

# OWOADE, *TOBILOBA*

Toronto, Canada

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I am a Product Designer who enjoys the sweet spot between creativity and strategy. With 4+ years of experience, I have designed user-centered products across fintech, AI, insurance, fitness, lifestyle, and e-commerce, spanning across mobile apps, web apps, admin portals, and dashboards used by thousands of users. I specialize in simplifying complex problems through user centered research, user flows, and design systems. I've worked with teams in Lagos, Nigeria and Toronto, Canada. I've also been learning French (A2) for a year now and I create content on Instagram and Tiktok for fun with over 11K followers on Instagram.

## EDUCATION

Humber College, Etobicoke Canada

- User Experience Design , Post graduate degree **(85.1%)**

University of Lagos, / Lagos, Nigeria

- Bachelor of Science in Chemical Engineering **(4.39/5.00)**

### Product Designer / TwoVera

*July 2025 - Present*

*Fulltime, Toronto Canada*

- Audited existing product experiences and synthesized previous user interview insights to uncover key friction points and define clear areas for product improvement.
- Conducted 4 in-depth user interviews to understand user perceptions and expectations, uncovering insights that informed product and experience improvements.
- Led usability testing on existing designs to identify friction points across key flows, translating findings into actionable design recommendations.
- Conducted early-stage product exploration and competitive analysis of modern dating platforms to identify gaps in authenticity and user engagement.
- Created detailed user flows for the post-match experience, including game-based interactions that guide users toward deeper conversations.

### Product Designer / Lyric Chief

*Aug 2025 - Mar 2026*

*Contract, Toronto Canada*

- Conducted and analyzed **8** user interview sessions across artists, managers, advisors, and enthusiasts, synthesizing 24+ insights into actionable findings that shaped LyricChief's redesign strategy.
- Reviewed a **13-point** document on the coin monetization system, analyzing over **8** core areas such as pricing, wallets, moderation, and rewards, and produced **20+** actionable insights that improved user flows and informed product strategy.
- Led end-to-end UX Design on key product features including lyric annotations, quizzes, and translating ambiguous ideas into clear user flows and high-fidelity designs in Figma.
- Collaborated closely with the founder and product manager to refine feature requirements, validate assumptions, and iterate designs based on feasibility, user feedback, and business goals.

### AI Product Designer / OmoAI

*Dec2024 - Dec 2025*

[Check website](#)

*Contract, New York, United States of America*

- Led primary and secondary research including stakeholder interviews and competitive analysis to define product positioning and validate the AI chatbot's core use cases.
- Translated stakeholder insights from different meetings into a clear Product Requirements Document (PRD), aligning business goals with user needs and improving project focus by **30%**.
- Collaborated with global cross-functional teams in an Agile environment to define release timelines, improving development efficiency by **40%**.
- Built and maintained a design system for both light and dark modes, helping the team design faster and stay visually consistent, and improving design speed by about **50%**.
- Designed a role-based admin system enabling super admins to assign access to different admin roles, track admin and user activities, manage billing history, and control user account status.

**UI/UX Designer / Sanlam Insurance.**

*Dec 2021 - Dec 2024*

*Full time, Hybrid, Lagos Nigeria*

- Designed the 'Sanlam Nigeria mobile app' that helps about **500,000+** customers track their Insurance policies, make payments on their policies, set up e-mandate (direct debit) and reach customer care. The application has over **20,200** downloads on play store and over **8,000** downloads on app store.
- Developed a CRM portal for Sanlam Nigeria that improved customer service interactions by 80% and strengthened ongoing customer relationships.
- Implemented the design of a **sales website** tailored for life insurance products, effectively simplifying the process of purchasing life insurance policies for customers.
- Designed a comprehensive payment tracking and monitoring platform, which was successfully developed and seamlessly integrated with the NIBBS API, enhancing efficiency in tracking and managing customer payments.
- Worked on the design of a payment tracking and monitoring platform, later integrated with the NIBSS API, improving the efficiency of customer payment management.
- Built an internal asset management system used to track and manage **1,000+** company assets across laptops, desktops, printers, and peripherals, with real-time updates and easy record management.
- Led the design of a sales website for general insurance products, making it easier for customers to purchase and manage insurance policies.

**UI/UX Design Intern / N & S Tech / Lagos, Nigeria (Remote)**

*Mar 2021 - Dec 2021*

*Internship, Lagos Nigeria*

- Provided design support and built prototypes to test workflow optimizations for user interaction patterns.
- Implemented design solutions to visually communicate the functionality of certain tools and designed deliverables such as wireframes and mockups for use on a wide range of devices.
- Performed data-driven research to help standardize visual design and redesigned the changes.

## **SKILLS**

- **Design & Prototyping:** Figma, FigJam, Wireframing, Prototyping, Visual Design, Design Systems, Micro-interactions.
- **Research & Strategy:** User Research, Journey Mapping, Usability Testing, Competitive Analysis, A/B Testing.
- **Collaboration & Methods:** Agile, Design Sprints, Service Design, Cross-functional Collaboration.
- **Tools:** Figma, Canva, Adobe Photoshop, Illustrator, Miro, Jira, Slack.
- **Technical:** Responsive Design, HTML/CSS basics, API understanding.