

AYILARA OLATUNDE OPEYEMI

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PRODUCT DESIGNER

PROFILE SUMMARY	Competent UI/UX Designer with 5+ years' experience in driving business growth and expansion through effective management of product design, marketing strategies, information administration, and client management. Has a track record of developing a wide range of web tools for various clients to max out the brand's objectives. Proven expertise in solving complex technology problems and viable building enterprise websites. In-depth understanding of the product design and development lifecycle from project initiation to completion. Open to opportunities in product design, website development and management, process analysis and content creation
CORE COMPETENCIES	<ul style="list-style-type: none">Product DesignContent CreationIT SupportProject ManagementClient Relationship ManagementQuality AssessmentProcess ImprovementIT AuditStrategic PlanningTeam LeadershipDigital MarketingSoftware Testing
TECH STACK	Figma, Adobe XD, Sketch, Invision, Adobe After Effects, Photoshop, PowerPoint, Google Analytics, WordPress, and Shopify.
EXPERIENCE	<p>Product Designer – APEK Group Jan 2020 – Till Date</p> <ul style="list-style-type: none">Improved product by over 45% through effective website development and management strategy using WordPress (techblog.apekgroup.com).Enhanced users' experience by 25% through the identification of connections between products and services to facilitate best solutions.Achieved a 15% increase in product experience by communicating design direction and execution.Oversees the management of the website to fix bugs, make updates, and implements new tweaks.Develops informed insights about end-users by managing UI/UX design for the company and clients.Handles UX Writing for the company's blog, creates infographics to drive social media engagements for the brand, supervises SharePoint designs and provide advice from a UI/UX perspective. <p>Founder – WaraCake Oct 2014 – Till Date</p> <ul style="list-style-type: none">Created design pitch decks and facilitated the increase of the company's revenue by over 2000%.Developed a strong brand identity by implementing an effective marketing strategy that increased the brand's visibility by 75% and drove customer retention by 52%.Expanded business prospect by over 200% through features on top media outlets within the country.Surpassed set Return on Investment (ROI) and saved the company over \$2500 by developing a user-friendly e-commerce website without hiring a developer.Generated employment for over 100 Nigerian undergraduates via waracake.com/warabuddy.Organized the first and biggest cake fair in Nigeria tagged '#WTF2015', which attracted attention from celebrities and reputable media companies within the country.Secured a partnership deal with The Genesis Group during the second edition of the Cake Fair in 2016.Partnered with companies like Genesis Group, Ebony Life Tv, SuperMartNg, Suregifts Nigeria, and Intercore Solutions, among others.Promoted and managed the company's communication, achieving 90% in brand reception.Advertised products through content to over 3000+ clients across various social media platforms. <p>Product Designer – CREDEQUITY Nigeria Feb 2020 – April 2020</p> <ul style="list-style-type: none">Facilitated clients' organizational value and technological feasibility by over 70% through the integration of user-friendly technological solutions to ease activities.Led employees' career growth within three months, achieving a 45% increase in productivity by setting project deadlines and expectations to determine their KPIs.Strengthened the firm's project tasks by 30% through the integration of tailored designs and UX prototypes to support project objectives. <p>Analyst (Compliance Professionals PLC) – Plateau State Inland Revenue Service Sept 2019 – Oct 2019</p> <ul style="list-style-type: none">Influenced the overall financial management of about 8 government ministries through the inclusion of technologies that facilitated day-to-day activities.Documented AS-IS and TO-BE recommendations for the ministries.Drew process maps for 8 ministries totaling 174 slides within a week.Scaled up the organization by over 75% by introducing automated processes and ensured they were passed into implementation by the State Government.Produced several to-be cross-function analysis and gap analysis recommendations for the ministries.Implemented a change management process document to foster a hitch-free migration process.

Operations Manager – ShaleeBeauty.com **Nov 2018 – July 2019**

- Built the company website using Shopify and populated it with over **80** products.
- Grew revenue by **65%** through the management of digital campaigns across social media platforms.
- Strengthened partnership and vendor management process by **80%** by reviewing contracts regularly.

Process Analyst (Compliance Professionals PLC) – Kaduna State Inland Revenue Service Aug 2017

- Optimized the state’s operational processes by **80%** through the implementation of technical assistance to integrate, automate, and centralize Revenue System Administration.
- Mapped out processes of **8** agencies using E-draw Software and Microsoft office.
- Developed the AS-IS analysis, Gap analysis, and the TO-BE recommendations after AS-IS mapping.
- Marked up productivity by **80%** by pushing the Kaduna State Government to implement the cost-effective process introduced.

Design Team Lead – GIZ Gmbh Germany May 2015

- Chosen to represent Nigeria alongside **3** young people at the GIZ Gmbh Gamification for social good in Addis Ababa, Ethiopia.
- Built a mobile game in **2** days and achieved all project goals with a multicultural team from Kenya, Zimbabwe, Ghana, and Ethiopia.
- Made a final Power-Point Pitch-deck preparation for the team after several days of brainstorming and fine-tuning ideas.

Digital Marketing – TRACLIST.COM Aug 2014 – Oct 2014

- Increased engagement by over **60%** on social media platforms through the benchmarking of realistic objectives from a business standpoint and communications perspective.
- Designed, generated, and managed Facebook Ad via both Power Editor and Ads Manager to monitor the performance of the Ads and the numbers of audience reached.
- Revamped the Instagram page and generated a **300%** increase in the audience without paid promotions.
- Designed at-least **10** graphical promotional material daily to boost sales.

VOLUNTEER
EXPERIENCE

Communications Lead – UNITED NATIONS Dec 2016 – March 2017

- Volunteered with the communications team to host the Lagos’s first United Nations Influx Hackathon.
- Worked with a team to secure partnership deals with brands like Sidmach Nigeria, Microsoft, Passion Incubator, and several others.
- Facilitated a live streaming link of the hackathon to audiences around the world.
- Received the highest number of applicants due to targeted and well filtered marketing strategies.

VP Operations & Information Management – AIESEC **Dec 2012 – Dec 2013**

OTHER EXPERIENCE

- **Administrator – ORIADE ACADEMY Oct 2014 – Oct 2015**

EDUCATION

- **BSc Management and Accounting** (Second Class Upper) –Obafemi Awolowo University **2009 – 2013**

CERTIFICATIONS

- **AAT– Association of Accounting Technicians** **Mar 2009 – Sept 2012**
- **Product Design – Torilo Academy** **Awarded Dec 2019**

AWARDS &
RECOGNITION

Tony Elumelu Entrepreneurship Foundation

- Awarded \$5000 seed capital by the Tony Elumelu Entrepreneurship Foundation.

YTECH100 Awardee

- Recognized as the first Nigerian building, the country’s Amazon of Cakes.

Young Gunner of the year 2016

- Nominated as a Young Gunner of the year by AllAmber UK at WAMAS 2016.

Passion Incubator (Entrepreneur in Residence)

- Selected by Passion Incubator, who invested \$2500 into WaraCake and assisted in launching a minimum viable product.

CONFERENCES
ATTENDED

- West Africa Connecting Seminar by AIESEC at Monrovia, Liberia, 2013
- Guest Speaker/Panelist: Mobile West Africa by AllAmber at Lagos, Nigeria, 2015
- GIZ Hackathon/E-learning Africa by GIZ GMBH and African Union, 2015
- Mobile Challenge Africa by IE Business School in Capetown, South Africa, 2016
- Mobile Challenge Africa in Cairo, Egypt, 2017
- LYFECAMP, Otta, Ogun State 2017