

Olawale Samuel

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Lagos

Lagos, Ikeja

Summary

I'm a product and experience designer; focused on hacking great ideas into easy-to-use and delightful products for everyday people.

Over the last few years, I've built intuitive interactions and marketing solutions for digital products across finance, health, consumer tech, transportation, and other industries for people, teams, and businesses; while having a lot of fun in the process.

I currently design at Wavebit Crypto Exchange where I'm designing great Web 3 experiences for beginner and experienced traders across the world.

My work is primarily driven by product strategy, user research, accessibility, analytics, and design systems; to unravel what's complicated into intuitive and meaningful products that people love.

Beyond design, I also contribute marketing channel discovery, sketch out customer acquisition and activation strategies due to my product marketing experience.

These days, I'm interested in mentoring design enthusiasts and helping them grow in their career.

Experience

Product Designer

Wavebit Exchange

01/2021 - Present

- Demystifying Decentralized Exchange experiences for beginner traders and empowering experienced traders with a delightful user experience, worldwide.
- Here I worked closely with the CEO and CTO to develop the product vision and strategy, and also overhauled the decentralized exchange experience for the mobile applications.
- Brainstormed with peers and other members of design team to determine enhancements and product features.
- Contacted proper stakeholders to share changes to project scope and timelines.

Product Designer

Infulence Media Arica

04/2020 - 11/2021

- I initiate user-research, state product requirements & features to improve the customer journey using the Job To Be Done framework.
- Converted project specifications into drawings and other materials that would be used to create product.
- Monitored emerging UX design trends and practices for useful techniques and cutting-edge developments suitable for integration into future projects.
- I handoff designs with Webflow and closely work with engineers for Quality Assurance of the product.

Product Marketing Manager

Turbocart

03/2021 - 12/2021

E-commerce Company

- I conducted user interviews for over 10 volunteers to discover pain-points for market discovery
- I determined the type of advertising and marketing content, needed for user acquisition campaigns.
- Outlined a product timeline and oversaw the project's successful MVP launch. We onboarded 1000+ users 2 months post MVP launch.

UX Designer

Dospro Inc

11/2019 - 05/2021

- I collaborate with the growth team to learn our customers' habits and patterns in order to get them activated and have a long delightful relationship with Dospro.
- Collaborated with Test Automation Engineers to produce rapid UX iteration via automated diagnostics.
- Drove UI requirements through to implementation, complete with accurate sizing estimates and task breakdowns.

Growth Marketing Manager

Greemit

01/2019 - 11/2020

- Determine the type of advertising and marketing content, such as TV, radio, print, digital or social media, that needs to be created and distributed.
- Made important decisions in helping designers design a landing page that would best convert.
- I was in charge of the organization growth strategy and product decisions.

Digital Marketing Manager

Unicorn Holdings • Lagos, Ikeja

03/2019 - 09/2020

- Monitored the company's brand on social media.
- Built brand awareness by engaging relevant influencers.
- Managed their online communities to ensure respectful and appropriate engagement.
- Responded to comments on each of their accounts.

Graphics Designer

Treasures Firm

07/2018 - 07/2019

- I was the brand identity designer for the firm
- I designed all the social media copies
- Designed copies and contents that will convert for social media Ads

Skills

Landing Page Design, User Research, Marketing, Marketing Strategy, Brainstorming, Digital Marketing, User Centered Design, Project Management, Wireframing, Rapid Prototyping, Figma, Webflow, Information Architecture

Education

UX design

Google UX • Lagos, Lagos

12/2021

User Experience Design

Future Learn • Lagos, Lagos

02/2020

Product Marketing

Udemy • Lagos, Lagos

03/2019

Chemical and Polymer engineering

Lagos State University • Lagos, Lagos

07/2020

Languages

English