

SAMSON OMOYELE

Product Designer

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Product designer with over 4 years of experience partnering with consulting teams and business stakeholders to design enterprise software. I excel at bridging the gap between complex technical requirements and user needs - translating ambiguity into structured, intuitive solutions through collaborative research and iterative design. My work has supported global consulting engagements and improved both client-facing and internal platforms.

Experience

UX Designer - Verity Relationship Intelligence

January 2022 - May 2026 / London, UK

B2B SaaS consultancy focused on client-customer relationship intelligence, serving 3,500+ users across global advertising and manufacturing sectors.

Projects

Self-Serve Product Expansion

- Leading the design of a self-serve SaaS platform that enables a new, wider user tier to independently manage the end-to-end survey lifecycle. By architecting an intuitive automated dashboard and setup process, this lower-cost offering significantly reduces reliance on internal consulting resources.

Partnering with Consultants to Design Analytics Solutions

- Redesigned the core analytics dashboard, replacing a legacy Tableau system to improve performance, discoverability, and facilitate responsiveness.
- Modified the MUI design system to enable us to establish reusable design patterns and components.
- Architected a role-based information architecture and permission system, translating stakeholder insights into tailored views for CEOs, Agency Leads, and Brand Managers.
- Accelerated delivery cycles using AI prototyping to build functional filter prototypes, enabling user testing with multiple participants without utilising engineering resources.

Building Tools for Internal Teams

- Reduced presentation creation time by 20% by leading the research and design of a new internal reporting platform now used by all staff.

Research-Driven Service Design

- Standardised company terminology and service design through competitor analysis and user surveys, reducing cross-departmental communication confusion.
- Boosted feature discoverability and onboarding by creating platform playbooks and user guides based on direct feedback from client-facing teams.

Internship - Medwise.ai

July - November 2020 / Remote

Med-tech SaaS startup. Provides an AI-powered question and answering platform for both medical professionals and students.

- Translated complex clinical workflows into accessible interfaces by collaborating with medical professionals and engineers for an AI-powered Medical-tech platform.
- Developed wireframes and interactive prototypes grounded in user research and interviews with doctors and medical students.

Education

Coventry University

BA(Hons) Illustration & Graphics Design 2011 - 2015

LCC (University of the Arts London)

Foundation Art & Design
2010 - 2011

Skills & Tools

User Centred Design

Wire-framing

Prototyping

User Interface Design

User Interviews

Usability Testing

User Journeys

Figma

UserBrain (Testing Platform)

Balsamiq

Adobe Illustrator

Adobe Indesign

Gemini/Claude