AYOBAMI OWOADE

PRODUCT GROWTH MANAGER | UX DESIGNER

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ABOUT ME

Product growth and UX professional with 6+ years across 15+ digital products in 11+ countries. I use user research product analytics and experimentation to understand how people experience products, find what to improve and drive adoption. My background in UX design across fintech, AI, mobility, marketplaces and SaaS lets me move from insight to prototype quickly.

SKILLS: User Interface (UI) design | User experience (UX) design | UI Prototyping | UX Research | UX Writing | Design System Design | Information Architecture |Usability Testing | Agile Methodologies

TOOLS: Figma | Miro | Balsamiq | Whimsical | Webflow | Adobe XD | Linear | Front

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SELECTED WORK EXPERIENCE

Qonstrue, *New York, USA* - **Brand Experience & Growth Associate** Nov 2025 - Present
Industry: SAAS

- Partner directly with the founder on product, marketing, and growth initiatives to support product and growth validation.
- Operate and continually update Qonstrue's AI-powered go-to-market system, connecting product, market, customer, and campaign data to inform ICP selection, messaging, experimentation, demand generation, and performance tracking.
- Deliver weekly analytics reporting to the founder, covering product, GTM experiment, and campaign performance across Statsig, Mixpanel, GA4, and Google Search Console.
- Design and launch landing pages for go-to-market experiments, testing messaging, value propositions, and brand positioning to improve conversion from outbound demand-generation activity.
- Source ICP leads using Clay, ZoomInfo, Apollo, and Lusha, then run outbound campaigns with message-variants experiments across segments using HeyReach, Instantly, and GetSales.
- Conduct customer, market, and competitor research to inform product positioning and go-to-market strategy.

Buildas, *Singapore* - **Lead Product Designer** Mar 2024 - Dec 2025
Industry: AI Software Development Agency

- Led the end-to-end UI/UX design for AI-driven platforms across multiple industries in global markets, ensuring accessibility and localisation.
- Led the development of a scalable online collaboration and video conferencing platform with integrated transcripts, notes, and history in Switzerland and Ukraine.
- I designed an AI-powered success engineering platform with personalised insights and progress tracking, serving a global audience.
- Created an ATS and HR platform with streamlined recruitment workflows and AI-driven hiring tools in the UAE.
- Led the design of an intuitive quant trading UI with multi-timeframe analysis and strategy execution for global traders.
- Designed a lifestyle discount app UI to enhance user engagement and streamline redemptions in Finland.
- Designed AI chatbots for existing platforms, including the Singapore Tourism Board, among others.

BetterDrive, *Nigeria.* - **Product Designer** Apr 2022 - Jul 2023
Industry: Transportation & Mobility

- Led the end-to-end UI/UX design process for all mobile applications, including BetterDrive Driver, Riders, and Customer Support apps.
- Designed and developed an admin app that provided comprehensive monitoring capabilities across all company products, enabling real-time oversight and control of all operations and activities.
- Established and maintained a comprehensive design system and style guide, ensuring consistent branding across all products.
- Managed a team of interns & designers, providing training, mentorship, and guidance on UI/UX best practices, resulting in their successful growth and promotion within the company.

myStash, *Lagos, Nigeria.* -**Product Designer** Aug - Dec 2022
Industry: Fintech

- Revamped the company website, created a modernised appearance, and developed dedicated landing pages for key products, including SPS, SaveChecks, and Profits, leading to a **60% increase** in website traffic within the first month of launching the revamped website. The bounce rate **decreased by 40%**.
- Enhanced the company's admin dashboard by introducing innovative features, resulting in a remarkable **95% reduction** in customer support backlog, from an average resolution time of weeks to just 3 minutes per request and issue.
- The platform's customer satisfaction score increased from **3.5 to 4.5 out of 5**, reflecting a significant improvement in user experience.
- Collaborated with product managers to conduct comprehensive UX research, market analysis, competitive audits, and usability tests. Leveraged findings to drive design decisions and enhance existing and new products, such as the Profits Mobile App and SaveChecks App.

Richfill MultiServices Enterprises, *Oyo, Nigeria.* - **Product Designer** Apr 2022 - Dec 2023
Industry: IT & Digital Agency

- Led mobile design operations for clients like BetterDrive and CFRIC, building and maintaining a design team workflow that ensured all deliverables met high-quality standards and adhered to style guides.

DecMark Ltd, *Abia, Nigeria.* - **Product Designer** Sep 2021 - Mar 2022
Industry: Service Marketplace

- Planned and conducted extensive UX research, including user interviews, market research, competitive analysis, and audits, leveraging qualitative and quantitative data to inform design decisions and optimise user experiences.
- Developed information architectures, user personas, user flows, wireframes, and interactive low-fidelity and high-fidelity prototypes to drive user-centred design solutions.

Zuri, *Nigeria.* - **Product Designer** Mar 2021 - Aug 2021

- Actively collaborated with a team of designers, developers, and product managers under the tutelage of mentors and product owners to work on individual and group projects.

EDUCATION & CERTIFICATIONS

Bachelor of Forestry, Social and Environmental Forestry. Mar 2015 - Feb 2020
***University of Ibadan**, Ibadan, Oyo State, Nigeria.*

Google UX Design Professional Certificate - *Google, Coursera.* Aug 2021

Complete Figma Web Design Course - *Udemy* Aug 2021