

Tosin Ade-Ajayi

Product Design
Los Angeles, CA

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SUMMARY

Product Designer with a consulting/agency and research background, specialising in complex systems and 0→1 product experiences. I combine product thinking with technical depth, using code to prototype and rapidly validate ideas, partner closely with engineering and ship high-impact solutions at scale.

RECENT EXPERIENCE

NatWest (UK bank)

Senior Product Designer

Jan 2024 – Sep 2025

Redesigned the core app onboarding journey, increasing new account conversion by 18%. Led onboarding experience for 1.1M Sainsbury's Bank customers post-acquisition across iOS, Android, and web.

Freelance

Senior Product Designer

Rolex · Mercedes-Benz Vans · Specsavers · Tractable (AI Unicorn)

Jan 2022 – Dec 2023

Owned UX and product design for products in finance, retail, automotive, and AI. Defined product strategy, information architecture and scalable design systems across complex user journeys.

Deloitte Digital

Researcher / Product Designer

LEGO · NHS · Pets at Home · John Lewis · Lloyd's of London

Sept 2019 – Dec 2021

Delivered research and experience design across public sector, retail, healthcare, and insurance. Led large-scale research programme with 50,000+ responses, shaping strategy through journey mapping and service design.

EDUCATION

UCLA Extension (in progress)

Systems Analysis Certificate (Software Engineering)

Python · Swift (iOS) · React Native · Java · SQL

University College London

BSc Information Management for Business, First Class Honours

Shillington College

Graphic Design Certification

Typography · Color Theory · Brand Systems

SKILLS

Design: UX · Interaction Design · Design Systems · Accessibility

Research: User Research · Usability Testing · Journey Mapping · Mixed Methods

Engineering: React · React Native · Swift (iOS) · Python · SQL · HTML/CSS

Strategy: Product Strategy · Workshop Facilitation · Requirements Gathering

Tools: Figma · Claude Code · Adobe CC · UserZoom · Magic Patterns · Cursor