Adekola Durodola

PRODUCT DESIGNER

🔗 Portfolio · 🔍 Design lab · ✉ Email · 💼 Adekola Durodola

Senior Product Designer with 5+ years **driving measurable growth** across e-commerce, fintech, Web3, and SaaS by **delivering user-first, data-informed design solutions**. Proven track record of **boosting retention, accelerating MVP launches**, and **scaling design systems**. Expert in **translating complex problems into intuitive, high-impact experiences**.

COMPETENCIES

Product Design Lifecycle · UX Strategy · UI Design · Design Systems · Prototyping · Usability Testing · Interaction Design · Accessibility (WCAG) · Agile & Scrum · Cross-functional Collaboration · Responsive design · Stakeholder management

EXPERIENCE

Outfitted
Founding Product Designer

Full time, Berlin
Jan. 2025 – Present

- **Spearheaded the end-to-end design of a mobile-first fashion social shopping platform,** enabling creators to upload shoppable outfit videos and users to discover and purchase items directly—**contributing to 1,200+ early sign-ups within the first 3 weeks of soft launch.**
- **Defined the product design strategy from zero to MVP,** including UX research, competitive benchmarking, wireframes, high-fidelity UI, interaction design, and handoff to developers, **reducing MVP build time by 30%.**
- **Created a scalable, mobile-optimized design system in Figma,** improving collaboration and accelerating design implementation by 40%.
- **Conducted user interviews and usability testing** with both creators and fashion shoppers, informing key features such as lookbook discovery, shop-the-look CTAs, and social sharing tools.

Freelance
Senior Product Designer

Full time, Berlin
Jun. 2024 – December 2024

- **Delivered** intuitive product designs that **increased user engagement by 25% and improved customer onboarding speed by 30%** for multiple startups.
- **Led discovery workshops,** usability testing, and iterative prototyping, **reducing design debt** and time-to-market for MVPs by 35%.
- **Collaborated with product and engineering teams** to optimize user flows, resulting in improved task completion rates and reduced churn.
- **Improving startups UX strategy** to improve and retain customers engagement.

Lightcurve GmbH
Product Designer (UX | UI)

Full time, Berlin
Jul. 2022 – June 2024

Redefined the UX/UI for Lisk's Desktop and Mobile apps, **increasing user retention by 80% and acquiring 589 new users within the first month post-launch.**

- **Built a scalable design system** used across the entire Lisk ecosystem, decreasing development time by 40%.
- **Partnered with engineering and product teams** to prioritize features and improve usability, supporting a €118.9M market cap resurgence.
- **Organized** the end-to-end testing of the Lisk product on both Desktop (Linux, Windows & Mac) and Mobile (iOS & Android).

Forj (Animoca Brands)
Senior Product Designer

Remote, Hong Kong
Jan. 2023 – Jul. 2023

Led and delivered multiple high-impact projects independently, including the redesign of NFT Smart Contract Admin Tools, a Whitelabel NFT platform, and the Tastemakerz Claim feature, which acquired 100+ active users on launch day.

- **Collaborated cross-functionally** with product owners, managers, developers, and business teams to translate business goals into intuitive design solutions, **accelerating product delivery timelines by 20%.**
- **Conducted** A/B testing and rapid prototyping to validate CTA placements and optimize key user flows, **improving conversion rates and user engagement.**
- **Designed end-to-end experiences,** including information architecture, user flows, and wireframes, and presented UX rationales to stakeholders during workshops and design reviews.
- **Took full ownership** of the product design lifecycle across multiple initiatives, delivering production-ready assets with minimal oversight and **maintaining consistency with brand and UX standards.**

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.**

- **Standardized design processes** through a reusable design system, enabling faster iteration and reducing time spent on repetitive UI tasks.
- **Improved user conversion and engagement by 40%** through UX optimization for products like Altostream, Altotokens, and Altoverse.
- **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.

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.

- **Overhauled the Claims & Reinsurance system interface,** improving filing speed and **driving a 12% increase in customer satisfaction.**
- **Spearheaded accessibility improvements** that brought the platform to full WCAG 2.1 AA compliance.
- **Developed a QA checklist** for component review, reducing bugs and improving developer-designer collaboration.
- **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..

- **Delivered 30+ high-impact design projects** across fintech, SaaS, Web3, and enterprise verticals, **achieving a 95% client satisfaction rate.**
- **Worked** individually and collaboratively on projects **centered around B2B, B2C, SaaS, Enterprise products.**
- **Created** wireframes, UI prototypes, and final assets for cross-platform applications, **expediting MVP delivery** and iteration.
- **Managed project timelines,** scope, and stakeholder expectations while mentoring junior designers on best practices.

TOOLS &TECHNOLOGIES

Figma · Adobe XD · FigJam · Rive · Maze · Notion · Jira · Trello · Slack · Google Analytics · HTML/CSS (basic) · Webflow · WordPress

OTHERS

Languages
English (Fluent) · Yoruba (Fluent) · German (Conversational)

Interest
UX Trends · Accessibility · Team Collaboration · Bowling · Table Tennis · Design Systems · Gamification

EDUCATION

UX Design Course
📖 Google   📅 2022

Product Design
Design frameworks, structure, tools & processes
📖 Udacity   📅 2019

PROFESSIONAL AFFILIATES

Human Centered Design
Design trends, design challenges
📖 Member   📅 Since 2022

Designer's Corner
Design trends, design challenges
📖 Member   📅 Since 2019