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# OLUWADUNSIN OMOLE

STAFF PRODUCT DESIGNER – USER EXPERIENCE & GROWTH

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## PROFESSIONAL SUMMARY

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Senior Product Designer with 7+ years of experience creating enterprise-level software and driving data-informed growth design across B2B SaaS and Fintech platforms. Skilled in experimentation, cross-functional strategy, and building design systems for scalable experiences. Passionate about reducing time-to-value, simplifying user decision-making, and enabling inclusive, high-impact design outcomes. Known for mentoring teams and aligning user needs with business goals to create measurable product success.

## EMPLOYMENT HISTORY

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### SENIOR PRODUCT DESIGNER | *Studio Ted Ltd* (Jan 2025 - Now)

#### *Growth Design Studio*

- Collaborate as a growth design partner to early-stage and AI startups, aligning design experimentation with go-to-market strategy.
- Develop A/B testing plans and optimise activation journeys for product-led growth.
- Key clients: Coho, Learnable.

### SENIOR PRODUCT DESIGNER(GROWTH) | *LeadGenius* (Nov 2022 - Dec 2024)

#### *AI-Powered Sales Intelligence for GTM & Sales Teams*

- Led end-to-end UX design for onboarding flows, reducing time-to-value by 70% via iterative testing and user feedback loops.
- Partnered with PMs, engineers, and data scientists to evolve growth strategy and improve funnel performance.
- Created scalable design systems for accessibility, visual cohesion, and reusability across teams.
- Mentored junior designers in accessibility, research methodology, and design experimentation.

### SENIOR PRODUCT DESIGNER | *Vitalswap* (Feb 2022 - Nov 2022)

#### *Global Fintech Platform | Peer-to-Peer Currency Exchange*

- Conducted qualitative research and led iterative redesigns, improving user retention by 18%.
- Delivered modular UI components and design tokens for front-end efficiency.
- Integrated quantitative metrics to track success and guide product decisions.

### PRODUCT DESIGNER | Dec 2020 - Jan 2022 | *Baseline*

#### *GovTech Platform | B2C & B2B SaaS*

- Spearheaded redesign of core B2B interfaces focused on accessibility, personalisation, and user journeys.
- Ran user workshops and heatmap analysis to identify friction and align on KPIs.
- Defined personas and wireframes to support product planning and experimentation.

### UX DESIGNER | *DigitalSproutNG* (Dec 2017 - Now)

#### *Fractional Design Agency*

- Delivered UX strategies and end-to-end product solutions for 12+ clients, applying data-informed design, user research, and scalable design systems.

- Specialising in data-informed design, UX audits, and growth-led interface development.
- Notable clients: MIT Open Secure Platform, Society of Petroleum Engineers, Think Accounting, LiveMeeting, Tammer, Snaap, Sistamoji, Linkthrow, Nested, and more.

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## EDUCATION & CERTIFICATIONS

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### B.ENGINEERING

FEDERAL UNIVERSITY OF TECH, AKURE

### ACCESSIBILITY: HOW TO DESIGN FOR ALL

*IxDF - The Interaction Design Foundation*

### GROWTH SERIES

*Reforge*

### RETENTION & ENGAGEMENT

*Reforge*

### GROWTH DESIGN

*Growth Design School*

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## SKILLS

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**Interaction Design & UX** – Product Design, UX/UI, Design Systems, Wireframing, Prototyping, Accessibility, Storytelling, Design Quality.

**Research & Data** – Qualitative & Quantitative Methods, Product Analytics, User Testing, Heatmaps, Funnel Analysis

**Technical Knowledge** – Basic HTML, CSS, familiarity with front-end frameworks.

**Collaboration & Management** – *Growth Strategy, Experimentation, Cross-functional Collaboration, Facilitation, Stakeholder Management*

**Tools** – MixPanel, Hotjar, Google Analytics, Maze, Webflow, Userpilot

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## ADDITIONAL INFORMATION

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### SIDE PROJECT

*Podcast Host - Growth Design Podcast*

Interviewing industry-vetted experts from leading companies like Miro, Tinder, Shopify, and Mercury

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