

# OLADAYO OLAWUNI

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## PROFESSIONAL SUMMARY

Senior Product Designer with **7+ years of experience designing and scaling digital products across fintech, healthcare, and e-commerce**. Experienced in leading end-to-end product design initiatives, transforming complex business workflows into intuitive user experiences.

Proven track record of launching web and mobile products, improving onboarding experiences, and building scalable design systems. Skilled at collaborating with product managers, engineers, and stakeholders to deliver high-impact product solutions.

## KEY ACHIEVEMENTS

- Led the **Capsa 2.0 platform redesign**, simplifying onboarding and improving completion rates for a fintech marketplace serving **200+ SME, multinational, and financial institution users**.
- Designed and launched **Capsa's mobile application (iOS & Android)**, enabling vendors to manage invoice financing on mobile devices.
- Introduced **recurring invoice financing functionality**, enabling vendors to factor subscription-based payments.
- Improved platform usability and SEO performance, contributing to a **63% increase in organic traffic** within three months.
- Designed and deployed a **hospital ERP system** that streamlined internal operations for University College Hospital, Ibadan.
- Mentored **3+ interns and junior designers**, supporting their development and strengthening the design team's capabilities.

## SELECTED PROJECTS

- **Capsa 2.0 – Fintech Platform Redesign**  
Redesigned the core platform used by SMEs and financial institutions to trade invoices and access working capital. Focused on simplifying onboarding and financial workflows.
- **Capsa Mobile App – Invoice Financing on Mobile**  
Designed and launched the mobile application that allows vendors to manage invoice financing directly from their mobile devices.
- **Hospital ERP System – Operational Workflow Platform**  
Designed an ERP solution to streamline administrative and operational processes across departments at University College Hospital.

- **Ductape - B2B Customer Onboarding & Workflow Platform**

Designed the end-to-end product experience for Ductape, enabling businesses to create structured onboarding workflows that streamline how they collect information, documents, and approvals from customers.

## **PROFESSIONAL EXPERIENCE**

### **Senior Product Designer at Capsa Technology Inc**

(October 2023 – Present)

- Leading product design initiatives for **Capsa**, a fintech platform that enables businesses to unlock working capital by trading unpaid invoices and financial assets.
- Led the **end-to-end redesign of the GetCapsa platform (Capsa 2.0)** to simplify financial workflows and improve onboarding efficiency.
- Conducted **user interviews, stakeholder workshops, and discovery sessions** to identify pain points and inform design decisions during the redesign.
- Improved onboarding usability, contributing to an estimated **38% increase in onboarding completion rate** and faster user activation.
- Designed and implemented **recurring invoice financing functionality**, enabling vendors to monetize subscription-based payment streams.
- Customized and extended the product's **design system**, creating reusable components and patterns to improve design consistency and development efficiency.
- Contributed to improvements in platform engagement and financing activity, supporting an estimated **24% growth in funding volume** after product improvements.
- Collaborated closely with product managers and engineers to define requirements, prioritize features, and deliver scalable product solutions.
- Mentored **interns and junior designers**, providing guidance on UX processes, product thinking, and design best practices.

### **Product Designer at Capsa Technology Inc**

(January 2022 – September 2023)

- Designed and shipped product features across Capsa's web and mobile ecosystem.
- Led the **design and launch of Capsa's mobile application** for iOS and Android, enabling vendors to manage invoice financing from mobile devices.
- Improved the user experience of the GetCapsa platform, contributing to a **63% increase in organic traffic** within three months.
- Designed financial dashboards and workflows that simplified complex invoice financing processes for SME users.

- Worked closely with engineers to translate product requirements and design concepts into production-ready features.
- Conducted usability testing and iterative design improvements to reduce friction across key product flows

### **Product Designer at University College Hospital, Ibadan.**

(Nov 2017 – January 2022)

- Led product design initiatives supporting digital transformation within one of Nigeria’s leading teaching hospitals.
- Designed and implemented a **hospital ERP system** that streamlined administrative and operational workflows across departments.
- Led the redesign of the hospital’s website interface
- Developed prototypes and digital product concepts to support hospital operations and service delivery.
- Collaborated with stakeholders across hospital departments to identify operational challenges and design effective digital solutions

### **Product and Brand Design consultancy at YesidaNG**

(August 2020 – October 2021)

- Delivered product design and brand identity solutions for startups and growing businesses.
- Designed user interfaces for web and mobile applications, contributing to a 35% increase in quarterly online visits.
- Developed brand identity systems and digital product concepts for client projects.
- Converted 70% of prospective clients through product design presentations and strategic design proposals.

### **SKILLS**

- **Product Design**
  - End-to-End Product Design
  - UX / UI Design
  - Product Strategy
  - Interaction Design
  - Design Systems
  - Information Architecture
  - User Research & Usability Testing
- **Collaboration**
  - Cross-Functional Collaboration

- Agile Product Development
- Stakeholder Facilitation
- Design Workshops
- **Tools**
  - Figma
  - FigJam
  - Webflow
  - Notion
  - Jira
  - Adobe Creative Suite
- **Technical**
  - HTML
  - CSS
  - JavaScript (Working Knowledge)

## **EDUCATIONAL QUALIFICATION**

Bachelor of Science, BSc Computer Science, **University of Ibadan.**

(2011-2015)

## **CERTIFICATIONS**

Udemy Courses:

(Jan 2022)

- UX Fundamentals: Practical Usability for Product Design

LinkedIn Courses:

(Nov 2022 - Dec 2023)

- Design Thinking: Understanding the Process
- Systems Thinking for Product Designers
- UX Design Ops: Overview
- UX Design Ops: Working with Developers

## **REFEREES**

Available upon request.