

Ade-Lee Adebisi



Head of Design

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01 PROFILE

As a design leader with a decade-plus track record, I guide teams to craft products that strengthen brand identity and drive robust returns.

My approach blends creative innovation with strategic business vision, leveraging data and user research to deliver impactful outcomes.

02 EMPLOYMENT HISTORY

03/2021 — Present

Head of Design at SoPost

Newcastle Upon Tyne

- **Reduced SoPost's design recruitment costs by £60,000+** by sourcing, interviewing and accessing candidates across the design department through process optimisation and by implementing practices that fostered diversity and inclusion.
- **Transformed the company's visual identity**, improving customer perception and engagement through a global brand refactor.
- **Increased project completion rates by 80%** through strategic process improvements.
- **Encouraged professional development** by setting S.M.A.R.T. goals, turning individual contributors into emerging design leaders resulting in more promotions and increased team productivity.
- **Fostered an inclusive design culture** prioritising user research and UX, and better alignment of designs with business and client needs resulting in a sharp uptick in design impact.
- **Drove an 89% engagement rate and 160k+ sign-ups for ProductSamples.com** through targeted product and platform design such as ensuring essential actions can be completed in less than five clicks.
- **Enhanced cross-team communication** and collaboration between designers and developers, reducing project timelines and fewer errors.
- **Boosted workflow efficiency by 340%** through implementing a company-wide ticketing and review system, ensuring work was detailed and requested by the right department.

- **Revolutionised SoPost's design methodology** by integrating a data-driven approach, significantly enhancing product usability and accessibility, and aligning designs closely with business objectives and customer needs.

06/2019 — 03/2021

UX Designer at Turnitin LTD

Newcastle

- **Aligned engineering and product departments** to develop accurate user personas.
- Facilitated a smooth transition from Adobe X.D. to Figma.
- **Developed a user-requested reporting system**, decreasing an educator's reporting workload by 15%.
- **Created a new accessible colour system** resulting in a 43% reduction in excessive colour usage.

02/2018 — 07/2019

Lead UX/UI Designer at Papertrail.io

Newcastle

- Audited, reviewed and improved UX for existing and new applications.
- **Managed the creative team** to produce diverse marketing deliverables.
- **Modernised the brand identity**, making it more user-friendly and accessible.
- Created an expandable design system
- **Reduced in-app churn rate by 15%** by revamping the self-service and pricing product offering.

07/2016 — 02/2018

UX/UI Designer at Oak Intranet

Newcastle

- **Created experiences tailor-made for esteemed clients** like Aldi, Moss Bros, Suzuki, and Paperchase. Significantly contributing to enhanced business operations through UX.
- Project lead for a **company-wide rebrand**.

04/2013 — 07/2016

Designer at SaleCycle

Newcastle

- Responsible for **designing and developing strategic marketing material** for brands, including Sports Direct, Net A Porter, YSL, Matalan, All Saints, Tommy Hilfiger and Lastminute.com

03 SKILLS

UX/UI Design

Design Strategy

Design Thinking

Strategic Innovation

Agile Methodology

Cross-Functional Leadership

Team Management

Data Analytics

Design Leadership

Technological Proficiency

Business-Led Design

Change Management

04 EXTRA-CURRICULAR ACTIVITIES

Aug 2018 — Present

Design Mentor, Designed.org / ADPList

- Mentored new designers on industry entry strategies.
- Played a key role in Designed.org's rebranding and system design.
- **Guided designers in securing their first industry roles** and advancing to senior positions.

Hobbies

- Writing and Blogging: Educational Manga
- Street Photography: Fujifilm X100V
- Gaming: Currently playing Zelda Tears of the Kingdom

Selected Highlights

- Upgraded Alexander Watches' marketing with a campaign featuring Wu-Tang Clan.
- Authored a manga on Design Thinking, demystifying its principles.
- Led workshops to bolster creative confidence and design thinking in businesses.
- Boosted iLovePlum's email sales from £750K to £1.5M in Q3 2020 leading to their acquisition.
- Partnered with industry-leading brands like Ting, Rio Tinto, Live Nation, Homely, Kettle & Fire, Freddy, and Just Hype to drive UX/UI and design enhancements.
- Spoken at global conferences, including TEDx, DIBI, FrontEndNE, Litmus.