Olumide Adegoke

Senior Visual (UI) & UX Designer

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Profile

I'm a prolific designer and outstanding performer in user experience, ux research, user interface, and brand design with tech startups, advertising, and design agencies. I have proven success in design, leadership, and product management, with a keen understanding of digital business elements. I am recognized for inspiring team members to excel and encouraging creative work environments.

Experience

MASV — Ottawa, ON | Senior UX Designer

AUG 2023 — AUG 2024

I led key design initiatives focused on streamlining the user interface, enhancing navigation, and improving customer accessibility. I collaborated with cross-functional teams to deliver end-to-end feature experiences, including designing self-served free pricing, which increased new user adoption by 32%, and creating a usage dashboard. The dashboard provided data-driven pricing recommendations based on usage, improving usage conversions by 45%.

Athlon Studio — Toronto, ON | UX Designer (Contract)

MAY 2022 — FEB 2024

In this role, I focused on delivering client design projects, ensuring their needs were met through well-documented designs for seamless dev hand-off. Key projects include the end-to-end delivery of healthcare claims user experience for Conduent and developing a comprehensive design system and component library for Sprye.ai. These projects were carried out with close collaboration alongside project managers, UX researchers, and engineering teams. I worked in a client-facing capacity, helping to define key deliverables and ensuring alignment with client goals throughout the process.

The SEO Hive — Winnipeg, MB | UX/UI Designer

OCT 2020 — MAY 2022

I led an end-to-end new product design effort, from conceptualizing designs to managing milestones and incorporating qualitative and quantitative feedback throughout the design process. I created and standardized a component-based new design system and library for web and mobile applications to ensure product consistency, and speed up development time. I carried out usability testing and UX optimation for Mamimarkets.com, which resulted in increased signup conversions by 152% and user adoption of core features by 37%.

RHICS Technology — Lagos, NG | UX/UI Designer

JAN 2018 — SEPT 2020

Conceptualized and created innovative updates/features (user flows, wireframes, prototypes) and iterated/validated direction with engineers and product managers to support MedFinder (web & mobile), serving over 650 merchants. Interviewed and facilitated an on-site usability testing & survey with 10 medical practitioners and patients to understand pain points, get actionable feedback, and validate prototypes. Led an end-to-end UX optimization for Cadawada.com (a mobile payment app), resulting in features adoption, an increase of 54% in app downloads, and signup conversion.

Ozmites Technology — Lagos, NG | Senior Graphic Designer
NOV 2015 — DEC 2017

Developed creative design for marketing packages, including print materials, brochures, banners, and signs. Revamped ads for local and international brands, increasing brand exposure and improving revenue by more than 28%. Fostered a highly communicative, collaborative team culture on all visual product projects. Developed design deliverables that elevated, differentiated, and functioned on-brand and on-strategy.

Education

Red River College Polytechnic — Winnipeg, MB
Post-Graduate Diploma (PGD), Business Management
JAN 2022 — APR 2023

Federal University of Technology, Akure — Ondo, NG
Bachelor of Technology (B.Tech), Industrial Design
NOV 2010 — AUG 2015

Skills

- Figma / Figjam
- Invision
- Sketch App
- Miro
- Lucid Chart
- Adobe Photoshop
- Adobe Illustrator
- Jira/Asana/Clickup
- WordPress
- WebFlow

- Prototyping
- UX Research
- Information Architecture
- Design Thinking
- Usability Testing
- Design System
- Brand Design
- A/B Testing