Lola Akingbade

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SUMMARY
Skilled Product Designer with multiple years of experience specializing in user experience design and **human centric product development.** Proficient in driving impactful projects, collaborating cross-functionally, and delivering measurable growth results. **Strong background in healthcare** and familiar with **SAAS**.

TECHNOLOGY TOOLS
MS Office 365 Suite | Teams | Salesforce | Figma | Sketch | Google Analytics | Adobe Creative Suite | HTML and CSS | Power BI | Power Apps | Power Pages | Sharepoint | ChatGPT | Copilot

SKILLS
Design Systems | Analytics | User Research | Domain Research | Competitive Analysis | Wireframing |Design Thinking | Prototyping | Interaction Design | Information Architecture | User-centered Design | Research and Ideation | Data-Driven Design | Cross-Functional Collaboration | End-to-End UX Design | Usability Testing | SEO | A/B Testing | UI Design

PROFESSIONAL EXPERIENCE
United Health Group (Full Time)   **December 2024 – Present**
Product Designer
Led design initiatives that elevated internal team experiences by creating the first team design system, developing cross-functional tools, and shaping a unified visual identity. My work spanned branding, internal site creation, and collaboration with Power BI and Power Apps teams to build scalable, user-friendly design solutions.

- **Design Systems & Visual Infrastructure**
  - Created and launched the **first-ever design system** for the team, improving design consistency, scalability, and collaboration across projects.
  - Built tailored design systems for **Power BI** and **Power Apps** teams, streamlining design handoffs and development workflows.
  - Developed branded **templates** for internal Figma slide decks, PowerPoint presentations, and emails, enhancing visual coherence across communications.
- **Branding & Visual Identity**
  - Led the creation of the **visual identity and logo** for the team, fostering a strong brand presence internally. Designed **custom Microsoft Teams backgrounds** for the team and cross-functional partners, promoting professional brand alignment in virtual meetings.
- **Team Culture & Engagement**
  - Initiated and built a **team swag store**, designing branded swag items and enabling easy purchasing for team members, enhancing team culture and recognition.
- **Collaboration & Internal Tools**
  - Partnered with cross-functional teams to co-design digital assets and tools tailored to their needs, driving better user experiences and adoption.
  - Integrated **AI-assisted tools** like ChatGPT and Copilot to accelerate design documentation, generate design copy, idea generation, and stakeholder presentations.
  - Created and managed internal-facing **SharePoint and Power Pages sites** to support team knowledge sharing, onboarding, and collaboration.

Microsoft (Full Time)   **February 2021 – August 2024**
Product Designer
Designed and delivered innovative solutions for Edge Browser, focusing on enhancing core features such as the **design system,** browser essentials, side pane and settings page.

- **Spearheaded** the design and implementation of the Browser Essentials Hub, which optimized user engagement by reducing the number of clicks to key features. This hub informs **15 million monthly active users** (MAU) about browser performance and security.

- Created a scalable design framework for the Browser Essentials Hub, reducing the need for repetitive development tasks and accelerating the time to market for new features.
- Aligned business objectives that delivered user-centered design solutions by leading cross-functional teams, integrating insights from researchers, product managers, and engineers.
- Played a pivotal role in establishing a cohesive design system for Edge Browser, driving an increase in design consistency across teams and improving the scalability of design assets, resulting in faster feature deployment and fewer design-related issues.

Concentric Healthcare Agency (Contract)   **October 2020 – December 2020**
UI/UX Designer

Partnered with client teams and developers to execute a comprehensive redesign of healthcare platforms, resulting in a significant increase in user retention and site traffic.
- Enhanced user accessibility and engagement and redesigned client platforms for major healthcare brands (Merck, Pfizer, Novartis) which led to increase in patient adoption rates and improvement in healthcare provider satisfaction based on post-launch surveys.
- Increased user interaction across digital channels which contributed to increased growth in brand awareness through cohesive visual identity and cross-platform consistency and high-impact digital and print designs for health and wellness brands.

Edward Consulting (Freelance)   **July 2020 – October 2020**
UI/UX Designer

Owned full stack redesign for Edward Consulting, an educational consulting firm
- Utilized research insights to inform design decisions, contributing to a 25% increase in user retention by improving usability and aligning with user needs.
- Improved customer satisfaction by 30%, resulting in a 20% boost in overall retention by collaborating closely with engineers to implement design solutions, streamlining the user interface and improving.

United Healthcare (Full Time)   **August 2018 – November 2019**
Healthcare Specialist (Clinical Pharmacist)
- Conducted comprehensive medication reviews, assessing prescription and OTC use to promote safe, effective therapy.
- Reviewed 100+ patient cases and market data, reducing prior auth time by streamlining policy and approval processes.
- Delivered evidence-based recommendations, improving adherence and outcomes through personalized treatment plans.

Harris Teeter Pharmacy (Full Time Pharmacist)   **February 2014 – August 2018**
CVS Pharmacy (Full Time Pharmacist)   **August 2013 – February 2014**
- Verified prescriptions, screened for drug interactions, and counseled patients on adverse effects.
- Collaborated on workflow improvements, increasing prescriptions by 10% in 90 days.
- Boosted customer satisfaction through personalized care, encouraging repeat visits.
- Identified business gaps, improving efficiency and reducing errors by 20%.
   Helped maintain 95% patient retention through safe, accurate, and timely service.
   Educated opioid-naive patients monthly, improving safety and awareness.

EDUCATION & CERTIFICATIONS
UX Design Certificate
Flatiron School

Doctor of Pharmacy
Notre Dame of Maryland University

Biological Sciences
University Of Maryland, Baltimore County