

Oladele Akinnusi — Growth Product Designer

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Results and impact-driven growth design leader with 15+ years crafting impactful user experiences and driving revenue growth. Expertise in leveraging user-centred design to drive business growth and product innovation. Experienced and skilled in leading cross-team projects in delivering emotionally resonant digital products that exceed business goals and delight users.

Experience

Product Design & Growth — Eat Cheffie, London, UK

Aug. 2024 – Present

Leading design, design and cross-team collaborative development of the Eat Cheffie MVP, a platform that connects users with personal chefs for tailored meal services, and launched the product to market. 5x vendor growth in 3 months.

Head of Product Design — Taptap Send, London, UK

Aug. 2022 – Mar. 2024

Led end-to-end design of the digital wallet and money transfer products. Designed onboarding and automated verification system cutting time-to-first transfer by ~80% and improved signup conversion by ~40%. Scaled designops across markets while maintaining a consistent product experience.

Director, Product Design & Research — Jumia, Dubai, UAE

Nov. 2021 – Jul. 2022

Defined product experience vision for Africa's largest eCommerce platform. Executed design strategy across multiple verticals, delivering customer-focused solutions that increased AOV by ~15% and total merchandise value by ~50%. Created user research framework driving continuous product improvement.

Head, Product Experience Design and Growth — Jumia, Dubai, UAE

Feb. 2020 – Nov. 2021

Led 25 designers across 7 countries delivering eCommerce and payments products to millions of users. Developed unified checkout experience across marketplace, food and logistics verticals. End-to-end design of groceries subscription in 5 countries; ~20% increased net orders and returning customers.

Regional Lead, Product Performance Marketing — Jumia, Dubai, UAE

Jun. 2019 – Jan. 2020

Designed and launched in-app messaging system improving customer engagement and app adoption. 4x app DAU through eCommerce gamification. Created an integrated measurement framework combining UX metrics with business KPIs driving continuous improvement in the customer experience.

Regional Manager, Merchandising Experience Design — Paris, France

Jun. 2019 – Jan. 2020

Designed eCommerce merchandising dashboard increasing product performance and sales by ~15%. Designed adaptive product listing system optimizing for market-specific user behavior. eCommerce vendor management platform design across 7 countries and 3 languages.

Education

Master of Business Administration

University of Manchester

B.Eng, Computer Engineering

Covenant University

Core Skills

UX + Design

User-focused, end-to-end digital experiences enhancing usability, and creating intuitive, impactful user-centred solutions.

Research

Utilize data-driven research to uncover user insights, integrating findings into designs and tracking performance with UX metrics.

Strategy

Product design vision alignment with business goals to drive growth and engagement through design.

Leadership

Leading and mentoring cross-functional teams, fostering collaboration, alignment, and strong team culture across global markets.

Communication

Aligning stakeholders, presenting concepts, and facilitating collaboration between technical and non-technical teams ensuring project clarity.

