Ayotunde Ayodele

Product Design Leader | B2B Workflows | AI and Design Systems

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PROFESSIONAL SUMMARY

Hands-on product design leader with 8+ years of experience across enterprise SaaS, subscriptions, fintech and e-commerce. Combines team leadership with end-to-end research, interaction design and delivery. Managed and mentored three designers, designed an AI-assisted CPQ experience from discovery to launch, and led Dynamic Offers, a subscription personalisation product associated with 15–25% higher new-business conversion and 10–15% revenue growth.

EXPERIENCE

Zuora | London, UK

Product Design Manager (Player-Coach) | Oct 2024 - Present

- Lead and develop three product designers through hiring, mentoring, performance management and resource planning, supporting progression into senior design roles.
- Designed the next-generation AI-assisted CPQ experience end-to-end, covering quote configuration, pricing guidance, AI recommendations and approval flows; reported outcomes included approximately 15% faster quote workflows and a 10% relative increase in user confidence scores.
- Partner with Product, Engineering and senior business leaders to shape priorities and resolve trade-offs across customer needs, commercial goals and technical constraints.
- Run customer workshops to test new features and refine complex quoting workflows.
- Contribute to an enterprise design system with 200+ components, supporting consistent, accessible experiences across the platform.
- Introduced AI-assisted research, prototyping and design-to-code practices through showcases and shared learning, enabling designers to contribute components used in a live customer implementation.

Lead Product Designer | Feb 2023 - Oct 2024

- Led zero-to-one strategy and end-to-end UX/UI design for Dynamic Offers, a subscription personalisation product associated with 15–25% higher new-business conversion, 20–30% higher add-on conversion and 10–15% revenue growth.
- Used 20+ customer interviews and feedback sessions and 15 usability studies to identify friction, test concepts and guide roadmap decisions.
- Simplified complex offer and subscription configuration through clear interaction models, iterative prototypes and reusable design patterns.
- Worked closely with Product and Engineering from discovery to delivery, balancing customer outcomes, design craft, technical feasibility and launch constraints.

Zephr | London, UK

Product Designer | Nov 2021 - Feb 2023

- Led the UX of an AI-powered paywall experience, making publisher personalisation decisions understandable while preserving transparency and control.
- Designed and delivered 10+ SaaS features from discovery through research, high-fidelity UI, testing and engineering handoff.
- Built a 100+ component design system from scratch in partnership with two engineers, increasing standard component adoption on priority screens from 60% to 80% and reducing UI-consistency bugs by 30%.

HYD | London, UK

Product Designer | Aug 2019 - Nov 2021

- Designed responsive customer-facing digital products for 10+ clients across e-commerce, healthcare, insurance and automotive, including GSK, esure, British Cycling, Renault Sport, Deoleo and Bel Food Service.
- Collaborated directly with clients and delivery teams; ran 15+ research and usability-testing sessions and produced flows, prototypes and high-fidelity interfaces.
- Ran 40+ client workshops, from new-business pitches to design presentations.

Cocorose London | London, UK
UX Designer | Jun 2019 - Jul 2019

- Redesigned the e-commerce website, using interviews with 10+ customers to improve navigation, information architecture and shopping journeys.

Salistech | Lagos, NG
Product Designer | Oct 2018 - Jun 2019

- Designed and validated three core areas of a real-estate management mobile app, informed by research with 20+ property managers and residents.
- Created user journeys, wireframes, interactive prototypes and high-fidelity interfaces, collaborating with developers through delivery.

eTranzact | Lagos, NG
UI/UX Designer | Dec 2017 - Oct 2018

- Supported the design of mobile and USSD banking products for financial institutions, including microfinance banks, through research, wireframes, interactive prototypes, high-fidelity interfaces and implementation testing.

SELECTED PROJECTS

LFFY | AI-Powered Plant Care App
Product Designer & Builder (Personal Project) | Jun 2026

- Designed and built a working test version of a plant-care mobile app, taking the product from concept and UX/UI design through implementation using AI-assisted development.
- Built with React Native/Expo, Supabase and OpenAI, using Cursor to support development; documented AI errors, corrections and cost-control decisions throughout the build.

Tasty African Food | Website & Mobile App
Product Designer & Developer (Contract) | Mar 2025 - May 2025

- Redesigned and built the responsive website in Webflow, improving information architecture, visual design and customer journeys; contributed to an average 30% increase in purchases across online ordering channels within the first six months.
- Designed and launched a consumer mobile app on iOS and Android, reaching 2,000+ combined downloads across the Apple App Store and Google Play.

CORE SKILLS

Product strategy, product discovery, end-to-end product design, user research, usability testing, workshop facilitation, UX/UI and interaction design, visual design, rapid prototyping, responsive web and mobile, design systems, accessibility (WCAG), AI product design, design leadership, hiring and mentoring, stakeholder management, conversion optimisation.

TOOLS

Figma, Figma Make, Adobe Creative Suite, UXPin, Framer, Miro, Lucidchart, Webflow, FlutterFlow, HTML, CSS, React Native/Expo, Supabase, Jira, Zeplin, ChatGPT, Claude, Claude Code, Cursor, v0

EDUCATION

UI/UX Design Diploma | RED Academy | Jun 2019, London
UI/UX Design | Interaction Design Foundation | Aug 2018, Online
BEng Civil Engineering | Afe Babalola University | Oct 2017, Nigeria