

Oluwatobi Oluwafemi *Product Designer*

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Work Experience

Teckaholic, UI/UX Designer

Jun 2024 – present | Remote, USA

- I conduct in-depth user research through surveys, interviews, and usability testing to uncover real user needs, behaviors, and pain points, ensuring the product is rooted in genuine insight.
- I create interactive, high-fidelity prototypes to communicate functionality and user flow clearly, helping teams validate ideas before development.
- I design clean, user-friendly interfaces with a strong focus on accessibility, consistency, and visual hierarchy, aligning aesthetics with function.
- I developed and maintained a scalable design system, enabling consistency across screens and enhancing the design-developer handoff process.
- I collaborate cross-functionally with product managers, engineers, and marketers to align product goals with user experience, from discovery to launch.
- I provide detailed design specifications, assets, and implementation support throughout development, ensuring pixel-perfect execution and a seamless user experience.

Fortheye Solutions, Product Designer (Contract)

Aug 2024 – Dec 2024 | Remote, India

- Led the design of user-centric digital products, crafting intuitive and visually compelling interfaces across web and mobile platforms for clients in fintech, e-commerce, and SaaS.
- Designed and delivered high-fidelity prototypes to communicate interactions and user flows clearly during stakeholder reviews and handoffs.
- Conducted user research and usability testing, translating insights into actionable design decisions that enhanced user engagement and satisfaction.
- Collaborated closely with cross-functional teams including developers, project managers, and client stakeholders, to ensure strategic alignment and smooth execution.
- Managed and evolved design systems, ensuring scalability and visual consistency across multiple products and platforms.
- Facilitated client presentations and feedback sessions, clearly articulating design rationale and iterating rapidly based on stakeholder input.

MotoBills (Sujimoto group), UI/UX Designer

Jan 2023 – Aug 2024 | Lagos, Nigeria

- Designed the end-to-end experience of a fast, secure, and user-friendly mobile app that enabled users to pay bills, top-up airtime, and manage utilities with ease.
- Conducted extensive user research and journey mapping to understand behaviors around mobile payments, simplifying complex flows into a seamless 3-tap experience.
- Created high-fidelity prototypes and interactive flows to test usability and iterate quickly, resulting in a smooth onboarding and transaction journey.
- Developed and maintained a modular design system, enabling consistency across screens and faster developer implementation.
- Worked closely with product managers, developers, and QA to ensure pixel-perfect execution and performance on both Android and iOS platforms.
- Led usability testing sessions pre-launch, identifying friction points and optimizing them before public release.

- Delivered a solution that achieved high retention and transaction success rates within the first 3 months post-launch.

CareerBuddy, UI/UX Designer (Contract)

Sep 2023 – Nov 2023 | Lagos, Nigeria

- Designed intuitive experiences for both companies and talent, simplifying the hiring, onboarding, and management of African professionals across borders.
- Created seamless flows for job posting, candidate discovery, interview scheduling, and offer management, optimizing for speed and clarity.
- Conducted user interviews and competitive analysis to understand global hiring pain points, leading to product decisions that improved recruiter efficiency and candidate transparency.
- Built and maintained a robust design system, ensuring scalable and consistent UI across web and mobile platforms.
- Worked closely with product, engineering, and customer success teams to balance business needs with user satisfaction, contributing to higher conversion and retention rates.
- Designed dashboards that gave hiring managers real-time insights into candidate pipelines, onboarding status, and compliance tracking.
- Iterated on the talent-side onboarding process to reduce drop-off and increase engagement, with clear steps and localized UX enhancements.

Upwork, Freelance Product Designer

2022 – Present | Worldwide, Remote

- Collaborated with startups and global clients across fintech, SaaS, e-commerce, and wellness, delivering product designs that are both intuitive and scalable.
- Led projects from discovery to delivery, including user research, wireframes, prototypes, and developer-ready UI designs.
- Built design systems to streamline development and maintain brand consistency across platforms.
- Delivered high-impact design solutions for mobile and web apps, helping clients improve user engagement, conversion rates, and app usability.
- Presented concepts to clients, handled revisions efficiently, and maintained long-term relationships with repeat business and 5-star reviews.
- Proven success with several products launched to market, some with 10K+ downloads or active users within months.

Education

Bsc Computer Science, Ekiti State University

2017 – 2022 | Ado Ekiti, Nigeria

Skills

- User Interface (UI) design
- User Experience (UX) design
- Prototyping
- Interaction Design

Tools

Figma | Adobe Illustrator | Protopie | Notion | Adobe Photoshop | Blender | Jitter