Abdulrafiu Kehinde Oladipo

With deep knowledge of User experience design and decentralized finance, I create cutting-edge products. My unique perspective considers ecosystem requirements, leading design teams, improving user experience, and aligning solutions with business goals. I deliver seamless user experiences that promote decentralized Finance adoption.

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My [Portfolio](#) [LinkedIn](#)

EXPERIENCE

FBIS Tech, Lagos — AVP *Design/Customer Experience Lead*

Nov 2019 - Present

- Built and managed a team of designers and CX professionals, utilizing a user-centered design approach to establish and meet user expectations.
- Implemented a design system and foundation for the design team, resulting in a 50% improvement in productivity and consistency, and a significant increase in developer delivery time and efficiency.
- Conceptualized and designed a prototype for an offline point of sales terminal for electronic airtime management, including conducting usability research, resulting in a 70% growth in company success rate.

Kreadeet, West Africa — *Head of Product Manager*

Mar 2022 - Jan 2023

- Designed and developed innovative products that exceeded customer expectations and increased sales.
- Conducted market research and analyzed customer feedback to inform product design and development.
- Mentored junior designers and provided guidance on design projects.

SupplySmart, Lagos — *Tech Team Lead* | Lead *Product designer*

Jun 2021 - Sept 2022

- I am responsible for managing the team in terms of quality of work, TAT, driving meetings, and engaging with clients.
- Spearheaded the design and development of a revolutionary dashboard for the FMCG industry as Senior Product Designer and Technical Team Lead at Supplysmart.
- Developed tailored UI/UX design for SupplySmart lending platform, incorporating smart contract functionality and user-friendly interface for streamlined lending process, and create the logic of the product with wireframes.
- Analyzed user feedback to inform design decisions, resulting in improvements to the lending platform's overall user experience and a 75% increase in loan originations.

SKILLS

Team Management

Operation Management

Process Improvement

Customer Service

Problem-Solving

Product Designer

Cross-Functional Collaboration

Market Research

Mentorship

Smart-Contract

Tokenomics

Tools

User Experience Design: Research methodology. User Persona.User testing (Usability and Guerilla testing). User Flow. Wireframe (Balsamiq). UI Presentation &

Syarpa, London — *Lead Product Designer*

Nov 2022 - Aug 2022

- Developed a user-friendly and engaging interface that allowed users to easily save their cryptocurrency, trade it to fiat, or use it as a means of bill payment.
- Utilized my proficiency in blockchain technology, smart contracts, and tokenomics to optimize the wallet's efficiency, security, and functionality. This contribution significantly contributed to the project's success, with the company achieving a 50% success rate.

Menaget, Bahrain — *Product Designer/Customer Experience Lead*

Nov 2022 - Oct

- Played a key role as a Senior Product Designer at Menaget in designing and developing a platform connecting skilled engineers with businesses.
- As a Product Designer at Menaget, I had the opportunity to work with prominent organizations such as PAC London, Mnassa, Easyticket, and Merwas. Leveraging my expertise in user-centered design, I applied innovative solutions to enhance their platforms and drive exceptional results. My work resulted in successful collaborations, improved platform performance, and increased user engagement.

EDUCATION

University of Abuja, Nigeria — *Bachelor of Science in Statistics*

Nov 2011 - Jun 2016

Bsc. Statistics

Product Design School, Lagos — *User Experience Master Class*

Jan 2017 - May 2017

Master class UI/UX, Front End Web Developer

PROJECTS

Treekle | RetailCode — *Retail distribution Platform with over 5k downloads.*

Supplysmart (Tech Team Lead) — *Fin-tech platform raised over $1.2M and over 10k Lenders.*

Mnassa | PretACover | EasyTicke | Merwas — *Social Platform with over 15k downloads and Easyticket with $1M profit.*

Tribease | Kreadeet — *This is a Fin-Tech & Credit system platform with over 5k downloads both on Google Play and Apple Store.*

Concept Sketch Mockups with

Sketch. Motion graphics.

Prototyping:
Rapid Prototyping using: Protopie, Flinto, and Invision.

Project Management:

Jira. Trello. Miro.

HEFLO. AHA

Product Owner:
Product Strategy and

road-mapping. Customer

feedback.Analytics

User testing. Project and task management.

Researcher: Data

Analytics. Task Analytics & Persona

Hypothesis. A/B Testing & Experiment

Customer Service: Google

Sheet. Slack.

Tsheet. Zoho CRM

LANGUAGES

English