stakeholder Communication, Product Strategy, Design Handoff, Agile Workflow

**User Research & Insights:** User Interviews, Persona Development, Behavioral Analysis, Pain Point Identification, Experience Optimization

**Industry Experience:** Fintech, Agrotech, Real Estate Platforms, Marketplace Products, Consumer Applications

## PROFESSIONAL EXPERIENCES

**UI/UX Designer | Product Studio HQ** | Lagos, Nigeria

March 2025 -April 2026

*Product design studio focuses on building user centered digital experiences for web and mobile platforms.*

- Designed end to end user experiences for web and mobile products, delivering intuitive interfaces from research to high fidelity prototypes using Figma
- Conducted user research and usability analysis to identify pain points, translating insights into actionable design improvements that enhanced overall user experience
- Improved user journey flows and information architecture, reducing friction and increasing ease of navigation across digital products
- Developed wireframes, interactive prototypes, and scalable design systems to ensure consistency and efficient developer handoff
- Collaborated with cross functional teams including developers and product stakeholders to align design solutions with business goals and user needs
- Contributed to website and product redesign projects, improving usability, visual hierarchy, and overall product performance

**Freelance UI/UX Designer | SPIDA** | Remote

Sep. 2024 -Dec. 2024

*Agrotech marketplace platform connecting farmers, buyers, and logistics providers to streamline agricultural trade.*

- Designed end to end user experience for a multi sided marketplace, improving accessibility and usability for farmers and buyers
- Developed user flows, wireframes, and high fidelity prototypes using Figma, simplifying complex interactions into intuitive journeys
- Created onboarding experiences tailored to low tech users, increasing ease of adoption and platform usability
- Structured information architecture to support product discovery, logistics coordination, and secure transactions
- Collaborated with stakeholders to translate business requirements into scalable design solutions aligned with user needs
- Designed key features including product listings, real time tracking, and dashboard interfaces to enhance user engagement.

## EDUCATION

**B.Tech Quantity Surveying** | Federal University of Technology Akure

**Product Design Mastery Class** | Ingressive for Good and Zuri Board, Lagos, Nigeria

**Introduction to UI Design** | Coursera

**Start the UX design Process:Empathize,Define, and Ideate** | Coursera

**Build Wireframes and Low-Fidelity Prototypes** | Coursera

**Foundations of User Experience (UX) Design** | Coursera