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 & Product Lead — 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
- Lead three contract product designers, setting direction and reviewing their work across the product
- 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
- Structured fragmented real estate data into scalable infrastructure to reduce transaction friction through AI qualification and automation
- Simplified property discovery for about 1.4K 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 around activation and revenue conversion
- Focused on revenue flow restructuring, conversion optimization, product-led growth frameworks, dashboard and lifecycle redesign, and research-driven usability transformation
- Redesigned dashboards and onboarding for SaaS clients and simplified complex B2B flows
- 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 and designed an AI sales assistant for in-store reps at a nationwide outdoor-living distributor, across desktop, tablet, mobile and dark mode
- 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

UI/UX Designer, then Senior Product Designer — Postpay — BNPL Revenue Optimization — **Feb 2023 – Aug 2024**

Dubai, UAE (Remote)

- Led UX for a Buy Now, Pay Later platform in the UAE and Saudi Arabia, redesigning the transaction journey around checkout completion, repayment clarity and return use
- Redesigned the merchant dashboard and repayment lifecycle so one state reads the same in the app, the email and the dashboard
- Reduced friction in the payment flow by showing the full instalment schedule and late-payment terms before confirmation
- Worked across product, engineering and growth teams, from research through to developer handoff
- Focused on revenue flow optimization rather than surface-level UI redesign
- Joined as UI/UX Designer; after six months moved up to Senior Product Designer, with a junior designer working under me

UI/UX Designer — Mara (formerly CoinMara) — Crypto wallet — **Mar 2022 – Feb 2023**

Lagos, Nigeria

- Only in-house product designer on a crypto wallet for first-time users in Nigeria and Kenya, designing every screen with Mara's team and then with an outside product partner
- Designed verification and consent, trade review and confirmation, deposits and withdrawals, activity, and the home screens for new and existing users
- Kept product direction consistent as the people on the outside team changed

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 – Mar 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-Ifẹ̀, Osun, Nigeria — **Aug 2019**

Bachelor of Science in Computer Engineering

Federal Polytechnic Ede, Ede, Osun, Nigeria — **Aug 2012**

National Diploma in Computer Science

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

Ddsgnr 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