

Oluwaseun Fatukasi

Product Designer (UX / Web / SaaS)

Remote | ocfatukasi@gmail.com | [Linkedin](#) | [View my design portfolio](#)

Product designer who turns ambiguous problems into production-ready systems. Over the March 2022–Dec 2025 period I've led high-impact product work across B2B SaaS, fintech, marketplaces and corporate web platforms—owning design strategy, scalable systems, and the end-to-end delivery cadence that moves metrics. I combine research-led decisions, design ops discipline, and close engineering partnership to deliver measurable outcomes: engagement lifts, reduced error rates, faster handoffs, and productized communication flows.

Experience

Product Designer | Spritz, USA | Mar 2023 – Dec 2025

- Led the redesign of Spritz's core dashboard and high-traffic multi-action CTA flows, reframing complex workflows into task-led experiences.
 - Re-architected information hierarchy and interaction patterns to reduce cognitive load and speed task completion.
 - Designed and stewarded a 150+ component Figma system (tokens, responsive variants, accessibility annotations) for consistent product scaling.
- Owned live-systems support and operational UX: triaged user issues, reproduced edge cases, wrote clear Jira tickets with acceptance criteria, and verified fixes in staging.
- Ran 20+ moderated and unmoderated usability tests; synthesized qualitative and quantitative signals to prioritize accessibility and performance improvements.
- Partnered in roadmap planning and feature scoping with PM and engineering; balanced user impact against delivery constraints to move key metrics.

Outcomes and impact: increased task completion by 25% and weekly active users by 18% in early sprints; reduced design-to-dev handoff time by ~40% and recurring UI regressions by ~22%.

Lead Product / UX / Web Designer | HireCleaner, USA | Oct 2024 – Mar 2025

- Designed a two-sided marketplace connecting cleaners and clients, focusing on frictionless onboarding for cleaners and conversion-robust booking flows for clients.
 - Client flow: dynamic property-spec forms, service-area toggles, schedule selection, secure payments and automated transactional emails.
 - Cleaner flow: single-step registration, profile/availability, job acceptance and earnings dashboard.
- Produced high-fidelity responsive prototypes and iterative test plans; partnered with engineering to validate business rules and edge cases (payment states, rescheduling, refunds).
- Implemented tracking for funnel drop-offs and transactional KPIs; supported QA during rollout and refined copy and error states post-launch.

Outcome: shipped a launch-ready web platform with reduced onboarding friction and reliable booking-to-payment conversion.

Web / UX Designer | NutriField, NG | Feb 2022 – Jan 2022

- Translated executive vision into a production-grade corporate web presence focused on credibility, lead capture and enterprise positioning.

- Conducted stakeholder workshops to refine value propositions, information architecture and conversion goals.
- Designed responsive page templates (Home, Services, Case Studies, Contact) optimized for conversion and CMS scalability.
- Delivered complete handoff pack for WordPress implementation: annotated templates, component specs, CMS patterns and content guidelines to enable rapid content updates.
- Coordinated launch QA and post-launch analytics setup for measuring lead funnels and page-level engagement.

Outcome: launched a polished site that increased inbound enquiry quality and supported enterprise partnership outreach.

UI / UX Designer | Dozzia Systems, NG | Mar 2021 – Jan 2021

- Owned end-to-end UX for B2B invoicing and payments modules used by enterprise customers; drove product decisions from research through launch and iteration.
 - Mapped complex billing journeys, simplified task flows and error states to reduce manual corrections and training time.
 - Delivered wireframes, high-fidelity mocks and interactive prototypes used in stakeholder demos and user testing.
- Built the foundations of a reusable design language and component library for the product.
 - Defined tokens, components (buttons, inputs, cards), and documentation that ensured visual and interaction consistency across releases.
 - Produced developer-ready specs and acceptance criteria that reduced rework and clarified edge-case behavior.
- Embedded research into sprints: ran interviews, session recordings and remote usability tests; synthesized insights into prioritized UX backlog items.

Outcomes and impact: increased prototype adoption in stakeholder demos by ~50%, informed product changes that reduced user error rates by ~20%, and shortened approval cycles through structured review rituals.

Tools & Technology

Figma (Auto-layout, Variants) · FigJam · Miro · Notion · Jira · Google Analytics · Hotjar · HTML/CSS · WordPress · Git-aware handoff practices

Core Competencies

Product & UX Strategy · Design Systems & Governance · Interaction & Visual Design · User Research & Usability Testing · Information Architecture · Responsive & Mobile-First Design · Accessibility (WCAG) · Prototyping & Validation · Analytics-Driven Iteration · Conversion & Onboarding Optimization · Cross-functional Leadership · Design Handoff & QA · Design Ops · Mentorship

Education

BTech. in **Project Management** | Federal University of Technology Akure | 2011 - 2016