

# ADERINSOLA AKINTILO

## EXPERIENCE

### **Gokada NG** Product Officer

Lagos, Nigeria | March 2018 - October 2018

Lead the development of internal tools while setting the vision and strategy for Gokada products and services.

Conducted field research, customer interviews, and focus groups, in order to transform their needs into experiences.

### **Citizen, Inc.** Senior User Experience Designer

Portland, OR, USA | October 2017 - December 2017

Designed an intuitive health insurance experience for people suffering from chronic back pain.

Iterated on use cases, concept definitions, and validating healthcare sensing concepts on research participants.

### **Nike (ETW)** Experience Designer

Portland, OR, USA | March - September 2017

Lead the design of internal tools that aided researchers with data collection, data management, and data visualization.

Ran research sessions and assisted in software development using ReactJs.

### **Ziba Design** Interaction Design Consultant

Portland, OR, USA | November 2014 - February 2017

Crafted compelling web, mobile, and brand experiences.

Built workflows, user guides, prototypes, mockups, system architecture, and interaction patterns.

Collaborated, lead, and organized design research sessions and interviews.

## EDUCATION

### **Carnegie Mellon University** | Pittsburgh, PA, USA

MS in Human Computer Interaction - Aug 2014

BS in Information Systems - Aug 2013

## Multidisciplinary Design Consultant

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## SERVICES

### Design

Adobe Creative Suite, Branding, Concepting, Figma, InVision, Overflow, Sketch, Strategy & Vision, User Flows, Wireframing, Zeplin

### Development

Bootstrap, CSS, Foundation, Git / Github, HTML, Javascript, Nodejs, Redux + React, SASS

### Research

Affinity Diagramming, Competitive Analysis, Contextual Inquiry, Heuristic Evaluation, Journey Mapping, Persona Design, Interview Sessions, User Testing, Workflow Diagramming

### General

Facilitating Client Sessions, Presentation Design, Product Management, Photography, Organizing Workshops

## AWARDS

Adobe Creative Jam - 2nd Place