

Adekola Durodola

PRODUCT DESIGNER (UX/UI)

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

Senior Product Designer with 6+ years of experience turning complex systems into simple, human-centred products. I work across the full design process, from research and strategy to interaction design and production-ready systems, with deep roots in fintech, Web3, identity infrastructure, and embedded finance. Currently focused on AI-driven design workflows and building toward the next generation of digital product experiences.

COMPETENCIES

User Research and Usability Testing, Information Architecture and User Journeys, Interaction Design and Prototyping, Design Systems and Component Libraries, Accessibility (WCAG), Workshop Facilitation, Data-Driven Design, AI-Driven Design Workflows, LLM Prompting for UI Generation, Conversational Design, Stakeholder Communication, Cross-Functional Collaboration

EXPERIENCE

Independent Learning and AI Design Exploration

Remote, Berlin

Independent, Berlin

Feb 2026 – Present

Dedicated a focused period to deepening expertise in AI-driven product design workflows, including LLM prompting for UI generation, conversational interface design, and emerging design tooling. Explored how AI can compress design cycles, improve output quality, and shift designer roles toward higher-order thinking and systems strategy. Built practical fluency with tools including Stitch, Variants, Antigravity, and Codex alongside continued contribution to personal and open design projects.

Walletgate

Remote, Berlin

Founding Product Designer

Feb 2025 – Present

- Defined the end-to-end UX architecture for a crypto gateway platform, applying JTBD frameworks and heuristic evaluations to simplify complex transaction workflows, resulting in a 22% improvement in transaction success rate
- Led design sprint cycles from discovery through prototyping, collaborating directly with engineering and product leadership to align on a scalable information architecture across web and mobile
- Established Walletgate's foundational design system in Figma, reducing engineering delivery time by 40% and creating a consistent visual language across all product surfaces
- Designed AI-powered onboarding flows using conversational patterns and contextual nudges, maintaining human-centered principles while reducing new user drop-off by 28%

Silberpuls.de

Full time, Berlin

Senior UX/UI Designer

Oct 2025 – Feb 2026

- Redesigned the Elvah EV charging search and booking flow using heuristic evaluation and user journey mapping, cutting task completion time and improving overall satisfaction scores
- Facilitated cross-functional design sprints for E-on's energy management dashboard, translating ambiguous briefs from C-level stakeholders into clear interaction concepts and prototypes
- Created a multi-brand design system for Elvah, enabling scalable component reuse across three product lines and accelerating design-to-dev handoff
- Designed enterprise web applications for clients including Elvah, E.ON, and Asambeauty, improving usability scores by 35%, by restructuring user flows and sharpening interface clarity.
- Re-architected a D2C AI-assisted customization flow for Futalis, translating complex logic into guided decision paths, decreasing drop-off by 12% and increasing first-time conversions by 10%.

Outfitted

Full time, Berlin

Founding Product Designer

June 2024 – Sept 2025

- Led end-to-end product design for a fashion-tech platform, conducting JTBD research and usability testing to define core user flows from discovery through checkout
- Designed a personalization engine interface integrating AI-generated recommendations, balancing automation with user control and maintaining transparency around AI-driven suggestions
- Shaped product storytelling and design narrative for investor presentations, contributing directly to the team's growth strategy
- Defined product vision and UX strategy, improving engagement by 35%, by simplifying navigation, applying clear information hierarchy, and validating decisions with usability testing.

Lightcurve GmbH (LISK)

Full time, Berlin

Product Designer (UX | UI)

June 2022 – June 2024

- Redefined mobile and desktop UX for a core blockchain application, contributing to an 80% increase in user retention, by simplifying complex onboarding and real-time transaction flows through rapid iteration and usability testing.
- Improved transaction success rates by 22%, as measured by in-product analytics, by redesigning high-complexity B2B crypto workflows and validating solutions with users before engineering handoff.
- Created data-driven dashboards and interfaces for blockchain-based products, improving user comprehension by 35%, by applying clear information hierarchy, trust-first interaction patterns, and WCAG accessibility standards.
- Built and maintained a unified multi-platform design system across Linux, Windows, Mac, iOS, and Android, reducing QA time by 40% through systematic component tokens and documented interaction standards.

Buttonslab

Remote, London

Senior Product Designer

Sept 2020 – May 2022

- Drove the UX strategy for Caketools, a B2B SaaS platform, from zero to a product that supported \$350K in funding, leading all design work from discovery through launch
- Simplified a multi-step business workflow using Working Backwards methodology, reducing user drop-off by 28% and increasing retention by 80%
- Facilitated stakeholder workshops and presented design decisions to founders and investors, using structured design storytelling to align teams around bold product directions

AXA

Remote, Nigeria

Product Designer

Feb. 2021 – March. 2022

- Designed insurance product journeys across quoting, policy purchase, and claims, improving conversion rate by 18%, by applying progressive disclosure and trust-focused interaction design.
- Redesigned the Claims and Re-insurance system, improving filing speed and driving a 12% increase in customer satisfaction scores (CSAT).
- Spearheaded WCAG 2.1 AA compliance initiative, reducing legal risk and expanding the product to a wider user base.
- Redesigned B2B administrative portals, using information architecture and strategic progressive disclosure to reduce user error and improve task completion rates by 12%.

Freelance

Full time, Nigeria

Product Designer

2017 – 2020

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+ design projects across fintech, SaaS, Web3, and enterprise verticals, as measured by a 95% client satisfaction rate, by managing full lifecycles from research through final UI handoff.
- Worked individually and collaboratively on projects centered around B2B, B2C, SaaS, Enterprise products.
- Managed wireframes, UI prototypes, and production-ready assets for cross-platform applications, accelerating MVP delivery for multiple clients.
- Managed project timelines, scope, and stakeholder expectations while mentoring junior designers on best practices.

TOOLS & TECHNOLOGIES

Figma, FigJam, Maze, Dovetail, Google Analytics, Notion, Jira, Asana, HTML/CSS basics, Webflow, Framer, WordPress, GitHub

AI TOOLS

ChatGPT, Claude, Perplexity, Pencil, Gemini, Codex, Antigravity, Stitch, Variants

EMERGING TECH

AI-Driven Design Workflows, LLM Prompting for UI generation, Conversational design

OTHERS

Languages

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

Interest

UX Trends · Accessibility · Team Collaboration · What's new? · Design Systems · Gamification

EDUCATION

MA in Interaction Design

Tallinn University, Estonia 2025

UX Design Course

Google 2022

Product Design

Udacity 2019

PROFESSIONAL AFFILIATES

Human Centered Design

Design trends, design challenges

Member Since 2022

Designer's Corner

Design trends, design challenges

Member Since 2019