

SAMSON OMOYELE

Product Designer

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Product designer with over 4 years of experience partnering with consulting teams and business stakeholders to design enterprise software. I excel at bridging the gap between complex technical requirements and user needs - translating ambiguity into structured, intuitive solutions through collaborative research and iterative design. My work has supported global consulting engagements and improved both client-facing and internal platforms.

Experience

Product Designer - Verity Relationship Intelligence

January 2022 - May 2026 / London, UK

B2B SaaS consultancy focused on client-customer relationship intelligence, serving 3,500+ users across global advertising and manufacturing sectors.

Projects

Self-Serve Product Expansion

- Led the design of a self-serve SaaS platform that enables a new, wider user tier to independently manage the end-to-end survey lifecycle. By architecting an intuitive automated dashboard and setup process, this lower-cost offering significantly reduces reliance on internal consulting resources.

Partnering with Consultants to Design Analytics Solutions

- Redesigned the core analytics dashboard, replacing a legacy Tableau system to improve performance, discoverability, and responsiveness.
- Modified the MUI design system to establish reusable design patterns and components.
- Architected a role-based information architecture and permission system, translating stakeholder insights into tailored views for CEOs, Agency Leads, and Brand Managers.
- Accelerated delivery cycles using AI prototyping to build functional filter prototypes, enabling user testing with multiple participants without utilising engineering resources.

Building Tools for Internal Teams

- Reduced presentation creation time by 20% by leading the research and design of a new internal reporting platform adopted company-wide.

Research-Driven Service Design

- Standardised company terminology and service design through competitor analysis and user surveys, reducing cross-departmental communication confusion.
- Boosted feature discoverability and onboarding by creating platform playbooks and user guides based on direct feedback from client-facing teams.

UX Designer (Internship) - Medwise.ai

July - November 2020 / Remote

Med-tech SaaS startup providing an AI-powered question and answering platform for both medical professionals and students.

- Translated complex clinical workflows into accessible interfaces by collaborating with medical professionals and engineers.
- Developed wireframes and interactive prototypes grounded in user research and interviews with doctors and medical students.

Education

Coventry University

BA(Hons) Illustration & Graphics Design 2011 - 2015

LCC (University of the Arts London)

Foundation Art & Design
2010 - 2011

Methods

User Centred Design
Design Systems
User Interviews
Usability Testing
User Journeys
Wireframing
Prototyping
User Interface Design

Tools

Figma
Userbrain (Testing Platform)
Optimal Workshop
Matomo

Collaboration

Figjam
Miro
Jira
Monday.com

AI

Figma Make
Claude
Perplexity
Cursor

Presentation

Powerpoint