

# LANRE AYENI

Contact no: +44 (0)771 2151 520

E-mail: lanreayeni2@gmail.com

Portfolio: [www.lanreayeni.com](http://www.lanreayeni.com)

LinkedIn: [uk.linkedin.com/in/lanreayeni](https://uk.linkedin.com/in/lanreayeni)

## PROFILE

---

I am 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, FinTech, Marketplaces, Edtech, and eCommerce.

I strive to design products that meet and exceed the expectations of both users and meet business needs. I approach every project with meticulous attention to detail while incorporating the latest design trends and techniques to create delightful experiences. Whether working autonomously or within a team, my exceptional interpersonal and time management skills have enabled me to deliver impactful designs and results consistently.

## WORK HISTORY

---

### Kerbo Charge (Product Designer)

Jan 2023 – May 2024

- Creating wireframes and low-fidelity mockups to validate ideas quickly and efficiently.
- Educating stakeholders on best UX practices and the benefits 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 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 providing screens and assets using Figma to ensure seamless integration and delivery of the final product.

### 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 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.
- Reduced candidate sign-up time by **50%**, decreasing the average duration from 5 minutes 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 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 maximise 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.

**Radar via Lloyds Bank Invt. Sprint** (Product Designer)

June 2017 – August 2017

I designed an all-in-one banking app that enables users to access their credit cards and bank accounts in one place through OpenBanking. 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 Orientated

**INTERESTS & ACHIEVEMENTS**

---

I have a keen interest 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.