

Adedotun Ayodimeji. UX/UI Designer

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EDUCATION

Middlesex University, London: B.Sc Information technology [2022]

SKILLS/TECHNOLOGIES

- **Proficient:** Figma, Adobe suites, Azure, HTML, CSS, React, Protopie, Framer, Sketch, FinTech, HealthTech.
- **Certifications:** Google professional UXUI certificate, UXUI design certificate, GIT. Utiva frontend certificate.
- **Skills:** Prototyping, User research, Usability testing, Design system, Visual design, Frontend engineering, UXUI.

WORK EXPERIENCE

UX Designer

Telus Health, London, UK.

August 2023-Present

- Managed the complete UX design process for the rollout of new features, {**Counsellors appointment payment**} from initial concept and wire framing to high-fidelity prototypes, collaborating with stakeholders to ensure successful product delivery. This feature make payment easier for users resulting into **£5million** in transaction.
- I designed user flows to make the payment process more accessible for users across the TELUS Health platform. My work ensured secure, efficient, and frictionless payments, contributing to a significant reduction in user drop-offs during transactions.
- Conducted user research and testing also implementing insights to optimise the overall user experience, resulting in a **30% increase in engagement** across the app.
- Worked closely with a cross-functional team of product managers, engineers, and marketing teams to align design goals with business objectives, ensuring that design decisions were consistently communicated and implemented across all teams.
- Developed interactive prototypes using Figma to rapidly test and iterate design ideas.

Founding UXUI Designer

Bainebridge Technology, Remote.

Feb 2023 - Feb 2024

- Created detailed wireframes and interactive mock-ups that visualised user flows for the **Ahead education loan app**, ensuring clarity and seamless user journeys for both students and loan providers. This helped streamline the design process and enhance communication with developers.
- Led user research initiatives, including surveys and interviews with students and financial institutions, to gather valuable insights. These insights informed design decisions, ensuring the app addressed real customer pain points and aligned with stakeholder goals. **Ahead saw 80% increase in user acquisition and a 100% increase in revenue.**
- Established and maintained a **scalable design system** for the Ahead platform, A Bainebridge product. Ensuring consistency across features.
- Collaborated closely with product managers, engineers, and stakeholders in an agile environment, iterating on interaction designs based on sprint reviews and user feedback.

UXUI Design Lead

Byte - Redefining payment, Remote.

May 2021 - July 2022

- I redesigned a **peer-2-peer payment** approach which contributed to a notable increase in platform performance and improved how people make payment. Within three months of launch, Byte partnered with a **major Nigerian bank** and processed over \$10,000 in transactions. By the end of the year, Byte handled over \$500,000 in payments, further scaling to **\$1 million monthly by mid 2022.**
- Led the creation of Byte's **Information Architecture** for the Byte 2.0 platform, conducting detailed user flow analysis, and creating site maps, and wireframes. This strategic work improved the platform's navigation and provided the design team with a clear direction for implementation.
- Developed high-fidelity wireframes and interactive prototypes for **Byte's mobile and web applications.** These designs simplified complex interactions into intuitive experiences, leading to a significant increase in user engagement and improved satisfaction.
- I played a key role in developing and maintaining Byte's **scalable design system**, ensuring consistency across all product touch-points. This system allowed the team to iterate quickly while maintaining design cohesion and delivering a seamless user experience across platforms.
- I implemented a user-centred design approach by conducting user research, gathering feedback, and iterating designs based on customer insights.

- I designed secure **payment interfaces** for the ZapmedX platform, ensuring a seamless and user-friendly experience for users purchasing medicines and booking appointments. My focus on simplifying the payment process led to increased user satisfaction and improved transaction completion rates.
- I implemented design improvements that strengthened **payment security features**, such as two-factor authentication and secure payment gateways. These enhancements boosted user confidence in the platform, contributing to a higher conversion rate and improved retention.
- Worked closely with product managers, developers, and payment gateway providers to integrate secure payment solutions into the platform. This collaboration ensured that payment functionality was aligned with industry standards while enhancing the overall user experience.
- By optimising the payment process and implementing secure design elements, I contributed to a significant increase in transaction volume. These improvements raised ZapmedX's annual revenue to over **10 million Naira**, driving growth in the platform's financial performance.

UX Design lead/Founder

SparkHQ

Side Project

- As the founder, I led a team of four, guiding them in the development and design of new features. I provided mentorship, facilitated collaboration, and ensured the team's efforts were aligned with SparkHQ's strategic direction. This leadership helped drive the platform's growth and success.
- Worked closely with developers, content creators, and marketing teams to ensure seamless integration of new features and ongoing platform improvements. This collaboration was crucial for maintaining a cohesive product that met both business goals and user expectations.
- Managed the overall project lifecycle, from concept to launch, ensuring timely delivery of features and updates. By setting clear goals, I balanced multiple projects and kept the team aligned with SparkHQ's vision and deadlines.
- I led the end-to-end UI/UX design process for SparkHQ, applying my design knowledge to create intuitive and aesthetically pleasing interfaces.
- Implemented a CMS and connected it to the platform's database, allowing easy content updates for design inspiration and job listings. This streamlined workflow enabled efficient management of both user-generated content and job postings.
- Designed and built the front-end architecture of SparkHQ using HTML, CSS, and JavaScript, ensuring a seamless user experience across the design inspiration platform and job board. I focused on responsive design, delivering a consistent experience across devices.

Reference

References available upon request