Iyanu Adebayo-Tayo

Product Designer | AI Design Engineer | Educator
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Summary

Product Designer who builds with AI. 6+ years shipping digital products across agri-fintech, fintech, edtech, and SaaS. Built a centralized design system across 10+ products. Combines user research, usability testing and responsive product and marketing design with engineering collaboration. Uses tools such as Claude Code and Gemini to build design systems, Figma plugins, and production frontends. Led design for platforms processing ₦700M+ in transactions and serving 500K+ users.

Experience

TAG Africa
Product Manager (AI Engineer) May 2026 - Present

- Translate business and operational needs into product requirements, user journeys, interface designs, prototypes and reusable patterns for assigned digital products
- Shape website structure and design-system direction; review implementations for usability, accessibility and responsive behavior. Use AI-assisted prototypes to support stakeholder review of products and internal workflows

Crop2Cash
Lead Product Designer Jul 2021 - Present

Full-time through May 2026; now part-time

Core Products | Agri-Fintech Ecosystem (500K+ farmers)

- Built and maintained a centralized design system across 10+ digital products in an agri-fintech ecosystem serving 500K+ farmers
- Shipped a CRM that improved customer service efficiency by 90% and a Campaign tool that generated over ₦336M in sales
- Led design for a custom accounting system processing ₦400M+ in payments and an HR platform handling ₦336M in payroll. Cut third-party tool costs and improved HR efficiency by 70%
- Created the Farmers Marketplace, the Gather data collection app, and redesigned the BASE USSD flow to reduce user drop-offs
- Wrote the conversation script for the Crop2Cash AI Hotline, an AI-powered voice service for farmer support
- Redesigned the Crop2Cash website for stronger investor perception and built an Inventory Management System for partner operations

CallCast | AI Voice Calling Platform

- Set up the design system as code-level rules and authored AI coding skills to ensure consistent, on-brand UI output across the platform. Built and shipped product features
- Built the CallCast marketing website using AI tools, including an interactive voice agent demo that lets visitors test the AI calling experience. Wrote the conversation scripts for the demo voice agents

Experience Continued

Lumilearn (Contract)
Senior Product Designer Oct 2025 - Mar 2026

- Owned the admin platform for course creation, curriculum building, video lesson setup, assessment/quiz creation, task assignments, and the review & publish workflow
- Built an AI-powered interactive prototype (using Claude) of the admin panel so stakeholders could test flows end-to-end before engineering handoff
- Introduced gamification features for the teacher app: streak-based learning, badges, and certificates to drive engagement and user retention
- Created the tablet/responsive experience, offline video playback for teachers, and an educator-to-educator community chat feature

Cryzed (Contract)
Product Designer / AI Design Engineer Sep 2025 - Dec 2025

- Set up a scalable design system and built the back-office frontend UI using AI coding agents, delivering a working frontend to engineering for API integration
- Created consistent transaction-state UX patterns (pending / success / failed / reversal) that work across all product lines
- Led product design for a fintech platform covering gift card exchange, crypto exchange, bill payments, and withdrawals. The platform has processed ₦10M+ since launch across consumer app, internal tooling, and the public website
- Defined KYC/KYB levels and verification limits across high-risk actions, balancing regulatory compliance with user experience

Vomoz Tech (Contract)
Product Designer May 2024 - Apr 2025

- Designed the Vomoz group website from scratch, handling information architecture, responsive UI, and interactive elements to strengthen brand identity
- Led product design for Adeoba, a community foundation app for residents of Owu Communities. Covered project tracking, event registration, donation management, membership tools, and admin content management
- Designed the full Eventovi event management platform: B2B event creation with customizable amenities (transport, feeding, accommodation, parking), B2C booking and payment flows, guest-to-room assignment (assigned & unassigned), and organizer analytics dashboards. Used to book 20K+ guests

Additional Experience

Orenkraft Design Studio (Freelance)
UI/UX Designer Dec 2019 - Present

- Handle UX/UI design, branding, and AI-assisted UI engineering for Orenkraft, a design studio serving startups across fintech, edtech, health-tech, and e-commerce
- Built and shipped client-facing websites and landing pages using AI-assisted development with Next.js, React, and Framer
- Taught UX/UI design through School of Creatives, Orenkraft's education arm. Created YouTube tutorials (20,000+ views), developed design courses, and mentored 20+ junior designers transitioning into product design

Projects

Titan DS Aid | Figma Plugin | 95+ users Personal Project

TypeScript | React | Vite | Zustand | Radix UI | Figma Plugin API

- Built a Figma plugin that generates complete design system foundations (color tokens, typography, spacing, radius, and semantic tokens) directly as Figma Variables and Styles
- Architected a primitives-to-semantics token system following industry best practices
- Implemented HSL-based color ramp generation with smart feedback color harmonization
- Built WCAG AA/AAA contrast badges into visual color guides for accessibility validation
- Developed full CRUD for semantic tokens with group management and protected presets

VIO Mock Test: Driver's License Practice Quiz Personal Project

Built with AI | Deployed on Netlify

- Designed and built a timed mock quiz app to help Nigerians prepare for the VIO driver's license examination, referencing the official FRSC Highway Code
- Built end to end using AI coding tools, from UI design to deployment

Publications

- How to Reduce User Bounce and Drop-Off Rates on USSD Platforms
- Recognition Over Recall: A UX Lesson From My Brother With a Learning Disability
- Inventory Transfer System: Replacing Spreadsheet-Based Operations with a Centralized Inventory Platform

Education

University of Ibadan Ibadan, Nigeria

B.Eng. Civil Engineering 2023

Certifications

Conversation Design Fundamentals | Google 2025

Product Masterclass: How to Build Digital Products | Product School 2021

Foundations of User Experience (UX) Design | Coursera / Google 2021

Skills

Design: Design Systems, User Research, Usability Testing, Responsive Design, Information Architecture, UI Interaction Design, AI Conversation Design, AI-Assisted Development, Figma Variables and Styles, primitive and semantic tokens.

Development: React, TypeScript, Next.js, Framer, Vite, Zustand, Radix UI, Figma Plugin API.