

ADAZE OVIawe

Senior Product Designer

New York, NY | adaze.oviaawe@gmail.com | 516-806-8406 | ahdahzeh.com

SUMMARY

AI-first Senior Product Designer with 6+ years shipping end-to-end experiences across healthcare, fintech, e-commerce, and consumer products. I prototype in code (React, Next.js) before Figma to validate faster and collaborate closely with engineering. Track record driving measurable outcomes: \$1M+ in fintech transactions, 40% engagement lift at Amazon, and 0-to-1 platform launches.

EXPERIENCE

Senior UX Designer

Jan 2025 - Present

Omnicom Health Group | New York, NY

- Lead end-to-end UX strategy for patient-facing and HCP platforms across pharmaceutical brands, translating complex clinical requirements into accessible, intuitive digital experiences
- Design responsive web experiences and component systems in Figma for cross-functional teams of product managers, engineers, and medical stakeholders, improving usability by 20%
- Conduct user research and usability testing with healthcare professionals to validate interaction patterns, iterating on prototypes to improve task completion and content engagement

Product Designer

Jan 2024 - Jan 2025

Block Equity Group | New York, NY

- Owned full product design lifecycle for a fintech platform from discovery through launch, establishing UX vision and design processes for a commercial financing portal facilitating \$1M+ in transactions
- Designed data visualization dashboards and transaction workflows, reducing user errors and improving task completion rates across web and mobile
- Built and maintained a scalable design system from scratch, ensuring consistency across responsive layouts and accelerating developer handoff

UX Designer

Jul 2023 - Mar 2024

Swank Studio | New York, NY

- Designed end-to-end e-commerce experiences across web and mobile for multi-brand fashion clients, creating consistent interaction patterns and visual systems that scaled across platforms
- Collaborated cross-functionally with developers and stakeholders to translate business requirements into intuitive interfaces, ensuring pixel-perfect execution across deliverables
- Conducted user research and usability testing to validate design decisions, iterating on wireframes and prototypes to improve conversion and task completion rates

UX Designer

May 2021 - Apr 2023

Amazon | New York, NY

- Designed product discovery and shopping experiences for Amazon Inspire, a shoppable short-form content feed, driving a 40% lift in user engagement through iterative A/B testing
- Partnered with product managers, engineers, and data scientists to ship features at scale, balancing user needs with business goals across iOS and web surfaces
- Contributed to design system evolution and led design reviews, establishing component patterns adopted across multiple product teams

Product Designer

Aug 2019 - Dec 2020

Eki Express | Lagos, Nigeria

- Led end-to-end product design for a food e-commerce mobile app, designing checkout and payment flows that reduced cart abandonment by 37%
- Conducted usability testing with 40+ non-technical users to validate interaction patterns, improving order completion rates by 29%
- Built a cohesive component library in Figma scaling across mobile, web, and admin dashboards

SELECTED PROJECTS

Community Health Media - AI-Native HCP Engagement Platform

- Designed and built (Figma to Cursor/Claude Code to Vercel) an AI-powered content hub for physicians and KOLs, featuring webinar registration, survey workflows, CME tracking, and automated Stripe honoraria payments

Morton Salt - Website Redesign

- Contracted to lead a full website redesign for a legacy CPG brand, modernizing the visual language with motion design, improved information architecture, and responsive layouts

Scour - Fashion Aggregator with AI Fit Prediction

- Designed and developed a fashion aggregator platform with AI-powered fit prediction, enabling cross-brand price comparison and personalized shopping experiences across web and mobile

EDUCATION

B.S. Biochemistry

City College of New York
2018

Flatiron School

UX/UI Product Design

IBM Enterprise Design

Thinking Certification

Grow With Google

ML & AI Essentials

SKILLS

End-to-end product design
User research & usability testing
Interaction design
Information architecture
Prototyping & wireframing
Design systems
Responsive & cross-platform
Data visualization
Accessibility (WCAG 2.1)
A/B testing & experimentation
Conversion optimization
AI-assisted design workflows
Motion design
Design QA & dev handoff

TOOLS

Figma
React
Next.js
JavaScript
HTML / CSS
Claude
Cursor
Claude Code
Amplitude
Mixpanel
Hotjar
Adobe Creative Suite
Maze
UserTesting
Jira / Confluence
Vercel
Shopify Plus

AWARDS

MM+M Awards GOLD

Product Launch
Bausch + Lomb,
Patients & Purpose,
Omnicom
Miebo Ohh Yeah