MAYOWA ADESINA

Product Designer | Data Analyst
Abuja, Nigeria · +234 813 580 0046 · adesinamayowa.logicgates@gmail.com · linkedin.com/in/adesinamayowa
Design portfolio: mayowa-adesina-portfolio.vercel.app · Data projects: mayowa-adesina-portfolio.vercel.app/data

SUMMARY

Product Designer and Data Analyst who combines user research, end-to-end product design and data analysis. Currently a Product Designer (Internship) in a 5-person product team at SOI Consulting Ltd, running continuous discovery for MyEstate across 11 stakeholder interviews in 9 estates. Builds Power BI dashboards on data cleaned in Excel, MySQL and Power Query, and brings 4 years of operations experience to designing for real business needs.

SKILLS

Research & Design: User interviews, usability testing, research synthesis, personas, jobs to be done, journey mapping, information architecture, user flows, wireframing, high-fidelity UI design, prototyping, service blueprints

Product: Continuous discovery, Opportunity Solution Trees, Value Proposition Canvas, product requirements documents (PRDs)

Data Analysis: Data cleaning, SQL querying, data modeling, DAX measures, Power Query, dashboard design, data visualization

Tools: Figma, FigJam, Miro, Google Stitch, Jira, Canva, Power BI, MySQL, Excel, Google Sheets

Operations: Team leadership, procurement, logistics coordination, vendor coordination, IT support

EXPERIENCE

Product Designer (Internship) — SOI Consulting Ltd (Dataset Nexus Tech), Abuja Feb 2026 – Present

- Product designer in a 5-person team running continuous discovery for MyEstate, a B2B2C operating system for Nigerian gated estates, drawing on 11 stakeholder interviews across 9 estates in Lagos and Abuja.
- Contributed to turning interviews into insight documents and Opportunity Solution Trees, helping the team identify payment identification (raised in 9 of 11 interviews) as the core problem.
- Worked with the team on a Value Proposition Canvas (20 customer jobs, 20 pains, 15 gains) and fit analysis that surfaced 3 gaps as the next opportunities to explore.
- Contributed to the team's presentation of findings to the CEO, which set the first target opportunity and assumption test.
- Contributed to a customer analysis of 4 stakeholder segments, including personas, empathy maps and journey maps.
- Presented sessions on Sprint and The Design of Everyday Things to the team, applying each concept to MyEstate.

Operations Manager — Logic Gates International, Oyo State Dec 2021 – Feb 2026

- Designed a transport booking website connecting a four-step customer booking flow to an internal operations portal for pricing, driver and vehicle assignment, and status tracking.
- Designed low- and high-fidelity mobile screens in Figma, plus a service blueprint and product architecture, and took the design through to a live public website that has handled its first 2 customer bookings.
- Led a team of 3 drivers and managed a fleet of 4 vehicles, overseeing daily operations, procurement, logistics and client booking coordination.
- Managed asset issuance and documentation for drivers, and coordinated procurement of vehicles, generators and technical assets.

IT & Administrative Support (NYSC) — Ibadan North Local Government, Oyo State 2018 – 2019

- Provided IT support and resolved technical issues for local government staff.
- Coordinated logistics for seminars and workshops, and supported program officers with documentation and report writing.

Industrial Design Intern — Mater Dei Centre, Akure, Ondo State 2016 – 2017

- Recommended design improvements to enhance product usability, and monitored production processes and suppliers to maintain quality standards.
- Supported the procurement team in sourcing factory materials.

PROJECTS

BizPilot NG — Business Tracking App for Nigerian Micro-Businesses (Solo) Mar 2026 – Present

- Designed a mobile app end to end that helps Nigerian micro-business owners track sales, expenses, money owed and stock in one place, reframing an initial tax-compliance idea into everyday business visibility.
- Worked from contextual research and synthesis through persona, jobs to be done, journey map, information architecture and user flows, to three rounds of wireframes and high-fidelity screens.
- Ran two usability tests: a low-fidelity test with 2 participants that found no critical blockers, and a working-prototype test where all 3 participants completed the tasks without help.

Kasada — Online Furniture Marketplace Concept (Team) Apr 2026

- Co-created the product requirements document for a premium Nigerian online furniture marketplace with a product collaborator, covering value proposition, personas and product principles.
- Handled market and competitor research, product synthesis, and the UX/UI and prototype direction.
- Shaped a responsive web prototype with detailed product pages, a camera-based room preview and enquiry flows, helping buyers judge size, materials and delivery before buying.

Vaultly — Inventory App for Small Teams (Solo) Jan 2026

- Designed a mobile inventory app that gives stock numbers context (location, reorder point, movement, supplier) so small teams know what action to take.
- Defined design principles, navigation, onboarding and a visual system, and designed every screen state (loading, empty, error) in a working prototype.

Netflix Content Library Analysis (Power BI) Apr 2026

- Analyzed 31,951 movies and TV shows released 2010–2025 in a 5-page Power BI report with a movie/TV toggle, drill-through and custom tooltips.
- Cleaned the data in Power Query: removed rows broken during CSV import, corrected data types, removed 9 duplicate titles, and split multi-genre values into a linked genres table.
- Wrote DAX measures for titles, average rating and average popularity, excluding titles with fewer than 50 votes so ratings reflect reliable data.
- Identified that the dataset holds 1,000 top titles per year, and replaced charts that implied false growth trends.
- Found that English makes up about 59% of top movies but only about 28% of top TV shows, and that TV shows average higher ratings (7.52) than movies (6.39).

How Much Does It Cost to Save Lives? — USAID SCMS Supply Chain Analysis 2026

- Analyzed ~10,000 USAID SCMS health commodity shipment records, cleaning the data in Excel and importing it into MySQL for querying.
- Built an interactive Power BI dashboard with 4 KPI cards (including $68.8M total freight cost and a 108.9-day average lead time), 4 charts and 3 slicers for country, product group and shipment mode.
- Found that air shipments drove 70% of total freight spend, with air charter costing about 3x more per shipment than truck, pointing to savings in shipment mode choice.
- Identified Nigeria as the highest freight spender of all countries, and antiretrovirals (ARVs) as over 80% of all shipments.

EDUCATION

B.Tech, Industrial Design — Federal University of Technology, Akure 2018

Diploma, Data Analysis — GoMyCode, Abuja (professional certification exam pending) Jul 2025 – Dec 2025

Diploma, UI/UX Design — GoMyCode, Abuja Jan 2025 – May 2025

REFERENCES

Available on request.