

Oluwatosin Afolabi

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Senior Product/Experience Designer with over 14 years of 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 creating usable, meaningful and delightful experiences, and I maintain an open and forward-thinking perspective by actively engaging with emergent technologies, including GenAI.

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 crafting scalable UIs & design systems to exploring emergent technologies like GenAI to advance clients' businesses in meaningful ways.

- Senior Product DesignerJan 2022 – present
- Experience Designer IIMay 2021 – Dec 2021
- Experience Designer IJun 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 subsaharan 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 ExperienceDec 2014 – Jun 2017
- User Experience Design ConsultantNov 2012 – Nov 2014
- Creative Design ConsultantNov 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 personal "sabbatical" spent exploring the theory and practice of effective user-centred design for digital products and services. Dissertation – "ChorusQL: A Query Language and User Interface for the Retrieval and Processing of Twitter Data for Social Science Research"

BSc Biochemistry (2002 – 2009)

Obafemi Awolowo University, Ile-Ife, Nigeria

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