

Imole Oluyemi

Product Designer

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PROFESSIONAL SUMMARY

I am an adept Digital Product Designer with almost five years of experience designing user-centric software products in sectors that cut across Finance, Education, E-commerce, HR Management and Healthcare. I take pride in my ability to pinpoint user needs with research and data while also balancing them with the business and product goals.

As a Product Designer, I am detail-oriented and I'm always finding new and exciting ways to improve my designs in order to be aesthetically pleasing, accessible and usable for any type of end-user. All these I do with strong communication and interpersonal skills rooted in integrity and accountability.

TECHNOLOGIES

Prototyping	Figma, Sketch, Protopie and Invision
Planning & Ideation	Miro, Figjam
Developer Handoff	Zeplin, Figma
Design Implementation	HTML5, CSS3, Bootstrap, Webflow

EXPERIENCE

Product Designer (Clinical Interactions) | BABYLON HEALTH | London February 2021 – Present

Babylon Health is a digital-first health service provider and value-based care company that combines an AI-based platform with virtual clinical operations for patients.

Responsibilities:

- Produce top-quality designs with great attention paid to every detail of it.

- Get the right analytics to inform design decisions and get stakeholder buy-in on design direction.
- Contribute to and maintain existing design system collaboratively with other designers in the team
- Work hand-in-hand with the Product manager to prioritise features and improvements based on value, safety and the clinician experience.
- Plan and facilitate design sprints, workshops and project discovery sessions.
- Design the wireframes (High and Low-fidelity), visual and prototypes for the website
- Prepare interactive prototypes (mid - high fidelity) for usability testing, Design Critiques, stake-holder alignment or Engineering Hand-offs
- Work with User research to prepare research plans, discussion guides for both discovery and usability testing research.
- Run usability testing interviews with Clinicians.
- Continuously optimise the Clinical portal for the best experience by identifying UX debts and other inconsistencies
- Own and facilitate team's UX showcase every two weeks
- Work with a cross-functional team including AI engineers to introduce the use of Natural Language processing into the portal

Technologies & Tools: Figma, Figjam, Adobe suite, Miro, JIRA, G-suite, Looker

Consultant Product Designer | PRINTHOUSE.NG | Lagos

June 2020 – December 2020

Printhouse is an online Print Shop that makes it easy for people to order prints and designs on-demand anywhere within Nigeria.

Responsibilities:

- Create and set the brand direction and guidelines for the company.
- Use analytics to inform design iterations, especially around user churn rate and cart abandonment.
- Create and maintain the Style guide, the overall design system, including being the custodian of design consistency across teams and platforms including building the design system from the ground up.
- Create and manage Product roadmaps and releases.
- Conduct sprint planning, standups and reviews.
- Design the wireframes (High and Low-fidelity), visual and prototypes for the website
- Work closely with the Digital marketing and customer experience teams to take user feedback into design changes.
- User research, information architecture, wireframe, visual design and usability testing for the proposed Mobile app.
- Write the CSS and Javascript to implement web pages if extra hands are needed by the developers.

Technologies & Tools: Figma, Adobe suite, Zeplin, Protocie, Bootstrap, HTML, CSS, Trello

Co-founder & Product Designer | PASS.NG | Lagos

August 2017 – May 2020

PAAS.NG is a web, desktop and mobile-based platform that helps candidates practise and prepare for all major Nigerian examinations and tests.

Responsibilities:

- Work collaboratively with all stakeholders to ensure the product roadmap is followed and agreed deliverables are delivered.
- Work design sprints with developers to complete tasks before deadlines while ensuring designs are implemented.
- Conduct User research and Usability tests and use insights from it as well as analytics to identify the user pain points which inform necessary iterations in my designs, ensuring usability and accessibility.
- Researching and formulating ideas that solve problems creatively and shape these into logical, coherent solutions that centre around user needs and motivations
- Design end-to-end user journeys, sitemaps/Information architecture and user flows that create an optimized user experience.
- Design the wireframes (High and Low-fidelity), visual and prototypes across the Mobile, Web and desktop platforms.
- Create and maintain the Style guide and also serve as the custodian of design consistency across teams and platforms.
- Write the CSS and Javascript code to implement web pages if extra hands are needed by the developers.

Technologies & Tools: Sketch, Adobe suite, Bootstrap, HTML, CSS, JS, Zeplin, Wordpress.

Co-founder & Web/Graphic designer | PASS.NG | Lagos

September 2014 – July 2017

Responsibilities :

- Collaborate with highly-talented Products, digital marketing, Sales and Customer experience teams and occasionally external consultants – to create outstanding creative solutions across our Branding, Website, Social media and Prints.
- Involve in all stages of the creative process-from brief interpretation, to creating concepts, creating the visual style, and delivering creative to the required formats, technical standards and for the right platform.
- Deep Participation in almost all ideation sessions with the management team and interpret ideas and present designs to all stakeholders.
- Take ownership of multiple tasks, projects and priorities to ensure they are all delivered on time and to the highest possible standard.
- Research into different creative concepts resulting in multiple creative and innovative ideas.

Technologies & Tools: Wordpress, Corel-draw, Adobe Illustrator & Photoshop, Bootstrap, HTML, CSS & JS

EDUCATION

- Cisco I.T Essentials | Abraham Adesanya Polytechnic | Ijebu-Igbo, Nigeria.
2009
- National Diploma Computer Science | Abraham Adesanya Polytechnic | Ijebu-Igbo, Nigeria
2006 - 2009
- B.Tech Computer Science | LAUTECH | Ogbomoso, Nigeria.
2008 – 2014

LIST OF ACTIVE APPS & WEBSITES

- Eazyfinance | Designed 2019: <https://eazyfinance.ng/>
- Printhouse | Designed 2020: <https://www.printhouse.ng/>
- Class54 | Designed 2021: <https://class54.com/>

PROFILE & PORTFOLIO

- Website: <https://imoleoluyemi.com/>
- LinkedIn: <https://www.linkedin.com/in/imoleolu/>

WORKSHOPS & AWARDS

- Fellow, Westerwelle Foundation of International Understanding, Germany October 2018
- Winner, The Future Award Africa Prize for Education 2017 December 2017
- 1st Runner-up MTN Entrepreneurship Challenge, South Africa May 2016
- Winner, Airtel Catapult-a-Startup Challenge February 2015
- Best-graduating Student, Abraham Adesanya Polytechnic March 2010

VOLUNTEERING & SOCIAL CAUSES

Coordinator | TECHHAVEN AFRICA | Lagos

May 2017 – Present

Techhaven is a non-profit annual free 8-weeks intensive Software development, UX design and digital skills training for youths who are looking to have a career in Tech.

2-time Speaker | Edustart Summit | Covenant University

February 2018 & February 2019

One of the largest Technology Conference in Nigeria.