

# Omolola Olayemi

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## EXPERIENCE

### **Freelancer – Documentation and User Research Designer, (Remote)**

August 2021 till date

- **Conducted User Research & Testing:** Led usability studies with 5 user testers for an Upwork client to refine an application interface, achieving a 25% increase in user satisfaction scores and a 30% improvement in task completion efficiency based on pre-test and post-test surveys and time-on-task measurements.
- **User-Centric Design:** Designed and prototyped the desktop and mobile view of a t-shirt branding website for Eclectic Media, emphasising user needs and accessibility.
- **Website Redesign:** Spearheaded the creation of a user-friendly website for TRAD Foundation, resulting in a 40% decrease in bounce rate and a 50% increase in average session duration compared to the previous WordPress blog.
- **Iterative Design:** Developed an accessible mobile application for New Cat Music, iterating on designs based on continuous user feedback to enhance usability and user experience.
- Business Process Adviser / Documentation and Social media manager for Eclectic Media

### **Beijing Qilesi Information Technology Limited, China (Remote) —Entrepreneur in Residence intern**

August 2021 – November 2021

- **Competitive Analysis:** Conducted secondary research on 38 companies using Excel to identify successful business models, providing insights for strategic product development.
- **Partnership Development:** Secured a partnership with a high-profile influencer for a flower business, leveraging user insights to tailor engagement strategies

### **Platform Universal, Ireland (Remote) — Communications & External Relations Intern**

September 2020 – October 2020

- **User Persona Development:** Developed two detailed buyer personas using HubSpot CRM to identify target user groups for marketing efforts.
- **Market Research:** Conducted SWOT analysis and primary surveys to evaluate market viability and inform business decisions.

### **Legacy International Group LTD, United Kingdom (Remote)— Networking and Partnership Intern**

June 2020 – August 2020

- **Qualitative Research:** Conducted focus groups to gather user feedback on employment for disabled individuals, providing actionable insights for policy recommendations.

## SKILLS AND TOOLS

- **User Research & Testing:** Extensive experience in conducting user research, usability studies, and gathering user feedback.
- **Prototyping & Mockups:** Proficient in creating prototypes and mockups using Figma, Adobe Photoshop, and other design tools.
- **User-Centered Design:** Strong understanding of design thinking and user-centered design principles.
- **Collaboration:** Effective collaboration and communication with cross-functional teams.
- **Quantitative & Qualitative Research:** Skilled in using SPSS and Nvivo for research purposes.
- **Design Tools:** Figma, FigJam, Adobe Master Suite
- **Documentation Tools:** Microsoft Office, Google Tools.
- Knowledge of HTML and CSS

## EDUCATION

MSc. International Business and Enterprise (Merit) University of South Wales, 2020

BSc. Management Information System (2:1), Covenant University, 2012

## CERTIFICATIONS

ALX AI Career Essentials (Ongoing)

Google UX Design Certificate by Couesera (2024)

- **Secondary Research:** Analyzed relevant user groups and subject matter for ongoing projects to support design improvements and strategy.

### **Procare Nursing Agency, United Kingdom— Support Worker**

April 2019 – August 2020

- **User Documentation:** Maintained detailed documentation of service users' activities, ensuring clear and accurate records to inform care decisions.

### **Ari'leon (Fashion Brand), Nigeria— Creative Director**

April 2017 – January 2019

- **Digital Engagement:** Utilized MailChimp to distribute bi-weekly digital newsletters, achieving a 30% increase in open rates and a 20% rise in click-through rates compared to previous email campaigns.
- **Design:** Created mood boards for fashion collections, using user feedback to iterate on designs.

### **C&I Leasing Plc, Nigeria— Corporate Communications Executive**

July 2015 - March 2017

- **User Flow Design:** Designed user flow and navigation for Hertz Nigeria booking website, improving user interaction and satisfaction, and attracting a 20% increase in sales through online bookings.
- **Cross-functional collaboration:** Coordinated with suppliers and administrative teams to produce at least 5 marketing materials monthly, achieving a 90% adherence to brand guidelines.

### **James Cubitt Interiors, Nigeria— Administrative Executive**

June 2014 – June 2015

- **Website Transformation:** Managed and improved the company's website using Dreamweaver (coding with HTML and CSS), enhancing user navigation and project displays.
- **Pioneered managing the company's accounts,** creating invoices and purchase orders for each project, an average of 6 projects a month.
- **Increased the company's profitability by about 45% by identifying the company's profitable projects using Microsoft Excel to track Revenues and Expenditures on project delivery and payment from clients.**

McKinsey Forward Program certification, (2023)

Product Design Certificate by Ingressive for Good (I4G) and Zuri Training, 2022

Bright Network Internship Experience UK: Business, Operations and Marketing, 2021

DAW (Digital African Woman) Business Innovation Certification, 2018

CCBS (Covenant Capital Business School) EMP 1 Certificate, 2017

### **INTERESTS**

Volunteering for Enactus University of South Wales (2019/2020)

Volunteering for Covenant Community Group as a group leader for People In between Jobs (Since 2021 till date)

Volunteering in Documentation and Programs planner for The Radsynrgy Hub

Volunteering for GlobalSMEs as Programs Manager and Lead UX Designer (2024)