

Olawale Kwam Olatunji

+44 7918 149671 | Leicester, United Kingdom.

[Olawale Olatunji - LinkedIn](#) | olawaletunji02@gmail.com | <https://olawaletunji.webflow.io/>

Professional Summary

Versatile Designer with a proven track record in UI/UX, branding, and front-end development. I excel at transforming data-driven insights into polished, user-friendly interfaces. Known for effective collaboration, problem-solving, and optimising design processes to elevate product performance and user satisfaction.

Professional Experience

Digital Designer | Feb 2025 – Apr 2025

Digital Planning Limited

- Contributed to the creation and optimisation of three WordPress websites using advanced custom fields (ACF), enhancing functionality and usability.
- Implemented targeted SEO strategies, resulting in improved organic rankings and measurable increases in site traffic and user engagement.
- Collaborated in UX strategy sessions to align business goals with user-centric design, contributing to improved design workflows.
- Maintained and updated websites efficiently, reducing downtime and improving user satisfaction through streamlined content updates.

Lead Product Designer | Oct 2022 – Jan 2025

ChamsAccess

- Increased user base by 60% and drove pension remittance to over ₦17,000,000,000 (approx. \$10.85M) by redesigning PenCentral based on user feedback and usability testing.
- Developed and implemented a scalable design system for 5 products using Figma, improving design consistency and reducing dev-design handoff time by 30%.
- Conducted A/B testing and user journey analysis to enhance PenCentral's user experience, raising user retention to 72%.

- Led a team of three designers in developing four products (PenCentral, ArgoneWorld, an internal support application, and Billa), ensuring each addressed unique user needs.
- Received the Case Cracker / Creative Genius Award for solving complex UX issues in PenCentral's pension management system.

Other Experience & Freelance Projects

- **UI/UX Designer & Web Developer | HealthFusion (2024)**
Designed and developed responsive website using Webflow, focusing on clean structure.
- **UI/UX Designer | TEDxRegina (2024)**
Led website redesign, enhancing event visibility and user engagement.
- **Product & Web Designer | Paelyt Solutions Limited (2021-2022)**
Designed responsive web applications, enhancing user engagement by 40% through intuitive UI..
- **Head, Operations and IT | Pivot Capital Limited (2020)**
Managed IT operations and streamlined internal processes.
- **Volunteer Mentor | TCKZone (2020)**
Mentored youth in design thinking and problem-solving workshops.

Key Skills

- **Design Tools:** Figma, Adobe Creative Suite, Webflow, WordPress, Framer.
- **Technical Skills:** HTML 5, CSS, JavaScript.
- **Creative Skills:** User Research, UI/UX, Graphics Design, Branding, Copywriting, Animation.
- **Soft Skills:** Teamwork, Effective Communication, Critical Thinking, Problem-Solving, Attention to Detail.

Education & Certifications

- **Product Analytics Certification | Pendo, 2024**
- **Google UX Design Certification | Coursera & Google, 2023**
- **Product Strategy Micro-Certification (PSC)™ | Product School, 2023**
- **Agile User Experience Design and Research | PMI, 2023**
- **Advance Your Skills as a UX Researcher | LinkedIn, 2023**
- **BSc Computer Science | Federal University of Agriculture, Abeokuta, 2019**