AYOMIDE AJIBADE

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior product designer who has worked across fintech, edtech, AI, and e-commerce, taking products from a first idea, or from broken, to shipped. Turns product requirements and user feedback into user flows, interaction design, and polished interfaces, working with product and engineering from discovery through release for a solid user experience. Designs in Figma, then builds in Framer and prototypes in code with Claude Code, Codex, and Lovable, motion included, so the handoff is a working prototype a developer can build from.

SKILLS

Technical/UX Skills: Product Design, UI/UX Design, Interaction Design, Visual Design, Design Systems, User Research, UX Strategy, Wireframing, Prototyping, Information Architecture, User Flows, Usability Testing, Responsive Design, Accessibility, Design Handoff.
Soft Skills: Problem-solving, Critical Thinking, Cross-functional Collaboration, Stakeholder Management, Communication, Adaptability, Time Management, Prioritization, Product Thinking, Attention to Detail.

WORK EXPERIENCE

MasterSoft | Product Designer

Sep 2026 – Present | Contract (Remote)

- Leading the redesign of MasterSoft's student-facing mobile app, which brings a university's classes, activities, and exams into one place.
- Reworking core flows to make the experience clearer and easier to hand off to engineering.

SimpleStudy | Senior Product Designer

Apr 2025 – Sep 2026 | Full-time | Ireland (Remote)

- Designed student, teacher, parent, and internal experiences while the platform grew from **~500K to 1.8M+ students** across five countries.
- Led design of AI grading: students answer past-paper questions and get every answer marked in seconds against the official marking scheme, with detailed feedback.
- Translated feedback and product requirements into flows for testing and development; partnered with product, marketing, and engineering from exploration through implementation.
- Built reusable design patterns and systems to keep the product consistent as it expanded.

Pesa | Visual Designer

Feb 2025 – Feb 2026 | Contract | Canada (Remote)

- Led UI and visual design on the mobile app, working with the Head of UX, across Onboarding, EDD verification, Send Money, Savings, Cards, and Home.
- Rebuilt onboarding so people get in within minutes, and redesigned Enhanced Due Diligence (EDD) verification to make compliance requirements easier to understand and complete.
- Locked the exchange rate while people confirm a transfer, and designed group savings around the way people already save together.
- Reviewed builds with engineering and resolved differences between Figma designs and the shipped experience.

Flick | Lead Product Designer

Jan 2023 – Dec 2025 | Full-time | Nigeria (Hybrid)

- Joined with no design files and a founder-built app that broke under real use; audited the product, then led design, with one junior designer, on the merchant dashboard Flick still runs on.
- Designed Flick's bank-to-bank payments, including Scan-to-Pay, Flick Infrastructure, and the dashboard: sign-up, balances, payments, customer data, and credit reports.
- The dashboard launched with **12+ active businesses** in the first month, **25% sign-up conversion** and **70% 30-day retention**; Flick's revenue grew **30%** in the first quarter after launch.
- Worked with engineering through release, then revisited flows that weren't as smooth as designed and fixed them.

KUUMBA | Product Designer

Jun 2022 – Nov 2022 | Freelance | United States (Remote)

- Designed core mobile journeys for a reading and learning product combining community, social interaction, and game mechanics; shaped an early concept into an MVP for user testing.

Bani | Product Designer

Jul 2022 – Sep 2022 | Full-time | Remote

- Took the design from early concepts to execution, working with designers, developers, research, content, and stakeholders.
- Contributed to building and maintaining the payments infrastructure, helping businesses collect local payments from customers and increasing local payment adoption.

Tahcar | Product Designer

Oct 2021 – Jan 2022 | Part-time | United States (Remote)

- Redesigned the landing page to clarify the value proposition and next steps for dealerships, contributing to a **10% increase** in engagement and a **20% improvement** in conversion.

Talos Africa | Product Designer

Sep 2020 – Oct 2020 | Contract | Nigeria (Remote)

- First product role: designed the Talos fintech mobile app, working directly with the CEO.

TOOLS

Design & Motion: Figma, Framer, ProtoPie, Jitter, Rive, After Effects, Photoshop
Prototyping in code & AI: Claude Code, Codex, Cursor, Lovable, v0, Claude, ChatGPT, Supabase, Vercel, GitHub, Cloudflare
Collaboration: Notion, Linear, Jira, Trello, Slack

CERTIFICATIONS

User Experience: The Beginner's Guide — Interaction Design Foundation | Nov 2023

Design Accessibility — Uxcel | Dec 2022