

Korede Adeyemi

Product Designer & Design Engineer

I design products end to end and ship them myself, using AI-native engineering to build what I design. 4+ years of product ownership across fintech, logistics, e-commerce, and healthtech.

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SUMMARY

Product Designer with 4+ years of end-to-end ownership across complex web and mobile platforms spanning fintech, logistics, e-commerce, and healthtech — now working as a design engineer: designing products and building them with AI-native engineering. Most recently designed, engineered, and launched GradPath (Next.js, TypeScript, Prisma/Supabase) single-handedly, from database schema to deployment. Combines deep product thinking with AI-assisted development to take products from strategy to production.

EXPERIENCE

Lead Product Designer · ALN Logistics

2025 — Present · Part-time

End-to-end design of a live, multi-sided logistics platform serving customers, couriers, and internal operations — now in market.

- Led the complete redesign of a mobile logistics platform across three surfaces — customer app, courier app, and admin dashboard — ensuring consistency and scalability across all touchpoints.
- Designed and implemented a modular, platform-wide design system that reduced inconsistency and measurably accelerated design-to-engineering handoff.
- Built a real-time admin dashboard enabling operations teams to monitor live delivery status, track orders, and surface performance metrics.
- Conducted structured usability reviews and iterative testing on critical courier and customer flows, identifying and resolving friction points.
- Embedded within a cross-functional team, running weekly design reviews with product managers, engineers, and operations leads.

Lead Product Designer · Parousia West Africa

2024 — 2026 · Full-time

Multi-product platform ownership across fintech (SmartPOS, PAGPay), e-commerce (Afrikaplaza), and communications (Netvox Intelligence).

- Owned product design end-to-end across four distinct platforms — a fintech POS system, a payment gateway, an e-commerce marketplace, and a B2B communications tool — maintaining strategic coherence across each product line.
- Architected and maintained a unified design system adopted across web and mobile, reducing cross-product visual inconsistency and accelerating engineering handoff.
- Translated complex domain requirements — payments infrastructure, inventory management, real-time communications — into clear, intuitive experiences deployable across web and mobile.
- Led design of SmartPOS and PAGPay, simplifying multi-step payment flows and improving operational clarity for merchants and end users across multiple African markets.
- Collaborated weekly with product managers, engineers, and business stakeholders to align design decisions with technical feasibility and long-term platform strategy.
- Mentored a junior designer — running structured reviews, raising design standards, and establishing quality-control processes across active projects.

Product Designer · Xyzpher

2022 — 2023

Decentralised blockchain-based voting and investor platform.

- Designed product interfaces for a decentralised voting platform, translating complex blockchain-native concepts into accessible experiences for non-technical investors.
- Partnered with engineers and product leads to ensure design decisions aligned with the constraints of decentralised infrastructure.
- Ran iterative usability testing and incorporated feedback to improve clarity, task completion, and product confidence.

Payroll and benefits management platform for employers and employees.

- Owned the full design lifecycle — discovery and research through to final delivery — for a payroll and benefits platform serving both employers and employees.
- Conducted user research and competitive analysis to surface insights that informed product direction and prioritised high-impact UX improvements.
- Delivered interfaces that simplified complex payroll workflows into clear, step-by-step experiences for non-financial users.

Client products: Doki (medical application) and BodyTalk (mental health awareness platform).

- Delivered design solutions across two healthcare-adjacent products, adapting quickly to domain requirements and tight delivery timelines.
- Collaborated with senior designers and multidisciplinary teams to maintain quality across fast-moving client engagements.

Self-development and accountability platform.

- Designed the full user interface, applying user-centered design principles to support meaningful habit-tracking interactions.
- Conducted user testing and iterated on designs based on feedback, contributing to a 30% improvement in reported user engagement and satisfaction.

EDUCATION

- CGPA 4.47 / 5.00 — top 5% of graduating class.
- Dean's List honours, 6 of 10 semesters.

- Advanced full-time bootcamp in design systems architecture, component design, and scalable design thinking.

- Full-time intensive in user-centered design, research methodologies, and high-fidelity prototyping.

CORE SKILLS

Product design	End-to-end ownership · UX/UI · Interaction design · Prototyping
Design systems	System architecture · Component libraries · Cross-platform consistency · Scalability
Research	User research · Usability testing · Competitor analysis · Metrics-driven iteration
Design engineering	AI-native development · Design-to-production ownership · Next.js · TypeScript · Tailwind · Prisma + Supabase · API routes
Collaboration	Cross-functional leadership · Stakeholder management · Agile · Mentorship
Domains	Fintech · Logistics · E-commerce · Healthtech · Communications

TOOLS

Design	Figma · FigJam · Framer · Jitter · Sketch · Adobe Creative Suite
Research	Maze · Usability testing · Competitive analysis
AI stack	Claude Code · Figma Make · Gemini · Antigravity · Open Code · Google Stitch
Build	HTML · CSS (proficient) · Next.js · TypeScript · Prisma — AI-assisted full-stack
Collaboration	Notion · ClickUp · Jira · Confluence