

LANRE AYENI

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PROFILE

Seasoned Product Designer with 7+ years of experience crafting user-centric design solutions across SaaS, FinTech, EdTech, 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

Kerbo Charge (Product Designer)

Jan 2023 – May 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 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 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 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.
- 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 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 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 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

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.