ADEDEJI FAKEYE

Product Designer

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PROFESSIONAL SUMMARY

Product Designer with 4+ years of experience designing and shipping intuitive user-centered web and mobile products across SaaS, marketplaces, telecoms, and the public sector. Turns complex requirements and multi-role workflows into clear, usable interfaces, owning work from research and discovery through prototypes, design systems, and developer handoff. Experienced both as a sole designer owning products end to end and as part of cross-functional teams.

WORK EXPERIENCE

Product Designer | **Polaris Digitech Limited** *Lagos, Nigeria | Nov 2024 - Present*

Geospatial data and digital solutions company delivering location intelligence products for telecoms, banking, and government clients across Nigeria.

- Redesigned the company website end to end, from a site audit and new information architecture to responsive pages and a documented design system.
- Designed MTN's public Coverage Locator, enabling self-service coverage checks and store lookups that reduced support inquiries.
- Redesigned a land charting application for a state government agency, restructuring workflows for survey-plan submission, land acquisition status checks, fee estimates, and receipt confirmation.

Product Designer | **16Bags** *Remote | May 2024 - Nov 2024*

A Business marketplace platform where business owners and entrepreneurs across Africa buy and sell established businesses.

- Conducted user research, interviews, and usability testing to identify friction across the business acquisition journey, translating insights into improvements to key product flows.
- Redesigned key product flows and interfaces to simplify the acquisition journey, working with product and engineering teams from exploration through implementation.

Lead Product Designer | **Gurugeeks Royalty Limited** *Lagos, Nigeria | Jan 2023 - Apr 2024*

An IT services and software company delivering cloud solutions, software development, and SaaS products for businesses across multiple sectors.

- Led a 3-person design team delivering an enterprise HRM platform spanning recruitment, onboarding, payroll, leave, and performance management, alongside a CRM covering the lead-to-sale pipeline.
- Designed DeskIt's dashboard and ticket creation and management flows, using departmental research to define a shared request structure with department-specific fields.
- Established a shared Figma component library that improved consistency and enabled reusable patterns across recurring workflows.

Product Designer | **Enterprise Alliance Web Solutions** *Remote | Dec 2021 - Jan 2023*

A web design and development agency building custom, mobile-friendly websites and digital products for clients across multiple sectors.

- Led brand identity and UI/UX design for a mobile Christian/Bible notes app, shaping both its visual language and core experiences across Bible reference, devotionals, in-app browsing, onboarding, and AI-powered companion features.
- Owned end-to-end design delivery across web and mobile products, translating requirements into structured user flows, high-fidelity interfaces, and developer-ready designs.

Graphic Designer | **SIZA Consulting** *Remote | Jan 2020 - Dec 2021*

A brand design agency that offers solutions through branding, strategy, content creation, digital marketing, PR and events to companies in all industries.

- Created visual and marketing materials for client projects, applying principles of visual hierarchy, typography, layout, and brand communication.

PROJECTS

Personal Portfolio (coded build) *2025*

Designed and built adedejifakeye.vercel.app in code with Claude Code, taking a design engineering approach to ship a live, responsive portfolio site.

BUKAH: Restaurant Operations Platform *2025*

Designed a multi-role restaurant management ecosystem connecting owners, managers, waiters, kitchen staff, and customers. Conducted user research and journey mapping across five user types, designed workflows and high-fidelity prototypes, and developed a scalable Figma design system for developer handoff.

Fharmer: Agricultural Community, Marketplace and Job Board *2024*

Led end-to-end UX/UI design for a multi-service B2C platform combining an agricultural community, job board, research hub, and escrow marketplace. Applied user research, information architecture, and iterative design to bring four distinct services into one cohesive experience.

SKILLS

Product & UX: User Research, User Interviews, Problem Framing, User Flows, Information Architecture, Journey Mapping, Wireframing, Prototyping, Usability Testing, Interaction Design

UI & Systems: Visual Design, Design Systems, Component Libraries, Figma Variables, Data-dense Interfaces, Responsive Design, Accessibility, Brand Identity

AI & Code: Claude, Claude Code, Figma MCP, ChatGPT, Gemini, HTML/CS

Tools: Figma, FigJam, Miro, Framer

Professional: Working with Founders and Engineers, Self-directed Remote Work, Stakeholder Communication, Developer Handoff, Design Leadership

EDUCATION AND CERTIFICATIONS

BSc Computer Science | University of Lagos *2020*

Google UX Design Professional Certificate | Google / Coursera *2022*