**TOBILOBA ODU**

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| **Senior UI + UX Designer** |
| [www.tobilobaodu.com](http://www.tobilobaodu.com) **|** oduoluwatobi@gmail.com **|** +447562695548 |
| With 7 years' diverse experience spanning digital marketing and UX design across industries like health-tech, finance, and ecommerce, I'm a seasoned Senior UX Designer. Leading dynamic teams, I've crafted intuitive digital experiences, boosting efficiency by 30%. Collaborating cross-functionally, I align design strategies with business objectives, ensuring user-centricity. My track record includes mentoring talents to industry success and driving substantial increases in user satisfaction and conversion rates. |

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| EXPERIENCE |

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| **OSB GROUP** |
| **SENIOR UX DESIGNER |** **APRIL 2022** **–** **PRESENT**  |
| * Lead a dynamic team dedicated to UX Strategy + Design, overseeing the creation of intuitive and visually appealing digital experiences.
* Established robust design standards, methodologies, and processes, achieving a remarkable 30% increase in team efficiency.
* Collaborate closely with cross-functional teams, including Product Managers, Engineers, and Stakeholders, to align design strategies with business goals and user needs.
* Lead comprehensive user research, user testing, and iterative design sessions to ensure alignment with evolving user preferences and business needs.
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| **DESIGNLAB** |
| **UX DESIGN MENTOR |** **JULY 2023** **–** **PRESENT**  |
| * Committed to fostering a culture of growth and development.
* Provide constructive feedback and support, emphasizing Strength Discovery, UX Design Expertise, and Portfolio Enhancement.
* Achieved a notable result: 7 out of 11 mentees successfully enhanced their design skills and secured new roles in the industry.
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| **iSIXTY VISUAL DESIGN COMPANY** |
| **LEAD UI + UX DESIGNER |** **MARCH 2021** **–** **MARCH 2022** |
| * Designed interactive prototypes, leading to an average 25% increase in user satisfaction.
* Analyzed user feedback and requirements, creating detailed designs and experience maps for clients in various industries.
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| **HELIUM HEALTH** |
| **PRODUCT + PERFORMANCE MARKETING |** **NOVEMENBER 2020** **–** **FEBRUARY 2022** |
| Crafted comprehensive user journey maps and conducted thorough user research to gain insights into customer needs and uncover potential avenues for boosting sales conversion. Executed effective A/B testing and optimization tactics that ultimately delivered a 20% uplift in conversion rate. Overseeing paid ad campaigns on Google and social media platforms, I played a crucial role in driving lead acquisition for multiple products. |

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| **ACUMEN DIGITAL** |
| **PRODUCT DESIGNER |** **FEBRUARY 2020** **–** **FEBRUARY 2021** |
| Designed comprehensive end-to-end products for two fin-tech start-ups, resulting in a 50% boost in user retention for the client.In addition, I spearheaded a new process for design approvals and feedback, leading to a significant 50% improvement in output quality. This involved clarifying design roles and responsibilities, setting standards for feedback and approvals, and establishing a systematic review process. |

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| **BIG CABAL MEDIA** |
| **LEAD GROWTH STRATEGIST |** **SEPTEMBER 2019** **– FEBRUARY 2020** |
| * Produce meaningful engagements to drive user growth and brand awareness.
* Develop, maintain and execute monthly, quarterly, and annual marketing campaigns to drive customer acquisition.
* Identify and test opportunities with new partners and channels.
* Create daily/weekly/monthly reporting and KPI dashboard to monitor and evaluate campaign performance.
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| **OPAY** |
| **DIGITAL MARKETING MANAGER |** **MAY 2019** **– AUGUST 2019** |
| * Expertly planned and executed user acquisition campaigns resulting in a 15% month-over-month (MOM) increment in user acquisition.
* Successfully managed the digital presence of the brand, resulting in a 30% MOM increase in online followers.
* Conducted in-depth competitor research and provided actionable suggestions for improvement.
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| **RINGIER AFRICA DIGITAL PUBLISHING (RADP)** |
| **DIGITAL MARKETING ANALYST |** **OCTOBER 2014** **– MAY 2019** |
| * Managing email and dispatch for Ringier Africa portfolio.
* Optimizing landing pages to increase sign-ups by 5% MOM.
* Reducing opt-out rates by 30% through effective strategies.
* Monitoring and analyzing campaign results.
* Researching and setting up new mobile marketing partnerships.
* Developing and distributing press releases.
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| **JUMIA** |
| **ONLINE MARKETING ANALYST |** **FEBRUARY 2013** **– SEPTEMBER 2014** |
| * Strategy, planning, executing, optimizing, and deploying online marketing campaigns, Primary focus on email marketing
* Monitored and analyzed performance of email marketing channel.
* Created performance reports for insights into campaign effectiveness and overall database performance, and made data-driven decisions to optimize future campaigns.
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| EDUCATION | OLABISI ONABANJO UNIVERSITYBSc. INDUSTRIAL CHEMISTRY KARROX COMPUTER EDUCATION CENTREDIPLOMA IN APPLICATIONS DEVELOPMENT  | PRODUCT SCHOOLHOW TO BUILD DIGITAL PRODUCTS FUTURE LEARNUSER EXPERIENCE DESIGN  |

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| SKILLS/TOOLS | DESIGN FIGMA, UXPIN, ADOBE XD, VSCODE, GITHUB PHOTOSHOP & ILLUSTRATOR, STORYBOARD, USER JOURNEY MAPPING, USER RESEARCH, COMPETITOR ANALYSIS.CODINGHTLM, CSS, JAVASCRIPT.  | PROTYPING TOOLSINVISION, FRAMER, PROTOPIE & WEBFLOW  |