ISRAEL BABALOLA

UI/UX Designer | Product Designer | Visual & Interaction Design

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PROFESSIONAL SUMMARY

UI/UX and Product Designer with a strong foundation in user-centered design, interaction design, and visual systems backed by hands-on bootcamp training and real-world project delivery. Designed 20+ app and web screens for HiredeyGo, a pre-launch recruitment platform, contributing to UX decisions, usability testing, and developer handoff. Proficient in Figma, prototyping, wireframing, and user research methodologies. Brings a rare edge from 3+ years in brand and visual design resulting in sharper, more conversion-aware interfaces. IBM-certified in UX Design Fundamentals. Available for remote and hybrid opportunities.

CORE SKILLS

UX Skills: User Research, Wireframing, Prototyping, Usability Testing, Information Architecture, User Flows, Journey Mapping

Tools: Figma, Adobe Photoshop, Adobe Illustrator, Framer, Canva, Pixellab

UI Skills: Visual Design, Interaction Design, Responsive Design, Design Systems, Accessibility (WCAG), Mobile-First Design

Collaboration: Developer Handoff, Agile Workflows, Cross-functional Teamwork, Stakeholder Communication, Product Thinking

EXPERIENCE

UI/UX Designer (Capstone — Volunteer)

Jan 2026 – Mar 2026

HiredeyGo — Hiring & Recruitment Platform (Pre-launch Startup)

Remote

- Designed 20+ mobile app screens and admin web dashboard screens for a recruitment platform, covering core user flows including job listings, applicant tracking, and onboarding.
- Contributed to UX decisions across the full product lifecycle from user research and persona development to information architecture and final prototyping in Figma.
- Conducted usability testing sessions with 8+ users, synthesizing feedback to iterate on wireframes and improve task completion clarity.
- Collaborated directly with front-end and mobile developers, delivering annotated, handoff-ready designs and maintaining design-development consistency.
- Reported progress to the Product Manager, participating in sprint reviews and aligning design output with product roadmap milestones.

Graphic Designer — Social Media & Brand Visuals

Nov 2025 – Present

Sage Capita (Real Estate Investment Company)

Lagos, Nigeria

- Lead visual design for all social media channels; designed high-performing creatives that drove a 30% increase in audience engagement within 3 months.
- Contributed to a 25% increase in sales through conversion-focused marketing materials and branded investor-facing documents.
- Built a scalable visual system and reusable template library, reducing design turnaround time and ensuring brand consistency across all campaigns.

Senior Graphic Designer

Feb 2025 – Apr 2025

Vouchender (UK-based Fintech) — Remote

Remote

- Created digital and print campaign assets for a UK-based voucher payment platform, collaborating with creative directors and copywriters.

- Led visual execution of a Lagos market awareness campaign, achieving a 150% increase in brand reach and engagement for Vouchender's payment integration.
- Managed 4+ concurrent design projects simultaneously, consistently delivering within tight deadlines in a fully remote environment.

Founder & Lead Design Instructor
Jul 2024 – Present

Free Graphic Design Bootcamp with Israel Babalola
Nigeria

- Founded and ran a free design bootcamp, training 160+ students in branding, social media design, and industry workflows.
- Mentored aspiring designers, resulting in 13 students securing internships in design-related roles — an 8% placement rate.
- Developed curriculum, learning materials, and real-world project exercises from scratch.

Volunteer Graphic Designer
Sep 2024 – Jun 2025

GGL (NGO)
Nigeria

- Created visual assets for community awareness campaigns; supported brand alignment across digital and print communications.

FEATURED PROJECTS

HiredeyGo — App & Dashboard UI/UX Design [View in Figma]
- Designed the complete app and admin dashboard UI for a pre-launch recruitment platform — covering 20+ screens across job seeker and recruiter flows.
- Led UX contributions including user research synthesis, usability testing, flow mapping, and Figma prototyping for stakeholder review.
- Worked in cross-functional collaboration with front-end and mobile developers, translating high-fidelity designs into developer-ready specs.

KareWell — Healthcare NGO Website UI Design [View on Behance]
- Designed a mobile-responsive healthcare website UI for a non-profit organization, applying accessibility-conscious design principles and clean visual hierarchy.
- Delivered wireframes, high-fidelity mockups, and interactive prototype demonstrating user-first information architecture.

Zorevia — Brand Identity Design [View Brand guide]
- Developed a full brand identity system including custom logo, 8-page brand guideline, color system, and typography — implemented across marketing and corporate documents.

CERTIFICATIONS

Product Design (UI/UX Design)	TechCrush Africa (ACTD Accredited)	Mar 2026
User Experience Design Fundamentals	IBM SkillsBuild (Credly Verified)	Apr 2026

EDUCATION

Bachelor of Arts — English Language (Second Class Honours)
Dec 2019 – Oct 2024

University of Ilorin
Kwara, Nigeria