OLUWATOBI OLOLADE

Senior UI/UX Designer

www.oluwatobiololade.com

Dribbble 🔗

Behance 🔗

Mobile: +234 705 580 6908 | Email:oluwatobiololade@gmail.com | Lagos, Nigeria

8+ years expertise in user-centric digital experiences (e-commerce, Fin-tech, media). Proficient in visual, motion, UI/UX,brand and product design.

Notable Achievements:

- Led a web design project for the largest IPO in Middle-East, raising $2.5B at launch.
- Spearheaded design efforts in securing $1.3M seed funding for Nigerian startup MVX.
- Coordinated online & off-line branding for e-commerce platform with physical 21 stores, oversaw 15+ successful marketing campaigns.

Professional experience

Senior UX designer | Omnia Digital Agency

March 2022- Present   Dubai, UAE

- **Global Collaborations:** Collaborated with esteemed clients including ADNOC Gas, ADNOC Drilling, ADNOC Distribution, Jeddah Central Development, Arabsat, COP28, RMZ, ADGMO, Al Ansari, Borouge, and the Abu Dhabi Government.
- **UX Leadership:** Led projects ensuring exceptional user experiences, guided by user-centered design principles.
- **Client Engagement and Vision Realization:** Fostered strong client relationships, delivering results surpassing expectations. Designed wireframes, prototypes, and solutions prioritizing usability, accessibility, and aesthetics.
- **Iterative Design and Cross-Functional Collaboration:** Applied iterative design approach, refining solutions based on feedback. Collaborated seamlessly with cross-functional teams for successful project execution.

Senior Product Designer | MINTYN Digital Bank

August 2021- March 2022 Lagos, Nigeria

- Spearheaded the creation of cutting-edge digital financial solutions for both businesses and individuals, driving innovation within the product design team.
- Directed a successful overhaul of the mobile app, resulting in a substantial enhancement of user experience and overall usability.
- Maintained close collaboration with key project stakeholders to ensure seamless integration of design elements, consistently meeting project objectives.

Product Designer| MVXchange

Feb 2020 - August 2021 Lagos, Nigeria

- Led for the MVP for the digital freight management product, securing $1M for rapid Africa expansion, showcasing design expertise and business acumen.
- Revamped two product websites, resulting in a 40% surge in conversion rates and substantial business growth, through close collaboration with marketing.
- Restructured user flow and service blueprint, leading to a 50% decrease in customer support reliance, enhancing user self-sufficiency and satisfaction during booking.
- Led end-to-end design strategy for MVXTransit & MVXTrade, ensuring alignment with target audience preferences and needs, driving successful service launches.

Senior Interaction Designer | Gidi Mobile

Apr 2019 - Dec 2019 Lagos, Nigeria

- Worked with a team of designers to conceptualized and launched a gamified mobile learning system, driving user engagement and increasing sign-ups by 20%. Collaborated cross-functionally for seamless product development.

Lead Graphic Designer | Konga Online Shopping LTD

Feb 2017 - Apr 2019 Lagos, Nigeria

- Led a team of 6 designers to create cohesive branding for e-commerce and walk-in stores, unifying the brand's omnichannel presence.
- Directed 15+ campaigns, with 8 surpassing or meeting targets, showcasing a strong grasp of audience and strategic design execution.
- Enhanced design collaboration with marketing, generating innovative ideas and communication plans for consistent visual presence across channels.

Graphic Designer | Householdmax

Jan 2016- Jan 2017 Lagos, Nigeria

- Spearheaded the design, development, and printing of direct-mail flyer which increased response by 5%.
- Collaborated with outside marketing firms to create graphics for social media marketing campaigns that generated over $20,000 in new revenue.

Graphic Designer intern | Siscomedia

Feb 2015 - Dec 2015 Lagos, Nigera

- **Data-Driven Insights:** Conducted a comprehensive data analytics report, evaluating the performance of eight distinct campaigns. This initiative provided valuable insights into the successes and areas for improvement in our design strategies.

Design Tools

- Adobe Creative Suite (Photoshop, Illustrator, After-Effects)
- Sketch
- Figma
- InVision
- Axure
- Zeplin

Technical Skills

- User Research
- Wireframing
- Prototyping
- Information Architecture
- Interaction Design
- Usability Testing
- User Flows
- User Personas
- User Journeys

- Design Thinking:
- User-Centered Design (UCD):
- Design Systems:
- Motion Design:
- Visual Design:
- Collaboration and Communication:
- Project Management:
- Problem Solving and Innovation:
- User Testing and Feedback:
- Prototyping Tools:
- Industry Knowledge:

Education

Moshood Abiola Polytechnic, Abeokuta -Ogun state, NigeriaH
National Diploma **Computer Science**
2011 -2014

Interaction design foundation   2020