

LANRE AYENI

Contact no: +44 (0)771 2151 520

Portfolio: www.lanreayeni.com

E-mail: lanreayeni2@gmail.com

LinkedIn: uk.linkedin.com/in/lanreayeni

PROFILE

Seasoned Product Designer with 6+ years of experience crafting user-centric design solutions across SaaS, FinTech, EdTech, Media, and eCommerce sectors.

Proven track record of delivering end-to-end designs that effectively solve complex problems and enhance user experiences. Proficient in wireframing, user story generation, researching, user testing, prototyping, workshops, analysing data and delivering delightful high-fidelity designs for mobile and web platforms.

Demonstrated ability to lead teams and work independently, consistently delivering impactful solutions in startup, scale-up, and enterprise environments. Excels in stakeholder management and cross-functional collaboration, driving product success through effective communication and team-building skills.

WORK HISTORY

Moonbug Entertainment (Product Designer)

Nov 2024 – May 2025

Designed greenfield products and improved the usability and efficiency of internal tools supporting core departments such as Music, Distribution, File Management, Localisation, Legal and Rights Management. Created intuitive, user-centered interfaces, wireframes, and prototypes for the web platform to streamline workflows and enhance user experience.

Kerbo Charge (Product Designer)

Jan 2023 – April 2024

- Facilitated brainstorming session to define Greenfield (0 -1) project scope, goals and persona.
- Conducted user interviews & research, analysed data and gathered insight on new features.
- Creating wireframes and low-fidelity mockups to validate ideas quickly and efficiently.
- Creating high-fidelity designs with intuitive interaction to maximise user engagement and overall user experience.
- Crafting custom icons and animations to enhance the visual appeal of the product.
- Creating rapid prototypes to test user journeys and interactions to identify potential issues.
- Working collaboratively with developers and delivering screens while ensuring seamless implementation.

Multiverse (Product Designer)

Sept 2021 – Oct 2022

- Conducted user interviews and research, analysed data (Hotjar) and gathered insights.
- Delivered key features such as profile builder, dashboards, chatbot, ATS, CRMS, widgets etc.
- Ran design workshops with internal stakeholders to identify product pain points.
- Created wireframes and rapid prototypes using Figma to test user flow and micro-interactions.
- Created end-to-end user experience for new feature, from research to high-fidelity screens.
- Worked closely with the design team to improve accessibility (AA & AAA).
- Collaborated with developers and product managers within multiple teams.
- Managed design systems while still adhering to brand guidelines and UX best practices.
- Created new user avatars and animations to delight users.
- Initiated design debt audit to help unify pattern consistency across platforms.
- Designed for multiple platforms: mobile and desktop screens.

Outcomes

- Tickets relating to candidate expectations and what's next were reduced by **40%**. The new 'next step' feature enabled candidates to perform their next task after 'sign-up' efficiently and quickly.
- Reduced candidate sign-up time by **50%**, decreasing the average time from 5 to 2.5 minutes.
- Automated job board shortlisting saved the admissions team **12 hours** a week and allowed better candidate matching.
- Redesigned profile: High and faster conversion **20%** increase with **30%** completion under 24h.
- Document uploader: Saved the admission team **13 hours** a week each.

Do IT (Product Designer)

Oct 2018 – July 2021

- Carried out usability studies on current and new features.
- Conducted quantitative and qualitative research on users to get feedback on the product.
- Created wireframes and low-fidelity mockups to validate ideas quickly.

- Created design systems and UI kits while still adhering to brand guidelines.
- Worked closely with internal and external stakeholders.
- Created rapid prototypes using Sketch to test user flow and interactions.
- Delivered high-fidelity designs with intuitive interaction to maximise user engagement.
- Responsible for CRM, Dashboard, and backend designs with user-centred design in mind.
- Designed for multiple platforms: Native apps, mobile, widget and desktop screens.
- Created custom icons and animations using Sketch and Photoshop.
- Worked closely with developers and supplied screens & assets using Zeplin and Invision.

Pinga (Product Designer)

Aug 2018 – Sept 2018

- Created wireframes and low-fidelity mockups to validate ideas quickly.
- Lead design focus groups and user testing sessions.
- Worked closely with stakeholders to educate and inform them about best UX practices and the importance of User-Centred design.
- Designed high-fidelity designs with intuitive interaction to maximise user engagement.
- Created custom icons and animations using Sketch and Photoshop.
- Created rapid prototypes using Marvel to test user flow and interactions.
- Worked closely with developers and supplied screens & assets using Zeplin.
- Created a visual style guide while still adhering to brand guidelines.

Lloyds Banking Group (Product Design Consultant)

May 2018 – Aug 2018

I designed an all-in-one banking app that enables users to access their credit cards and bank accounts in one place through Open Banking. I was involved in the end-to-end process, including conducting customer research, designing wireframes and personas, and crafting UI elements. To ensure seamless usability, I quickly prototyped the designs using InVision and tested them to meet users' needs.

EDUCATION / QUALIFICATIONS

BSc Computer Science

Middlesex University, London

LEVEL 3 BTEC National Diploma for IT Practitioners

Lambeth College, London

TECHNICAL COMPETENCIES

Figma	Sketch	Miro	InVision	Photoshop	Illustrator	Jira
InDesign	HTML/CSS	Zeplin	Balsamiq	Wordpress	Webflow	Hotjar

CORE SKILLS

- Takes an original approach to all tasks
- Creative and logical thinker
- Ability to improvise and use own initiative
- Impeccable time management and organised
- Highly analytical and self-evaluative
- Result-driven and Solution Oriented

INTERESTS & ACHIEVEMENTS

Interested in health and fitness and enjoy activities such as football, boxing, surfing, and swimming. I regularly participate in Hackathons and some of my designs have been featured in Metro Newspaper, Yahoo, and BBC's Dragons Den.