

OLUWASEUN OLADAPO

UX/UI Designer | User Research | Web Prototyping

@ oluwaseun200086@gmail.com [LinkedIn.com/in/ooladapo2000](https://www.linkedin.com/in/ooladapo2000) Lagos, NG



SUMMARY

With over 2 years of experience in UX/UI design, I'm driven to create engaging, user-centered web experiences. My expertise in user research, prototyping with Figma, and conducting usability testing has significantly improved product adoption rates. I am passionate about leveraging insights to design intuitive interfaces that meet business goals.

EXPERIENCE

Ux Ui Designer

Freelancer [08/2022 - Present](#) [Lagos, NG](#)

- Led the redesign of the social media graphics of a product page, increasing user engagement by 30% through enhanced UX and clearer CTA placements.
- Conducted over 20 user interviews and 10 usability tests to gather insights, leading to a 25% decrease in bounce rates.
- Implemented a new design system using Figma, enhancing brand consistency across all web platforms.
- Collaborated with product managers to refine user personas, resulting in 30% raise in targeted and effective product development strategy.
- Spearheaded a project to utilize atomic design principles, shortening the development cycle for new features by 20%.

Ux Ui Designer

Shopify [06/2023 - 02/2024](#) [Remote](#)

- Redesigned the checkout process, resulting in a 15% increase in conversion rates.
- Developed comprehensive user flows and wireframes to streamline navigation, reducing user frustration and support tickets by 40%.
- Conducted A/B testing on various design elements, which informed the final design decisions and refined user satisfaction scores by 20%.
- Created and maintained a UI library in Figma to accelerate the design process and ensure consistency across 15 persons team.
- Facilitated user research sessions with 20 people to understand pain points in the shopping experience, leading to significant 50% UI improvements.

PROJECTS

Mobile App Design for Food Ordering

[06/2024 - 09/2024](#) [Chicago, IL](#)

Lead UI Designer, responsible for conceptualizing and implementing a fresh, user-friendly design. The design led to 50% boost in the app engagement due to the CTA visibility.

- Achieved a 40% increase in daily active users and a 25% improvement in user retention within the first three months post-launch.

Website Revamp for Housing Agency

[03/2023 - 05/2024](#) [Location](#)

Revamped a website for a housing agency which can easily be navigated by any age range, which significantly elevated the conversion rate of the website by 20% within the first month of use by the company.

- What was a successful outcome of your work? (e.g. Raised \$3,000 for the charity)

KEY ACHIEVEMENTS

- 30% User Engagement Increase**
Led the redesign of the social media of the product page, significantly enhancing user interaction and clarity of calls to action.
- 15% Conversion Rate Boost**
Redesigned Shopify's checkout process, drastically boosting the conversion rate through user-centered design principles.

SKILLS

Figma	User Research	Prototyping
Usability Testing	Design Systems	
Brand Identity	Canva	Framer
HTML5	CSS	
Time management	Adaptability	
Collaborations	Communication	
Active listening	Creativity	

CERTIFICATION

Advanced Figma for UX/UI

An in-depth course focusing on mastering Figma for complex UX/UI design projects, provided by Coursera.

User Research & Testing

A comprehensive certification on modern user research methods and usability testing techniques, offered by Udemy.

Google UX design fundamentals

A course which broadly enlightened on the UX designs was taught by Coursera.

EDUCATION

Bachelor's degree in Microbiology

University of Ibadan

[06/2019 - 04/2024](#) [Ibadan, Nigeria](#)

Mobile App for Clothes

📅 09/2024 - 10/2024 📍 Location

Design a mobile app for a women's clothing brand. Creating wireframes and using mockups made it very easy to design. Worked with a team of 2 people increased the work rate by 40%.

Achieved a 30% increase in the sales of the clothing brand and 15% retention rate in the first two months.

- What was a successful outcome of your work? (e.g. Raised \$3,000 for the charity)

Member

[Junior Chambers International](#)

📅 01/2023 - 04/2024

Health Awareness Campaigns

Partnered with local health organisation to provide free health screenings and education workshops on topics like nutrition, hygiene or disease prevention. About 350 people participated in the campaign.