

IBUKUN ABEJIDE

PRODUCT DESIGNER BRIDGETOWN, SAINT MICHAEL, BARBADOS +12468292989

DETAILS

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SKILLS

Figma
Adobe XD
User Experience Design (UED)
User Zoom
Qualtrics
Design System
Miro
Visual Design
UX Research
User Interface Prototyping
A/B Testing
HTML
CSS

LANGUAGES

English



PROFESSIONAL SUMMARY

I am a Senior Product Designer with 5+ years of experience leading user centered design initiatives that align strategic business objectives with measurable outcomes. Demonstrated expertise in delivering intuitive and engaging digital experiences for B2B and B2C platforms across fintech, e-commerce, artificial intelligence, and ed-tech sectors.



EMPLOYMENT HISTORY

Senior Product Designer at Urban Help, Remote

Jan 2026 — Present

- Led the end-to-end design of a subscription-based home management platform, helping acquire 1,500+ users and generate £30K+ in transaction value within the first year.
- Redesigned the token purchase and subscription flow, increasing purchase completion by 38% and subscription conversion by 27%.
- Conducted user research and optimized key user journeys, reducing checkout abandonment by 31%, improving customer retention by 24%, and increasing repeat bookings by 35%.

Senior Product Designer at Barista Buddy, Remote

Sept 2025 — Dec 2025

- Led end-to-end product design for a multi-role asset management platform (Admin + Technician), improving operational efficiency across client, asset, and service workflows.
- Reduced service scheduling time by 73% (from 15 minutes to 4 minutes) through optimized user flows, modal-based task creation, and streamlined UI components.
- Increased technician reporting accuracy by 27% by designing structured service log templates and photo-upload workflows that minimized manual entry errors.
- Improved service reliability, cutting missed service logs from 23% to 4% through clearer scheduling visibility, status filters, and priority tagging

Senior Product Designer at Easyspend, Lagos

May 2024 — Aug 2025

- Led end-to-end design of EasySpend's mobile and web platforms, directly impacting over 2000+ active users, I was focused on personal finance management, bill payments, and budget tracking
- Collaborated with Product Managers and Software Engineers to ship 5 core product features that increased user retention by 25% over 6 months.
- Partnered with the data team to track behavioural analytics, driving data-informed design decisions that improved user satisfaction scores from 3.8 to 4.5 in 3 months.

Product Designer at Prifina, Lagos

Sept 2022 — Aug 2024

- 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 at Guillimet Digital, Lagos

Oct 2018 — Jul 2021

- 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.



EDUCATION



Diploma, Moshood Abiola Polytechnic

Nov 2012 — Apr 2017



COURSES



Certificate of Achievement - The Designership: Advanced UI/UX Design,
www.thedesignership.com/