

OLAWALE ADEDIRAN

UX Designer & AI-Assisted Builder

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PROFESSIONAL SUMMARY

UX Designer with 10+ years of commercial design experience and 5+ years in UX, now also shipping production-grade AI-assisted SaaS products end-to-end. At Iceland Foods I own the design of high-impact ecommerce initiatives: Retail Media, Self-Service Refunds, Meal Deals, Bundles, Iceland Loyalty Program Bonus Club and collaborated on the design system and the migration of the ecommerce platform onto it. On the side, I design, architect and ship full SaaS products (Task2k, Revhapi) using AI as the implementation accelerator while personally owning system architecture, OAuth integrations, payments, fraud protection and platform Integration compliance. MSc Cybersecurity (UX Research focus), Google UX Design certified. Seeking UX roles, and AI-Assisted Builder / Developer roles.

EXPERIENCE

UX Designer *Mar 2025 – Present*

Iceland Foods — Liverpool, United Kingdom

- Own the end-to-end design of four flagship ecommerce initiatives: Retail Media (monetised search and category ad placements), Self-Service Refunds (per-order refund flow with abuse safeguarding), Meal Deal builder redesign, and Product Bundles (single-product purchase model with item-level refunds).
- Redesign the Bonus Club and Rewards Iceland's customer loyalty program across web and mobile touchpoints.
- Collaborate on the Iceland design system with co-designers for the migration and conversion of the ecommerce platform onto the new design system: contributing tokens, components, patterns, designs and adoption guidance across product teams.
- Collaborate with product managers, engineers, Stakeholders, Business & QA Analysts and with the wider teams.
- Own end-to-end design: research, wireframes, prototypes, usability testing and developer-ready handoff and several fixes and projects.

CRO UX Designer *Nov 2022 – Feb 2025*

Iceland Foods — Liverpool, United Kingdom

- Collaborated with the CRO and engineering teams to deliver tested, data-driven UX improvements across the award-winning Iceland online grocery site.
- Performed user research through moderated & unmoderated usability testings, competitive research, analysed quantitative and qualitative data, and shipped conversion-focused experience end-to-end.
- Created wireframes, user journey maps, interactive prototypes and developer-ready assets in Figma.
- Embedded UX best practice across the wider team not limited to creative, marketing and merchandising teams through workshops, usability studies report to ensure better standards in users first, mobile first and accessibility first approaches..

Founding UX/UI Designer & AI-Assisted Builder *2018 – Present*

Waldroid Consult (Self-Employed) — United Kingdom / Nigeria

- Founded and run a one-person UX and build studio designing, architecting and shipping AI-assisted SaaS products end-to-end — owning UX, system architecture, OAuth integrations, payments, fraud protection and platform compliance, while using AI tooling (Claude Code) as the implementation accelerator.
- Currently shipping Task2k (user research platform: web app, CMS marketing site, live Chrome extension, mobile in build) and Revhapi (ROAS platform for web publishers and Shopify entrepreneurs, with multi-platform OAuth and click-fraud protection).
- Built and maintain the production infrastructure: GitHub source control, Supabase (auth and database), Vercel deployments, Next.js + React, Resend (transactional email), Stripe and Payoutstack (payments), Cloudflare Turnstile (anti-abuse).

- Designed and developed responsive WordPress and Webflow sites for clients across the UK and Nigeria; led brand, marketing and digital design from consultation to handover.

Product Designer Aug 2021 – Nov 2021

Co.Lab (joincolab.io) — Canada (Remote)

- Shipped the MVP of a peer-tutor PWA in 8 weeks within a fast-paced Agile team alongside engineers and a product manager.
- Led user and market research, surveys, rapid prototyping and usability testing through to engineering handoff and MVP launch.
- Facilitated a stakeholder workshop and product presentation .

Product Designer May 2020 – Jul 2021

Stutern — Lagos, Nigeria

- Collaborated with senior designers on wireframes, prototypes, design mockups, information architecture and user journeys.
- Created user personas, competitive research and quant/qual analyses to inform design decisions.
- Participated in Moderated and Unmoderation user testing sessions, providing structured feedback on usability and design.

KEY PROJECTS

Revhapi — ROAS Platform (Solo-built SaaS)

- Designed and shipped a ROAS platform for web publishers and Shopify entrepreneurs. Multi-platform OAuth (AdSense, Ad Manager, Google Ads, TikTok, Shopify), unified ROAS dashboard, HapiGuard WordPress plugin for click-fraud protection, landing page builder, custom domains, built-in ticketing.
- Stack: Next.js + React on Vercel, Supabase, Resend, Stripe, GitHub.

Task2k — User Research Platform (Solo-built SaaS)

- Designed and shipped a user research platform spanning web app, marketing CMS site, live Chrome extension, and mobile apps in build. Built-in ticketing, fraud detection, and Cloudflare Turnstile abuse protection.
- Stack: Next.js + Payload CMS on Vercel, Supabase, Resend, Paystack, GitHub, Cloudflare Turnstile.

Findtutor — Community Learning

- Piloted the design of an interactive peer-tutor Progressive Web App connecting college students with knowledgeable peers. Led user research, IA, journey mapping, usability testing, wireframes and prototypes.

EDUCATION

MSc Cybersecurity (UX Research focus) Aug 2021 – Nov 2022

University of Chester, United Kingdom

- Master's research evaluating the usability of UK mobile banking applications using the System Usability Scale (SUS), interviews and heuristic evaluation.

BTech Physics Graduated 2016

Federal University of Technology, Minna, Nigeria

CERTIFICATIONS

- Google UX Design Specialization — Google / Coursera (2021)
- UX/UI Design Certification — Stutern Graduate Accelerator (2020)
- Professional Member — Interaction Design Foundation

SKILLS

UX & Research: User Experience Design, User Research, Usability Testing, Heuristic Analysis, Information Architecture, User Journey Mapping, Rapid Prototyping, Interaction Design, Competitive Analysis, Mobile App Design, Design Systems, Design Thinking, Accessibility.

AI-Assisted Product Building: Claude Code, AI-assisted full-stack development, System architecture, OAuth integrations, API design, Payment integration, Platform compliance, Fraud detection.

Tech Stack: Next.js, React, Supabase, Vercel, GitHub, Resend, Stripe, Paystack, Cloudflare Turnstile, Chrome Extension APIs, WordPress, Webflow, HTML, Payload CMS, CSS.

Design Tools: Figma, Sketch, Adobe Creative Suite, Miro.

Analytics & Testing: Google Analytics, ContentSquare, Userstory, Microsoft Clarity, UserZoom, UsabilityHub, A/B Testing, CRO, SEO.

Other: Cybersecurity fundamentals, Graphics Design (Branding, Digital, Print), Agile / Scrum.