

# OREDIPE OLANREWAJU

## Product Designer & Webflow Developer

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### Professional Summary

Senior Product Designer with 5+ years of experience leading end-to-end product design across healthcare, e-commerce, and AI platforms. Proven track record of driving product strategy, scaling design systems, and delivering measurable business impact including revenue growth and successful funding outcomes.

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### Core Skills

UX/UI Design & Research, Wireframing & Prototyping, Design Systems & Accessibility, Figma, Webflow, Notion, Miro, HTML/CSS, AWS Amplify, GitHub, Product Thinking, Branding, Developer Handoff

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### Professional Experience

#### Senior Product Designer (Remote, Full-time)

*OneHealthNG – Lagos, Nigeria*

**Jan 2026 – Present**

- Promoted to Senior Product Designer to lead design across core product initiatives, owning **end-to-end design and product strategy** from discovery through delivery
- Partner with Product and Engineering leadership to shape **roadmaps, feature prioritization, and high-impact product decisions** aligned with business goals
- Manage and mentor designers, establishing **design standards, feedback systems, and workflows** to improve team performance and output quality
- Lead the development and scaling of a **centralized design system**, improving consistency and accelerating design-to-development handoff across products

- Led a cross-platform product redesign, delivering a modernized brand and user experience across the OneHealth ecosystem (website, core mobile app, and PillFinda app), strengthening product consistency and positioning for growth

### **Product Designer & Webflow Developer (Remote, Contract)**

*OneHealthNG – Lagos, Nigeria*

**Apr 2024 – Dec 2025**

- Delivered end-to-end UX/UI design for OneHealthNG's Integration Project.
- Created a white paper landing page that boosted traffic by 10%.
- Supported a successful \$100K funding round and NGN1B in revenue.
- Designed for Imani Breast Pump and Kuda Business Partnership.
- Enhanced UX on Onewellness app, aiming for 35% higher engagement.

### **Product Designer (Remote, Full-time)**

*C-Bit Industries – Lagos, Nigeria*

**Feb 2022 – Present**

- Led UI/UX design for a merchant-focused e-commerce platform.
- Built scalable design systems to maintain consistency across products.
- Collaborated with marketing and engineering on high-impact features.

### **Product Designer (Remote, Contract)**

*Reelcruit – Montréal, Québec, Canada*

**Nov 2022 – May 2024**

- Designed platforms including website, employer portal, and admin dashboard.
- Led UX improvements that increased company revenue by 20%.
- Mentored junior designers and led design-to-development handoffs.

## **Product Designer (Part-Time)**

*iWello Inc. – Lagos, Nigeria*

**Nov 2021 – Mar 2024**

- Designed a mobile-first telemedicine platform for low-income users.
  - Increased weekly appointment bookings by 40.
  - Reduced no-show rates by 10% with an automated booking tool.
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## **Education**

**University of Lagos (UNILAG) – Lagos, Nigeria**

**B.Sc. (Hons) Computer Engineering | 2015 – 2019**

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## **Certifications**

**Aha! Product Management Professional Certificate – Nov 2025**

Issuing Organisation: **Aha! & LinkedIn**

**Design Thinking: Customer Experience – Oct 2025**

Issuing Organisation: **LinkedIn**

**Learning Design Research – Oct 2025**

Issuing Organisation: **LinkedIn**

**Foundations of User Experience (UX) Design – Mar 2022**

Issuing Organisation: **Google**