

OLADIPUPO AYoola - PRODUCT DESIGNER | UX/UI DESIGNER

thepoe.design@icloud.com

LINKS

[LinkedIn](#)

[Portfolio](#)

[Figma](#)

PROFILE

I am a product and user-experience designer with 2+ years of experience helping Early stage and Series-A companies validate vision and purpose.

Drawing on my background in Architecture and design-thinking process, I have developed and implemented products with a focus on creating a great user experience while addressing genuine challenges and prioritising business goals. I have been able to quickly test and refine ideas, ensuring that the end goal of satisfying the product needs is reached.

SKILLS

Problem solving	UX Design	Figma
Communication	Interface Design	Framer
Design thinking	Mobile App Design	Notion
Leadership	No-code development	Adobe AfterEffects
Adaptability	Design Systems	Adobe Illustrator
Collaboration	Prototyping	Microsoft Suite

EXPERIENCE

Aug. 2022 - Present
(2 years 3 months)

Product Designer — **Famasi Africa** (*Remote, Nigeria*)

Tools: Figma, Adobe Illustrator and Adobe AfterEffects.

Famasi is a digital health platform that connects individuals and businesses to their medications.

- Led initiative to **build and maintain** a reusable **component library** and **design system**, resulting in a **50-60% reduction** in design execution time and improved scalability
- Delivered the design of the software to power **inventory management** for Pharmacies thereby reducing delivery to within a **1-hour timeline**
- Working closely with the **product team** to suggest improvements to product, design, process, and performance
- Creating **design concepts** and **prototypes** to determine the best products

Jan. 2023 - Dec 2023
(1 year)

Product Designer — **Hauzisha** (*Remote, Kenya*)

Tools: Figma, Figjam, Notion.

Hauzisha is a real estate platform that simplifies house hunt for tenants and house listing for agents.

- Redesigned and optimised user flows in the Hauzisha Client App, reducing task completion time **by 50%** and improving user satisfaction, driving **50,000+ downloads** across Play Store and App Store
- Enhanced feature adoption **by 30%** through strategic UX improvements in the Hauzisha Partners App, leading to **95% feature satisfaction** and streamlined partner workflows

Apr. 2022 - July 2022
(3 months)

Product Designer — **Abacus Africa** (*Remote*)

Tools: Figma, Figjam, Notion.

Abacus is an online platform that allows businesses to consolidate all their accounting systems into one dashboard

- Developed and executed a **high-level product road map**, resulting in a **20% increase** in overall project efficiency
- Effectively **communicated** design decisions and rationale to cross-functional teams, resulting in **40% increase** in collaboration
- Implemented scalable design components for cross-platform consistency, resulting in **30% increase** in efficiency and **50% improvement** in consistency

Dec. 2019 - Nov. 2021
(2 years)

Division Manager — **GameNation Africa** (*Remote*)

- Increased **community engagement by 16%** by hosting events that encourage mass participation and **collaboration**
- Reduced **execution time by 50%** through implementation of strategic planning systems

PROJECTS

2024

Hauzisha Partner App

[View on Playstore](#) [View on App Store](#)

Hauzisha Partner App is a mobile app designed for agents and landlords to list and manage rental properties, streamlining the process of connecting with prospective tenants.

2023

DispensaryOS: For Pharmacies

[View on Playstore](#) [Visit website](#)

DispensaryOS: For Pharmacies is an all-in-one software for simplifying how you run your pharmacy operations. Whether you're a small, independent or large chain pharmacy, it will help you grow from ONE device by simplifying your daily tasks, improving inventory management and providing valuable insights for your pharmacy's success.

2023

Hauzisha Client App

[View on Playstore](#) [View on App Store](#)

Hauzisha is a platform that connects tenants with agents and landlords, making it easy to find rental properties within a specific region. The Client app streamlines this process, providing tenants with instant access to available listings and contact details.

CASE STUDIES

2022

Arogya Healthcare Mobile App

[View on Behance](#)

Arogya empowers users to take control of their health by making it easy to book hospital appointments, store and organize all their health records in one place, and set medication reminders.

2022

SoundTrax Music player

[View on Behance](#)

With **SoundTrax**, users can enjoy a more social and interactive music listening experience, connecting with friends and discovering new music together.

EDUCATION

Oct. 2018 - Nov. 2024

Bachelor of Technology - Architecture

Federal University of Technology, Akure

July 2022 - July 2023

Diploma - Product Design

AltSchool Africa

LICENSES & CERTIFICATIONS

Aug. 2022

Design-a-thon Winner — TechSpace Academy

[Certificate Link](#)

May 2022

Product (UI/UX) Design Certificate — Side Hustle

[Certificate Link](#)

May 2022

Soft-skills Certificate — Jobberman

[Certificate Link](#)

May 2020

Creative Problem Solving Certificate — University of Minnesota

[Certificate Link](#)

VOLUNTEERING

Oct. 2022 - Feb. 2023
(5 months)

Community Manager — **TechSpace Academy** (*Remote*)

- Increased **community membership** by 11% through a targeted cause marketing social media campaign
- Keeping **community members** engaged with events and forum activities
- Oversaw to a **conducive learning** environment within the community
- Collaborated with a team of marketers to drive **brand growth**

RESOURCES

2022

Casey

[View on Figma Community](#)

A **UX Case Study template** that streamlines the process of organising case studies for UX designers. With over **33K duplicates** on the Figma community and positive feedback from users worldwide, it has proven to be a valuable tool for UX designers looking to effectively showcase their work.