

Aminu Eniola Abiola

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Professional Summary

Eniola is a creative problem solver that understands complex problem spaces, she has strong communication skills with over 5 years of experience, and has shipped products used by over 3 million+ users. Currently leading innovative design solutions for mobile experiences at a Payments company.

Skills

- Design thinking
- Design Strategy
- Interaction Design
- Information Architecture
- Usability testing
- Prototyping
- Design Systems
- Design Leadership
- User research
- Communication
- Figma
- Adobe XD

Experience

Senior Product Designer | Flutterwave

March to Current

- Leading the mobile design team to set and manage design visions for all mobile products/ experiences within the company. Collaborating closely with cross-functional teams to deliver simple, informative and delightful experiences that people love.
- Led, conceptualised a B2C financial product that allows over **2M+** users send money across the world which, also helped the product move into **35** new markets.
- Audited and designed a new onboarding experience on mobile for **millions** of small business owners to allow merchants to set up their businesses on their mobile phones.

Lead Product Designer | Todlr

May 2022 to May 2023

- Conducted thorough user research, leading to data-driven design decisions that met user needs effectively.
- Led the design for an innovative onboarding experience that helped take the product from 0 users to its first **100** users
- Designed the first version of a feature called **Todlr Learn** that helps teach Parents and children about Financial literacy in a fun and gamified way
- Researched and visualised the flow and design for a college calculator tool that helps Parents calculate how much they have to save for college for their kids.
- Learning from previous insights and using the data to optimise the overall experience on the app to improve the investing flows

Product Designer | Yellow Card

June 2020 to February 2021

- Collaborated with the design team to design intuitive and visually appealing cryptocurrency trading mobile app that allowed the company expand into five more markets in Africa
- Conducted thorough evaluations of existing products, recommending enhancements that led to improved customer satisfaction rates.

Product Designer | Cowrywise

June 2019 to April 2020

- Led the design of a digital wallet feature called Stash from initial discovery to execution, to help users without debit cards fund their savings and investment plans faster
- Optimised the experience throughout the mobile app. Drove the efforts to conduct usability testing, identifying areas for development and implemented necessary changes which increased customer satisfaction.
- Collaborated with the customer success team to research and discover pain points faced during sign up, utilised the data to redesign a new account creation flow that increased conversion
- Streamlined the design process for better efficiency by creating reusable style guides and UI components

UX Designer | Diamond Acres Software Limited

June 2018 to December 2019

- Worked with the development team on projects (website and mobile app designs) for clients in various sectors such as Real estate, E-commerce, business
- Built a design library for the to unify the experience of projects done in the company
- Collaborated with cross-functional teams to create a cohesive, user-centric product vision.
- Created detailed wireframes and prototypes to guide development team in building high-quality applications.

UX Designer Intern | Tuteria

September 2018 to December 2018

- Worked on simplifying the user experience for tutors and parents on the product's website
- Contributed to the creation and organisation of the product's design system
- Designed pages for the IELTS group lessons which increased the company's revenue
- Designed the experience that helps Tutors book a student on the products website.

Design Intern | Swifta Systems & Services

05/2018 to 08/2018

- Collaborated with the product owners to design a crowdfunding platform to help raise funds for IDPs.
- Collaborated with the design team for successful project completion within deadlines.

Education

HND

2016

Yaba College of Technology