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# ADEWALE PETERS O.

Product Design | UI/UX Design | Interaction Design | Service Design

## Summary

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A dynamic, pragmatic and user-centric designer with 13+ years of accomplishments and experience translating content into conceptual designs for a broad set of software, digital marketing, and informational needs. Adept in information architecture, and development of end-to-end user experiences. A creative UI/UX designer who collaborates with cross-functional teams, including development teams and customer accounts, to shape new business opportunities. A professional creator who works and communicates with diverse team members like product owners, developers, project manager, product managers, data analyst, marketing and sales experts to forge strategic partnerships and relationships with internal and external sources. A curious mind to search, research, and test with a passion for designing skillfulness and purpose, also have sense of people and team.

## Working Areas of Expertise

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- Researching target user groups and interview users within those groups to identify a demographic and user needs.
- Designing and implement efficient, customized user experiences based on hypotheses and research data.
- Create smooth user stories using wireframes, affinity diagrams, site maps, information architecture and prototypes.
- Guiding UX prototype testing and research to quantify and assess user needs and behavior.
- Keeping up to date with industry trends, staying on the competitive edge.
- Guide and perform testing of UI elements to improve UX performance.
- Understanding product owner specifications and the user psychology to design an efficient solution.
- An active contributor and constantly looking to advance own knowledge and take opportunities to share learning back with my team, while building relationship and representing the design team perspective.

## Skills

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### Soft Skills:

- Ability to communicate • Creative thinking • Adaptability • Problem-solving abilities

• Collaborative skills • Empathy • Active listening • Inquisitiveness • Attention to detail • Storytelling

#### Hard Skills:

• Visual communication • UX research • Crafting interactive designs • Project management  
• Application development • User testing • Presentation skills • competitive analysis • UX leadership  
• Basic SEO knowledge • Technical writing • Workshops • User Interviews • Field studies

#### Technical Skills:

• Coding expertise with languages such as JavaScript, HTML, Figma and CSS.  
• Acing prototyping tools such as Adobe XD(Experience Design), Webflow, Proto.io and InVision.  
• Mastering software such as Adobe Suite, Sketch, Coreldraw, InVision, Figma, Jira, Kanban, Scrum, WordPress, Blender, Microsoft Office Suite, Android Studio, IntelliJ IDEA  
• Working in environment such as Windows, Macintosh, Linux, iOS, Android, WordPress, Joomla, Shopify, Magento, Salesforce and Hubspot  
• Working with wireframing programs such as Sketch, Figjam and Wireframe.cc.  
• Information architecture steps such as grouping content, creating site maps and tree testing.

## Experience

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### MARPE SOLUTIONS, UK

Senior Product Designer

November 2022 – Present

I conducted extensive user research, translating in-depth user needs into actionable insights that informed evidence-led decision-making. I created storyboards, wireframes, and interactive prototypes to solve UX problems, while also conducting A/B testing to iterate and optimize designs.

Orchestrated seamless collaboration between product management, information architecture, design, and engineering teams, resulting in a 20% increase in overall product quality and user satisfaction. Utilized user research findings to guide decision-making, leading to a 15% decrease in user churn and a 25% increase in conversion rates. Designed and executed A/B tests on MVPs and prototypes, resulting in a 30% improvement in key user engagement metrics, such as click-through rates and time spent on task.

### ULTRALEAP, UK

UX/Interaction Designer

July, 2022 – November 2022

I was a pivotal point between product management, information architecture, design, engineering and of course, the end-users. Conducting various forms of research, uncovering, and translating in-depth user needs helping the organisation understand our users, build empathy, and make evidence-led decisions. Translating user stories and test cases to meet these needs and champion agile ways of working and mindset. Taking the bigger picture and finding creative ways to solve UX problems, translating these ideas into storyboards, wireframes, and interactive

prototypes. Performed A-B testing on MVP/prototype.

## TECH MINDERS, UK

Lead UI/UX Designer

November, 2021 – May 2022

I worked in a distributed design and development team, I worked with stakeholders across our diverse customers, I was responsible for creating innovative experiences that reshape how technology improves to customer and organisation experience and understanding customer/user needs, identifying personas, mapping out customer journeys and develop validated wireframes for websites and web applications. I created the design system for a on demand streaming app. Using atomic design principles with our design component library helped improve the consistency and quality of our designs. Introduced version control and design review process, to better manage and safeguard our design assets cross-team.

## PLANET THREE INTEGRATED SOLUTIONS , NIGERIA

Product Designer(UI/UX)

July 2016 – September 2021

Responsible for development of user-centric digital designs and efficaciously collaborate with cross- functional teams in the agile work environment. Accountable for improvement and execution of projects putting clients' vision, visual design, and user experience definition into the action. Cultivated a client base of consumers with various visual needs including user interface, interactive design solutions, iOS, Android, UX/UI deliverables, brand identities, B2B, and B2C experiences across all media platforms both print and digital platforms. Develop and lead top-performing creative teams in the generation of UX/UI content and brand identity collaterals. Create personas, user task flows, journey maps, information architecture, affinity diagrams, low-hi fidelity wireframes, prototypes, logo designs, hand-off collateral, and implementation guidelines. Translate complex interactive design concepts into an easily understandable and persuasive manner for various audiences.

## MAZARS CONSULTING, NIGERIA

Product /Web /Mobile App Designer

Oct 2012 – May 2016

Direct all operational functions of a consultation, branding, and design firm, including marketing, sales, team development and performance activities, client relationship management, and project management. Oversee UX/UI design, creative marketing conceptualization, branding research, web design, Internet marketing, and simultaneously lead multiple projects from conceptualization to completion. Collaborate with designers and consultants to create conceptual designs and execute their vision and objectives. Provide consulting and consistent support to foster client

relationships.

## MTN NIGERIA (MEMCOS)

Creative/Graphics Designer Oct 2011 - September,2012

Elevated a client base of consumers with various visual needs including interactive design solutions, brand identities, custom artwork, and media across both print and digital platforms. Defined internal planning methodologies and approach guidelines; facilitated adoption across multiple project teams.

## Education and Certification

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- Bachelor's in Bsc. Economics

OLABISI ONABANJO UNIVERSITY - NIGERIA May 2003 - August 2008

- GCSE or equivalent in GCE

KING'S COLLEGE - NIGERIA September 1995 - June 2001

- Diploma in Interaction Design

ALISON February 2023

- Diploma in Design Thinking

ALISON February 2023

- Diploma in Project Management

ELEARNING COLLEGE January 2023

- Diploma in Digital Marketing

ELEARNING COLLEGE January 2023

- Diploma in Leadership and Management

ELEARNING COLLEGE January 2023

- Certificate in Risk Management

ELEARNING COLLEGE January 2023