

Ayodeji Osindele

Senior Product Designer & Design Engineer

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United Kingdom (Settled Status). No visa sponsorship required.

SUMMARY

Senior Product Designer and Design Engineer with ten years across fintech, private capital, commerce, logistics, banking and healthtech. Works end to end, from research and interaction design to design systems and shipped front-end code. Endorsed by UK Global Talent. Top 1% mentor on ADPList.

EXPERIENCE

Senior Product Designer, DealStack

Aug 2023 to Present

Private capital infrastructure platform for GPs and LPs managing committed capital across global funds. Sole product designer, working with 2 product managers and 10+ engineers over time.

- Interviewed 14 representatives in constant contact with fund admins, LPs, and operations leads across three time zones and observed users in the product over multiple sessions to map the manual close process, surfacing seven high-friction steps that became the first automation targets.
- Designed the waterfall, cap table, and document signing compliance modules end to end, alongside managed investment programmes and enterprise auth, partnering with engineering on data model trade-offs and reducing administrative effort on close cycles by 95%.
- Ran weekly prototype tests and critiques with six prospect funds during pre-launch; feedback shaped the v1 onboarding pattern shipped at general availability.
- Prototyped the waterfall and cap table modules in React for stakeholder review ahead of engineering build, using Claude to prototype quickly and build internal tools, shortening spec-to-ship cycle time.
- Redesigned the corporate site and prospect onboarding flow that supported a \$5.5M seed round.

Head of Design, Alerzo

2021 to 2023

B2B commerce, logistics and fintech platform serving 100,000+ informal-economy merchants across Nigeria.

- Built and led a four-person product design team across AlerzoShop, Alerzopay, and Veedez; set the hiring bar, review cadence, and weekly design ritual.
- Ran 22 shop-along sessions and ledger audits with micro-merchants in Ibadan and Lagos markets; findings reframed Veedez onboarding from form-first to ledger-import-first and lifted week-one activation.
- Led design for Alerzopay credit, insurance, and POS surfaces aimed at users with no prior digital banking history; partnered with risk and compliance on statement clarity, confirmation states, and dispute flows.
- Shipped a modular design system used across three products that cut new-screen build time by roughly half.
- Built coded component primitives and motion patterns that the front-end team adopted as the live design system source of truth.

Lead Product Designer (Contract), Signature Bank and Fidelity Bank Nigeria

2022 to 2023

Tier-1 Nigerian banks with a combined retail base in the tens of millions.

- Led the Signature Bank digital identity, information architecture, and marketing site rebuild, positioning the brand as a premium private-banking alternative.
- Restructured Fidelity Bank's public site from feature-driven to task-driven navigation after auditing the top 30 support tickets and running tree-testing with 18 customers.

Lead Product Designer, Qore (formerly Appzone Switch)

2022

Banking-as-a-service platform processing 191 million daily transactions across African banks.

- Delivered the full visual rebrand and a new corporate site in a five-month sprint, working directly with the CEO and engineering leads.
- Designed a custom CMS-backed Knowledge Hub for developer and partner-bank documentation.
- Shipped the corporate site and Knowledge Hub front-end directly, removing the developer hand-off and tightening visual fidelity.

Lead Product Designer, Kiira Health

2021 to 2022

US student-health platform serving multicultural college populations.

- Ran 12 student interviews on care-seeking behavior; insights drove a softer, illustration-led enrollment flow that replaced the previous clinical form.
- Increased product engagement 5x and cut onboarding bounce by 65% after the redesign shipped.

Senior Product Designer, Eyowo

2019 to 2021

Nigerian mobile-money and fintech platform.

- Redesigned onboarding and cut drop-off by 30%.

Founder and Creative Director, The EOC (Empocreat)

2016 to Present

Design-led studio building digital products, brands and experiences.

- Directed creative strategy for 20+ brand and product projects across fintech, education, consumer tech and e-commerce.

SKILLS

Design: Interaction Design, Information Architecture, Design Systems, Prototyping, Visual Design, Accessibility (WCAG 2.1)

Research and Experimentation: User Interviews, Usability Testing, Concept Testing, Survey Design, Heuristic Evaluation, A/B Testing, Analytics-Informed Design

Domains: Fintech, Private Capital, B2B Commerce, B2B Logistics, Banking, Healthtech, Sports and Social, Onboarding and Activation, Cap Tables and Waterfalls

Tools: Figma, FigJam, Spline, After Effects, Lottie, Maze, Hotjar, Amplitude, Jira

Design Engineering: React, Tailwind CSS, Framer Motion, TypeScript, Figma-to-code, Prototyping in code, Design Tokens, Storybook, Git, Vercel, Claude (AI-assisted prototyping)

Also: Framer, Webflow, HTML, CSS

EDUCATION

Master of Business Administration (MBA), Nexford University (Ongoing)

B.Tech in Fine and Applied Arts (Graphic Design), Ladoke Akintola University of Technology, 2017

MENTORSHIP AND SPEAKING

Global Mentor, ADPList (Mar 2021 to Present). Top 1% Super Mentor. 4,000+ minutes delivered to designers across 30+ countries on product thinking, visual design, and career growth.

Volunteer Mentor, Side Hustle (Aug 2020 to Present). Coached aspiring designers on portfolio building and early-career placement.

Public Speaker, Tech Rise Africa and DSGN Discussions (2021 to Present). Talks on design leadership, product systems, and creative practice.

VENTURES, OPEN SOURCE AND WRITING

Founder, MoveMoni (movemoni.com). Compares international money-transfer rates and fees; users save 3 to 5% on average. Also Clariti (personal finance app), EqualGlobe (equalglobe.com, a free equal-area world map for classrooms) and Cleap (cleap.dev).

Open source, glassmorphic Lottie icons, free for iOS, macOS, iPadOS, React, React Native, Android and Windows (lottiefles.com/ayodeji).

Writing, essays on design, motion and building a design career at ayodeji.design/writing.

ACCOLADES

UK Global Talent Endorsed (Exceptional Talent, Digital Technology).

ADPList Top 1% Super Mentor in Design.

Featured in Best Websites Designed by Africans.

Featured in Vanguard Nigeria for DSGN Discussions.