Oore Babatunde

Lead User Experience Designer

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WORK EXPERIENCE

User Experience Designer (Leadership, Product Strategy & Design Operations), *NHS Business Services Authority* — 10/2023 – Present

- Optimised a critical journey based on user research achieving a 46% reduction in task length by **redesigning a product** and decreasing pages in the journey **based on user research insights**
- Raised engagement in **team development** by tracking barriers through surveys, designed a **custom skill assessment tool**, and provided **mentorship** resulting in **junior promotions**
- Led design and seamless implementation for three projects **facilitating cross-functional workshops** with developers, cybersecurity, and testers to validate feasibility early and achieved zero blockers during engineering hand-off
- **Designed and coded interactive prototypes** that were made **accessible** by using **WCAG compliant** components and patterns, and being the **voice of the user**
- Created a detailed **design log** to ensure design transparency, document decisions, and aid future project work
- Redesigned a critical user journey to **reduce error rates** by **mapping complex user journeys** and iterating on high-fidelity prototypes resulting in positive user feedback and adoption
- Lead learning sessions with design and research colleagues to foster collaboration, share knowledge and build the professional community

Senior User Experience Designer, *Ayoba* — 09/2023 – 09/2024

- Defined a **product's vision, strategy and UX foundation** by pairing regional and **competitive research** with a scalable **design system**, resulting in validated flows and production-accurate UI across platforms
- Designed user flows based on user needs, research insights and technical feasibility
- Facilitated **collaboration** between developers, researchers, product owners, data analysts, legal to ensure **compliance**, **usability**, and **accessibility** of a marketplace that achieved 30% checkout completion on launch day
- Mentored and **coached designers into career advancement** by providing interview coaching, growth monitoring, and structured design resources, enabling two junior designers to move into higher-level roles

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

- Aligned business goals with user needs across three product lines, partnering with stakeholders, marketing, and cross-functional teams to deliver profitable, user-centered solutions
- Increased landing page conversion rate by 40% through data-informed redesigns featuring clearer messaging and stronger, positive CTAs
- Built and scaled a multi-platform design system and social media design library, creating a unified source of truth and consistent brand presence across products and four social platforms
- Streamlined design-to-development workflows by standardising handoff and approval processes, saving 3 days per release and training 20+ team members on design QA and handoff best practices
- Led discovery, ideation, and brand-definition efforts by facilitating stakeholder brainstorming sessions, conducting user testing, and performing a UI audit for an internal platform used by 3,000+ employees
- Designed and developed 40+ localised product and marketing pages in Figma and Adobe Experience Manager, collaborating with internal designers and accelerating implementation
- Audited visual design, usability, and accessibility, producing WCAG-aligned recommendations and redesigning app UI with a calmer visual language and clearer information hierarchy to reduce cognitive load and improve readability

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

- Led primary and secondary research to identify critical UX pain points and define measurable success metrics
- Ran a data-backed design sprint with 12 cross-functional participants to remodel a core product offering; changes contributed to a ~30% improvement in customer retention
- Scoped and designed new product features to serve a niche user segment, helping increase company revenue by ~40%

- Designed and executed A/B tests to validate hypotheses; optimised flows that delivered an increase in task completion
- Produced persona and journey artefacts for product and marketing; created a marketing communications template to maintain brand consistency
- Contributed to the organisation's design system to speed handoffs and improve cross-team consistency

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
- Converted 80+ high-fidelity screens into responsive HTML/CSS prototypes, accelerating development handoffs and improving QA accuracy
- 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 – 08/2018
- Supported user interviews to understand user needs and business requirements
- Collaborated with internal and external stakeholders, documenting decisions and meeting outcomes
- Contributed to designs for 5 clients with positive feedback

EDUCATION

Design Management, *University of Arts London* ⬏

Psychology of UI Design, *Growth Design*

Product Psychology, *Growth Design* ⬏

Interaction Design Specialization, *University of California, Irvine*

Leadership Development, *Covenant University* ⬏

Computer Engineering, *Covenant University*

TRAINING CERTIFICATIONS

- Effective Problem Solving and Decision making ⬏
- Communication Strategies for a Virtual Age ⬏
- Managing Project risks and Changes ⬏
- Complete Mobile and Web Designer ⬏

- New Models of Business in society ⬏
- Managing the company of the future ⬏
- Generative AI fundamentals ⬏
- Foundations of UX Design ⬏

- End User Security Awareness ⬏
- Initiating and Planning Projects ⬏
- AI Agent Fundamentals ⬏
- Accessible and Inclusive Design Patterns ⬏

SKILLS

Design & Collaboration Tools
Sketch, Figma, Invision, Miro, Notion, Airtable, Protopie, Miro, Trello, Jira, Slack, Lucidchart, Canva, Asana, Google Analytics, Wix, Webflow, Lovable, Microsoft office suite, Google workspace, Confluence, Wrike, Monday

Methodology & Processes
Knowledge of design frameworks (design thinking, double diamond, lean ux), User Research, User Testing, Product Design, Wireframing, User Experience Design (UED), User Interface Design, Interaction Design, High Fidelity Prototyping, Usability Testing, User-centered Design, Visual Design, Rapid Prototyping, Information Architecture, UX Research, Graphic Design, Usability, Sketching, Web Design, Mobile Design, GDS/NHS/GOV.UK patterns, Service blueprinting, Journey mapping, Code Prototyping, User research, Agile/Scrum, mentoring, Recruitment, Capability assessment