

SAMUEL ENIOLA OKUBOTE

Product Designer | Complex SaaS Workflows and Design Systems

Lagos, Nigeria | Okubote.eniola@gmail.com | +234 810 709 0066 | [linkedin](#)

EDUCATION

B.Eng. Electrical and Electronics Engineering | University of Lagos — First Class Honors, CGPA: 4.64/5.0

SKILLS

Design: Interaction design, information architecture, design systems, prototyping, responsive web and mobile, AI-assisted prototyping

Product: Product strategy, user research, usability testing, requirements gathering, design QA

Tools & Technical : Figma, FigJam, Framer, Rive, Adobe Creative Cloud, Notion, Jira, HTML, CSS, JavaScript, Python

EXPERIENCE

Product Designer | Rocksteady Technologies LLC — Remote / United States *Oct 2025 — Present*

- Redesigned core routing workflows for a school-transportation platform supporting 85,000 buses and 6 million students daily; in testing, reduced a routine student assignment from 20–30 minutes to 4 minutes.
- Led discovery with 20 routing professionals across 20 school districts, reframing the product from separate Students, Stops, and Runs modules into a prioritized operational queue; the queue, grouping, and verification model shipped to beta.
- Designed EDULOG Workflow Builder, now in production, enabling districts to configure field-trip processes from submission through payment with reusable tasks, approvals, conditions, waits, system actions, and outcomes.
- Built a Figma token system for color, spacing, sizing, radii, and interaction states across queues, tables, panels, forms, and map controls.
- Used AI-assisted prototyping to test routing hypotheses in days rather than weeks, then corrected outputs against product constraints around scheduling ownership, trip actuals, and billing review.

Product Designer | byBarterr — Lagos, Nigeria *Jul 2025 — Oct 2025*

- Led end-to-end product design for a multi-sided marketplace across mobile and responsive web, defining the core buy, sell, swap, discovery, checkout, wallet, vendor-management, and order-history journeys.
- Built a reusable brand and design system across navigation, forms, cards, empty states, and responsive layouts; standardized feature documentation and engineering handoff across design, engineering, and marketing.

UI/UX Designer | Octosoft / OctoHealth — Lagos, Nigeria *Aug 2024 — Oct 2024*

- Designed role-based workflows and dashboards for a hospital ERP spanning patient management, HMO tracking, prescriptions, medical records, and administration; delivered implementation-ready user flows and interfaces with product and engineering.

PRODUCT PROJECTS

Product Designer | CrestStudy — Side Project *Dec 2024 — Oct 2025*

- Designed an academic companion for exam preparation, course materials, CGPA tracking, personalized study plans, and AI-supported mock tests; contributed to 500%+ user growth and average session time exceeding 2 hours.

Visual Product Designer | Taaskly / Bookins — Lagos, Nigeria *Nov 2022 — Dec 2024*

- Designed responsive scheduling and booking workflows spanning availability, calendars, receipts, wallet, contacts, and WhatsApp integration; created reusable components and interaction patterns for engineering handoff.

LEADERSHIP

Design Lead | Engineering Career Expo *Sept 2024 — Aug 2025*

- Led 6 designers on event branding and visual communication for tech and engineering events with 500+ attendees; supported sponsorship efforts that secured over \$3,000 in funding.

Operations Manager | AIESEC in Lagos *Feb 2022 — Feb 2025*

- Managed 9 team members across customer experience, international exchange operations, and travel logistics supporting 12+ cross-border exchange programs.