AJAYI AYOBAMI JOSHUA

PRODUCT DESIGNER | DESIGN ENGINEER

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PROFESSIONAL SUMMARY

Product Designer and Design Engineer with 4+ years of experience building user-centered digital products across healthcare, fintech, hospitality, web3, and edtech. I understand system architecture, programming language capabilities, and development constraints, enabling me to translate designs into functional web and mobile implementations through vibe coding and close collaboration with engineers. Skilled at bridging design and engineering to deliver scalable, accessible, and production-ready user experiences.

SKILLS

UI/UX Design: Wireframing, Prototyping, Design Systems, Interaction Design, Mobile-First Design.

Design Tools: Figma, Sketch, Adobe XD, Framer, Webflow, Wordpress, Hotjar, Miro, Maze.

Design Engineering Foundations: Design-to-Code Translation, Component-Based Thinking, Front-End Architecture Awareness, System & Platform Constraints, Vibe Coding for Web & Mobile, Developer Collaboration & Handoff.

Technical Knowledge: Basic JavaScript Concepts, Framework & Language Capabilities Awareness, API & Data Flow Understanding, Cross-Platform Design Constraints

Research & Strategy: User Research, Personas, Journey Mapping, Usability Testing, A/B Testing, Data Analysis.

Workflow & Collaboration: Agile/Scrum, Design Thinking Workshops, Cross-functional Collaboration, Design Handoff.

Dev & Accessibility: HTML/CSS, WCAG Standards, Cross-platform Design.

WORK EXPERIENCE

Devirtuosphere — **Product Designer** — **August 2024 - Present**

A comprehensive Smart Identity, Smarter Schools infrastructure designed to digitise school operations in Africa.

• Designed the end-to-end UX for the NFC-enabled smart ID card platform (Virtuocard), integrating features for verified access control and automated, 99.9% accurate attendance tracking.

• Developed the payment flow and interface for the cashless payment system (VirtuoPay), enabling schools to streamline fee collections and reduce payment processing time.

• Conceptualised and prototyped the AI-enhanced School OS management system, providing real-time data views for administration on attendance, payments, and student progress.

• Designed and developed the new and improved AI-powered school management system, resulting in an 80% increase in adoption rate.

iKooK — **Product Designer** — **July 2022 - March 2025**

An online platform connecting users with professional private chefs for booking.

• Designed and launched the iKooK mobile app (iOS & Android), boosting user engagement by 20% through intuitive UX and seamless flows.

• Rebuilt the web platform UI and design system, reducing developer handoff issues by 30% and boosting UI consistency.

• Orchestrated design thinking workshops with stakeholders, accelerating product iteration cycles by 15% and aligning team vision.

Meltizo **Product Designer** **August 2023 - July 2024**

A SaaS platform supporting caregiving services by enabling individuals and companies to manage patient schedules, employee payroll, and training.

• Spearheaded UX for core product features, improving patient-caregiver scheduling efficiency and boosting task completion by 50%.

• Maintained a structured design roadmap aligned with sprint goals, enabling 100% on-time delivery of critical updates.

• Translated user feedback into actionable improvements, increasing overall satisfaction scores in usability tests.

Roamhome **Product Designer** **June 2021 - March 2022**

A Vacation Rental Management Company specialising in marketing, housekeeping, and technology solutions for short-term rentals.

• Redesigned the reviews interface, increasing user interaction by 45% and reducing abandonment rates.

• Developed personas, journey maps, and affinity diagrams, guiding prioritisation of high-impact features.

• Piloted iterative design approaches that reduced ambiguity in scope, resulting in faster stakeholder alignment and more efficient delivery cycles.

PROJECTS

Meal Planner – AI-Powered Nutrition Assistant View Project

An AI-powered nutrition assistant that generates personalised meal plans, supports local Nigerian recipes, and helps users track nutrition goals. I vibe-coded the mobile app using Flutter and built interactive prototypes for the website and admin dashboard using React, enabling faster validation, smoother engineering handoff, and alignment with system architecture and personalisation logic.

EDUCATION

Olabisi Onabanjo University Ago-Iwoye, Nigeria **BSc Computer Science** **Graduated: January 2022**

• Relevant modules: Human Computer Interaction, Web and Internet Technology, Python, Algorithms and Data Structures, Systems Analysis and Design, Database Management

Federal Polytechnic Ado Ekiti Ado - Ekiti, Nigeria **OND in Computer Science** **Graduated: February 2016**

• Relevant modules: Web and Internet Technology, Java, Algorithms and Data Structures, Systems Analysis and Design, Database Management

HONOURS & AWARDS

• **University Commendation Award:** Issued by the Faculty of Science, Olabisi Onabanjo University.