Segun Bankole

Product Designer • Graphic Designer

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Professional Experience

Biznugget
Lead Product Designer (Internship)
Mar 2023 - Present

- Developed and communicated a compelling product design strategy aligned with business goals while ensuring the creation a seamless online shopping experience that optimizes conversion rates and customer satisfaction.
- Lead and mentored a team of designers, to cultivate creativity, innovation, and a user-centric mindset.
- Collaborated closely with cross-functional teams, including product managers, engineers, and marketers, to deliver cohesive and impactful design solutions.

Konectin
Product Designer (Volunteer)
Jan 2023 - Present

- Designing the company's official website, creating/building style guide and strategically improving overall design system that will ensure a 100% successful launch of the website and business brand.
- Effective collaboration with product managers, developers and marketing team to maintain strong communication and feedback loop for 100% project success.

United State of Africa
Lead Product Designer (Volunteer)
Dec 2022 - Present

- Leading a team to translate stakeholder ideas into a webapp product.
- Ensured team alignment by designing user journey map to aid team visualization of the project.
- Leading the team on design tasks, choice of design features and development of style guide and design system.
- Collaborate closely with product managers, developers and the human resource department to maintain consistent feedback and overall alignment towards the company goal.
- Deliver the design team presentation and feedbacks during the daily scrum.

Sky Vfx Studios
Product Design Instructor
Aug 2022 - Feb 2023

- Developed a Design Thinking curriculum for a 3-5 month long Product Design course aimed at training teenagers and adults.
- Effectively trained students in creation of interaction design through Figma and Adobe XD and portfolio development.

Education

Coursera, Google
Google UX Professional Design
Jan 2022 - May 2022

- Completed rigorous training designed for entry-level job readiness.
- Topics included UX research fundamentals, inclusive design, wireframes and high-fidelity prototypes, and tools like Figma and Adobe XD.
- Completed hands-on projects and developed a portfolio with three projects.

Obafemi Awolowo University
B. Science
Mar 2013 - Apr 2018

Projects

Upgrade - Landing Page
Product Design
Aug 2022 - Present

- Designed a Lead Generation landing page for collecting users personal information (name, email e.t.c) before downloading an E-book.
- Project met 100% client satisfaction.

Upgrade - Profile Section
Product Design
Sep 2022 - Present

- Designed the profile section for an E-commerce website which helped users to create profiles, manage their data and monitor their activity.
- Project met 100% client satisfaction.

Nuro - Promotional Flyer
Graphic Design
Oct 2022 - Present

- Re-designed the company's promotional flyer which helped increase their product visibility.
- Project met 100% client satisfaction.

Skills & Deliverables

Tools
- Figma
- Adobe XD
- Webflow
- Trello
- MS Teams

Design
- User-Centered Design
- Design Thinking
- Visual Design
- Paper Wireframes
- Digital Wireframes
- Information Architecture

Prototyping
- Rapid Prototyping
- Motion Design
- Interaction Design
- Lo-fi Prototype
- Hi-fi Prototype

Research
- User Research
- Empathy Maps
- Persona Creation
- User Stories
- User Flows
- User Journey Maps
- User Pain Points
- Usability Testing
- Problem Statement