

# Michael Bademosi

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## Experience

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### Brandwatch

Product Designer

2021 - Present

Lead designer in a cross functional team, working end to end to create user centred experiences.

Collaborated with user research to guide data driven decisions

Developed wireframes, user flows and prototypes that successfully communicated designs to stakeholders.

Improved user satisfaction and retention through the use of product analytics, contributing to achieve business goals.

Managed multiple projects and prioritised tasks to meet deadlines.

### NHS

UX Designer

2020 - 2021

Working in an agile environment to create and deliver effective digital solutions, enhancing healthcare services with user centered approach.

Created service user flows and prototypes for usability testing to validate solutions and iterate based on service needs.

Involved in organising and facilitating workshops to generate and discover user requirements from stakeholders and services.

Ensured design solutions met business goals, technical requirements as well as user needs.

### Evada

UX/UI Designer

2019 - 2020

Freelance designer in a start-up, applying design thinking principles.

Helped to shape the future of the product by designing interactive wireframes and information architecture supported by detailed user requirements.

Collaborated with developer to maintain design system for web and mobile app consistency.

### Jones & Partners

Product Designer

2017 - 2019

Worked full cycle in an agency setting creating and developing a range of products for various clients and industries.

Utilised client briefs to develop both new and pre-existing products

Used a range of techniques including sketching, 3D modelling and producing prototypes with fabricators to communicate ideas and solutions to clients

## Skills

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User Experience

User Research & Testing

User-Centred Design

Problem solving & critical thinking

Visual Design

Data Driven Designs

Wireframing & Prototyping

Collaboration & communication

Journey Mapping

Information Architecture

Adaptability & continuous learning

## Tools

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Figma

Adobe XD

Sketch

Balsamiq

Photoshop

In Design

Jira

MS Office suite

Google Suite

Miro

Basic HTML + CSS

Mixpanel

## Education

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### Loughborough University

MEng (Hons) Design with Engineering Materials

2013 - 2017