

AWOSIKA OLADAPO

oladapoawosika.o@gmail.com · [Portfolio](#) · [LinkedIn](#) · [Dribbble](#)

Senior Product Designer

PROFESSIONAL SUMMARY

Senior Product Designer specialising in fintech and digital finance, with experience leading consumer-facing products across Africa and the United States. Proven track record of driving measurable business and user impact through product design, including improvements in revenue growth, user acquisition, and retention. Currently leading B2C product design at Quidax, contributing to the development of secure and scalable cryptocurrency products used by a rapidly growing user base. Experienced in working with cross-functional and international teams, and committed to mentorship and talent development within the design community.

EMPLOYMENT HISTORY

Quidax, Lagos, NG

Apr 2025 – Present

Senior Product Designer

- Leading the end-to-end design of consumer-facing trading experiences on a cryptocurrency exchange processing over USD 44 million in trading volume.
- Leading the information architecture, design and implementation of the Quidax.io website using Framer.
- Owned the design of Quidax's Peer-to-Peer (P2P) trading experience, from early concept to high-fidelity production designs.
- Redesigned onboarding and activation flows, improving new-user conversion by approximately 24% and reducing early-stage drop-offs.
- Conduct user research, flow analysis, and usability testing to validate design decisions and improve the clarity and reliability of high-stakes financial transactions.
- Collaborate closely with product managers and engineers to deliver scalable and secure trading experiences for a fast-growing user base.

Tightline LLC, Maine, U.S.A

Jul 2025 – Present

Senior Product Designer (Contract)

- Designing and optimizing website templates for chiropractors, lawyers and therapists, improving usability, visual consistency, and conversion potential across multiple client sites.
- Contributing to the design and evolution of a no-code website builder - Evona, creating intuitive features and user flows for template customization.
- Collaborated cross-functionally with product and engineering teams to migrate legacy templates to a new platform (Evona), ensuring design quality and system consistency.
- Worked closely with stakeholders to translate business goals into design solutions that drive measurable outcomes.

Paga, Lagos, NG

Feb 2023 – Apr 2025

Senior Product Designer (Lead Designer, Consumer Direct)

- Led product strategy and end-to-end design for the Paga × PayPal launch in Nigeria, enabling seamless international payments for local users.
- Led the design and information architecture of the consumer website [Mypaga.com](#) and [Paga.com](#) using Framer
- Designed and launched a recurring payments feature, resulting in a 19% increase in monthly active users and a 15% improvement in user retention.
- Redesigned the consumer onboarding experience, reducing registration drop-off by 27%, increasing completion rates by 20%, and reducing completion time by 18%.
- Contributed to product initiatives during a period of significant company growth, supporting an increase in revenue from NGN 11 billion to NGN 34 billion and growth in monthly active users from 35,000 to over 60,000.
- Led the design of multicurrency accounts and supported international expansion efforts through strategic planning and cross-functional collaboration.

- Managed and mentored a product design intern, supporting skill development and performance improvement, which led to their transition into a full-time role.
- Facilitated design workshops to improve collaboration and strengthen design thinking across cross-functional teams.

Guidea, Austin Texas, U.S.A

Jun 2023 – Apr 2024

Product Designer (Contract/Part-time)

- Designed mobile and web interfaces for startups in the FemTech and MedTech space, contributing to award-winning digital health products.
- Worked within complex and regulated product environments, ensuring usability and consistency across platforms.
- Applied and extended design systems to deliver cohesive user experiences across Android and iOS products.
- Collaborated with stakeholders to translate low-fidelity concepts into high-fidelity, production-ready designs.
- Produced detailed design documentation to support smooth developer handoff and implementation.

HopStair, London, UK

Jan 2022 – Feb 2023

Product Designer

- Designed core product experiences for a behavioural science and AI-powered coaching platform focused on confidence building.
- Streamlined a complex registration process into a clear and intuitive flow, improving usability during user testing.
- Led a team of three designers and collaborated closely with engineers and product leadership to align design execution with business goals.
- Owned the design of key user journeys, ensuring consistency in visual identity and interaction patterns across the product.

COMMUNITY & MENTORSHIP

- Mentor aspiring product designers through [TechUplift](#), supporting early-career designers with practical guidance and portfolio development.
- Contributed as a designer at the [No-Code Tech Summit](#), supporting initiatives that empower non-technical and early-stage professionals in technology.

EDUCATION

Federal University of Agriculture Abeokuta, Abeokuta, NG

BSc. Computer Science

CORE SKILLS

- Product Strategy and End-to-End Design
- Consumer Fintech and Digital Finance
- UX Research and Usability Testing
- Interaction Design and Prototyping
- Design Systems and Cross-Platform Design
- Stakeholder Collaboration and Design Leadership
- No-code design and implementation using Framer