

Olamide Ilori

I'm a multifaceted product designer who loves making digital experiences simple, clear, and easy to use. I combine strong design skills with research to solve real user problems. I'm looking for a Product Design role in finance or enterprise SaaS where I can help improve products and make a real impact.

Location: Toronto, ON

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EXPERIENCE

Freelancing, Toronto ON — UI/UX Designer

JAN 2025 - PRESENT

Led end-to-end design for multiple small businesses and game startup clients across Canada and the U.S., focusing on improving usability, conversions, and visual clarity.

Projects included:

- **Wellness E-commerce Site** (in progress): Designed mobile-first product pages and checkout experience using Figma and Adobe Suite; ran usability tests that improved cart completion.
- **SORO - 3D Virtual Reality Design**: Built immersive 3D experiences using spatial UX and motion design, delivering interactive prototypes for real estate clients and gaming startups.

AutoDesk, Toronto ON — UX Researcher

JUNE 2023 - JULY 2024

Led a journey mapping workshop with Autodesk's internal sales team to identify key data bottlenecks and pain points. Used research insights to design proof-of-concept prototypes on Figma for a sales dashboard highlighting the top 5 deal-closing tools—reducing time on task by 45%.

Led usability research using Usertesting.com and Adobe analytics to identify key barriers to product discovery on Autodesk.com; insights directly informed strategic homepage redesign, boosting new visitor engagement by 15%.

Used 1:1 customer interviews and heatmaps from Adobe Analytics to uncover friction points in payment and subscription flows; presented findings to content and dev teams, leading to targeted updates that improved design consistency and reduced task times

B-Yond, Toronto ON — Lead UI/UX Designer

MAR 2023 - JUNE 2023

Led UX redesign of the AGILITY dashboard for AWS/GCP/Azure integrations, acting as sole design owner and improving task efficiency and accessibility.

SKILLS

Wireframing, Low-Fidelity Prototyping, High-Fidelity Prototyping

Interaction Design, Responsive Design, Visual Design.

WCAG Standards / AODA Compliance

Usability Testing & User Research

Survey Design & Analysis, Persona Development, Journey Mapping, Competitive Analysis.

TOOLS

UX/UI Design: Figma, Figjam, Miro, Photoshop, Illustrator & Azure

Research: UserTesting.com, Adobe Analytics, Qualtrics, Dovetail

Built out multiple user flow options on Figma for the critical cloud API integration process which directly resulted in a 25% reduction in customer task time.

Delivered a redesigned, centralized dashboard enabling clients to access and manage real-time cloud integration data with greater efficiency, supported by intuitive data visualizations and custom graphs, replacing fragmented multi-system workflows.

Created responsive dashboards that visualized payment histories, client data summaries, and billing cycles—enhancing clarity and reducing user error.

Akendi, Toronto ON — UX Designer

MAY 2021 - DECEMBER 2022

Designed and prototyped key workflows for a financial data management tool, including subscription plans, client invoicing, and recurring card payments—improving usability and reducing drop-off in key flows.

Collaborated with developers and product managers to implement secure, compliant UI patterns for managing sensitive financial information.

Spearheaded research and design for Navigar, an AI-powered SaaS e-learning platform that personalized career pathways for PIPSC members

Delivered high-fidelity prototypes in Figma, supported by annotated specs and scalable design components tailored for enterprise clients.

Communitech, Toronto ON — UX/UI Designer

SEPT 2020 - MAY 2021

Designed and launched e-commerce platforms tailored for local small and medium-sized businesses (SMBs) during the COVID-19 pandemic, helping increase online sales presence.

Developed customer-facing interfaces and checkout flows that improved transaction completion rates by 30%.

EDUCATION

McMaster University, Hamilton ON — BSc. Applied Science: Human Behaviour

SEP 2015 - APR 2020

Graduated with Honours Distinction.

Brainstation, Toronto ON — UX/UI Design Certificate

SEP 2020