

ODEBODE MAYOWA TOMIWA

User-Centered Product Designer | Web & Mobile Designer

4.9/5 User Feedback • +45% User Research • +300% Commission Boost via UX Redesign

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PROFILE

Product Designer specializing in responsive, accessible web and mobile interfaces. Experienced across the full UI/UX design lifecycle — user research, information architecture, wireframing, prototyping, design systems, and design handoff. Skilled cross-functional collaborator with a proven track record of driving user adoption and engagement through research-informed, WCAG-conscious design.

SKILLS

Design: Product Design, UI/UX Design, Interaction Design, Prototyping, Wireframing, Responsive Design, Design Systems, Style Guides, Branding, Figma, Miro, Claude, Notion, Framer

Research & Testing: UX Research, Usability Testing, Surveys, A/B Testing, Journey Mapping, Persona Development, Competitive Analysis, Heuristic Evaluation

Process & Collaboration: Design Thinking, Information Architecture, Design Handoff, Cross-Functional Collaboration, Stakeholder Management, Agile/Scrum, Accessibility Standards (WCAG)

Support & CRM: Jira, Zendesk, Technical Support

Other: Microsoft Office

PROFESSIONAL EXPERIENCE

Product Designer | *Seamless, Remote, Lagos*

Aug 2026 – Present

- Leading end-to-end design for a mobile app, from user research and information architecture through high-fidelity, interactive prototypes.
- Designed a waitlist website for Lagos Fashion Week to drive early sign-ups and generate pre-launch buzz.
- Partnering with engineering and cross-functional stakeholders to ship accessible, responsive interfaces.
- Establishing and scaling a design system, style guide, and design tokens to ensure visual and interaction consistency across features.
- Designing onboarding flows and core product screens, incorporating empty and error states for a polished end-to-end experience.
- Running design critiques and iterating on interaction patterns based on stakeholder and user feedback.

Product Designer | *Spotanza, Remote, Lagos*

Jan 2026 – Jun 2026

- Owned end-to-end mobile app design, from information architecture and wireframes through high-fidelity, interactive Figma prototypes.
- Designed and launched a responsive waitlist website to drive early user acquisition and validate product interest ahead of launch.
- Defined core user flows and screen architecture across the mobile app and marketing website, ensuring design consistency across both platforms.
- Led design handoff with engineering, ensuring specs and prototypes translated accurately into build.

Product Designer | *W3 Ecofriendly, Remote, Lagos*

Oct 2025 – Aug 2026

- Led UI/UX design for the company website, driving a 20% increase in user adoption through research-informed improvements.
- Conducted usability testing and iterated on designs based on user feedback to improve engagement.
- Built and maintained a design system and component library to scale visual consistency across the product.
- Delivered wireframes, mockups, and interactive prototypes, applying accessibility and responsive design best practices.
- Ran design QA against engineering builds, catching visual and interaction inconsistencies before release.

UI/UX Designer (Startup) | *Bestwishes.ng, Remote, Lagos*

Apr 2025 – Dec 2025

- Designed and prototyped key mobile app features that drove a 20% increase in user adoption.
- Built wireframes, prototypes, and navigation systems across web and mobile platforms in Figma.
- Established the product's design system, covering branding, typography, and reusable components.
- Led product discovery and research initiatives in close collaboration with engineers and stakeholders.
- Collaborated with developers throughout build to catch and resolve visual inconsistencies pre-launch.

Design Lead | *Lumenifi, Remote, Toronto, Canada*

Sep 2025 – Nov 2025

- Directed user research to define core user needs for a fintech product, shaping overall product direction.
- Developed information architecture, user flows, and navigation systems to optimize usability.
- Translated low-fidelity wireframes into polished, high-fidelity UI screens and a cohesive visual design system.
- Built interactive Figma prototypes to communicate key user journeys to stakeholders and engineering.
- Introduced refined interaction patterns and micro-interactions to elevate overall user experience.

UI Designer | *KinE Health, Remote, Lagos*

Nov 2025 – Dec 2025

- Designed the desktop version of the KinE Health website end-to-end, from wireframes to high-fidelity UI.
- Applied responsive design and accessibility best practices to ensure a consistent, usable desktop experience.
- Reviewed engineering builds against design specs to maintain visual accuracy through launch.

UI/UX Designer (Contract) | *Workshop App, Remote, Lagos, Nigeria*

Apr 2025 – Oct 2025

- Designed end-to-end booking, scheduling, and session-management flows for a multi-user workshop platform.
- Converted wireframes into high-fidelity UI screens in Figma, applying a reusable design system with consistent typography and spacing.
- Ran usability sessions with instructors and participants to validate flows ahead of development.
- Defined core product features, including session listings, instructor profiles, and booking logic, in collaboration with stakeholders.

Graphic Designer Intern (Contract) | *Transweeft*

2025

- Designed UI components and marketing graphics for an Uber-style transport app.
- Collaborated with product designers and the project manager to maintain design consistency, responsiveness, and seamless user flow.
- Contributed to user research on the app's booking and ride-tracking flows, feeding iterative interface improvements.
- Supported wireframing and prototyping efforts to improve overall user experience.

EDUCATION

BSc. International Relations — Caleb University, Lagos, Nigeria

2020 – 2023

Certificate of National Service — National Youth Service Corps (NYSC), Ogun State

2023 – 2024

UI/UX Design Certification — Georgia Institute of Technology (UI/UX Fundamentals)

2024

Diploma, Product Design — Product Design University

2024

PROJECTS

- TapyTag (Personal Project) – Product Design (2026)
- Seamless – Mobile App Design & Waitlist Website, Lagos Fashion Week (2026)
- Spotanza – Mobile App Design & Waitlist Website (2026)
- KinE Health – Website UI Design, Desktop (2025)
- W3 Ecofriendly Website – UI/UX Research, Tracewaste Dashboards (2025)
- Lumenifi Fintech App – Research, UX Writing, UI Design (2025)
- Bestwishes.ng Website – UI/UX Design (2025)

MENTORSHIP

- Junior Designer Mentor

INTERESTS

- Exploring cultures and languages
- Fintech
- Scaling digital products