

Adeyinka Ade

Product Designer

www.adeyinka.ca
(+1)-613-805-9465
adeyinka.ade@outlook.com

Skills

Design & Development	Technical	Tools
Web Design (RWD)	HTML	Adobe CC
Visual Design	CSS	Figma
Mobile App Design	SASS	Framer
Progressive Web App - PWA	Tailwind	Lottie
Graphic Design	Styled components	Gatsby
UX Design	JavaScript	Contentful
UX Research (Qualitative, Quantitative)	React	WordPress
UI Design	NodeJS	Shopify
Interaction Design	Agile	Storyboard
Prototyping	Lean	Bit.dev
Motion Graphics		GitHub
Information Architecture		Wrike
Headless Architecture		
JAM Stack		
Frontend Engineering		

Experience

Graphic Web Designer / Canadian Real Estate Association - CREA

Ottawa, Canada / Aug 2017 - Current / Fulltime

* Design Lead on CREA Stats platform redesign with a strong focus on improving UX/UI where users felt the most pain and ensure the overall platform meets stakeholder goals by conducting user research, ideation, discovery, usability tests and so on.

* The redesign also has a strong focus on Front-end engineering in order to implement design decisions such as maintaining UX/UI consistency by using component driven design, the use of a headless CMS architecture and other modern approaches to design and development.

* I'm currently in collaboration with the REALTOR.ca UX team to work on an internal design system concept that will close the gap between design and development which ensures design consistency across all REALTOR.ca applications.

* Other tasks at CREA may include production for social media in the form of Ads, graphics for social media, motion graphics, video editing and more.

IXD - UX Designer / Runner

Ottawa, Canada / Feb 2021 - Aug 2021 / Freelance

Runner is an eCommerce service that aims to assist users in their endeavor of sourcing fresh produce and items from the local street markets that operate similarly to a flea market in Lagos Nigeria.

I performed and synthesized the user research necessary to determine if Runner is a viable product for rural communities that had difficulties sources fresh produce.

IXD - UX Designer / SuperCart

Ottawa, Canada / Jul 2020 - Dec 2020 / Freelance

During the start of the pandemic people faced challenges of instore shopping in local stores nearby. SuperCart aims to solve this problem by helping users place orders and perform a same day delivery using an Uber like model.

I performed user research & market research to understand the challenges that customers were faced with during these times. Through my research, I was able to apply design thinking and make informed decisions to solve several design challenges.

WordPress Developer / Club Assist

Ottawa, Canada / Feb 2017 - Aug 2017 / Fulltime

WordPress developer on an eCommerce project with intention of serving Club Assist customers solely. The project was deep in production while I took over from my predecessor at the time. My tasks lead me to configure 3rd party plugins such as ShipStation, WooCommerce for a better shopping cart experience.

My other responsibilities involved documentation on new processes, researching learning management systems for technicians, implementation of SSO using Azure B2C and debugging other WordPress related products.

Lead UX Designer / Form, Function & E-nnovation - FFE

Lagos, Nigeria / Feb 2017 - Aug 2017 / Freelance

FF&E is business to business online procurement platform built for architects, builders, interior designers to get the best resources, materials and solutions for their projects.

Using the UX process, I investigated some of the challenges faced by the users in this industry which are tied to risk, difficulties in sourcing materials and volatility of funds. My final designs alleviates these challenges by giving user a reliable platform with zero commitments and a guided procurement strategy to maximize the value of money.

Front-end Designer, Visual Designer/ Devtek Tanks

Lagos, Nigeria / Sept 2015 - Aug 2016 / Freelance

Devtek Tanks provide solutions and improve the standard of water delivery in the areas of water treatment, distribution and storage systems.

Some of the business goals were to rebrand the website and integrate an online store. In order to redesign, I researched similar businesses, users in Nigeria and performed the following tasks:

- * Rebranding of Devtek tanks making improving the look and feel.
- * Designed the site to be responsive since most users are on the move.
- * Used WordPress as the CMS of choice and integrated WooCommerce to be used for the online store management.

Front-end Designer/ Paper Studio

Ottawa, Canada / Dec 2014 - Aug 2015 / Freelance

The Paper Studio carries a wide array of creative papers including decorative papers, fine art papers, handmade papers, wrapping papers, and exotic papers.

Paper Studio wanted to a soft rebrand and integrate an online store which lead me to research various eCommerce solutions like Shopify. UX research suggested users required a Lookbook design rather than an online store which I was able to design and implement using WordPress.

Front-end Designer/ Sectorscape

Montreal, Quebec / Nov 2014 - Dec 2014 / Freelance

Sectorscape is a research company that caters to technology enthusiast and startup businesses.

I designed a landing page for Sectorscape which collects users contact information in order to be notified once the full platform was ready. My process took me through several iterations and delivered the final designs in a responsive format on WordPress.

Web Designer/ Terabit.ca

Ottawa, Canada / Oct 2013 - Sept 2014 / Fulltime

Terabit.ca is an Ottawa based web development company that has been offering professional online services to business owners.

I with a number of local businesses in Ottawa who faced challenges such as rebranding, Integration and management of CMS's just to name a few. I applied UX knowledge and Front-end design skills on all my projects.

Education

Grow with Google

[Google UX Design Professional Certificate, June 2022 - July 2022](#)

Algonquin College of Applied Arts and Technology

Ottawa, Canada.

Post Graduate Certificate, Interactive Multimedia, 2013

Katholieke University of Leuven

Leuven, Belgium.

MSc, Information Management, 2012

Eastern Mediterranean University, North Cyprus

North Cyprus

BSc, Computer Science & Information Technology, 2009