

Oreoluwa ADEMIniYI

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PROFILE

Skilled Product Manager & Designer

A product designer and project manager with 11+ years of know-how in SEO, UX/UI design, and project delivery. Proven history of creating top-notch solutions for fintech, edtech, and transportation sectors, while boosting usability involvement and income growth.

Good at guiding diverse teams and using methods like Agile, Scrum, and Kanban to finish important projects on schedule. Enthusiastic about building user-focused products that tackle real-world issues and can grow with demand.

KEY SKILLS

- SEO Optimization (Google Analytics, Ahrefs, Moz) delivery. Proven history of creating top-notch solutions
- UX/UI Design (Figma, Adobe XD, Webflow).
- Project Management (Agile, Scrum, Kanban, Waterfall)
- Software Development (HTML, CSS, Interaction Design)
- Tools: Trello, Zeplin, Useberry, Figjam

EMPLOYMENT HISTORY

July, 2024-September, 2024
Lagos, **Nigeria**

Product Manager— Brain Bridge SMS (Consultancy)

- Managed the delivery of a school management system using Scrum and Waterfall, ensuring timely completion within scope and budget.
- Coordinated a team of designers and developers, fostering collaboration and resolving bottlenecks.
- Proactively mitigated risks, achieving a 15% reduction in project delays.

January 2023 – September 2023
Lagos, **Nigeria**

Senior Product Designer— House in 2 Minutes (Consultancy)

- Designed high-performing platforms, integrating user feedback to improve usability by 20%.
- Conducted Agile sprints to align deliverables with client objectives.
- Partnered with stakeholders to deliver robust platforms, enhancing scalability by 30%.

December 2023 – Present
Lagos, **Nigeria**

Project Supervisor— TekHaven Solutions Limited (Full-Time)

- Developed and implemented monetization models, increasing revenue streams by 25%.
- Addressed and resolved any technical challenges faced by the team, offering solutions to optimize backend processes.
- Led the design and engineering teams to create a user-friendly web interface, improving engagement metrics.

EDUCATION

Nov. 2024

BeTechified Africa

Professional Development Course, Product Management

(In-View)

Nexford University

MBA, Master of Business Administration

Jan. 2020 - Dec. 2020

Douglo Computer Institute

Diploma, Web Design and Development
Grade: Distinction

Dec. 2015 - Nov. 2019

Mountain Top University

Bachelor's Degree - BA, English Language
Second Class Upper Division

ACHIEVEMENTS

- Increased web traffic by 93% through SEO strategies at Kreatif Mxnds Group.
- Boosted Instagram followers by 4,000+ in 21 days for eTranzact Global Limited.
- Successfully led the XcelApp project, delivering a scalable multi-wallet mobile app with AML/KYC compliance.

Leadership & Volunteering Experience

NYSC 2020 Set, Kano | December 2019

Director, Orientation Broadcasting Service

- Led the broadcasting service during the NYSC orientation program, overseeing the production and dissemination of relevant information to corps members.
- Coordinated a team of volunteers to ensure smooth communication between the camp management and participants.

NYSC 2020 Set, Kano | February 2020

Public Relations Officer, Tourism CDS

- Managed the public relations efforts for the Tourism Community Development Service (CDS), including communication strategies and event coordination.
- Worked with local stakeholders to promote tourism initiatives and enhance the visibility of the CDS activities within the community.

Mountaintop University | 2018-2019

Male Representative (SUG/SRC)

- Represented the male student body in the Students' Union Government (SUG)/ Students' Representative Council (SRC), advocating for their interests and concerns.
- Collaborated with other council members to organize campus-wide events, initiatives, and activities that fostered a sense of community and inclusivity.