

Sophia Adepoju, Product Designer

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PROFESSIONAL SUMMARY

Product Designer with 3+ 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

Senior Product Designer

- Designed and shipped responsive web experiences across IoT, fintech, and e-commerce products, adapting interfaces across desktop, tablet, and mobile breakpoints.
- Designed a responsive fintech product ecosystem, including product pages, user flows, and supporting interfaces, using scalable components, variables, and design system foundations.
- Built and maintained design systems using components, variables, Auto Layout, and reusable patterns to improve consistency and accelerate product design across multiple screens and breakpoints.
- Developed 40+ responsive pages for a 3D e-commerce platform while improving website accessibility score from 75 to 92, exceeding industry benchmarks.
- Designed a web broker system spanning customer-facing applications, landing pages, and administrative dashboards, improving the overall user and reporting experience.

[ETCETERA](#) | Goa, India

Nov 2025 – Dec 2025

Product Designer Intern

- Collaborated on UI/UX design initiatives. Assisted in optimizing usability and visual consistency across features while strengthening documentation and handoff workflows within agile teams.

ALT SCHOOL AFRICA | Lagos, Nigeria

Nov 2024 – Sept 2025

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, Discord, Trello, Loom

AI & Assistive Tools: ChatGPT, Claude AI, Notebook LLM

CERTIFICATIONS

Google UX Professional Certificate.

Alt School Africa Product Design

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