



Ibukun (Ibz) Adegola

Product Designer (UI/UX)

Experience working on very large scale projects with big clients across multiple platforms within a diverse range of industries.

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📰 medium.com/@ibukunadegola

🌐 www.ibz.design

🌐 https://dribbble.com/Ibz_Design

📍 East London

Design Skills

UI: Brand Identity and Logos | High Fidelity Mockups | Prototyping | Responsive Design | Mobile Apps | Interaction Design | Iconography | Creative Research | Art Direction | Infographics | Vector Illustrations | Image Manipulation | Presentations | Marketing Assets | Print Design | 3D

UX: User Interviews | Journey Maps | Wireframes | Paper Prototypes | Personas | Surveys | User Stories | User Testing

Front-end Coding (Knowledgeable):

HTML | CSS | Javascript

Tools

Adobe Suite including Photoshop, Illustrator, XD, InDesign, After Effects | Sketch | Figma | Principle | InVision | Webflow | Marvel | Keynote | Axure | NX CAD | Blender

Interest



AR/VR



Fitness



Motion Design



Self Development

CAREER EXPERIENCE

W12 Studios — Product Designer

2020 - Present

📍 London

Product Designer for the Studio's biggest client (Verizon) on 3 separate products. Created interfaces based on user testing and stewarded the design system across multiple platforms (TV, Responsive Web, Tablet/Mobile Apps).

Vismedia Agency — Product Designer

2019

📍 London

As a sole Product Designer, created the visuals, design system and flows for a 3-sided peer-to-peer laundry Mobile App from scratch. This was launched early 2020 in New York on both iOS and Android devices.

eGen — UI/UX Designer

2019

📍 London

Refined the visual brand identity and designed a responsive e-commerce website for a company that supplies high-quality Scooters and Mopeds. The primary aim was to drive sales conversion.

Bloomsbury Beginnings — UI/UX Designer

2019

📍 London

Designed a new site area for members and redesigned key pages of the current Website for a company that supports entrepreneurs with the project aim of increasing sign-ups. Visual identity such as the logo was also refined.

Protofast — UI/UX Designer

2018 - 2019

📍 London

Designed and created an engaging Responsive Website with well thought out user experience, optimised to meet business goals. The client is a startup that helps entrepreneurs prototype and test ideas before launching.

MachinesRoom — Service Designer

2018

📍 London

Improved the company's financial situation through identifying strategic innovation opportunities using design tools such as Innovation Maxtrix, Stakeholder Map and Value Proposition Map.

Big Radical — UI/UX Designer

2017 - 2018

📍 London

Designed the interface of a Mobile App based on user research to help young people resist mobile phone addiction and sleep better at nights.

NHS — UX Designer

2017

📍 London

Researched and analysed the current NHS process to help streamline it, thus providing quicker and more reliable information to patients.

EDUCATION & CERTIFICATION

UI Design Diploma

Red Academy

2019

An agency style environment where I worked on real client projects. In the process, I honed the craft of designing intuitive, minimalistic and clean user interfaces that delight users and achieve business goals.

Msc Entrepreneurial Design Management

Loughborough University London

1st Class

2017 - 2018

Studied and applied design thinking, service design and elements of user experience design.

BEng Product Design Engineering

Loughborough University

2013 - 2017

Studied and made intuitive physical and digital products to solve user problems.

AWARDS & RECOGNITION

The Dots x Google Fast Track 50

Google UK & The Dots

2019

Based on my work, I was nominated by The Dots as one of the "trailblazers redefining the creative & digital industries" to watch out for. [See more](#)