

OLAMIDE ALOWOOJA

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer and venture builder with 10+ years leading UX strategy, design systems, and AI-augmented workflows across fintech, SaaS, Web3, and real estate. Proven track record driving engagement, conversion, and mobile-first scalable products globally. Recognized ADPList mentor and founder.

WORK EXPERIENCE

Founder & CEO — Zedo — AI Real Estate Infrastructure

Nov 2024 – Present

Delaware, USA (Remote)

- Founded and scaled an AI-powered real estate infrastructure platform modernizing property discovery, verification, and transaction in emerging markets, targeting fragmentation, trust gaps, and offline-heavy workflows across African real estate
- Built an AI-driven property intelligence engine spanning search, voice, and recommendations, alongside verified listing infrastructure designed to eliminate fraud and duplication
- Designed an end-to-end digital transaction framework connecting seekers, landlords, and agents, with diaspora-focused investment flow optimization
- Converted fragmented real estate data into structured, scalable infrastructure while reducing transaction friction through AI qualification and automation
- Simplified property discovery for thousands of users and established a verified listing protocol to increase buyer trust
- Built scalable architecture designed for multi-country expansion, laying groundwork for AI-powered valuation and investment tools

Senior Product Designer — Toptal — Revenue & Product Transformation

Aug 2024 – Oct 2026

New York, USA (Remote)

- Partnered with high-growth startups and enterprise teams across SaaS, B2B, fintech, and consumer platforms to restructure product flows, increase activation, and improve revenue conversion
- Focused on revenue flow restructuring, conversion optimization, product-led growth frameworks, dashboard and lifecycle redesign, and research-driven usability transformation
- Increased engagement and activation velocity across multiple SaaS clients while reducing friction across complex B2B systems
- Delivered dev-ready systems aligned with growth objectives, operating as a strategic product partner rather than a design executor

Client engagements

- Outdoor Living Supply: led UX strategy for a digital platform overhaul serving thousands of contractors across a nationwide distributor network
- Warsame FZE LLC: admin panel, buying and selling interface, insurance feature, mortgage module, and rentals for a property platform
- Karis Global Services: mobile UI, brand kit, and Figma design system for a meditation app MVP
- Barbell Logic (now TurnKey Coach): usability audit and redesign of a fit-tech app
- Photographic Research Organization: UX and UI for a photography e-commerce web app

Senior Product Designer — Postpay — BNPL Revenue Optimization

Apr 2022 – Aug 2024

Dubai, UAE (Remote)

- Led UX and product transformation for a high-growth Buy Now, Pay Later fintech platform, redesigning the transaction journey to increase completion rates
- Improved dashboard performance and lifecycle clarity, aligning the product experience with financial trust signals
- Improved transaction success rate through friction reduction and increased user engagement via lifecycle restructuring
- Led research and usability testing initiatives, collaborating cross-functionally across product, engineering, and growth
- Focused on revenue flow optimization rather than surface-level UI redesign

Motion Graphics & Brand Designer — Ultima Group

Jun 2020 – Mar 2022

Lagos, Nigeria

- Designed broadcast-level brand systems and motion assets for nationally syndicated television and media properties, including Lions' Den Nigeria and Family Feud Nigeria
- Led brand and motion strategy for 88.5 UFM across digital, broadcast, and campaign channels
- Delivered high-volume creative assets under broadcast deadlines, working closely with producers, editors, and marketing teams to align brand experience with audience engagement

Product Designer (Founder) — Virtual Core Creative Digital Agency

Apr 2018 – Mar 2020

Nigeria

- Founded and scaled a ROI-focused digital product and brand strategy agency, leading product and brand strategy for 20+ digital platforms across fintech, real estate, consulting, and security
- Closed and managed client relationships directly, driving revenue through solution-led positioning
- Built cross-functional execution teams across design, development, and content, managing end-to-end delivery pipelines from discovery to deployment
- Designed and launched high-conversion web platforms and SaaS interfaces; advised founders on product-market fit, digital positioning, and growth systems
- Clients included AA Service Apartment, SAYPHIN, Boomrite Consulting, Extracare Security, CHRI, and Clever Clogs Books

- Product Design (UX/UI) — Freelance

Jan 2016 – Nov 2018
- Gathered user information and feedback to predict needs and align with business goals through flowcharts, sketching, user flows, and workshops
 - Produced visualizations ranging from early concepts to sophisticated design solutions
 - Performed qualitative research and usability/accessibility testing, handing off completed design work to developers
 - Created and maintained design guidelines covering typography, color, spacing, and components

VENTURES

- Orion Sky — Co-founder. Luxury real estate in Lagos: development, architectural consultancy, construction, interiors, and project management (orionsky.cc)
- Kiitan Luxe — Co-founder. Digital fashion brand: 3D fashion design, fashion illustration, consultation, and courses (kiitanluxe.com)

EDUCATION

- Obafemi Awolowo University, Ilé-Ife, Osun, Nigeria

Bachelor of Science in Computer Engineering

Aug 2019
- Federal Polytechnic Ede, Ede, Osun, Nigeria

National Diploma in Computer Science

Aug 2012

CORE SKILLS

- UX Strategy
 - Product Design Leadership
 - Design Systems
 - User Research
 - Information Architecture
 - Conversion Optimization
 - Accessibility
 - Product-Led Growth
 - AI-Augmented Design Workflows
- Mobile-First Design
 - Behavioral Data Analysis
 - Mixed-Method User Research
 - Localization and Internationalization
 - Accessibility Compliance (WCAG)
 - AI-Enhanced Design Processes
 - Conversion Rate Optimization
 - Claude
 - SaaS Product Design
 - Cross-Platform UI Design

CERTIFICATIONS

- Google UX Design Certificate, Google (2023)
- Google Project Management Certificate, Google (2024)
- Financial Markets, Yale University (2024)
- Construction Project Management, Columbia University (2025)

AFFILIATIONS

- ADPList

2022 – 2024

 - ADPList100 Most Influential Mentors (2024)
 - Super Mentor Award (Dec 2024)
 - 538 one-to-one mentoring sessions across 28 countries, rated 4.9/5 across 63 reviews
- Ddsgr Academy

Present

Founder

VOLUNTEERING

- DigiFemmes — Mentor

Dec 2022 – Present

 - Mentor for a USAID, Microsoft, and Dalberg-backed initiative empowering women entrepreneurs in Ivory Coast through entrepreneurial education and digital and data skills
- Women Techmakers Nigeria — Product Design Mentor

Nov 2022 – Jan 2023

 - Mentored aspiring product designers through Google's Women Techmakers Nigeria community

AWARDS

- ADPList100 Most Influential Mentors (2024), ADPList
- Super Mentor Award (Dec 2024), ADPList