

ADRYAN TUNDE ABII-SMITH

Product Designer



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[Adryan Abii-Smith](#)

Profile

I am a **Product Designer and multi-disciplinary creative** based in London, UK. I have a passion for innovative technology, designing with purpose and inclusive design. I seek to simplify the relationship between consumer and product while maintaining premium quality and attracting new, invested users.

Tools



Figma



Sketch



Procreate



Adobe Xd



Illustrator



Invision

Experience

Pearson
Senior Product Designer

July 21 - Current Position

Overview:

Working specifically on English Language products for an array of age groups and demographics. The product design team are responsible for making coherent products and translating consumer needs

Responsibilities:

- Building new products and optimising existing products that center English Language Learning.
- Leading on Initiatives and Managing contractors.
- Extensive User Research, collating results and applying them to designs, continuously.
- Managing work streams between Design, Product and Engineering.
- Team initiatives and organisation of team work streams.

Skills

UX Design
UI Design
Visual Design
Responsive Design
Interviews
Surveys
Prototyping
Illustration
Wireframing
Information architecture

Love Circular (Bootcamp) UX/UI Designer

Jan 21 - Apr 21

Overview:

A 97-day intensive, project-based course focussing on the fundamental methods and theory behind usable and compliant interfaces.

Responsibilities:

- I completed UX case studies and UI concepts within a set timeframe
- I worked with fellow UX Designers to fulfil tasks and collaborate on designs

Achievements:

- I refined my design process and improved in areas I had to work on such as accessibility and typography
- I designed and completed my portfolio and incorporated my UI 'super power' - Illustration

General Assembly (Bootcamp) Visual Designer

Jan 20 - Apr 20

Overview:

A 60-day intensive, project-based course focussing on the visual aspects of UI design. Topics covered; Colour Theory, Moodboarding, Web Typography, UX, Web and Interface Design.

Achievements:

- I completed a brief supplied by the GA coach to design the UI for a juice app
- I learned how to moodboard successfully and apply qualitative and quantitative research to my designs
- I presented my design choices and overall UI to professionals and prospective Visual Designers

Education

Roehampton University
BSc Business Management, 2:1
2010 - 2013

References

Chrystal King
Product Designer II at Twitter
chrystalking@gmail.com

Karla Evans
Marketing Director at The Standard
karla.evans@standardhotels.com

