

# Olubukola Ogunbunmi

Product Manager.

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Portfolio:

[Ogunbunmi Olubukola's portfolio](#)

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## EXPERIENCE

### **Onract,**

Lagos — Product Manager

Onract is an E-commerce platform that allows product owners to register their products through their business social media integrations on the website and to track details of customers who place orders through the business pages and also provides a smart bot that chats with the customers of the product owners and does all the detailing and order taking for the product owners.

- Collaborate with cross-functional product teams to strategically prioritize feature development, leveraging data and user feedback to make informed decisions.
- Play a crucial role in dissecting competitor products and market positioning, identifying strengths and weaknesses to deliver valuable insights for product differentiation.
- Gather and document user feedback through surveys, interviews, and user testing and create comprehensive reports summarizing user input and suggesting actionable improvements.
- Conduct in-depth market research to identify trends, competitor strategies, and user needs, providing valuable insights for informed product development decisions.

## TECHNOLOGIES

### TASK MANAGEMENT

- Jira
- Trello
- Asana
- Github Projects

### DESIGN

- Figma
- Whimsical
- Miro

### ANALYTICS

- Mixpanel
- Amplitude
- Google Analytics

### PROTOTYPING

- Marvel
- Protopie
- Invision

### WEB

- SQL

## **Flickwheel,**

Lagos — Product Manager

Flickwheel is a dynamic startup that's revolutionizing the global automotive industry. It leverages cutting-edge auto and financial technology to deliver a premium auto care experience. Its mission is to make auto services more accessible, efficient, and cost-effective for customers worldwide.

- Implemented a data-driven approach to assess competitor pricing strategies achieving a 19% price reduction, enhancing competitiveness while preserving profit margins.
- Designed and executed a comprehensive integration strategy for a key partner reducing customer churn by 30% and improving customer satisfaction scores by 25%.
- Spearheaded developing and implementing a performance-driven product roadmap and delivered impactful updates based on customer feedback and market insights, leading to a substantial 15% increase in customer satisfaction ratings.
- Orchestrated the end-to-end launch of a new product, resulting in a 30% increase in market share within the first quarter.

iOS: <https://apps.apple.com/us/app/flickwheel/id1601694085>

Android:

<https://play.google.com/store/apps/details?id=com.mypackage.flickwheel>

Website:

<https://flickwheel.com/>

## **Eko Xchange Financial solution,**

Lagos — Product Manager

Ekoxchange is a cutting-edge cryptocurrency platform dedicated to providing innovative solutions for users navigating the dynamic landscape of digital assets. Established with a mission to empower individuals and businesses in their cryptocurrency endeavors, Ekoxchange stands at the forefront of the financial technology revolution.

- Identified and assessed emerging technologies, strategically adopting an AI-powered software solution that skyrocketed production efficiency by 30%, positioning the company at the forefront of industry innovation..
- Led cross-functional teams to implement an agile development process, resulting in an impressive 50% reduction in time-to-market for new products, showcasing adaptability and efficiency.
- Collaborated with cross-functional teams to meticulously plan and

## COMMS

- Microsoft Teams
- Slack
- Trello
- Jira
- Metro Retro
- Zoho Workspace
- Agile Methodologies
- Version Control and collaboration with Git and Github.
- Test-Driven Development.

## **CERTIFICATION**

- Product Manager's Blueprint (PMB) Certification, Product Dive.
- Transition into Product Management (TPM) Certification, Product Dive.
- Certified Scrum Product Owner (CSPO) Certification, Scrum Alliance.
- Product Owner Certification, Agile Academy.
- Agile Leader Certification, Agile Academy.

## **SOFT SKILLS**

- Roadmapping
- Feature prioritization

- execute a successful product launch within six months, surpassing sales targets by 15% and establishing the company as a market leader.
- Established a comprehensive product roadmap for the product, resulting in a 20% increase in on-time delivery and a substantial 15% boost in customer satisfaction, demonstrating strategic foresight and customer-centricity.
- Conducted user research and usability testing sessions, gathering valuable feedback that led to a significant 10% improvement in overall user experience, aligning product features with user preferences and needs.

**Figma Link:**

<https://www.figma.com/file/Ww8SMV6z4XeJ8l5XuAg2n8/Untitled?type=design&node-id=0%3A1&mode=design&t=zH3CJb6y4aZYDqn-1>

**Fitness Factory,**  
Lagos — Product Manager

Fitness Factory is a fitness company dedicated to inspiring a healthier lifestyle. The company is committed to helping individuals become the best versions of themselves by promoting fitness and overall well-being.

- Led cross-functional teams to implement an agile development process, resulting in an impressive 50% reduction in time-to-market for new products, showcasing adaptability and efficiency.
- Collaborated with cross-functional teams to meticulously plan and execute a successful MVP (Minimum Viable Product) launch within four months, surpassing sales targets by 20%
- Performed daily checks of the mobile app and website, resulting in a 30% decrease in customer complaints related to technical issues, highlighting a proactive approach to ensuring a seamless user experience.
- Maintain effective communication with stakeholders, providing progress updates and addressing concerns promptly.

**Fitness Factory Website:**

<https://fitnessfactory.ng/>

- User story creation
- Stakeholder management
- Familiarity with Agile and Scrum methodologies
- Data analysis and interpretation
- Basic coding skills (SQL)
- Data-driven decision-making
- A/B testing and experimentation
- Market research and analysis
- Long-term planning
- Market trend analysis
- Competitive analysis
- User Research
- Strong written and verbal communication
- Ability to convey technical information to non-technical stakeholders
- Presentation skills
- Problem-Solving
- Ability to lead cross-functional teams
- Conflict resolution
- Team collaboration and motivation
- Industry Tools and Technologies
- Usability Testing
- Innovative Thinking

## **Absolutes,**

Lagos — Product Manager

Absolutes is a dynamic website creation platform (SaaS) dedicated to empowering individuals and businesses with the tools to bring their online presence to life. With a commitment to simplicity, innovation, and versatility, Absolutes offers an array of solutions, including state-of-the-art website creation, seamless integration with Figma to Webflow, and a suite of other features designed to elevate the web development experience.

- Spearheaded a cross-functional collaboration program, improving communication between departments and fostering a more cohesive and efficient work environment.
- Conducted comprehensive user research and performed in-depth competitive analysis, utilizing insights to inform customer-centric decisions and identify unique selling points.
- Established a robust customer feedback loop, resulting in quicker iterations and improvements to product features, enhancing overall customer satisfaction.
- Managed the product backlog effectively, prioritizing features based on customer needs, leading to a significant 5% reduction in time spent on unnecessary development tasks.
- Kept detailed records of product requirements, design specifications, and user stories, creating an organized repository for reference.

### **Figma Link:**

[https://www.figma.com/embed?embed\\_host=notion&url=https%3A%2F%2Fwww.figma.com%2Ffile%2FDVIFVz1uKsZcdovETPtrRd%2FAbsolute-Project%3Ftype%3Ddesign%26node-id%3D0%3A1%26mode%3Ddesign%26t%3D88ddVHaU7Xmaf65V-1](https://www.figma.com/embed?embed_host=notion&url=https%3A%2F%2Fwww.figma.com%2Ffile%2FDVIFVz1uKsZcdovETPtrRd%2FAbsolute-Project%3Ftype%3Ddesign%26node-id%3D0%3A1%26mode%3Ddesign%26t%3D88ddVHaU7Xmaf65V-1)

## **EDUCATION**

**Lagos State University** — B.Sc

NOVEMBER 2015 - DECEMBER 2019

Bachelor of Science degree in Biochemistry

Lagos State University, Ojo

Nigeria.

**Lagos State University** — MBA (In-view)

JUNE 2023 - IN VIEW

Masters in Business Administration

Lagos State University, Ojo

Nigeria.