

ADEYEMI ADELEKE

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PROFESSIONAL SUMMARY

I am a seasoned Product Designer with close to 4 years of experience, with background in creative design and website design. I've been consistently driving innovative design projects that enhance user interfaces and elevate the overall customer experience. My track record includes successfully leading the design and launch of a fintech mobile app, with over 100k user adoption and contributing to significant business growth.

PROFESSIONAL EXPERIENCE

SYCAMORE INTEGRATED SOLUTIONS, Lagos State.

Dec. 2021 – Present

Senior Product Designer

- Spearheaded the conceptualization, prototyping the inaugural Sycamore mobile app which led to a +244% increase in customer acquisition in 6 months.
- Orchestrated the planning, redesign, and cross-platform implementation of financial solutions. This has increased the company's digital revenue by >100% in May 2023 compared to May 2022.
- Collaborated with different stakeholders to develop and implement strategic initiatives to efficiently address customer and business needs, which resulted in 60% increase in revenue and x5 increase in customer base to over 100,000 this year.
- Contributed pivotally in the development and refinement of the internal core banking software, now integral to the operations of over 100 staff members company-wide, providing services to over 100,000 customers.

WEBSTART NG, Oyo State.

Oct. 2019 – Dec. 2020

UX Designer

- As the sole UX Designer, I led end-to-end design efforts and successfully delivered over 20 website designs, tailored to meet the distinct needs of clients spanning diverse industries.
- Established a reputation for consistently exceeding client expectations by applying a user-centric approach to design, collaborating closely with client objectives which resulted in 30% monthly website design requests for the company.
- Navigated the challenges of working on concurrent projects for various clients, maintaining a sharp focus on quality, timeliness, and client satisfaction, resulting in an impressive 60% revenue increase for the company.

EDUCATION

(B.Sc.) in Computer Science .

June. 2020 - Present

Ladoke Akintola University of Technology, Oyo State.

PROJECTS AND VOLUNTEER EXPERIENCE

- **Fintech FIFA Competition(FINFA), UX designer:** I designed the landing page for the first inter-Fintech FIFA competition with over 25 Fintech companies in Nigeria in participation.
- **Google Developers Group Ogbomoso, Creative Designer:** GDG is a local community-ran meetup for developers interested in resources and technology. (Mar 2019 - Dec 2021).
- **Developer Student Team, Creative Designer:** Free ICT Advocacy for High School Students. I was responsible for all digital design and web development.(Jul 2018 - Feb 2019).
- **Mind Talk Workshop (Monthly Meetup for Students and Young Professionals), Creative Executive Member:** I was responsible for all digital needs (like creatives for publicity) and also a member of the planning committee.
- **ThisTechThingMentorship, Coach:** Successfully mentored over 5 product designers and still counting.

SKILLS AND INTERESTS

- Excellent use of Figma for interaction designs and prototyping.
- Excellent use of Figjam and MIRO for Userflows.
- Excellent use of Wordpress and Webflow for website design.
- Excellent use of CODA and Notion for documentation.
- Excellent knowledge of MS Office packages, Google Slides, Sheet, and docs skills.
- Excellent Verbal and written communication skills, Collaboration, and Emotional intelligence.
- Excellent Usability Testing skills.

INTERESTS: Technology, Finance, AR/VR, Web 3, Design, Music and Movies.

CERTIFICATIONS

- **Building Digital Products;** Product School (May 2020): Credential URL: [Link](#)
- **Membership Certificate;** The Interaction Design Foundation (IxDF) (Mar 2021): Credential URL: [Link](#)
- **Product Analytics Micro-Certification (PAC)[™] ;** Product School (Feb 2022): Credential URL: [Link](#)
- **Product Day 2023;** adplist.org, (May 2023): Credential URL: [Link](#)