Emmanuel Babalola

Product Design • Interaction Design • UX Strategy • Systems Thinking
artxcogitate@gmail.com • Portfolio: http://ebabalola.com • Phone: 6464069731

Summary

Product Designer focused on turning complex ideas into usable digital products. Experienced in designing and launching end-to-end product experiences across SaaS, learning, and behavioral platforms. Skilled in simplifying high-friction user journeys through interaction design, user flows, and research-informed decision-making. Strong bias toward execution with hands-on experience bringing products from concept to working MVPs.

Skills

Product & Design

Product Design • Interaction Design • UX Design • Information Architecture • User Flows • Wireframing • Prototyping • UX Strategy

Research & Validation

User Research • User Interviews • Usability Testing • Behavioral Analysis • A/B Testing • Insight Synthesis

Product & Collaboration

Product Strategy • MVP Development • Agile Collaboration • Cross-functional Teams • Functional Specifications

Tools

Figma • Design Systems • VS Code (AI-assisted prototyping)

Experience

Product Designer

Mortgage Easy App | 2025

Designed and launched a dual-sided SaaS platform helping homebuyers understand affordability while enabling realtors to capture and manage qualified leads.

Led the end-to-end product design of a system that translates complex mortgage calculations, assistance eligibility, and financial inputs into a structured, guided decision experience. Addressed the challenge of user confusion by designing progressive interaction flows that reveal insights step-by-step instead of exposing raw data.

Collaborated closely with engineering to translate product requirements into working behavior, defining user flows, interaction logic, and functional specifications. Validated design accuracy directly within the development environment to ensure production readiness.

Conducted user interviews and usability testing to identify friction points and refine interaction patterns. Synthesized behavioral insights to guide product decisions and feature prioritization.

Impact

- Launched a working SaaS MVP in 12 weeks
- Delivered core systems including affordability analysis, assistance discovery, partner dashboards, referrals, and analytics

---

Product Designer

Why Failed Relationship | 2024

Designed and launched a relationship insight platform that helps users understand behavioral patterns through guided reflection.

Addressed the challenge of presenting emotionally complex content by structuring interactions around clear, paced reflection flows. Focused on clarity and tone to ensure the experience felt supportive rather than overwhelming.

Conducted behavioral research and competitive analysis to identify gaps in existing solutions.

Designed user journeys and interaction flows aligned with real-world usage and implementation constraints.

Impact

- Delivered a working MVP translating complex relationship concepts into structured digital interactions
- Created a guided reflection experience improving clarity and user engagement

---

Product Designer

Scripture Steps | 2024

Designed a structured digital learning experience helping children engage with scripture through simple, repeatable daily interactions.

Focused on reducing cognitive load and designing for short attention spans by breaking content into small guided steps. Structured the product around daily routines combining reading, listening, reflection, and prayer to support consistent engagement.

Designed interaction patterns that prioritize clarity, pacing, and independence, allowing children to navigate the experience while maintaining trust for parents.

Impact

- Translated spiritual learning into an accessible product experience for children and families
- Established a repeatable interaction model supporting daily engagement and habit formation

---

Automation Systems Specialist

Quest Diagnostics | 2020 – Present

Operate at the intersection of engineering systems, operations, and user workflows in a high-throughput laboratory environment.

Collaborate with engineers, biomedical teams, and vendors during system installations, upgrades, and go-live processes. Perform end-to-end workflow testing and validation to ensure system reliability before deployment.

Analyze failure patterns and operational data to identify issues and translate frontline user feedback into structured insights for technical teams. Support system adoption by training employees on workflows and troubleshooting procedures.

EDUCATION

B.Sc. Electronic & Computer Engineering
Politecnico di Torino

Google UX Design Certificate
Human-Computer Interaction — Georgia Tech
Product Design & Health — TU Delft