



# Kayode Olorunfemi • Lead/Senior UX

27 Fanns Rise • Purfleet, Essex • RM19 1GP

**Mobile** 07595 542 650 • **Email** [kayode@ocube.co.uk](mailto:kayode@ocube.co.uk)

**Website** <http://ocube.co.uk> • **LinkedIn** <https://linkedin.com/in/ocube/>

---

## PROFILE

Let's start with my name '**Kayode**', pronounced '**car-your-day**'. Let's start with my name 'Kayode', pronounced 'car-your-day'. I've been fortunate to serve some fantastic companies; simplifying complex information and improving their user experience by employing user centred design.

You will find examples of my work online at: <http://ocube.co.uk/>

---

## SKILLS

User Centred Design • User Experience Research • Information Architecture • Interaction Design • Lean UX • Interface Design • Lean Documentation • Rapid Prototyping • Responsive Design • Design Lead • Agile Methodology • Gathering Requirements • User Testing • Presenting to Stakeholders • Storyboards • Online Strategy • Ardent Team Player • Mentoring Junior Designers • Working within a global industry.

---

## SOFTWARE

Axure RP • Adobe XD • Adobe Illustrator • Photoshop • Adobe Creative Suite • After Effects • Wordpress CMS • Indesign • Microsoft Office • Comfortable on both Mac and Windows systems.

---

## EXPERIENCE

**Writing** • Sabbatical • Essex

*Apr 2018 - Present*

Took some time off to finally write that screenplay I've had on my mind for a while. Also working on an App to help children of native Yoruba speakers to learn the language.

**User Experience Consultant** • S&P Global – Platts {formerly McGraw Hill Financial} • London

*Apr 2016 - Apr 2018*

Currently lead UX for a platform migration of Japan Oil offering. Working within agile environment to deliver complex pricing data using Asian characters. The project also involves research to identify gaps and opportunities based on user research.

UX research and MVP design for mobile delivery of 'Platts on the Net'. POTN (Platts on the Net) delivers benchmark pricing that covers oil, natural gas, LNG, power, coal, shipping, petrochemicals, metals, and agriculture. Worked in a team to prototype a solution that delivers content for a truly global market.

Lead UX for end-to-end redesign of Xplore platform - news and data platform used to make informed decisions for trading on Natural Gas. Carrying out contextual enquiries, user surveys, card sorting exercises and A-B testing initial hypothesis. Transforming PDF delivery of reports into interactive microsites to enable 'drill down' into tabular data on both desktop and mobile.

**UX Consultant** • BUPA Global {Agency - Valtech} • London

*Jan 2016 - Mar 2016*

Digital transformation to improve BUPA Global's digital offering. Role involved rapid prototyping in Axure RP, remote testing with users, collaborating with business analyst, designers and developers and presenting to stakeholders while employing 'lean UX' methods for 'user centred design'. Also incorporated an acquired travel insurance company into brand offering.

**UX/IA Designer** • Nollywood Boulevard {Personal Project} • Essex

*Apr 2015 - Nov 2015*

Research, information architecture and design of a database driven film review platform. Website was deployed in Wordpress to gather valuable user data to be redesigned as a proof of concept/MVP.

**Senior UX Designer** • Kaplan International • London

*Mar 2015 - Mar 2015*

Provided UX Design expertise for high conversion campaign landing page for Italy and Turkey. Managed design process, as well as stakeholder expectations, using agile methodology.

**UX/IA Consultant** • ACE Insurance • London

*Nov 2014 - Jan 2015*

UX Lead for an app processing data for ACE Insurance. Partnering with a 'dev' team in the US, I was responsible for interpreting the design brief, creating user journeys, wireframes, design and prototype a native app for Mobile/Tablet both on iOS and Android.

**Lead IA/UX Designer** • Elevate Invest {formerly Elevate Capital } • London

*Apr 2014 - Nov 2014*

Redesign of financial peer-2-peer web app. Employing lean UX to create personas, user requirement, wireframes and prototype. Breaking down complex financial services into clear user journeys as well as giving direction for entire development process. Worked directly with the CEO and helped established agile practice in Elevate. Employed both in-house and remote testing to hypothesis and validate designs.

**Senior UX Creative** • Kaplan International • London

*Jul 2012 - Mar 2014*

UX and UI design layouts of country landing pages for an A-B test, re-designing ProLinguis website. I also led the end-to-end UX design of Kaplan's Partner Portal running on 'SalesForce' CRM.

**Senior Digital Designer** • KPMG {Agency - RR Donnelley} • London

*Jun 2011 - Jul 2012*

Brand management of all KPMG digital communication, user interface design, digital asset management, HTML emails, flash animation and motion graphic design.

**Senior Creative Designer** • PSP Rare • London

*Mar 2011 - Mar 2011*

User interface design of 'Genetic Disorders UK' website. Creative direction and interface design of a mobile app for KIA Motors.

**Senior Web Designer** • New Look {Agency - EMC Consulting // formerly Conchango} • London

*Feb 2011 - Feb 2011*

User interface design of 'click & collect' feature for fashion retailer New Look; interpreting wireframes and designing layout to brand guidelines.

**Creative Designer** • Box of Matches • Essex

*Nov 2010 - Feb 2011*

Developing brand stories and user journeys to establish foundation for conceptual design, art direction, information architecture and user experience design.

**UX Designer** • Expedia Inc • London

Mar 2010 - Sep 2010

Lead user experience designer focusing on the brand development for the loyalty program of Hotels.com (a part of Expedia) and user experience for payment system. Role included - wireframes, interaction design and designing an iPhone & Android app.

**Senior Web Designer** • Education First • London/Zürich

Jul 2007 - Mar 2010

Lead designer for EF 'Language Travel'. User interface design, managing freelance designers, and liaising with marketing directors in over 50 countries.

---

## EDUCATION

### Continuous Learning

Various Online Courses

### Motion Graphics Design

FXphd • Online • 2008

### Btec National Certificate in Graphic Design

Newham College of Further Education • London • 2003

### Certificate in Microsoft Office 2000 and the Internet

Hammersmith & West London College • London • 1999

### Bachelor of Science in Urban and Regional Planning

Obafemi Awolowo University • Nigeria • 1996

---

## INTERESTS

Filmmaking, cycling, photography and traveling.