

# ADERINSOLA AKINTILO

+1 410 645 0704  
aderinsola.co/

aderinsola.akintilo@gmail.com  
medium.com/@\_\_Aderinsola\_\_

linkedin.com/in/aderinsola/  
dribbble.com/Aderinsola

## EXECUTIVE SUMMARY

With almost a decade in the industry designing technology-enabled products, services, and experiences. A skilled User Experience Designer who highly values collaboration, problem-solving, and execution. A tinkerer and a hands-on leader with extensive experience building software solutions in the life sciences, transportation, and research sectors. Utilizing design-thinking as a process throughout various roles and phases of a project's lifecycle. With a focus on 0 to 1 projects: taking an idea from a concept into a live product out in the wild.

## CORE COMPETENCIES

Project Management | User Testing | Client Workshops | Copywriting & Editing | User Experience Design | User Interface Design | Software Architecture | Service Design | User Experience Design | Customer Journey Mapping | Wireframing | Workflow Diagramming

## EXPERIENCE

**Sorcero – Washington DC, USA** Sr. UX Designer January 2022 – December 2022

Designed AI and Machine-Learning powered solutions for the Medical Affairs industry.

Worked alongside developers and product management, led the design of both live digital products.

Managed the initial development of the Sorcero Digital Design System.

Built wireframes, flow charts, screens, and prototypes to pave the future vision and deliver assets for the live products.

Developed the internal design process, guidelines, and styleguide for "How We Design at Sorcero"

**Gravy – Toronto, Canada** Product Design Consultant March 2021 – October 2021

Alongside the Gravy Founder and an Energy client, helped design a project management tool and marketplace for hybrid distributed energy systems.

Lead meetings with stakeholders in order to breakdown energy workflows and processes.

Translated workflows into wireframes and hi-fidelity designs.

Assisted with the organization and growth of the design system.

**SiriusLabs – Lagos, Nigeria** Co-founder & Chief Executive Officer November 2018 – November 2022

Responsible for all SiriusLabs finances, payments, incorporation, and tax functions for Nigerian & American entities.

Assisted in growing the business's monthly recurring revenue from \$0 to \$1,301.

Responsible for client management / relationships, and have ensured a 100% client satisfaction rate.

Successfully grown the team from 3 members to 5 and have mentored the junior designer, who now oversees our the Design department.

Managed all projects from concept to launch, including arranging meetings, design and development scoping, product management, and have ensured a 100% success rate with all 4 projects.

Successfully secured \$31,237 in client projects.

**Gokada NG – Lagos, Nigeria** Chief Product Officer March 2018 – October 2018

Helped grow daily rides from 200 to over 2,000 unique rides in the Ikeja, Yaba, and Victoria Island.

Responsible for all customer touchpoints within the Gokada ecosystem.

Responsible for organizing in-person interviews, customer call-outs, research sessions, and focus groups with over 500 customers, in order to create tactical recommendations based on customer insights.

Lead the weekly product prioritization meetings, interfaced with finance, business, operations, and technology departments to organize required features and assign feasible dates for testing and launch.

Lead over 20 quality-assurance testings for every release of the Gokada rider and driver apps.

**Citizen Inc – Portland, OR, USA** Senior User Experience Designer October – December 2017

Responsible for the entire user-experience for the improved Cigna OneGuide application and sensing moments for customers experiencing chronic back pain.

Designed the system architecture, 5 key healthcare sensing scenarios, and mobile screens for OneGuide.

Assisted in 3 rounds of customer testing and refinement with over 40 patients suffering from back pain.

Lead the client feedback sessions regarding the customer digital experience of OneGuide.

Designed the system architecture, over 60 key healthcare sensing scenarios, and mobile screens for OneGuide.

**Nike (ETW) – Beaverton, OR,** Experience Designer & Design Manager March – September 2017

Reduced the total hours that Nike Sports Research Lab (NSRL) scientists spent collecting, managing, and visualizing athlete data in the lab from hours to minutes.

Lead over 10 user acceptance tests where we ran through the product with researchers.

Lead the design and managed the development of four unique digital applications for the NSRL.

Crafted the NSRL design system and aided in translating it into a React component library for the developers, helping to reduce our development time from roughly 14 to 5 days.

Organized weekly workshops with the business stakeholders in order to share progress, prioritize features, and gather requirements for upcoming launches.

**Ziba Design – Portland, OR, USA** Interaction Design Consultant November 2014 – February 2017

Lead the creation of a mobile system blueprint and interaction document for Claron, a digital emergency network for active shooter situations.

Created the updated brand, UX, and UI designs for Freespira Gen 3, a preventative at-home treatment for panic and anxiety attacks.

Lead and supported over 60 on-site contextual research sessions throughout Florida, Michigan, Tennessee, Oregon, California, Illinois, Georgia, and New York for PepsiCo, Daimler, and FedEx.

Assisted in the development of the Daimler Trucks North America Telematics Platform, giving Daimler real-time access to their vehicle fleet's health, systems, faults, and analytics.

Designed and developed working mobile software prototypes for the FedEx Smartpad, the replacement for the hand-held device FedEx couriers use to deliver packages.

## EDUCATION

**Carnegie Mellon University – Pittsburgh, PA, USA** MS in Human Computer Interaction August 2013 – August 2014

**Carnegie Mellon University – Pittsburgh, PA, USA** BSc in Information Systems August 2009 – August 2013