

Eniola Ogunsola

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SUMMARY

Senior Product Designer with 7+ years of experience designing complex products across consumer and enterprise environments. Known for combining product thinking, systems thinking, and user insight to shape solutions from early concept through to real-world adoption.

EXPERIENCE

Oracle

Aug 2024 — Present

Senior Product Designer

Designing a data analytics and decision-support product used in real-world operational and policy contexts

- Designed key features within a new product from early concept through to real-world rollout, shaping how complex workflows and systems are experienced by users
- Contributed to taking the product from 0 to production, supporting onboarding and adoption across 5 countries
- Worked cross-functionally with product, engineering, and data teams to translate complex requirements into clear, usable product solutions
- Played a key role in shaping product direction through early-stage discovery, defining problem spaces and aligning on solutions
- Defined interaction patterns and structures that simplify complex workflows and improve clarity in decision-making contexts
- Conducted in-person user research across multiple countries, grounding design decisions in real-world behaviours and constraints
- Contributed to improving consistency across the product suite by aligning interaction patterns across related features
- Shared design knowledge across the organisation through internal sessions and presentations

Superlist

Jul 2021 — Nov 2023

Product Designer — Founding Designer

Designing a collaborative productivity platform for task management, documents, and team workflows across web and mobile

- Early designer on the team, contributing across core areas including tasks, documents, collaboration, onboarding, and monetisation
- Helped shape product direction alongside founders and product leadership
- Led design of onboarding experience, significantly improving early user retention
- Designed and shipped integrations, supporting growth in user engagement and overall product adoption
- Contributed to establishing and scaling the design system, improving consistency and long-term maintainability
- Facilitated workshops and alignment sessions to support product clarity and cross-team decision-making
- Used experimentation, A/B testing, and user feedback to guide iteration and improve product performance

Reyda

2025

Co-founder & Product Designer

Building a procurement product focused on simplifying sourcing and vendor workflows

- Co-founded the product and led design from 0 to MVP within 3 weeks
- Defined core workflows, product structure, and interaction model from scratch
- Translated early-stage ideas into a functional product for rapid validation
- Contributed to securing initial funding following MVP delivery

The Sixth Avis

Sep 2020 — Sep 2021

Product Designer

Designing geospatial and environmental data products for complex analytical use cases

- First designer on the product, establishing design and research foundations
- Defined how complex environmental and geospatial data is translated into usable product experiences
- Led research and experimentation to improve user satisfaction and conversion
- Conducted interviews with 60+ domain experts to inform product direction

Airfoil

2019 — 2020

Product Designer

Designing products across web3, AI, and fintech domains for early-stage and experimental use cases

- Designed user experiences across multiple product types and industries
- Contributed to product direction through research and iterative design

SIDE PROJECTS

- Designed and launched 3 mobile apps with 100K+ total downloads
- Increased Annie Music MAU by 100%, doubling active users
- Founded a global design mentorship community connecting 500+ designers

CORE CAPABILITIES

Product strategy • Systems thinking • Interaction design • Information architecture • End-to-end product design • Design systems • Visual design • Prototyping • User research • Usability testing • Experimentation & A/B testing • Workshop facilitation • Cross-functional collaboration • Design leadership • AI-assisted design • 0 to 1 product development

TOOLS

Figma • FigJam • Rive • Framer • Claude Code • Cursor • Codex • Miro • Notion • Linear • Productboard • Amplitude • Maze • Hotjar • Loom • GitHub • VS Code