

TITI OGUNLADE

PRODUCT DESIGNER

Baltimore, Maryland | 410-961-3396 | titiogunlade@gmail.com | titiodesign.com

SKILLS

Figma— Sketch—Balsamiq—HTML/CSS—Adobe Creative Cloud (Photoshop, Illustrator, InDesign)—Framer—WordPress—Jira—Confluence—Web & Mobile Design—Visual Design—Interaction Design—User Research—Wireframing—Prototyping —Design Thinking —Design Systems—Usability Testing

EXPERIENCE

Product Designer | *OmniSynk AI*

July 2024 – Present

- At OmniSynk AI—a B2B SaaS startup supported by Google, NVIDIA, Microsoft, Atlassian, Datadog, and MongoDB— **I led the design of how users interact with and manage their settings**, simplifying settings management and emphasizing self-service empowerment for diverse business needs, **resulting in an increase in self-service task completion of thousands of users and a reduction in support tickets**
- Designed and implemented an AI feedback loop for AI autofill feature, increasing AI accuracy and improving user interaction with the feature
- Led cross-functional collaboration with designers, UX researchers (UXR), project managers (PMs), and engineers, resulting in the successful launch of new features and solutions that increased user engagement and met user needs effectively, leveraging user data to drive scalable design decisions, **aligning with needs of 1000s of businesses**

Product Designer | *Theta*

Nov 2023 – May 2024 (Contract)

- Designed intuitive and user-centric products for both B2B and B2C client-facing projects in a fast-paced environment, successfully streamlining complex processes in a cross-functional team utilizing agile discovery methods increasing client retention rates
- Redesigned B2B dashboard, simplifying complex data visualization and optimizing workflow efficiency, **resulting in 20% faster user processing time and 25% increase in task completion rates**

UI/UX Design Intern | *SpecWorks*

July 2023 – Nov 2023

- Streamlined UI/UX for multiple advertising and e-commerce sites, enhancing shopping experiences for users, resulting in increase in user engagement and improvement in average session duration
- **Achieved a 17% reduction in cart abandonment** by simplifying and redesigning checkout flow/process, resulting in an increase in conversion rates and revenue while successfully collaborated with engineers, QA, and marketing teams to implement scalable design solutions

User Experience Designer | *Theta*

May 2021 – Feb 2022

- Redesigned the onboarding experience for enterprise users, **reducing setup time by 40%**, streamlining setup, which led to a smoother, more efficient workflow, increased user satisfaction and reduction of errors
 - Enhanced data visualization tools, enabling users to easily analyze complex data and make informed decisions, reducing data interpretation times and enabling users to make decisions 2x faster
 - Contributed to the design and development of various client-facing projects, improving user satisfaction, and increasing feature adoption rates
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EDUCATION

Bachelor of Science in Information Technology | Towson University | GPA: 3.54/4.0

Achievements: 6x Dean's List, Recipient of Senatorial and Delegate scholarship

AFFILIATIONS

ColorStack Fellow, Rewriting the Code (RTC) Member