

LANRE AYENI

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PROFILE

I am deeply passionate about creating exceptional user-centred designs that solve complex problems. With over 7 years of experience, I have worked on various projects within diverse industries such as SaaS, eCommerce, Marketplaces, Edtech, and FinTech.

My ultimate goal is to produce solutions and products that meet and exceed the expectations of both users and clients. I approach every project with meticulous attention to detail and strive to incorporate the latest design trends and techniques to create truly delightful experiences. Whether working autonomously or within a team, my exceptional interpersonal skills and time management abilities have enabled me to consistently deliver high-impact designs and exceed project goals.

WORK HISTORY

Kerbo Charge (Product Designer)

Jan 2023 – Mar 2023

- Creating wireframes and low-fidelity mockups to validate ideas quickly and efficiently.
- Educating stakeholders on best UX practices and the importance of User-Centred design.
- Creating high-fidelity designs with intuitive interaction to maximise user engagement and enhance the overall user experience.
- Crafting custom icons and animations using Figma and Illustrator to enhance the visual appeal of the product.
- Creating rapid prototypes using Figma to test user flow and interactions and to identify any potential issues before the product launch.
- Working collaboratively with developers and providing screens and assets using Figma to ensure seamless integration and delivery of the final product.
- Developing a comprehensive design system that reflects the brand's unique identity while adhering to industry-standard design principles.

Multiverse (Product designer)

Sept 2021 – Oct 2022

- Conducted user interviews, analysed data and gathered insight on new features.
- Delivered features such as profile builder, dashboards, chatbot, widgets and file uploader.
- Ran design workshops with internal stakeholders to identify product pain points.
- Created wireframes and rapid prototypes using Figma to test flow and micro-interactions.
- Created end-to-end user experience on new features; from research to high-fidelity screens.
- Worked closely with the design team to improve design patterns accessibility (AA & AAA).
- Collaborated with developers and product managers within multiple teams.
- Updated design systems while still adhering to brand guidelines and UX best practices.
- Created new user profile icons and animation to delight users.
- Initiated design debt audit to help unify patterns 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.
- Sign-up time for candidates was cut in half from an average of 5min to 2.5min.
- 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 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.

CreditLadder (Product designer)

Dec 2017 – Feb 2018

- Created wireframes and mockups.
- Worked closely with CEO and product manager to educate and inform about best UX practices.
- Designed a high-impact, user-centred website with intuitive interaction to maximize engagement.
- Lead design pitches with stakeholders in 'daily sprints' adopting Agile (SCRUM) methodologies.
- Created data-driven infographics for the marketing team.
- Created custom icons for the website using Photoshop and Illustrator.
- Used research materials to make better UX decisions for website interaction.
- Worked with developers to make sure designs were executed well.

iComic app (Product designer)

Dec 2015 – Sept 2017

I designed user journeys, personas, and UX architecture, and created UI elements and icons using Sketch and Illustrator. I rapidly prototyped apps using InVision, ensuring that the user flow was optimal before development. I also worked on Xcode's storyboards with iOS developers to maintain consistency in designs and created app logos, icons, onboarding, and loading screens, providing a polished and cohesive user experience.

EDUCATION / QUALIFICATIONS

2008 – 2011 BSc Computer Science;
Middlesex University, Hendon

2006 – 2008 *LEVEL 3 BTEC National Diploma for IT Practitioners*
Lambeth College, London

TECHNICAL COMPETENCIES

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

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 Orientated

INTERESTS & ACHIEVEMENTS

As part of my personal upkeep, I regularly attend the gym and have a keen interest in water-based sports particularly surfing.

I regularly participate in Hackathons and have been notably mentioned in the Metro Newspaper for my design concept.