

Ayodeji Momodu

Product designer (with expertise in data analytics)

Email: dejimomodu@gmail.com

Portfolio: www.dejimomodu.com

Phone: +447481445841

Location: London, United Kingdom

Linkedin: www.linkedin.com/in/ayodeji-momodu-42b856132

PROFILE:

A Product Designer with expertise in end-to-end website development using Wix Studio, from research to client handover and SEO. I also manage client websites, proactively resolving issues and performing regular web analytics. I leverage a strong background in data analysis with a specialty in process optimization, problem-solving, and waste reduction—to create data-driven, user-centered solutions. Highly organized, methodical, and a quick learner, I excel at communicating complex ideas to all stakeholders, consistently achieving positive outcomes..

OTHER SKILLS:

- Problem solving skills
- Excellent communication and collaboration skills
- Ability to look at things from both businesses and users' perspective

TECHNICAL SKILLS/ TOOLS:

- User research (interviews, surveys)
- Identifying pain points.
- Crafting personas and user stories
- Ideating & brainstorming
- Wix studio
- Data analytics
- Website design
- Wireframing
- Prototyping
- Usability & A/B testing
- Adobe XD
- Figma
- SEO

UX DESIGN PROJECTS:

- Meko diagnostic tool: A comprehensive car health monitoring system designed for everyday car users
- Cargo aviations services limited website: A responsive website for a company that ships parcels and packages between Nigeria and London
- Instagram redesign: Redesigning the Instagram app to enhance user experience by introducing a new feature
- Youtube desktop redesign: Improving the user experience of the website
- Imani nail saloon website: A website for a nail saloon equipped with localized SEO to target local audience that allows them to book for nail services online

PROFESSIONAL EXPERIENCE:

Website designer

Freelance

Jan 2025 till present

- Set up consultation meetings, presentation with clients
- Carry out end to end website design and build
- Handle SEO, manage website and resolve issues
- Perform web analytics and give report and recommendations to client

Data Analyst

Cargo Aviations Services Ltd. London, England

Aug 2023 till present

- Successfully implemented google Forms for customers to fill out while waiting, which pre-populates the company's database with basic customer information. This streamlined the service process, reducing customer waiting times by 30% as service advisors now have access to key information upfront.
- Developed a dashboard that tracks deliveries to flag overdue deliveries in real-time.

Data Analyst

Remaril Nig Ltd. Lagos, Nigeria

Jun 2021 - May 2023

- Designed a reusable network diagram model to efficiently plan construction activities to cut down idle time. This also influenced a reduction of equipment lease cost by 5% on the average
- Conducted a cost analysis that identified waste which initiated the recommendation of the Just-in-time stock inventory approach on consumables particularly cement and sand that generated a 3% cost savings on the average.
- Designed dashboard to monitor progress and status of construction projects

Key Account Manager

Lori Systems Technologies. Lagos, Nigeria

Sept 2019 - Apr 2021

- Managed Dedicated leased trucks and made the Company a monthly average of N5 million of extra profit that would have otherwise gone to third party transporters
- Successfully led the logistics operation of evacuating and distributing 10,000 tons of products from cargo ships to 15 warehouses across the country within a one-month timeframe

Data Analyst

Kobo360

Apr 2018 - Sept 2019

- Maintained data integrity by implementing rigorous monitoring and cleaning procedures, ensuring the accuracy and reliability of information used for decision-making.
- Provided key business insights through the preparation and presentation of routine, ad-hoc, and business intelligence reports.
- Designed dashboards for real-time reporting

Transport Services limited. Lagos, Nigeria

Data Analyst

Oct 2018 - Apr 2019

- Developed an automated regrooving schedule for company tyres using data captured from the field over a course of time. This schedule would go ahead to cut down annual tyre cost by 20%
- Analyzed tyre performance data to develop a cost-effective tyre selection strategy for different routes

COURSES & CERTIFICATIONS:

- **Google UX Design Professional Certificate**
Coursera

EDUCATION:

- **Masters of Science (MSc) Business with Business Analytics**
Northumbria University, London, United Kingdom
- **Bachelor of Science (BSc) in Finance**
University of Lagos, Lagos, Nigeria