

AYOBAMI OLADIPO

Product Designer

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Summary

Product Designer with 5+ years of experience leading end-to-end digital product initiatives across banking and insurance platforms. Experienced in driving measurable business impact through user research, cross-functional collaboration, and data-informed design decisions. Strong background in stakeholder management, workshop facilitation, and mentoring junior designers within agile product teams.

Experience

IQbusiness

Johannesburg, South Africa

Product Design Consultant

03/2022 - Present

Client: Nedbank (May 2022 – Present)

Embedded within the Nedbank Insurance design team, delivering UX/UI solutions across the Money app and Online banking platforms within a large-scale digital banking environment.

- Led the strategic vision and end-to-end redesign of the digital Life Cover journey, improving conversion performance and contributing to a 70% increase in sales.
- Drove feature discovery and requirements alignment through stakeholder workshops and cross-functional collaboration with business, actuarial, and engineering teams.
- Designed and launched a new Legal Expenses product, translating regulatory and business constraints into intuitive digital experiences that scaled to 2,600+ active policies within three months.
- Applied data-informed design thinking, AI-assisted research, and competitor analysis to optimise user flows and improve customer decision-making.
- Contributed to ongoing product iteration within agile delivery cycles, ensuring alignment between design systems, business objectives, and engineering feasibility.
- Delivered high-fidelity prototypes and conducted implementation reviews, reducing design-to-dev inconsistencies during release cycles.

- Awarded Nedbank Design “Change Maker of the Year 2025” for leading impactful product design initiatives across digital insurance experiences.
- Mentored junior designers and contributed to internal design capability development.
- Contributed to mobile-first, responsive experiences across digital insurance, payments, and banking features.

Internal Contributions at IQbusiness:

- Developed and facilitated UI/UX bootcamps for design graduates.
- Contributed to internal digital initiatives, including a company website redesign recognized by senior leadership.
- Supported sales enablement initiatives and community-focused programs.

Upwork

Remote

Freelance Designer

06/2020 - 02/2022

- Contributed to the design of branding materials, including logos, web pages, and digital content for a diverse portfolio of clients.
- Designed end-to-end UX for mobile and web products across e-commerce and wellness sectors, applying user interviews, usability testing, and iterative prototyping.
- Engaged in advanced UX methodologies, including user interviews and usability testing, to inform design decisions and ensure a user-centric approach.
- Acquired extensive expertise in Adobe XD and Figma, focusing on scalable design systems by utilizing components and constraints.

Skills

Product Strategy • End-to-End Product Design • UX/UI Design • Interaction Design • Information Architecture • Design Systems • User Research • Usability Testing • Conversion Optimisation • Stakeholder Management • Workshop Facilitation • Agile Delivery •

Prototyping • Wireframing • Responsive Design • AI-Assisted Design • Figma • Sketch • Adobe XD • Miro • Mentorship

Education

North West University

Mafikeng, South Africa

BSc: Computer Science and Electronics

2016

North West University

Mafikeng, South Africa

Honours: Computer Science

2017

Certifications

[Google UX Design Professional Certificate - Google](#)

[AI Fluency: Framework and Foundation - Anthropic](#)

Links

- Portfolio website - www.designbyayo.com
- LinkedIn - www.linkedin.com/in/ayobami-oladipo
- Behance - www.behance.net/ayooladipo
- Dribbble - <https://dribbble.com/iamayb>