

MATTHEW ABAOLUWASE

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PROFESSIONAL SUMMARY

Senior UI/UX and Web Design Professional with over 14 years of experience designing and developing user-centric B2B and B2C digital products. Proven expertise in bridging the gap between design and development, utilizing Figma for high-fidelity prototyping and HTML/CSS/WordPress for responsive web implementation. Adept at leading end-to-end design processes, from user research and wireframing to developer handoff for logistics, financial services, and NGO sectors. Holding a UK Postgraduate Diploma from Brunel University, I am seeking to leverage my technical design expertise and cross-functional leadership in a forward-thinking organization.

CORE COMPETENCIES

- **UI/UX Design:** User Research, Wireframing, High-Fidelity Prototyping, Usability Testing, Design Systems, Information Architecture.
- **Web Design & Development:** HTML5, CSS3, WordPress, Responsive Design, Web Accessibility (WCAG), Developer Handoff.
- **Visual & Graphic Design:** Adobe Creative Suite (Illustrator, Photoshop), CorelDraw, Typography, Brand Identity.
- **Tools & Technologies:** Figma, AI-Powered Design Workflows, Key Metrics Analysis, Agile Collaboration.

PROFESSIONAL EXPERIENCE

Lead UI/UX & Web Designer

We Design Amazing | Frodsham, UK

2025 – Present

- Spearhead end-to-end UI/UX and web design for diverse B2B and B2C clients, translating business requirements into intuitive, high-fidelity Figma prototypes and responsive WordPress websites.
- Conduct user research and usability testing to optimize e-commerce interfaces, resulting in improved user engagement and streamlined conversion pathways.
- Collaborate directly with front-end developers to ensure seamless design handoff, maintaining strict adherence to HTML/CSS standards and web accessibility guidelines.
- **Impact:** Elevated clients' digital presence and online engagement metrics through data-driven design iterations and optimized user journeys, directly driving revenue growth.

Head of Design / Senior UI/UX Designer

2021 – 2025

Spinel Consulting | Lagos, Nigeria

- Directed the end-to-end product design lifecycle for complex web and mobile applications across supplier logistics, financial services, and NGO sectors.
- Facilitated cross-functional workshops with stakeholders and project managers to define product requirements, user personas, and information architecture.
- Produced comprehensive design artifacts, including user flows, wireframes, interactive prototypes, and scalable design systems in Figma.
- Partnered closely with engineering teams to guide implementation, ensuring pixel-perfect execution of responsive designs and intuitive interfaces.
- **Impact:** Significantly enhanced user onboarding, inventory management, shipment tracking, and financial reporting capabilities, driving higher user adoption and operational efficiency.

Senior Web & Graphic Designer

2010 – 2015

Abaolu D&E | Lagos, Nigeria

- Designed and developed responsive, user-centric websites for diverse clients, utilizing HTML, CSS, and WordPress to meet specific business objectives.
- Created compelling visual assets, brand identities, and promotional graphics using Adobe Creative Suite (Illustrator, Photoshop) and CorelDraw.

- Translated client briefs into actionable design specifications, ensuring all deliverables aligned with project requirements and brand guidelines.
- **Impact:** Successfully delivered multiple high-quality digital and print projects, establishing strong, long-term client relationships through reliable and innovative design solutions.

EDUCATION

Postgraduate Diploma (PGDip) in Media & Communications

Brunel University | London, UK | 2010

(Recognized as NFQ Level 9 in Ireland, equivalent to a Master's degree level)

B.Sc. Sociology & Anthropology

Obafemi Awolowo University | Ile-Ife, Nigeria | 2005

CERTIFICATIONS

- Google: Foundations of User Experience (UX) Design (2022)
- Google: Start the UX Design Process: Empathize, Define, and Ideate (2022)
- Accenture: Digital Skills: User Experience (2022)
- Accenture: Digital Skills: Artificial Intelligence (2025)
- Santander Open Academy: AI-Powered Content Creation Strategies (2025)

KEY STRENGTHS

- **Inclusive Design:** Passionate about creating intuitive, accessible, and inclusive user experiences that cater to diverse user bases.
- **Strategic Alignment:** Adept at adapting designs to seamlessly align with overarching brand identities and core business goals.
- **Cross-Functional Leadership:** Strong track record of coordinating design teams, mentoring junior designers, and ensuring on-time project success.