

ANIMASHAUN AFOLABI

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Experience

Page Financials – Senior Product Designer

Jan 2020 – Current

- Crafted a Growth Design Strategy (GDS) that positioned Design as a lever for Growth. The strategy is aligned to company Objectives and Key Results (OKRs), nimble, and takes a phased approach.
- Improved and upskilled several client-side design teams by recruiting, training & mentoring junior designers.
- Improve user experience on Page Financials Web Platform by conducting reviews and identifying UX issues which led to an increase in average engagement time by 17.27%.
- Designed a financial app to help users manage their physical and virtual cards.
- Led the product team on the redesign of a project; Human Resource management System (HRMS), increasing session engagement by 62.5%.
- Revitalized with the engineering and product teams to improve user accessibility by 24% on the Page Financial mobile app.

Privi Test– Lead Product Designer

Jan 2020 – Nov 2021

- Spearheaded design planning, implementation and delivery on a new innovation.
- Collaborated with development team to design a health care app, supporting over 5000 customers from over 30 cities in Nigeria.
- Managed a 5-member cross-functional team to troubleshoot UX problems and improve user engagement. Generated a 21.89% growth in active users in 2 months.

Tunga – Product Designer & Quality Assurance

Dec 2017 – Nov 2019

- Designed and prototyped a number of e-commerce stores for large scale retailers.
- Carry out qualitative and quantitative research techniques, along with data analytics to uncover well-informed, creative solutions.
- Injected Lean UX paradigms into Agile development processes significantly improving the scrum team's velocity and collaboration.

Itel – UX Designer

Jan 2016 – Oct 2017

- Designed static and animated infographics and assets for Itel reports and delivered a 49% opening rate and 11% click rate (double the usual metrics).
- Conducted research, concept development and product definition.

Skills

Design

- UX Research
- UI/Interaction Design
- Agile Development
- Journey Mapping
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing
- Data Analysis
- Motion Design
- Data Visualization
- 3D Model
- Collaboration
- HTML/CSS
- Illustration

Tools

- Sketch
- Figma
- InVision
- Framr
- Protopie
- Blender
- Adobe Suite
- JavaScript
- Webflow
- Jira
- Zeplin
- CMS Web Design
- Wordpress

Education

Bowen University
B.S.c in Computer Science