

# Olumide Adegoke

Digital Product Designer

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## Summary

Senior Product Designer with nearly a decade of experience driving growth, usability, and design systems for SaaS, B2B, and e-commerce products. I specialize in turning complex challenges into scalable design solutions that improve engagement, conversion, and retention.

## Skills

### Design & Product

End-to-end Product Design | Prototyping  
Systems Thinking | UI & Visual Design  
UX Writing | User Research  
Product Strategy | Interaction Design  
Information Architecture | Design Tokens  
Accessibility (WCAG) | A/B testing  
Experimentation | Heuristic Evaluation  
Product Analytics | Journey Mapping  
JTBD | Storyboarding | Service Design

### Tools

Figma | Sketch | Webflow | Framer  
Notion | Miro | Adobe Creative Suite  
Google Analytics | Amplitude |  
WordPress HTML/CSS

## Education

**PGD, Business Management —  
Red River College Polytechnic**  
Jan 2022 – Apr 2023

**B.Tech, Graphic Design —  
Federal University of Technology, Akure**  
Nov 2010 – Aug 2015

## Experience

### Product Design Consultant — Ozmites

Sep 2024 – Present

Design consulting practice partnering with startups and SMBs in healthtech, fintech, e-commerce, advertising, real estate, and entertainment.

- Delivered end-to-end product design for 15+ clients globally spanning across mobile apps, web platforms, and integrated platforms.
- Led discovery workshops, usability research, and rapid prototyping to craft experiences aligned with business goals
- Created and maintained multi-brand design systems, improving scalability and cross-team design quality.
- Mentored junior designers and streamlined collaboration workflows between product and engineering teams.

### MASV — Senior Product Designer, Growth

Aug 2023 – Sep 2024

- Owned discovery-to-ship for self-serve pricing, raising product revenue by 32% within 2 quarters via pricing page redesign, plan differentiation, and clearer value messaging informed by user interviews and funnel analysis.
- Built a usage and value dashboard improving free-to-paid conversion by 45%, leveraging empty-state UX and in-app upgrade nudges.
- Established a Figma component library and contribution model, cutting UI inconsistencies and reducing dev handoff defects; accelerated design-to-dev cycle time by ~20%.
- Partnered with PM, data, and engineering to define experiment backlogs (A/B, multivariate), success metrics, and post-launch readouts.
- Elevated UX quality through usability testing (remote moderated), analytics reviews (Amplitude, GA), and iterative design reviews with stakeholders.

### Multiplayer (Formerly Athlon Studio) — UX Designer

May 2022 – Aug 2023

- Delivered end-to-end UX designs for health and e-commerce platforms, reducing task completion time by 28% through simplified data flows.
- Developed design system and component library for enterprise platforms, aligning typography, color, and grids with branding standards.
- Collaborated with engineering to translate complex requirements into efficient design solutions.

### The SEO Hive — UX Designer

Oct 2020 – May 2022

- Increased sign-up conversions by 152% for MoneyReverie through usability testing and interaction design.
- Created digital marketing assets and email campaigns to drive engagement and user acquisition.
- Improved adoption of core features by 37% via user research insights.
- Standardized design system across e-commerce platforms to ensure brand consistency.
- Gained hands-on experience designing for CMS-driven websites and collaborated closely with web developers to implement responsive design solutions.

### RHICS Technology — UX/UI Designer

Jan 2018 – Sep 2020

- Led UX/UI design for healthcare and fintech applications, collaborating closely with product, developers, and sales teams.
- Redesigned PeyStash mobile payment app, boosting downloads by 54%.
- Designed social and video contents, email design, landing pages, and digital marketing content aligned with campaign goals.