

# Oluwatosin Afolabi

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**Strategic Product Designer** with over 14 years experience shaping successful digital products across diverse industries like consulting, finance, and life sciences.

My expertise spans the full product design lifecycle – from leading research and strategy to crafting intuitive interfaces and scalable design systems – as well as helping to shape and organise design teams for success within organisations.

My work is driven by a human-centred design philosophy focused on uncovering what's meaningful for users and business, translating these into clear and effective UI deliverables, and creating systems for the coherent delivery of these deliverables at scale.

I'm highly skilled in using proven methods for shaping the conceptual foundations of design and with tools such as Figma, Adobe CC and a variety of prototyping technologies for bringing design solutions to life.

## EXPERIENCE

### frog Design, UK (2019 – present)

London, UK

frog is a leading global design consultancy where I lead end-to-end design engagements for clients in complex domains like healthcare. My work fuses research and strategy with execution – from deconstructing complex problem spaces to crafting scalable UIs & design systems to advance clients' businesses in meaningful ways.

- Senior Product Designer Jan 2022 – present
- Experience Designer II May 2021 – Dec 2021
- Experience Designer I 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, 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