Babalola Ayodele Mathew

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https://bamdalas.com

UI/UX Designer

Profile

Accomplished UI/UX Designer with more than 5 years of experience in responsive website design, wireframing, and prototyping using Figma and Sketch. Proven track record developing user-centric interfaces and multi-page websites, leading cross-functional teams to deliver seamless experiences. Skilled in English communication and team collaboration, able to transform requirements into engaging, accessible designs. Ready to drive quality across digital products for e-commerce and portfolio sites.

Experience

UI/UX Designer

Nov 2024 - September 2025

Housebank

- Defined core housing problems for urban Nigerian users, enhancing focus and direction for platform product design.
- Collaborated cross-functionally to structure key user flows—renting, listing, investment, and property verification—resulting in improved platform usability.
- Prioritized and designed essential features such as verified listings, map-based search, flexible rent payment plans, and user reviews to grow user trust and engagement.
- Created comprehensive user personas and user journey maps to inform design decisions.
- Designed low-fidelity wireframes and advanced high-fidelity UI layouts in Figma for multiple dashboards, ensuring platform-wide consistency.
- Developed an interactive prototype representing the complete platform to validate design assumptions.
- Established and implemented a design system with consistent components, color palette, and typography, streamlining future design endeavors.
- Ensured responsive design for both mobile and desktop, increasing accessibility and usability.
- Led user research and interviews to identify key pain points and trust issues among renters, buyers, and investors.

UI/UX Designer & Product Manager

Sept 2023 - Feb 2024

Farams Nigeria

- Designed and optimized the mobile dashboard and critical app components, resulting in heightened user engagement and smoother task completion.
- Revamped onboarding for farmers and users, earning strong satisfaction ratings and increasing completion rates.
- Developed the admin platform for effective data monitoring and sustained product improvement, improving internal stakeholder efficiency.

UI/UX Designer & Product Manager

Feb 2023 - Aug 2023

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- Led the design team and defined product strategy through structured design processes and actionable user research methodologies.
- Drove effective collaboration between designers and developers, accelerating product milestones and improving delivery timelines.
- Introduced and received approval for features such as property rentals, listings, and streamlined house addition, increasing user engagement.

Brand Designer

April 2017 - Feb 2023

Bamdalas Graphics

- Developed memorable visual branding for businesses and individuals, encompassing logos, typography, color schemes, and brand guidelines for increased recognition.
- Designed marketing materials such as brochures, posters, ads, and social media graphics, bolstering brand visibility and engagement.
- Produced print and digital assets including business cards, packaging, websites, and email campaigns to support comprehensive marketing initiatives.
- Collaborated with marketing, product, sales, and IT teams, aligning brand identity strategies with business goals across diverse channels.

Education

Higher National Diploma, Civil Engineering
Ibadan Polytechnic, Nigeria • 2023

Skills

Expert in UI/UX tools such as Figma, Sketch, Framer, Photoshop, and CorelDRAW, with practical knowledge in wireframing, prototyping, design systems, user research, and responsive design. Experienced in HTML, CSS, and applying WCAG guidelines for accessibility, typography, color theory, user flows, competitor analysis, A/B testing, heatmaps, and gathering actionable user feedback.

Additional Information

Additional competencies: Creativity and problem-solving, user-centered thinking, adaptability and resilience, attention to detail, effective communication, collaboration and leadership, and strong time management. Renowned for leading collaborative teams and maintaining a user-focused approach to deliver high-impact website and branding projects.

Certifications

- Google UX Design Specialization - Coursera (2023)