

# MICHAEL AYOMIDE.O

Product Designer

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## PROFESSIONAL SUMMARY

Product Designer focused on building clear, high-conversion digital products across fintech, e-commerce, and service platforms. Experienced in end-to-end product design from research to system design, with a track record of improving engagement, reducing friction, and driving measurable outcomes. Combines structured UX thinking with AI-assisted workflows to ship fast and scale consistently.

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## PROJECTS

### SPND – Fintech Mobile App

*Lead Product Designer*

*April 2026*

- Led end-to-end design of an intent-first budgeting app (research → UX → system), replacing single-balance ambiguity with bucket-based allocation
- Designed a 4-step allocation flow, improving onboarding completion and reducing setup drop-off
- Introduced real-time allocation feedback, increasing engagement and user control during budgeting
- Built a scalable Material 3 system, improving consistency and speed of product development
- Drove outcomes, including 60% reduction in financial anxiety and 45% increase in savings consistency

### Hairven Salon – Service + E-commerce Platform

*Lead Designer & Developer*

*March 2026*

- Designed a “zero guesswork” service system exposing pricing, duration, and inclusions upfront, reducing inquiry friction
- Implemented booking + e-commerce flows with Paystack and bank transfer, improving transaction flexibility and completion
- Introduced audience-based filtering (Women, Men, Unisex + service tags), reducing service discovery time by ~60%

### Chillington – Shawarma Ordering Platform

*Product Designer & Builder*

*February 2026*

- Rebuilt ordering flow into a 3-step path (select → customize → checkout), reducing decision time on mobile
- Made pricing and variants visible at menu level, improving product clarity before navigation

- Simplified checkout with persistent actions and transparent order summary, reducing late-stage drop-off

### **SlumberPal – Sleep Wellness Mobile App**

*Product Designer*

*December – February (2025)*

- Solved sleep habit drop-off by designing for in-the-moment support, improving nightly return behavior
- Built a time-aware product experience that increased relevance and sustained engagement across daily states
- Closed the action-feedback gap with session and review loops, improving habit continuity
- Introduced companion-driven accountability and adaptive coaching, strengthening retention and adherence

### **Bloodline – Web app & Landing Page**

*Product Designer*

*October 2025 – Present*

- Designed and shipped a multi-role platform (Donor, Bridger, Pulse Leader) with clear entry points, improving role clarity and navigation across journeys
- Built both landing experience and core web app, creating a seamless path from awareness → trust → donation action
- Led 15+ user interviews, identifying trust gaps and decision friction, directly shaping onboarding and donation flows
- Simplified donation and onboarding experience, reducing ambiguity and improving completion at key decision points
- Built a scalable, WCAG-aligned design system ensuring consistency across landing pages and application flows

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## **EDUCATION**

### **University of Lagos, Akoka, Lagos**

Bachelor of Medical Laboratory Science (B.MLS) – First Class (4.51)

Sept 2017 – Jan 2024

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## **CERTIFICATIONS**

- Google UX Design Certificate – June 2023
- Dev & Design Bootcamp (In progress)
- McKinsey Forward Program – June 2025

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## **SKILLS**

**Product & Design:** User Research, Interaction Design, Wireframing, Prototyping, Design Systems, Usability Testing, A/B Testing

**Tools:** Figma, Framer, Adobe Illustrator, Miro

**AI-Assisted Development & Workflow:** Cursor, Claude, Codex, Lovable, v0, Gemini CLI  
AI-assisted UI generation, rapid prototyping, prompt-driven development, vibe coding workflows

**Soft Skills:** Communication, Collaboration, Problem Solving