

# TIJESUNI OLAJIDE

Product Designer (UI/UX)

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## PROFESSIONAL SUMMARY

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Mission-driven Product Designer with 4+ years of experience designing consumer-facing fintech and mobile-first applications. Proven track record owning end-to-end design, from discovery and user research to hi-fi prototypes, design QA, and engineer handoff. Adept at designing inclusive, accessible experiences for users with varying levels of digital and financial literacy. Currently leading a cross-functional design team at an HR tech company, championing design systems, accessibility standards, and data-informed iteration. Actively fluent in AI-augmented design workflows including Figma and generative AI tools.

## WORK EXPERIENCE

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### HumanManager — Lagos, Nigeria

*Design Team Lead*

June 2025 — Present

- Pioneered the organisation's first design sprints, establishing a repeatable framework for rapid ideation, user validation, and faster time-to-ship, directly reducing design cycle time.
- Drive end-to-end product design strategy across all company products, ensuring design consistency, accessibility compliance, and innovation at scale for a diverse user base with varying digital literacy.
- Own full design lifecycle, user flows, wireframes, hi-fi mockups, prototypes, usability testing, and design QA through to engineer handoff shipping work, not just files.
- Lead and mentor a cross-functional design team, fostering a culture of critical feedback, craft elevation, and collaboration with Product, Engineering, QA, Marketing, and Customer Support.
- Leverage AI tools to accelerate ideation, content generation, and research synthesis, integrating emerging capabilities into team workflows for faster, higher-quality design output.

### HumanManager — Lagos, Nigeria

*UI/UX Designer*

Jan 2024 — May 2025

- Owned end-to-end design of HumanManager mobile application, conducting comprehensive user research, creating wireframes, iteratively testing prototypes, and successfully launching the consumer-facing product.
- Spearheaded end-to-end UX design for third-party financial integrations with Stanbic IBTC and Ebanqo, delivering cohesive cross-touchpoint experiences that met both user needs and business objectives.
- Analysed user feedback from focus groups, identifying five critical pain points in HR and payroll workflows; design updates directly improved usability by and drove measurable engagement by 47%.
- Built and maintained a scalable design system and component library in Figma, ensuring visual coherence, responsiveness, and design-to-development consistency across products and markets.
- Collaborated cross-functionally with Product Managers, Engineers, and Data Analysts to drive initiatives from concept to launch, communicating clearly across globally distributed teams.
- Made objective, data-informed design decisions, embracing ambiguity, testing assumptions, and iterating designs based on research findings and product metrics.

### SystemSpecs — Lagos, Nigeria

*UI/UX Designer (NYSC)*

Jan 2023 — Dec 2023

- Redesigned the mobile application end-to-end, focusing on user experience improvements and visual consistency across all features for a diverse consumer audience.
- Conducted thorough market research, user research, and competitive analysis, identifying three major usability issues and implementing design system best practices to standardise components for scalability.
- Facilitated design sprints with stakeholders and users, translating insights into design concepts that drove a 60% increase in user satisfaction scores.
- Designed high-fidelity prototypes and interactive wireframes, iterating based on user feedback to deliver polished, production-ready designs aligned with business goals.

## Foodaviz — Lagos, Nigeria

Product Designer

Jun 2022 — Dec 2022

- Designed an all-in-one platform for a lean 6-member startup team, streamlining complex restaurant workflows inventory, orders, reservations, into simple, intuitive consumer-facing experiences.
- Conducted user research with restaurant owners and staff, translating insights into high-fidelity UIs that boosted product adoption and achieved a 10% increase in user retention within the first few months.
- Developed a scalable design system and clear information architecture, enabling restaurant staff to navigate and manage operations efficiently while supporting long-term product evolution.

## Side Hustle — Lagos, Nigeria

UX/UI Design Intern

Mar 2022 — May 2022

- Collaborated within the product team to redesign the Stanbic IBTC banking app, achieving a 54% improvement in user experience and functionality across key financial flows.
- Delivered high-fidelity prototypes, detailed wireframes, and final product concepts demonstrating strong visual design, interaction design, and attention to detail.

## SKILLS & TOOLS

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**Design & UX:** End-to-End Product Design, User Research & Usability Testing, Interaction Design, Information Architecture, Wireframing, Prototyping, Hi-Fi Mockups, Design QA, Responsive Design, Motion Design & Micro-interactions, Visual Design, Design Systems & Component Libraries

**Tools:** Figma, Adobe Photoshop, Figma Make, Lovable, Generative AI tools (ChatGPT, Claude, Midjourney)

**Platforms:** Android, Web (mobile-first), iOS

**AI × Design:** AI-augmented Ideation, Vibe-coding for Functional Prototypes, Generative AI for Asset Creation & Research Synthesis, Exploring MCPs and AI agents in Design Workflows

**Soft Skills:** Strategic Communication, Cross-functional Collaboration, Design Leadership & Mentorship, Data-informed Decision Making, Ambiguity Navigation, Critical Feedback (giving & receiving)

## CERTIFICATIONS

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- Career Essentials in Generative AI — Microsoft & LinkedIn
- Foundation of User Experience (UX) — Google
- Product-Led Growth & Product Analytics — Product School
- Breaking Down Barriers: Designing Inclusive Public Services — ACM SIGCHI Lagos
- The 90-Minute UX Audit + UI Redesign — Udemy
- Career Essentials in Project Management — Microsoft & LinkedIn
- Product Design (UI/UX) & Graphic Design — Side Hustle

## EDUCATION

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Obafemi Awolowo University, Ile-Ife, Nigeria

2022

Bachelor of Science (B.Sc.), Biochemistry

## LANGUAGES

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English (Fluent) · Yoruba (Native)