Oore Babatunde

Lead Product Designer

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PROFILE

A designer with 8+ years of experience achieving business goals through usable and accessible products and services within the health, communication, and logistics sectors.

Skilled in user experience and user interface (UX/UI) design and proficient with a number of tools and technologies (Figma, Miro, Notion, Lovable, Sketch, HTML, CSS, and Javascript). Passionate about developing and mentoring designers, designing solutions that do no harm, and ethical implementation of technologies (including AI).

Seeking opportunities to leverage my experience as a designer and leader in a people-driven and innovation-driven environment.

WORK EXPERIENCE

Interaction Designer (Leadership, Product Strategy & Design Ops), *NHS Business Services Authority*
10/2023 – Present

- Improved usability and operational efficiency with a 46% reduction in task length by redesigning a critical user journey based on user research insights
- Achieved seamless hand-offs across three projects by facilitating cross-functional workshops, creating design documentation, collaborating with stakeholders and designing WCAG compliant prototypes
- Increased adoption of a service by 30% through research based redesign and creation of coded (HTML/CSS) prototypes to aid usability testing
- Enhanced professional development across the design directorate by creating a skills assessment tool and a resource library to help designers direct their learning while also facilitating lunch and learn sessions resulting in junior promotions

Senior UX Designer, *Ayoba*
2023 – 2023

- Designed a scaleable multi-region marketplace that achieved a 30% checkout completion using research, and repeatable components in a custom built design system
- Mentored and coached designers into career advancement by providing mentoring, interview coaching, and structured feedback processes
- Ensured compliance and accessibility on regulatory features and services by facilitating collaboration between developers, researchers, product owners, data analysts, and legal colleagues

Senior UI/UX Designer, *Andela*
03/2022 – 09/2023

- Increased conversion rate by 40% through a data driven redesign ensuring clearer messaging and inclusive language
- Built and scaled a multi-platform design system and social media design library for a product with 2,000 daily active users creating a unified source of truth and consistent brand presence across products and four social platforms
- Led discovery, ideation, and design for an internal platform used by 3,000+ employees
- Enhanced usability and increased platform adoption by redesigning the product to be more accessible ensuring WCAG compliance and reducing cognitive load with clearer information and calmer visuals

Product Designer, *Platos Health*
09/2021 – 02/2022

- Drove an increase in task completion by designing and executing A/B tests to optimise user journeys
- Contributed to a 40% increase in company revenue and increase in customer base through the research and design of a new product offering

- Led a design sprint with cross-functional colleagues to remodel a core product offering, resulting in ~30% increase in customer retention

UI/UX Designer, *Rays Consulting*   09/2018 – 09/2021
- Led user research (interviews, surveys, contextual inquiry) to inform accessible, evidence-based design decisions across health, education and social care products
- Partnered with engineers to ensure technical feasibility and compliance with sector safety and regulatory requirements
- Improved design QA and accelerated development by converting 80+ high-fidelity screens into responsive HTML/ CSS prototypes
- Designed inclusive experiences for broad user segments and ensured accessibility considerations were embedded into interaction patterns and content

Junior Designer, *AGL Consulting Limited*   01/2018 – 09/2018
- Supported user interviews to understand user needs and business requirements
- Collaborated with internal and external stakeholders, documenting decisions and meeting outcomes

EDUCATION

Computer Engineering, *Covenant University*

Interaction Design Specialization, *University of California, Irvine*

Accessible and Inclusive Design Patterns, *Interaction Design Foundation* ⌝

Design Management, *University of Arts London* ⌝

Product Psychology, *Growth Design* ⌝

Psychology of UI Design, *Growth Design*

Leadership Development, *Covenant University* ⌝

Generative AI Fundamentals, *Databricks* ⌝

Using Generative AI Ethically at Work, *LinkedIn Learning* ⌝

Building a Responsible AI Program, *LinkedIn Learning* ⌝