

GOODNESS ADEBAYO

Product Designer

An experienced UI/UX designer dedicated to creating exceptional end-to-end solutions tailored to meet the unique needs of companies. My expertise spans web and mobile design, where I create captivating interfaces and solve intricate problems that cater to a company's distinct needs.

Gmail:goodnessoyindamola@gmail.com
[Portfolio](#)
[LinkedIn](#)

EXPERIENCE

[Ahavaplan](#), United State, —*Product designer*

JANUARY 2024 - AUGUST 2024

- Crafted visually appealing designs that not only met functional requirements but also enhanced the overall aesthetics of the applications.
- Spearheaded the design process for new screens and features on the mobile app. This involved creating wireframes, mockups, and prototypes to effectively communicate design concepts.
- Collaborated closely with product managers, developers, and other designers, to ensure that design solutions were feasible and aligned with business goals.
- Contributed to the improvement of the product by analyzing user feedback, conducting usability tests, and iterating on designs based on insights gathered.

[Burleson Digital](#), Netherlands, —*UI/UX designer*

JANUARY 2023 - FEBRUARY 2024

- Conducted user research and usability testing to gather feedback and insights from users
- Designed visually appealing and user-friendly interfaces for digital products, including websites and mobile app
- Created wireframes and prototypes to test and refine designs
- Collaborated with cross-functional teams, including developers and stakeholders, to ensure designs met both design and technical requirements.

[Zshift](#), United Kingdom, —*Product designer*

AUGUST 2022 - JULY 2023

- Gathered and evaluated user requirements in collaboration with product managers and engineers
- Conceptualized intuitive, engaging, and brand-consistent web experiences that resulted in an increase of 37% in signups.
- Created user flows and process flows for a new mobile app, resulting

HARD SKILLS

Interaction Design
Wireframing and Prototype
Customer Journey Map
User Flow
Usability Testing
Competitive Analysis
Component Design
Responsive web design

PERSONAL PROJECT

[Connectiv](#)
[LARQ Website Redesign](#)
[360 Health care](#)

TOOLS

Figma
Framer
Adobe XD
Wix

SOFT SKILL

Critical thinker
Excellent communication
Design thinking
Strong leadership
Empathy

in a 25% reduction in user drop-off rates and a 15% increase in engagement.

- Effected design ideas that brought simplicity and user friendliness to the website, dashboard and mobile application leading to 21% increased conversion.
- Executed all visual design stages from concept to final hand-off for development.

Brain Quest, Dubai —UI/UX Designer

MARCH 2022 - JUNE 2022

- Worked with project teams to create innovative digital solutions and effective web experiences for businesses, resulting in an increase of 20% in signups and engagements.
- Redesigned websites for different businesses that lead to 20% increase in business growth by translating concepts and ideas into easy-to-use and engaging solutions that follow brand standards and adhere to accessibility best practices.
- Assessed information architecture, low fidelity and high fidelity wireframes for existing and new products.
- Redesigned website UI using analytics, usability case studies, wireframes, and prototypes to create a fully functional website to grow visibility 25%.

UX DESIGN MENTOR

[MEQuest](#)

[Design Chics](#)

[Geneza School of Design](#)

[Mentorship with Goodness](#)

EDUCATION

University of Ilorin, Nigeria —BSc

SEPTEMBER 2015 - FEBRUARY 2022

Engineering and Technology

CERTIFICATION

[Geneza school of design](#)

Google UX course

Zuri UX design course