

# Ade-Lee Adebisi



## Head of Design

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## 01 PROFILE

Design Leader (ENFJ) with 11+ years' experience, excelling in building remote-first, inclusive, data-driven teams. I merge creative innovation with strategic insight, fostering open dialogue and S.M.A.R.T goals. My leadership ensures the delivery of impactful, user-centric products through cross-functional collaboration and transparent communication.

## 02 EMPLOYMENT HISTORY

03/2021 — Present

### Head of Design at SoPost

Newcastle Upon Tyne

- **Revitalised SoPost Branding:** Collaborated with senior executives to lead a major brand and tone refresh, resulting in a 46.8% boost in user engagement (website), setting new benchmarks for customer interaction and brand perception.
- **Enhanced Project Delivery:** Worked closely with Head of Product and Chief Engineering Officer to achieve an 80% rise in project completion implementing Agile and Shape Up workflows, fostering cross-disciplinary collaboration, and a user-centric design culture.
- **Professional Development Leadership:** Implemented S.M.A.R.T. goals, transforming the design team into strategic leaders, ready for future design challenges.
- **Inclusive Design Strategy:** Collaborated with executives to craft a design strategy centred on user research and UX simplicity, aligning closely with SoPost's business goals.
- **Directed Product Success:** Led design and marketing for key products, notably ProductSamples.com, achieving a 96.4% account completion rate and over 300,000 active users.
- **Boosted Operational Efficiency:** Introduced a company-wide ticketing and review system, enhancing workflow efficiency by 340%, setting new standards for team collaboration.
- **Data-Driven Design Methodology:** Established a data-integrated design methodology, markedly improving product usability and aligning design with business and user needs.
- **Recruitment Cost Savings:** Streamlined the recruitment process, saving over £60,000, while enhancing team diversity and innovation through targeted sourcing and assessment techniques.

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 highly-requested reporting export feature**, reducing reporting export times 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.
- Led the end-to-end design, research and testing for the world's largest rope access equipment directory.
- **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

- **Designed and developed strategic marketing material for global brands**, including Sports Direct, Net A Porter, YSL, Matalan, All Saints, Tommy Hilfiger and Lastminute.com.
- **Drove SaleCycle growth with conversion optimisation**: Significantly boosted business and revenue by refining conversion rate optimisation. Key achievements (below) led to major business wins through more engaging, personalised email campaigns:
  - **Innovative Email Features**: Integrated countdown timers for urgency.
  - **Dynamic Personalisation**: Customised imagery by time of day.
  - **Enhanced Content**: Included travel itineraries in emails.
  - **Interactive Emails**: Developed shopping baskets within emails, enabling direct checkouts, size adjustments, and product views.

## 03 SKILLS

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UX/UI Design

Diversity and Inclusion in Design

Agile Methodology

Team Management

Design Leadership

Business-Led Design

Design Strategy

Design Systems & Standards

Cross-functional Team Collaboration

Visual Language Development

Outcome-Oriented Design Leadership

Remote Team Leadership

Design Mentoring and Coaching

Strategic Business Analysis

## 04 EXTRA-CURRICULAR ACTIVITIES

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Aug 2018 — Present

### Design Mentor, Designed.org / ADPList

- Played a key role in Designed.org's rebrand and system design.
- **Guided designers in securing their first industry roles** and advancing to senior positions.
- **Advised emerging design leaders** on strategies to lead without leading within their organisation and gave candid advice on making a strategic business impact.

### Hobbies

- Writing and Blogging: Educational Manga
- Street Photography: Fujifilm X100V
- Gaming: Currently playing Boulders Gate 3

### Selected Highlights

- Managed Alexander Watches' marketing design **collaborating with Wu-Tang Clan** and **Maxim magazine**.
- **Authored a manga on Design Thinking**, demystifying its principles.
- **Led 50+ 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.
- **Evangelise design at global conferences**, including TEDx, DIBI, FrontEndNE, Litmus and Design Matters.
- **Wrote an article on AI** in design for **Branders Magazine**.
- Launched 'make it pop, a **design thinking collaboration tool**' in 2017, smashing our Kickstarter goal by 187%. Now **used globally** by tens of thousands, including giants like **Nike, Google, and Microsoft**, with over **2,000 copies sold worldwide**.