

AYILARA OLATUNDE OPEYEMI

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PRODUCT DESIGNER

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PROFILE SUMMARY

I am a Product Designer who has been able to work on several projects within a short while. I started my career in product design in 2019. I have been able to grow tremendously within a short period of time since then. I started off as an entry level designer at Credequity.com which was fast paced, I was made to deliver fully prototyped websites in a few weeks to the organizations clients. I have then moved on to Mypatricia.co and Supermart.ng where I currently work in product teams with product managers and deliver projects right from ideation to final prototyping for ready users. In my spare time, I oversee two e-commerce start-ups I launched in 2014 which are WaraCake.com and WaraChow.com. I recently developed a mobile app for WaraChow.com, I worked with two developers on the project and I served as the Product Manager I'm a huge advocate of remote work and I presently work 95% remotely.

CORE COMPETENCIES

- Product Design
- Wire framing
- UX Research
- UX Audit
- Product Management
- Quality Assessment & Review
- Usability Testing
- E-commerce
- Admin Dashboards Design
- Task flows & Site Architecture
- UX Review
- Micro Animation

MY TECH STACK

Figma, Adobe XD, Sketch, Invision, Balsamiq, Whimsical, Adobe After Effects, Woo commerce, HTML, Photoshop, Miro, Notion, WordPress, and Shopify.

EXPERIENCE

- UX Researcher & Product Designer – MyPatricia.co (Company Location: Lagos, Fulltime, 95% Remote) July 2020 – Till Date**
- Revamped the customer on-boarding flows for Patricia's mobile app, website and other sister companies like 9robee and Room19 by making it easier to understand, faster and more aesthetically pleasing.
 - Reviewed style guides made by designers to ensure conformity with the Patricia brand standards
 - Worked with the relations department to identify key areas stakeholders are having challenges, document such challenges using **Notion** and propose strategies for revamping and also automation of these processes
 - Review every UI design before developer handoff to ensure they are in line with the business goals and also customer focused
 - Design new transaction flows for each product of the business such as BTC buy and sell, airtime to cash, Giftcards trading etc. I successfully cut the signup process from **7-steps** to a **4-step** process which still provides optimal security and also ensuring all the necessary information is collected
 - Proposed ideas which ensured the mobile application is more user friendly, one of them includes a hidden balance feature which provides privacy for the users. I can confidently say **70%** of these ideas were accepted
 - Created customer journey maps, user flows, site architecture for every new product and also revamped on existing ones
 - Creating **personas** for all company's products after meeting with several stakeholders who interact with the customers. I worked directly with product managers and engineers to create all these and it was done 100% remotely via **Slack, Notion** and **Jira software**
 - Designed a mobile application for **Double H** which is one of the company's products focused on providing luxurious short term stays for its customers. I had to pay attention to the business owner's goal which is to give the app a luxurious feel. The designs were approved immediately after a **FIRST REVIEW** by the business owner which rarely happens in the organization.
 - Designed the Admin Dashboard for **Double H** to enable staff manage the process of managing bookings, properties, agents, customers, payments, invoices etc. This is one of the toughest projects I have had to work on as I had to map out the entire designs with a brief from the product manager in charge.
 - Created Wireframes for Lighthouse admin using Whimsical which serves as a power house to manage over 7 products. Developed several **user management** plans for this project
- Mobile App Designer – Supermart.ng (Company Location: Lagos, Contract, 100% Remote) March 2021 – April 2021**
- Designed mobile application screens within 2 weeks using Figma. I made a total of 73 screens
 - Drafted user flow maps using the web app as reference and also several google talk meetings with the product manager
 - Prototyped the mobile application from start to finish and also improved on the aesthetics to give users a more modern feel as opposed to the old looking interfaces of the website
 - Developed a Styleguide to make components, buttons used all through the application uniform
- Product Designer – APEK Group (Company Location: Ottawa, Fulltime, 100% Remote) Jan 2020 – July 2020**
- 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. I was made to develop case studies every week.

Founder – WaraCake.com & WaraChow.com (Company Location: Lagos, Owner, 100% Remote) Oct 2014 – Till Date

- 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.
- Developed 'WaraChow' mobile app and WaraChow.com. Served as the product manager and designer. (The app is live on playstore and ios store)

Product Designer – CREDEQUITY Nigeria (Company Location: Lagos, Fulltime, 60% Remote) Feb 2020 – April 2020

- 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.

Analyst (Compliance Professionals PLC) – Plateau State Inland Revenue Service Sept 2019 – Oct 2019

- 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 (Company Location: Texas, Fulltime, 100% Remote) 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 and also in Cairo in 2017