

# AYOMIDE OMOLE

PRODUCT DESIGNER | UX RESEARCHER | MSC. HUMAN-COMPUTER INTERACTION

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[LinkedIn Profile](#)

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## EDUCATION

MSc. Human-Computer Interaction, Tallinn Univerisity, Estonia	Sep 2022 - Jun 2024
Interaction Design Foundation (IxDF)	Nov 2021 - Present
BSc. Accounting, Redeemer's University Nigeria.	Sep 2014 - Apr 2018

## WORK EXPERIENCE

<b>SEB BALTICS</b>	<b>Tallinn, Estonia</b>
Type: B2C, Financial Services	
<b>UX Designer (Interaction Design Workshop)</b>	Sep 2023 - Present
<ul style="list-style-type: none"><li>• Collaborating with internal UX team to conduct user research on current state of accessibility for digital banking services</li><li>• Conducting accessibility bench-marking and user interviews with people living with disabilities in Estonia &amp; Latvia to help understand current pain points and UX flaws</li><li>• Implementing design improvements based on research insights and conducting usability testing to validate proposed improvements</li></ul>	
<b>MINT FINANCIAL SERVICES</b>	<b>London, United Kingdom</b>
Type: Saas Company, B2C	
<b>Freelance Product Designer</b>	Jun 2023 - Sep 2023
<ul style="list-style-type: none"><li>• Scaled product ideas from briefs into actionable prototypes for the mint pay app through user research and UX design, in 4 months.</li><li>• Conducted user research and usability testing for the minimum viable product leading to <u>90% task success rate</u></li><li>• Utilized Figma, Miro, and other similar tools to design and prototype solutions to aid rapid decision making, while simultaneously collaborating with the development team to execute the designs.</li></ul>	
<b>ONE CAPITAL LLC</b>	<b>Dubai, United Arab Emirates</b>
Type: Saas, B2B	
<b>Product Designer</b>	Jan 2021 - Mar 2023
<ul style="list-style-type: none"><li>• Worked remotely with a distributed 8-man product teams in Nigeria, UAE and Zambia, to conduct research and implement UX design for 3 flagship products - Farmbase, OneVest and Agricorp.</li><li>• Designed high fidelity prototypes to drive presentation efforts for pre-seed funding rounds which resulted in <u>\$17million in funding.</u></li><li>• Contributed to design systems and helped increase the speed of the product design and development cycle by <u>70%</u></li><li>• Collaborated with software engineers to prepare assets for staging environment and production.</li><li>• Continuously conducted usability testing and field testing to help discover usability issues and flaws.</li></ul>	

## ZENITH BANK

Lagos, Nigeria

Type: B2C, Financial Services

### UX Designer (Contract)

Dec 2021 - May 2022

- Conducted a UX Audit for zenithbank.com to discover UX problems, in collaboration with internal brand marketing team
- Recruited participants and conducting a usability workshop to observe users interact with the current website, as well as evaluating success metrics (Error rate and Time on Task)
- Created low-fidelity prototypes to address usability issues on the website, which led to an 80% reduction in errors recorded in first usability test.
- Improved the general website's content architecture and navigation, leading to 60% reduction in bounce rate.

## CREGITAL

Lagos, Nigeria

Type: Agency, Design & Web Development Startup

### Senior UI Designer

Jul 2020 - Jan 2021

- Supervised a web design team and delivered on over 30 website design projects valued at over \$100,000, that helped clients communicate their service offerings in various business sectors.
- Collaborated and consulted for internal marketing and design teams for Coronation Bank, AXA, Dangote Group and Global Citizen on website design directions.
- Steadily increase the design team's website development cycle speed on smaller projects from 2 months to 5 weeks while maintaining consistent quality of work, saving the company production costs of up to \$1500 per project.
- Contributed to award winning projects like Disha Pages, Tony Elumelu Foundation, and Cregital.com

### Web UI Designer

May 2019 - Jul 2020

- Organized training sessions for teams from various companies on website management
- Collaborated with other designers and engineers to deliver on website projects

## CORE COMPETENCIES

User Research, UX Design, UX Writing, Usability Evaluation, Website Design (Webflow & Wordpress), Information Architecture, Data Synthesis, Product Strategy, Accessibility Evaluation, Eye Tracking, Facial Expression Analysis (FEA).

## CERTIFICATIONS

Journey Mapping Course

Agile Methods for UX Design

Data-Driven Design: Quantitative Research for UX

Mobile UX Strategy: How to Build Successful Products

Mobile UI Design

Human-Computer Interaction

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