DEBBIE ADEJUMO

Product Designer

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WORK EXPERIENCE

Product Designer / Cellulant
Nairobi, Kenya / April 2020 - Present

- Creating design-driven fintech product solutions for the everyday consumer.
- Developing structures and strategies to position design at the centre of every customer facing product initiative.

Cofounder / Warble
Lagos Nigeria / April 2020 - Present

- Building a full-service design studio to make quality design services accessible to small businesses and entrepreneurs.
- Developed and scaled the digital brands of 15+ clients to date through a range of our design services including web design & developments, social media collateral, logos, presentation decks, and more.

User Experience (UX) Designer / African Leadership College
Pamplemousses, Mauritius / May 2019 - Dec. 2019

- Designed process flows and user interfaces that will be used to automate the room allocation process of 500+ fully residential students.
- Conducted in-depth interviews with 20 students and used findings to design user interface and user experience flows for the first-ever university alumni portal.

User Experience (UX) Designer / Selcom
Remote, Tanzania / Jan. 2019 - Jul. 2019

- Co-led the visioning of a branding strategy for Selcom's online presence by working with researchers in requirements gathering and benchmarking exercises.
- Created a user-focused website redesign which increased customer engagement and page visits by 70% year-on-year; used Adobe Suite and Squarespace.
- Designed the user flows and call-to-actions to uniquely target 3 core user groups; this boosted site conversions by over 300% year-on-year.

SELECTED PROJECTS

Cofounder / Designish
Online Community / Feb. 2020 - Present

Curating ideas, tips, and stories from and for the community of Africans in product design.

Program Manager / Fishbowl Challenge
Remote, USA / Aug. 2019 - Present

Manage the product design and communication strategy for the Fishbowl Challenge: a business planning competition for 100 college students from Europe, Africa, and America. Design and create all marketing material including the Fishbowl Challenge website, email campaigns, and social posts.

EDUCATION

African Leadership College /
BSc (Hons) Computer Science
Pamplemousses, *Mauritius* / Feb. 2020

DESIGN

SKETCHING

WIREFRAMING

PROTOTYPING

VISUAL DESIGN

INTERACTION DESIGN

PROJECT MANAGEMENT

TOOLS

WIX

CANVA

FIGMA

SKETCH

INVISION

ADOBE SUITE

SQUARESPACE

INTERESTS

UI DESIGN

CALLIGRAPHY

ART & PAINTING

GRAPHIC DESIGN

EVENT PLANNING

PROJECT MANAGEMENT