

Temidayo Aiyedona

Senior Systems Designer | Design Systems | AI Assisted Tooling | Consumer Platforms at Scale

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PROFILE

Senior Product Designer with 8 years of experience building consumer facing digital products and design systems at scale. Most recently at HolidayPirates in Berlin, where I built a modular design system from scratch that cut delivery time by 40% and collaborated on AI powered experiences serving millions of users across Europe. I specialise in design systems governance, AI assisted tooling, and cross functional collaboration with engineering. I think in systems, not screens, and I care deeply about consistency, scalability, and the quality of every component that ships.

CORE SKILLS

Design: UX/UI Design, Interaction Design, Information Architecture, Prototyping, Usability Testing

Systems: Design Systems, Design Tokens, Design Language, Governance Models, Component Libraries, DesignOps, Generative UI, Accessibility

AI and Research: AI Assisted Design, Figma Make, Lovable, Claude, Predictive Personalisation, Behavioural Analytics, UX Data Insights

Leadership: Design Strategy, Mentorship, Cross-functional Collaboration, Agile Delivery

Tools: Figma, Miro, Notion, Jira, Confluence

PROFESSIONAL EXPERIENCE

HolidayPirates – Senior Product Designer

Dec 2022 – Present | Berlin, Germany (Hybrid)

- Built a modular design system from scratch using atomic design principles, establishing token architecture, component libraries, contribution guidelines, and engineering alignment processes that cut delivery time by 40%
- Collaborated on AI powered search experience focused on helping millions of users find the right travel deals faster, driving a 20% increase in conversion
- Introduced AI augmented research workflows reducing synthesis time by 25% and enabling faster, more informed design decisions
- Partnered closely with engineers, PMs, and data scientists to ensure design system implementation matched intent across platforms
- Conducted regular UX audits and usability tests to surface friction in existing flows and inform iterative improvements

SeamlessHR – Head of UX Design

Jan 2022 – Dec 2022 | Lagos, Nigeria (Hybrid)

- Scaled and led a distributed design team from 4 to 11 designers delivering unified UX across HR and fintech platforms
- Built the company's first centralised design system, establishing token architecture and component libraries that reduced interface inconsistencies by 50%
- Designed across a complex multi persona enterprise platform serving HR managers, payroll administrators, finance teams, and employees simultaneously
- Partnered with engineers and PMs to develop AI driven HR analytics dashboards and data heavy workflow tools
- Established a feedback driven, iterative design culture focused on scalability and measurable impact

SeamlessHR – Senior UX Designer

May 2021 – Dec 2021 | Lagos, Nigeria (Hybrid)

- Designed the Payroll Enterprise Solution, transforming payroll operations across Africa

- Created the Embedded Finance Product, enabling salary linked loans exceeding \$10M in year one
- Facilitated design thinking workshops and usability testing, improving delivery quality and team alignment

BodAdmin – Lead UX Designer

Oct 2021 – Dec 2021 | Remote

- Directed UX design for an enterprise governance platform serving boards and executives
- Scaled the design team from 1 to 4 and introduced component libraries for consistent output
- Increased adoption by simplifying information architecture and onboarding flows

Findworka Limited – UX Designer

Feb 2019 – Dec 2019 | Lagos, Nigeria (On-site)

- Collaborated on a company-wide rebrand, modernising UX across platforms
- Designed multiple mobile and web applications for fintech, health, and education clients

Tedbree Digital – UX Designer

Jul 2018 – Feb 2019 | Lagos, Nigeria (Hybrid)

- Designed collaboration tools and an event management application working closely with developers

2iLabs Limited – Intern UX Designer

Jul 2017 – Feb 2018 | Lagos, Nigeria (On-site)

- Supported senior designers on mobile and web applications across multiple industries
- Assisted with UX research, wireframing, and prototype creation across full design delivery cycles

EDUCATION

BSc Computer Science and Information Technology

Babcock University, Nigeria | 2015

SPEAKING AND MENTORSHIP

- Speaker, The Ladder NG Conference (2022) – Starting Right in Tech
- Mentor, The Ladder NG (2022) – Guided designers worldwide through UX fundamentals
- Tutor, TechCampus, The UX Masterclass, Findworka Academy (2019 to 2021) – Taught immersive UX design courses
- Content Creator – Produced design tutorials and industry insights for emerging designers

INTERESTS

Design Systems | AI in Design | Inclusive Design | Product Strategy | User Engagement Analytics | Mentorship