

Adekunbi Fakile

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Summary

Product Designer with 5+ years designing web and mobile SaaS, focused on onboarding, activation, and product-led growth. Data-informed, Figma-driven, and experienced running A/B tests — reduced drop-offs 30%.

Work Experience

UX Designer Mar 2025 - Sep 2025

Verb Interactive Halifax, NS, Canada (Remote)

Designed and delivered consistent native mobile app experiences across multiple hospitality products, prioritizing usability and onboarding clarity.

Collaborated with Product and Engineering in agile sprints to define acceptance criteria and ship viable, production-ready mobile solutions.

Led evolution of a unified mobile design system and used analytics and experimentation insights to inform design decisions and roadmap priorities.

Product Designer Jan 2022 - Jan 2025

Obiex HQ

Owned end-to-end UX/UI for a financial platform with 100K+ users; simplified complex crypto workflows and reduced drop-offs by 30%.

Established a design system that improved design velocity by 40% and ensured visual and interaction consistency across web and mobile.

Conducted qualitative and quantitative research and built high-fidelity Figma prototypes to validate product-led growth hypotheses and onboarding flows.

Product Design Consultant Jan 2021 - Jan 2022

MegaHeadz Technologies

Led UX research and synthesis for an analytics platform redesign, driving an 80% increase in engagement through improved task flows.

Ran A/B tests and applied data insights to refine usability and conversion; created accessible, responsive UI patterns

for multi-product consistency.

Education

UX Design Aug 2024 - Aug 2024

Brainstation Toronto, ON, Canada

Completed intensive UX Design bootcamp covering research, interaction design, prototyping, and Figma workflows.

Certifications

UX Design Brainstation

Aug 2024 - Present

Skills

Figma • End-to-end Product Design • Onboarding & Activation Design • Data-driven Design • A/B Testing &

Experimentation • Design Systems • UX Research • UX Writing & Content Design • Mobile & Web Design • Cross-functional Collaboration

Languages

English