Emmanuel Owonifari

UX/Product Designer | Human-Centered | Data-Driven

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Portfolio: My Porfolio | Email: olatubosunowonifari@gmail.com

CORE SKILLS & TOOLS

UX/UI Design | Design Systems | Wireframing | Prototyping | User Research | Usability Testing | Design Thinking | Interaction Design | Responsive Web Design | Mobile UX | Agile/Scrum | Cross-functional Collaboration

Tools: Figma, Framer, Maze, Miro, Illustrator, Adobe XD, Canva, Whimsical

EXPERIENCE

OLYN GROUP **April 2024 - May 2025**

UX Designer

- Led the design and publishing of the OLYN website on Framer, resulting in increased partner onboarding and demo bookings for creators.
- Collaborated with the marketing team to release ad creatives, driving a 70% increase in social media engagement.
- Delivered the end to end design for the OLYN Film Page, enhancing film onboarding and content discoverability.
- Documented user flows and design libraries to improve user experience and streamline processes.
- Created a communication system that reduced inbound marketing drop-offs by 35%.

INTERSWITCH GROUP **Feb 2022 - Apr 2023**

UX Designer

- Led user-centered design for digital payment products (Inclusio & Paytoken), improving usability results by 20%.
- Mentored 7 interns, increasing their design output by 75%.
- Redesigned web pages using user feedback and intuitive UI/UX, raising satisfaction by 20% and conversions by 25% of what it previously was.
- Contributed innovative UX flows for Quickteller, Verve, and Reward Systems, boosting feature adoption.
- Scaled and documented the Design System, improving UI component standardization and reuse.

INTERSWITCH GROUP **Nov 2020 - Jan 2022**

UX Designer (Part-time)

- Enhanced user acceptance and accessibility in design projects, boosting user satisfaction by 15%.
- Fostered cross functional collaboration, driving successful B2B/B2C product launches with a 20% increase in adoption rates.
- Aligned design concepts for a boost in brand consistency across in-house products.
- Participated in design reviews and ideation sessions, leading to the implementation of 10+ innovative concepts.
- Improved design efficiency and engagement by carrying out knowledge-sharing sessions.

SMART JET **Sep 2021 - Dec 2021**

UX Designer (Contract)

- Designed UI for the courier app, contributing to an increase in user app engagement.
- Collaborated on research efforts with the project manager, resulting in data driven design decisions.
- Led end to end design with regular updates, ensuring on-time project completion .

FREELANCE **Jun 2019 - Jun 2020**

UI/UX Designer (Contract)

- Refined user flow and navigation for a client's site, resulting in a decrease in bounce rates.
- Created user friendly experiences for multiple projects, improving user satisfaction.
- Utilised micro animations to boost user engagement, resulting in a longer session time in product usage.
- Conducted user research, leading to a boost in case study user experience scores.

EDUCATION

Bs.c Computer Technology
Babcock University , Nigeria

Ms.c UI/UX Design
ESDI Escuela Superior de Diseno, Spain

CERTIFICATIONS

Mobile User Experience (UX) Design / IxDF
Gestalt Psychology and Web Design: IxD
Fundamentals of digital marketing /

SOFTWARE SKILLS

Figma,Canva , Illustrator ,Miro, Maze , Framer,Adobe XD ,Premier Pro