Ibukun Abejide

✉ ibukunabejide8@gmail.com   📞 (+234) 706 151 9476

in linkedin.com/in/abejideibukun/   🔗 ibukunabejide.com

Summary

Creative Product Designer with 4 years of experience bridging business goals and user-centered design.

Proficient in designing for Finance, Education, AI, Corporate, and E-commerce industries.
Integrates user empathy and business objectives in design and product decisions.

Proven community builder with experience mentoring over 100 designers through tech internships.

Experience

Product Designer
Prifina

Sep 2022 - Present (1 year 4 months)

• Enabled users to personalize their interface with frequently accessed tools and data visualizations ultimately leading to a **30% increase in daily platform visits.**

• Reduced signup friction by 20% by redesigning the signup flow with fewer steps, clearer instructions, and social login options, resulting in a **15% increase in new user registrations.**

• Implemented interactive walkthroughs within the platform, boosting completion rates by 35% resulting in a **20% higher data import volume within the first week.**

• Gathered user feedback to iterate on features and optimize the platform experience resulting in an **85% user satisfaction rate based on post-update surveys.**

Product Designer
Oppia Foundation

Aug 2021 - Aug 2022 (1 year 1 month)

• Scheduled user engagement metrics (session duration, completion rates) to identify areas for improvement (**increased by 15% quarterly**).

• Designed intuitive and engaging learning interfaces that cater to diverse learning styles and abilities.

• Implemented adaptive learning features to personalize content based on user performance and increase adaptive content usage by **30% quarterly**.

• Ensured accessibility for users with disabilities, exceeding WCAG 2.1 AA standards.

• Partnered with educators and content creators to develop engaging and culturally relevant learning content.

Product Designer
Guillimet Digitals

Oct 2018 - Jul 2021 (2 years 10 months)

- Conducted user research (surveys, interviews, A/B testing) to understand user needs, pain points, and behavior resulting in to Increase in qualitative and quantitative user insights by **30% within 3 months**
- Analyzed user data (web analytics, user feedback) to identify trends and opportunities for improvement which help to reduce the bounce rate by **5% within 6 months.**
- Prototyped and iterated designs using rapid prototyping tools to gather user feedback and refine the product, reducing design iteration time by **20% within 6 months**.
- Conducted user testing data and A/B testing results to inform design improvements which led to the Implementation of 5 data-driven design changes based on testing results **within 7 months**.

Design Intern
Kodecamp
Aug 2018 - Nov 2018 (4 months)

Education

Moshood Abiola Polytechnic
Higher National Diploma - HND, Mass-Communication
Nov 2012 - Apr 2017

Licenses & Certifications

Certificate of Achievement – The Designership: Advanced UI/UX Design
https://www.thedesignership.com/

Skills
User Experience Design (UED) • Design System • Visual Design • UX Research • User Interface Prototyping