

Olutoyosi Mercy

Senior Product Designer

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PROFILE

Senior Product Designer with experience designing complex digital products and translating business and user needs into clear, intuitive experiences. I work across the product design lifecycle, from discovery and problem definition through user flows, interaction design, prototyping, visual design and implementation.

My background spans product and visual design, combining strong UX thinking with a high standard of visual craft. Experienced leading product design within an agency environment, mentoring designers and working cross-functionally with clients, stakeholders and developers to create scalable, high-quality product experiences.

SKILLS

Product Design: End to end product design, UX design, UI design, interaction design, responsive design, mobile app design, web application design.

Research and UX: User research, user interviews, surveys, competitor analysis, information architecture, user journeys, user flows, personas, wireframing, prototyping, usability testing.

Systems and Delivery: Design systems, component libraries, design tokens, accessibility, stakeholder management, developer collaboration, design handoff, design documentation.

Tools: Figma, Miro, Adobe Creative Suite, Adobe XD, Sketch.

EXPERIENCE

Lead Product Designer, Branxl Design

October 2023 to Present, London, United Kingdom

- Lead product design across the agency's digital engagements, owning projects from discovery and problem definition through UX, interaction design, prototyping, validation and implementation.
- Provide creative and product design leadership across projects, mentoring designers, reviewing work and supporting the team through critique, problem-solving and design decisions.
- Partner directly with clients and stakeholders to understand business requirements, shape product direction, present design rationale and manage projects through feedback, approval and delivery.
- Led the design of Branxl Academy, a 100+ screen education platform spanning student, instructor, mentor and administrative experiences, using research from 147 survey responses and 12 interviews to inform product decisions.

- Collaborate with designers and developers to build scalable design systems, resolve complex journeys and states, and maintain design quality from initial concept through implementation.

Independent Product Designer & Visual Designer

February 2016 to Present, London, United Kingdom

- Led end-to-end digital product engagements for founders, organisations and agency partners, from discovery and requirements through information architecture, UX/UI, prototyping, usability testing and delivery.
- Led Fundup, a fintech app, as its first Product Designer, owning research, information architecture, critical journeys, prototyping, testing and the design system from concept to public release, then continuing through delivery alongside the agency team that later joined the build.
- Conducted user and competitor research, usability testing and iterative design to validate decisions and improve product experiences, including CAC Surrey Docks, where testing improved key journeys to 100% task completion.
- Translated business requirements and user needs into clear journeys, workflows and responsive digital experiences, presenting design rationale directly to clients and stakeholders.
- Collaborated with developers and agency teams through implementation, creating reusable systems and documentation that supported consistent delivery and continued product development.

Design Intern, Accenture

February 2015 to January 2016, London, United Kingdom

- Supported digital and visual design across client-facing and internal projects within a global, multi-stakeholder environment.
- Developed visual concepts alongside senior designers, contributing to iterative design ahead of stakeholder review.
- Conducted market, competitor and audience research to inform design decisions and client objectives.
- Worked within established design standards, structured review cycles and approval processes.

EDUCATION

BA (Hons) Fashion, University for the Creative Arts, UK

Sept 2019 - Jun 2022

Diploma, Art and Design, Lewisham College. UK

Sept 2011 - Jun 2014