

DANIEL ADEGOKE

Senior UX Engineer / Product Designer

Toronto, ON, Canada | 416-854-0331 | danieladegoke.sanmi@gmail.com

Portfolio: www.da-design.ca | LinkedIn: [linkedin.com/in/daniel-adegoke](https://www.linkedin.com/in/daniel-adegoke) | Github: <https://github.com/dannycyph3r>

PROFESSIONAL SUMMARY

Product designer with 8+ years building accessible, systematized digital products across healthcare, financial services, and venture-backed SaaS. Translates user needs into production-ready front-end execution. Recognized for embedding strict accessibility (WCAG 2.2 AA, AODA) at the component layer and providing direct HTML/CSS/JS remediation guidance to developers. Experienced with designing and shipping workflows successfully bridging the gap between design and engineering.

CORE EXPERTISE

Product & UX Design: End-to-end product design (0→1, 1→N), interaction design, prototyping, wireframing, information architecture, journey mapping, task analysis, responsive web design, conversational UI

User Research & Data: Discovery research, moderated usability testing, A/B testing, funnel analysis, conversion rate optimization (CRO), user interviewing, heuristic evaluation, quantitative data analysis

Design Systems & UI Architecture: Component libraries, design tokens, UI architecture, design governance, modular scaling, semantic structure, cross-platform consistency

Front-End Development: HTML5, CSS3, JavaScript, Tailwind, React, NextJS, Git/GitHub, version control, responsive grid frameworks, CSS preprocessors (SASS/LESS)

Accessibility & Compliance: WCAG 2.1 / 2.2 Level AA, AODA, Accessible Canada Act (ACA), inclusive design, focus management, colour contrast, accessible form and error-state patterns, HIPAA / PHI privacy constraints

AI & Emerging Tech: Human-in-the-loop (HITL) design workflows, AI-assisted interfaces, generative AI output constraints, uncertainty and correction states, prompt UX

Tools & Platforms: Figma, Storybook, VS Code, Webflow, Framer, WordPress, Axe DevTools, WAVE, Google Analytics, Hotjar, Crazy Egg, Claude, Lovable, Jira, Confluence, Salesforce, Slack, Miro

PROFESSIONAL EXPERIENCE

Major League Baseball (MLB) - Toronto, ON 02/2026 - Current

Operations Customer Expert (Contract)

- Resolved complex technical, account, subscription, and platform issues on salesforce for users of a high-volume, customer-facing sports media product under strict SLA, privacy, and compliance standards.
- Identified recurring friction patterns in onboarding and subscription journeys on the MLB Ballpark app from direct user contact, feeding front-line insight back to the product team.
- Reduced escalated tickets by 90% through improved resolution workflows, proactive callbacks, and rewritten internal support documentation.

Owl Practice Suite - Remote (Atlanta, GA) 07/2024 - 01/2026

UX / Product Designer

- Owned end-to-end product design for provider-facing modules across a four-product behavioural health suite (Owl EHR, Zencare, Reimbursify, ZPM), spanning patient intake, scheduling, clinical documentation, and billing workflows supporting over 14,000 providers and 100,000 sessions monthly.
- Designed and shipped an AI-assisted clinical documentation feature that generates SOAP- and DAP-compliant progress notes, reducing average charting time per session by 45% and cutting after-hours documentation load for pilot clinicians directly targeting the top-cited driver of provider burnout.
- Architected the human-in-the-loop model for AI-generated notes, editable-by-default output, clinician sign-off gating, source attribution, and correction states, ensuring no AI content entered the patient record without explicit provider review.
- Redesigned high-frequency intake workflows through task analysis and moderated usability testing, improving provider task efficiency 30% and reducing documentation-related support tickets.
- Partnered with product, engineering, and compliance across scrum teams to deliver PHI-handling interfaces meeting HIPAA privacy requirements and WCAG 2.1 Level AA accessibility standards.

- Built and maintained a reusable Figma component library adopted across 3 products, standardizing clinical form patterns, validation and error states, and accessible focus behaviour.
- Led discovery research with practitioners and practice administrators interviews, surveys, and journey mapping, converting findings into prioritized roadmap inputs reviewed each sprint.

R-LABS Canada Inc. - Toronto, ON 09/2021 - 07/2024

Senior UX / UI Designer

- Led UX design across 7 high-potential ventures from zero to MVP, running discovery research, ideation, prototyping, surveys, and validation testing.
- Designed the end-to-end product experience for Homeporter through to launch, a venture that subsequently secured \$4M in investment from an insurance partner.
- Implemented design systems and reusable component libraries across venture teams, ensuring consistency while accelerating build speed for small engineering teams.
- Tracked and optimized product engagement using Google Analytics, Hotjar, and Crazy Egg, running iterative A/B and CRO experiments.
- Mentored design interns and led company-wide lunch-and-learn sessions on design thinking, UX writing, accessibility, analytics, and A/B testing.

Tugo Media - Toronto, ON 09/2020 – 06/2021

Web Developer / Designer

- Built and maintained scalable front-end templates and modular components enabling non-technical staff to publish independently.
- Improved SEO and site performance across client properties, increasing new sessions by 90% over 3 months.
- Managed CMS workflows (WordPress, Elementor, WPBakery) including backups, uptime monitoring, and performance optimization.

Smartones Media - Toronto, ON 04/2019 – 09/2019

UX / UI Designer

- Designed a conversational UI and chatbot experience for sports fans, defining dialogue flows, fallback and error states, and automated-to-human hand-off patterns.
- Created wireframes, functional prototypes, and journey maps for mobile and web applications, grounded in personas and user-needs research.
- Delivered weekly stakeholder presentations linking UX decisions to business goals and KPIs.

ADDITIONAL EXPERIENCE

Sanmi Studio, Toronto, ON | 09/2018 - Present

Independent Design Engineer / Consultant.

- Delivered technical, product and marketing design for startups and SMBs across SaaS, healthcare, media, and e-commerce - from wireframes and high-fidelity UI through to reusable design systems.

Bank of Montreal - Mississauga, ON | 05/2021 - 09/2021

Client Solutions Associate

- Financial customer-facing work under federal risk, privacy, and compliance policy.

Crownland International Limited - Abuja, NG | 10/2017 – 09/2018.

IT / Computer Operations Officer

- Built out fully functional end-user workstations to organizational standards

Federal Judicial Service Commission - Abuja, NG | 11/2016 – 11/2017.

IT Support Technician

- Provided end-user support and technical troubleshooting across departments.

EDUCATION

Postgrad Certificate, **Artificial Intelligence Design & Implementation** - Durham College, Oshawa, ON | 2019 - 2020

Postgrad Certificate, **Interactive Media Management** - George Brown College, Toronto, ON | 2018 - 2019

Bachelor of Science, **Computer Science** - Bingham University, Abuja, NG | 2011 - 2015

CERTIFICATIONS

Advanced Google Analytics - Google

Design Thinking: Customer Experience - Lynda

Interaction Design Foundation (IDF) Member

User Interface and User Experience Design - Udemy

Project Management Professional (PMP) - Project Management Institute

Human Resource Management - Exford Global

IAAP CPACC - in progress

PROJECTS & AWARDS

MTF Hackathon - Best User Experience and Interface (Team SAP)

Ubisoft Toronto NXT Showcase, Game UI Design (2019)

IWB Charette (2019), Overall Best Team

Mutiny - Web-based Game