

Olajide Ibrahim Akinpelu

Senior Product Designer · UI/UX · AI-Assisted Design & Prototyping

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Manchester, United Kingdom

Senior Product Designer with 9+ years across EdTech, HealthTech, Fintech and SaaS, designing products used by millions and validated by measurable outcomes. I lead end-to-end UX: user research, usability testing, information architecture, interaction design, design systems and accessibility (WCAG 2.1 AA). I prototype in code, building AI-assisted, vibe-coded working prototypes (Claude, GitHub Copilot, Cursor) in Vue and React so teams test real products, not pictures of them.

EXPERIENCE

BARBRI

Senior Product Designer, Learning Platforms

Mar 2025 – Present · London / Remote, UK

- Redesigned SQE2 legal-exam learner journeys across D2L and BARBRI's new EPP platform; cohort achieved an **83% pass rate vs 81% national average**, with student satisfaction up from 5.2 to 7.8/10.
- Ran a two-stage moderated usability testing programme (think-aloud, binary task scoring) that reshaped navigation, support access and scheduling; task success reached **82%**.
- Designed and vibe-coded BARBRI's internal AI platforms with AI-assisted development: an **AI Prompt Hub** and an 8-session **Copilot training programme** adopted across 6 departments.
- Contributed patterns back to the BARBRI Design System; delivered WCAG 2.1 AA accessibility passes across learner-facing courses.

Toptal

Senior Product Designer
(Freelance network)

Feb 2022 – Present · Remote, part-time alongside staff roles

- Delivered senior product design for venture-backed startups and enterprise clients across SaaS, fintech, climate tech and logistics; onboarding and journey redesigns drove **20–40% lifts in activation and engagement**.
- Built reusable design systems and data-heavy dashboard UX that cut design–engineering handoff friction and accelerated shipping.

Kaplan International College London

Senior Product Designer, Learning Platforms

Jan 2024 – Mar 2025 · London, UK

- Designed an enterprise cybersecurity awareness programme for **5,000+ employees**; reported security incidents fell **50%** and knowledge retention rose 35%.
- Used xAPI tracking and Google Analytics to iterate content and UX, lifting course completion **40%**.

NxtLog

Senior Product Designer

Sep 2022 – Jan 2025 · Germany
(remote, contract)

- Led UX for a B2B CO₂ data-visualisation platform; interactive emissions dashboards drove a **20% engagement increase** in the first three months.
- Created an Atomic Design System that accelerated rollout and reduced design–developer handoff errors.

Ostrom

Senior Product Designer

Jun 2021 – Aug 2022 · Germany
(remote)

- Redesigned onboarding and billing for a green-energy platform; churn fell from **18% to 7%** in six months (90% CSAT, NPS 9).
- Design-led improvements contributed to a **€9.3M Series A**.

eHealth Africa

Lead UI/UX Designer · Senior UI/UX Designer

Sep 2016 – May 2021 · Abuja, Nigeria

- Led UX for the LoMIS Suite, a real-time vaccine logistics platform across **758 clinics managing 17M+ doses**; manual reporting errors cut **98%**, products reaching 4.5M+ people.
- Designed **CornBot**, an AI-powered crop-damage detection tool, winner of the **\$50,000 USAID Frontier Innovation Award**.
- Built eHA-cells, a modular design system that raised development efficiency 30%; designed PlanFeld geospatial platform handling 1M+ location points.

Printivo · RightClick

UI/UX Designer

Apr 2014 – Sep 2016 · Lagos, Nigeria

- Designed Nigeria's first self-service online printing platform (180,000 orders in two years; six-figure EchoVC investment).
- Designed GTBank's digital banking platform across 5 African markets, part of Euromoney's "Best Digital Bank in Africa" 2016.

SKILLS & TOOLS

Product Design

UX Design

UI Design

User Research

Usability Testing

Interaction Design

Design Systems

Design Tokens

Information Architecture

Journey Mapping

Wireframing

Prototyping

A/B & Preference Testing

Accessibility · WCAG 2.1 AA

Figma

AI-Assisted Prototyping

Vibe Coding · Claude · Copilot · Cursor

HTML · CSS · JavaScript

Vue · React · Tailwind

LMS · D2L Brightspace

xAPI · Google Analytics

Agile · Cross-functional Leadership

EDUCATION

- **MSc Games & Extended Reality**, University of Salford (2022–2023)
- **BSc Computer Science**
- Interaction Design Foundation, UX certifications (2016–2024)

RECOGNITION

- – USAID Frontier Innovation Award, \$50,000 (2018)
- – Euromoney Best Digital Bank in Africa (2016, GTBank team)
- – Top 1% global design mentor, ADPList · 4,000+ hours
- – EU Digital Explorers Programme