

EMMANUEL BABALOLA

Product Designer (UX • Interaction • Systems Thinking)

Product designer with a strong foundation in systems, automation, and end-to-end product execution. I design, build, and ship real products — from problem discovery and UX strategy to interaction design and production release. Experienced across SaaS platforms, subscription products, and consumer-facing experiences, with a focus on clarity, usability, and real-world outcomes.

EXPERIENCE

Product Designer — Mortgage Easy App (SaaS)

2025 – 12 weeks (MVP)

Designed and shipped a production SaaS platform that helps homebuyers understand affordability and mortgage options while enabling realtors to capture and convert leads through personalized, SEO-optimized pages.

- Owned the full product lifecycle: problem definition, UX strategy, interaction design, validation, and launch
- Designed end-to-end user journeys for homebuyers and realtors, translating complex financial logic into clear, usable flows
- Designed responsive dashboards, calculators, and lead-capture experiences optimized for trust and conversion
- Shipped production interfaces by translating UX decisions directly into working product using AI-assisted workflows in VS Code
- Made product tradeoffs balancing usability, scalability, performance, and technical constraints

Role: Solo product designer with full ownership from discovery through production release

Portfolio: <https://ebabalola.com>

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Automation Systems Support — Quest Diagnostics

2020 – Present

- Supported complex laboratory automation systems and large-scale workflows
- Diagnosed system failures involving lost, delayed, or duplicated samples
- Collaborated with engineers and vendors to resolve production-critical issues

Design Relevance:

This role strengthened my systems thinking, edge-case awareness, and ability to design for reliability — skills I apply directly to product design.

Core Skills

Product Design

UX & Interaction Design

User Flows & Information Architecture

Wireframing & Prototyping

Responsive Web & Mobile Design

Design Thinking & Problem Framing

Cross-Functional Collaboration

Systems & Workflow Thinking

Product Designer — ShopBlackTShirts (E-commerce)

2025 – 4 weeks (MVP)

Designed and launched an e-commerce experience centered on storytelling, identity, and conversion.

- Designed product pages that balanced narrative, brand trust, and purchase clarity
- Optimized checkout and browsing flows to reduce friction and improve usability
- Created responsive layouts supporting both editorial storytelling and commercial goals
- Shipped the live product experience end-to-end

Role: End-to-end UX and product design

Product Designer — WhyFailedRelationship

2024 – 6 weeks (MVP)

Designed and shipped a relationship intelligence and emotional-healing platform focused on helping users understand behavioral patterns and avoid repeating unhealthy cycles.

- Defined the product vision, UX architecture, and interaction patterns for a sensitive, emotionally driven problem space
- Designed guided reflection flows emphasizing clarity, empathy, and psychological safety
- Conducted competitive analysis and behavioral research to inform content structure and user journeys
- Built scalable UX systems to support future personalization, education, and community features
- Executed designs into a shipped product using AI-assisted workflows, ensuring alignment between design intent and real behavior

Role: Solo product designer responsible for research, UX, interaction design, and shipping

Tools

- Figma
- VS Code (AI-assisted product execution with Codex)
- Design Systems & Interaction Design

Research & Validation

User Interviews & Surveys

Competitive Analysis

Usability Testing

A/B Testing

Qualitative Research Methods

Education & Certifications

B.Sc. Electronic & Computer Engineering —
Politecnico di Torino, Italy

Google UX Design Certificate

Human-Computer Interaction — Georgia Institute of Technology

Product Design & Health — Delft University of Technology

UX Design — Treehouse