OLUWATIMILEHIN LABODE

Product Designer | User Experience Designer

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PROFESSIONAL SUMMARY

Product Designer with 4+ years of experience delivering end-to-end UX/UI design across fintech, SaaS, proptech, and edtech products for web and mobile platforms. Proven track record of leading research, wireframing, prototyping, design system development, and high-fidelity UI execution in agile product teams. Improved user retention by 24%, increased product engagement by 29%, reduced design-to-engineering handoff time by 26%, and shortened development cycles by 17% through scalable component systems and close collaboration with engineers. Advanced Figma user with expertise in Auto Layout, component variants, design tokens, interactive prototypes, and design libraries. Passionate about creating accessible, data-informed financial experiences that drive user engagement and business growth.

CORE SKILLS

- Product Design: UX Design, UI Design, Interaction Design, User Flows, Information Architecture, Wireframing, Prototyping, Visual Design, Responsive Design, Mobile App Design, Web App Design, Accessibility (A11y), Inclusive Design
- Research & Optimisation: User Research, User Interviews, Usability Testing, Heuristic Evaluation, Journey Mapping, Competitor Analysis, A/B Testing, Behavioural Insights, Data-informed Design
- Design Systems: Atomic Design, Design Systems, Design Tokens, Component Libraries, Component Variants, Auto Layout, Design Libraries, Scalable UI Frameworks
- Tools: Figma, Framer, Adobe XD, Illustrator, Photoshop, After Effects, Lottie, Jitter
- Collaboration: Agile, Cross-functional Collaboration, Product Strategy, Stakeholder Management, Design QA, Developer Handoff, Jira, Notion, Slack
- AI-Augmented Workflow: Figma AI, ChatGPT, Claude, Cursor for research, concepting, UI copy, rapid prototyping, and vibe coding

WORK EXPERIENCE

Product Design Lead | Rezidant, Nigeria **Jun 2025 – Present**

- Lead end-to-end product design for a proptech platform serving tenants, property managers, and landlords across web and mobile products.
- Defined product UX strategy from concept through launch, delivering onboarding, management portal, booking, and marketing experiences within the first release cycle.
- Built the company's first scalable design system using Figma components, variants, Auto Layout, and design tokens, improving design-to-engineering handoff efficiency by 26%.
- Conducted user interviews, workflow analysis, and usability evaluations to validate core user journeys before development.
- Partnered daily with product managers and engineers to translate business goals into technically feasible, user-centred solutions.
- Led design QA reviews with engineers to ensure pixel-perfect implementation and reduce pre-release UI defects.
- Ran A/B tests to inform key user-flow and experience decisions, and influenced feature prioritisation and roadmap direction through research insights and market analysis.
- Produced motion and micro-interaction assets using After Effects, Jitter, and Canva to support onboarding and product storytelling.

Product Designer | Shelf 21, UK (Remote) **Dec 2024 – Jun 2025**

- Designed responsive web and mobile experiences for students, parents, teachers, and administrators, ensuring usability across diverse user groups.
- Mapped multi-role user journeys to identify friction points and prioritise high-impact UX improvements.
- Contributed to a scalable component-based design system that improved interface consistency across four product roles.
- Collaborated with engineers in an agile environment to deliver technically feasible solutions, reducing development cycles by 17%.
- Conducted user research, usability testing, and heuristic evaluations to inform iterative product improvements.

- Presented research findings and design rationale to leadership and investors, building stakeholder alignment on product direction.
- Delivered accessible interface redesigns under tight delivery timelines while maintaining alignment with the product roadmap.

Creative Designer | The People Practice, Nigeria **Aug 2022 – Dec 2024**

- Designed wireframes, interactive prototypes, and high-fidelity UI for OnCulture (SaaS), increasing user retention by 24% across onboarding and settings flows.
- Collaborated with product managers and developers to improve product delivery workflows through a redesigned product and brand system.
- Created digital product assets and interface patterns, including motion design in Canva, that strengthened consistency across web, email, and customer touchpoints.
- Supported user engagement initiatives through data-informed visual communication and product experience improvements.

Product Designer | Dettyfinance, Nigeria **Sep 2021 – Aug 2022**

- Led end-to-end UX/UI design for a fintech mobile app and website, increasing product engagement by 29% within two months of launch.
- Built the initial mobile design system and component library, establishing a scalable visual foundation for future product development.
- Conducted competitor analysis and user research that informed product roadmap and feature prioritisation decisions.
- Facilitated usability testing sessions to identify pain points and improve onboarding and transaction flows under tight delivery timelines.
- Partnered with product strategists and engineers to define product requirements, validate solutions, and support successful feature releases.

EDUCATION

HND, Surveying & Geoinformatics (Upper Credit) — Yaba College of Technology, Nigeria | 2022

CERTIFICATIONS

- Design Thinking: The Ultimate Guide — Interaction Design Foundation (2025)
- Entry Level Professional Course — Harde Business School (2025)
- JavaScript Bootcamp — Dev and Design HQ (2023)
- Introduction to UI/UX Design — iCreativeLearn (2021)
- Fundamentals of Digital Marketing — Google (2020)
- Fundamentals of Graphics Design — Shaw Academy (2019)