Oluwatosin Afolabi

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Strategic Product Designer with 15+ years experience building the systems that let organisations act with confidence in complex, high-stakes domains.

My work is often building the systems that don't yet exist — from the research and judgement calls that frame an ambiguous problem, to foundational designs, design systems, and governance models that let a solution scale coherently across an organisation.

I do my best work in zero-to-one situations: walking into genuine ambiguity and helping build the foundations of a system everything after it can build on, confidently.

Recent work spans a federated design governance framework for a global bank, and design delivery, design systems and compliance architecture for a multi-national life-sciences platform.

EXPERIENCE

frog Design, UK (2019 – present)

London, UK

frog is a leading global design consultancy where I lead design engagements in complex, regulated domains — life sciences (AstraZeneca, Evinova) and financial services (SCB) — designing the foundational systems and governance models that let these organisations move forward with confidence.

- Senior Product Designer — Jan 2022 – present
- Experience Designer II — May 2021 – Dec 2021
- Experience Designer — Jun 2020 – Apr 2021
- Experience Designer (MSc Placement) — Nov 2019 – May 2020

GTBank Plc (2011 – 2017)

Lagos, Nigeria

Guaranty Trust Bank (GTBank) is a leading financial institution in sub-Saharan Africa where I pioneered the user experience practice, later establishing and growing the UX team as its Lead. I led the UX strategy for multinational digital products, defined a cohesive digital brand experience, and spearheaded the redesign of the global website.

- Team Lead, User Experience — Dec 2014 – Jun 2017
- User Experience Design Consultant — Nov 2012 – Nov 2014
- Creative Design Consultant — Nov 2011 – Apr 2012

Freelance Design Consultant (2009 - 2019)

Over the course of my professional journey, I've enjoyed helping individuals & businesses build and improve their digital products & services. Key clients included GTBank, NdaniTV, 9 Mobile (Nigeria), amongst others.

EDUCATION

MSc Digital Service Design (2018 - 2019)

Brunel University of London, UK

A year of strategic specialisation focused on the theory and practice of effective user-centred design for digital products and services.

BSc Biochemistry (2002 - 2009)

Obafemi Awolowo University, Ile-Ife, Nigeria

A foundation in analytical and systems-based thinking that informs my design process.

CERTIFICATIONS & TRAININGS

Psychology for Designers (2024)

Nottingham Trent University, UK

Diploma in IT (Examinations) (2015)

British Computer Society, UK

Certificate in IT (2014)

British Computer Society, UK

Google UX Masterclass (2014)

Google + Lagos Business School, Lagos, Nigeria