

Ayodele Owoetoni

Senior Product Designer / Design Engineer

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SUMMARY

I'm a Senior Product Designer with experience leading successful SaaS, B2B, and B2C products. I excel at creating user-friendly digital experiences, simplifying complex ideas, and mentoring junior design teams to deliver products that meet user needs and business goals. I also work as a design engineer, using AI tools such as Claude, Claude Code, and Codex to prototype, build, and ship production-ready interfaces.

WORK EXPERIENCE

Leatherback

Senior Product Designer

Nigeria

Aug. 2025 – Present

- Leading the design of the Leatherback Business Banking (B2B) platform, improving cross-border payment efficiency for SMEs.
- Redesigning the Leatherback mobile app, focusing on streamlined onboarding and multi-currency usability.
- Building and maintaining the Leatherback Design System, ensuring brand consistency and scalable UI patterns across products.

Hydrogen

Senior Product Designer (Contract)

Nigeria

Jan. 2023 – Aug. 2025

- Orchestrated the end-to-end design process for Hydrogen financial solutions, from inception to successful market launch, with a user-centered focus.
- Designed a router switch currently used by popular commercial banks in Nigeria such as Union Bank.
- Established and maintained “Poseidon,” a 40-component design system and style guide adopted by 4 of 5 Hydrogen products within six months, cutting design-to-engineering handoff time by 35% and visual-defect reports by 60%.

Earnipay

Senior Product Designer

Nigeria

Nov. 2023 – Apr. 2024

- Revamped and restructured the Earnipay B2B and B2C applications, cutting signup from 8 steps to 5 and reducing onboarding drop-off from 69% to 25%, with a 40% fall in support requests.
- Designed a category-based rewards and leaderboard system, lifting month-over-month user retention by 25%.
- Facilitated ongoing communication between design, product management, and development teams to maintain alignment on design system standards, guidelines, and updates.
- Developed comprehensive documentation for the design system, including style guides, component libraries, and interaction patterns, ensuring that all team members had access to up-to-date and consistent design resources.

Onepipe

Product Designer

Nigeria

Feb. 2022 – Mar. 2023

- Designed a verification system for enterprise KYC for verifying newly onboarded customers.
- Designed a technology-driven product featuring a multi-tenant client-facing dashboard, which enables organizations to monitor, measure, analyze, and edit relevant customer data.
- Analyzed how new products and services align with market needs and consumer preferences, with a focus on API integrations and functionality.

XT Monitor

Product Designer

Nigeria

Jun. 2020 – Nov. 2021

- Designed and developed a mobile application for efficient data capture from Data Collection Agents (DSAs).
- Collaborated with stakeholders to understand data requirements and translate them into functional app features.
- Maintained documentation and kept records of app development, modifications, and updates.
- Designed and implemented user-friendly interfaces and intuitive navigation within the mobile application.

TechBionic

Product Designer

Nigeria

Aug. 2018 – Mar. 2020

- Created intuitive, aesthetically pleasing, and simple-to-use user interface designs for prosthetic products.
- Created the user experience (UX) for mobile and web in conjunction with the software development team.
- Performed regression and system-level testing to verify software quality and function prior to release.
- Worked closely with the engineering team to fully comprehend the technical specifications and constraints of the prosthetic items.
- Researched product architectures and technology to incorporate into design concepts.

Fidelity Bank PLC

Systems Administrator

Nigeria

Apr. 2017 – Nov. 2017

- Managed network hardware and the organization's Office 365 tenant.
- Managed servers, VMwares, and cloud services using Microsoft Azure.
- Maintained Exchange, Active Directory, and Skype for Business services.
- Utilized SCCM to manage the distribution of packages and security updates.
- Designed, documented, and carried out maintenance procedures, including patch management, system upgrades, and backups.

EDUCATION

Federal University of Technology Minna

B.Tech. in Computer Science

Nigeria

Jan. 2013 – Nov. 2018

SKILLS

Research: UX Research, Usability Testing, Heuristic Evaluation, A/B Testing, Accessibility (WCAG)

Design: User Interface Design, User Experience Design, Interaction Design, Visual Design

Process: Design Thinking, Wireframing, Prototyping, User Flows and Journeys, Design Systems, Design Ops

Tools: Figma, Spline, Adobe XD, Zeplin

AI & Design Engineering: Claude, Claude Code, Codex, AI-assisted prototyping, Design-to-code workflows

Product: Product Management, Product Roadmap, Agile Methodologies, HTML, CSS

Collaboration: Cross-functional Collaboration, Stakeholder Management, Design Mentorship, Design Documentation

CERTIFICATIONS

- Udemy — Mobile App Development (React Native)
- Google — Google UX Design

PUBLICATIONS

- The Art of Design Systems. *Cuesoft, Medium.*
- Crafting an Enchanting Messaging Experience: Designing for Efficiency, Engagement, and User Comfort. *Medium.*

PORTFOLIO

Website: owoetoni.com

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