Sophia Adepoju, Product Designer

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PROFESSIONAL SUMMARY

Product Designer with 2+ years of experience building digital products for SaaS, E-commerce, Fintech, Social Platforms, and EdTech. Delivered wireframes, prototypes, and research-driven solutions that reduced task completion time by 20%, increased user retention by 15%, and aligned product features with engineering and business goals.

INDUSTRY EXPERIENCE

MASHONADEV | **Lagos, NG**

May 2025 – Present

Product Designer

- Developed 40+ responsive pages for a 3D e-commerce platform, while simultaneously improving website accessibility score from 75 to 92; exceeding industry standards.
- Built a web broker system (apps + landing page + dashboard), raising projected sign-ups by 25% and streamlining admin reporting.
- Enhanced IoT car tracking app with geofencing, fuel, speed, collision, and battery metrics to improve fleet monitoring.

ALT SCHOOL AFRICA | **Lagos, Nigeria**

Nov 2024 – Present

Product Designer Intern

- Built ReTaler, a retail management application prototype with multi-user capabilities, which helped cut stock errors by 30% and improved overall sales accuracy for tracking purposes.

DEV AND DESIGN | **Lagos, Nigeria**

Jan 2025 – May 2025

Product Designer Intern

- Co-created AlertMe, a neighborhood security app, boosting beta engagement by 25% and improving task completion by 30%.

SYNERPHY | **Lagos, Nigeria**

Jul 2024 – May 2025

Lead Product Designer

- Directed design of an inclusive dating app, improving onboarding completion by 25% and extending session duration by 18%.
- Applied user research and usability testing to refine features, raising satisfaction scores by 20%.

STUDYCREW | **Remote, US**

JUL 2024 – OCT 2024

UI/UX Designer

- Improved e-learning interfaces, lifting course completion by 15% and boosting interactive content engagement by 20%.
- Standardized UI patterns, reducing navigation errors by 25% and increasing session time by 18%.

SKILLS

Design & Prototyping: Figma, Framer, Adobe XD, Canva, Web Design, Design Systems, Interaction Design, Game Design, Prototyping, Jitter, Phase

Research & Testing: Usability Testing, A/B Testing, Surveys, User Interviews

Collaboration & Productivity: Notion, Slack, ClickUp, Discord, Trello, Loom

AI & Assistive Tools: ChatGPT, Claude AI, MidJourney

CERTIFICATIONS

Google UX Professional Certificate.

Dev and Design Product Design

Google Garage Fundamentals of Digital Marketing

Common Wealth 100 Alumnus

Jobberman Soft Skills Training

EDUCATION

UNIVERSITY OF LAGOS

Bachelor of Science in Physiology

Transitioned into product design via professional training and hands-on experience