

Adekola Durodola

PRODUCT DESIGNER (UX/UI)

[Portfolio](#) [Design lab](#) [Email](#) [Adekola Durodola](#)

I'm a Product Designer with 5 years experience helping Early-stage and Series-A companies provide user-centric, friendly, usable solutions and products in achieving their business goals.

EXPERIENCE

Freelance

Senior Product Designer

Full time, Berlin

Jul. 2024 – Present

Building usable, accessible, useful and enjoyable products to help businesses achieve their goal while having fun doing it.

Lightcurve GmbH

Product Designer (UX | UI)

Full time, Berlin

Jul. 2022 – June 2024

Responsible for re-designing the look and feel for the latest Desktop app and Mobile app for Lisk which increased users retainment by 80% and downloads by 589 new users in one month after desktop release.

- Collaborated with the engineering team to triage, plan, and prioritize feature requests, and good user experience with pixel perfect implementation.
- Redesign of the Lisk product to address the business goal of recapturing the consumer market leading to over €118.9M Market cap.
- Organized the end-to-end testing of the Lisk product on both Desktop (Linux, Windows & Mac) and Mobile (iOS & Android).
- Foster the building and completion of the design system that is being used for Lisk to improve product interfaces and experiences.

Buttonslab

Senior Product Designer

Remote, London

Sept. 2020 – June. 2022

Spearheaded and managed most of the company's complex product designs from clients including ; NFT Marketplace, Music tokenization platform, led Caketools Launchpad design which got the company \$350K in funding.

- Oversaw the organization and building of the company's robust design system with the team to be used across our products and keeping it up-to-date .
- Led the design team to redesign the **Altostream** product including; the landing page, Altotokens website, Altoverse website , Altomedia website, Alto wallet and other pages.
- Conducted and participated in workshops , led qualitative and quantitative research , create wire frames, storyboards, user flows, process flows, interaction prototypes, and sitemaps to communicate interaction and design ideas.

Gettreasure

Senior Product Designer

Remote, Nigeria

Dec. 2021 – Oct. 2022

Audited the existing design and re-designed the mobile and web apps to meet business requirement and gathered research from the insurance market by the research team.

- Pioneered the use of remote user testing tools to gather feedback early and often while also increasing velocity and reducing associated research costs.
- **Autonomously** built personas, user flows, journey maps, sketches, wireframes, and a prototype.
- Discovered internal team needs and motivations by interviewing contributors and stakeholders; engineering, designers to asses perspective, attitudes and existing practice.
- Led the UI design with the accountability of the design system, collaborated with product and development teams on to improve product interfaces and experiences.

AXA Mansard

Product Designer

Remote, Nigeria

Nov. 2021 – Feb. 2022

Collaborated with the high-level stakeholders, designers and engineers to build and design new approach to the Claim and Re-insurance system, which led to easy claim filing and made users happy, leading to increase AXA Mansard revenue performance to 37.22Billion naira in 2022.

- Created a component Quality Assurance Checklist to ensure components pass accessibility and meet production Standard.
- Worked closely with both product managers and engineers to ensure that all information, detail and messaging are accurate..
- Collaborated with design team to redesign AXA design system improving color accessibility to meet a11y standard.
- Worked with the engineering and product team in an Agile environment to build products from conception.

Freelance

Product Designer

Full time, Nigeria

Aug. 2017 – Dec. 2021

I have actively contributed to the web 3 and web 2 technology as a freelance designer overtime, giving me the wide range of understanding products across different industry..

- Told recently by a developer, "You're the most professional designer I've ever met, and you definitely know your work".
- Worked individually and collaboratively on projects centered around B2B, B2C, SaaS, Enterprise products.
- Managed visual designer to develop high fidelity concepts.
- Ensured end-products meet clients' needs by understanding direction, clearly discussing budget upfront, and providing time to review drafts before completing finished products.

SKILLS

Project Tools

Team work, Dev Ops, prototyping , Sprint planning, Jira management, 5 days Agile product launch , concept brainstorming , Workshop facilitation.

UX Design

Design System, User interface, Interaction Design, User Research, User testing, Wireframing.

Tools / Softwares

Figma, Adobe XD, Slack, Figjam, Protopie, Maze, Notion, Atlassian , Trello, Asana, Jira,Google Analytics.

Technology

Basic HTML, Basic CSS, Webflow , Wordpress.

OTHERS

Languages

English (Native) and Yoruba (Native).

Interest

Team adventure, Team bonding, Bowling, Table Tennis, Badminton, Cycling , Music, Video Games, Exploring trending designs , Reading.

EDUCATION

UX Design Course

Google 2022

Product Design

Design frameworks, structure, tools & processes
Udacity 2019

ND in Civil Engineering

Structural design , architectural framework
The Polytechnic Ibadan 2016 - 2018

COMMUNITIES

Human Centered Design

Design trends, design challenges
Member 2022

Designer's Corner

Design trends, design challenges
Member 2019