

# Oyin Runsewe

I'm Oyin, a product designer capable of crafting user-friendly products by identifying problems and implementing an adaptive design process to meet users' needs. I'm passionate about creating clear and accessible designs.

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## EXPERIENCE

### Product Designer, PepperEX —Remote

NOV 2020 - PRESENT

*PepperEx is a finance web app founded to provide a solution for the struggles of immigrant Nigerians regarding sending money back home.*

- Operate as the sole designer to drive the web design, conduct user research, and implement a priority feature strategy
- Conduct user interviews to gain an understanding of user needs and pain points to develop personas that enable streamlining, prioritizes features, and prevents scope creep
- Streamline feature priority list by creating an effective project brief, leading to a 30% decrease in development and implementation costs and escalating the estimated ship date
- Advocate for customers by increasing stakeholder involvement and promoting an emphasis on feedback to drive decision making

### UX Designer, Freelance —Remote

SEPTEMBER 2020 - JANUARY 2021

- Served as the 2nd UX designer for a start-up grocery delivery service to create a scheduling system to enable shoppers with the ability to curate their schedules, effectively improving their work-life balance
- Encouraged administration to allow cross-functional team collaboration, leading to a drastic improvement in brand consistency
- Collaborated with the product manager and designers to modify existing designs and ensure compliance with all business requirements and standards
- Designed the scheduling system through the use of user flows, sketching, and wireframing

### Digital Accessibility Analyst, University of Guelph —Guelph,ON

MARCH 2019 - APRIL 2020

- Increased SEO performance by 10% by coordinating weekly 15+ in-person web and document accessibility workshops for faculty and staff with follow-up resources
- Partnered with Graphic Designers and Marketing team to design accessible posters and video content following WCAG 2.0 guidelines.

## SKILLS & TOOLS

User Research & Testing  
Wireframing & Prototyping  
Accessibility Testing  
WCAG 2.0 guidelines  
Figma, Sketch, Invision  
Workshop Facilitation  
Overflow  
Basic HTML

## EDUCATION

### BrainStation, User Experience Design Diploma

JUNE 2020 - SEPTEMBER 2020

### University of Guelph, Biomedical Toxicology (Honours) —Guelph,ON

JANUARY 2017 - JUNE 2020

- Routinely participated in secondary research, analytical critique, and information synthesizing, improving my user research & interviews performance to efficiently gather insights

## AWARDS

### - UNESCO-IIEP Hackathon, Most Impactful Solution:

Collaborated with BrainStation colleagues to create an interactive dashboard to help international education planners understand learning data towards actionable policies.