

Dayo Samuel

Senior Product Designer

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SUMMARY

Senior Product Designer with 8+ years balancing product strategy and design in regulated healthcare. Expert in design systems, stakeholder management and AI-assisted prototyping. Track record of product strategy leadership for a World Economic Forum UpLink Top Innovator.

CORE COMPETENCIES

- **Business & Strategy:** Product Strategy, Business & User Balance, End-to-End Ownership, Problem Definition, Cross-Functional Delivery, Clear Communication
- **Design & Craft:** Design Systems, Visual & Interaction Design, Prototyping, AI-Assisted Prototyping, Accessibility / WCAG
- **Research & Delivery:** User Research, Product Analytics, Regulated Health Design, Stakeholder Management

TECHNICAL TOOL STACK

- **Workshop & Strategy:** Miro, FigJam
- **Design & Prototyping:** Figma (Advanced), Storybook, ShadCN
- **Research & Analytics:** Google Analytics, Microsoft Clarity, Stark (a11y)
- **Dev-Adjacent & Engineering:** TypeScript, OAuth / Magic Link
- **Operations & Delivery:** Jira, Notion, Claude Code, VS Code

PROFESSIONAL EXPERIENCE

Senior Product Designer, Smplicare | Edinburgh, UK

May 2022 – Present

- Pitched a tiered product model (Fall Fit / Fall Predict) in Miro, adopted company-wide 18 months later.
- Adapted design practice from B2C to B2B procurement for NHS-body clients.
- Authored NHS DTAC compliance documentation and accessibility statement (Stark), mapping journeys to 17 NHS service standards to open NHS/local-authority procurement.
- Replaced the Fall Risk Score with a Resilience Score in Figma, lifting satisfaction to 96.5% and 64% feeling physically stronger.
- Ran 80+ user interviews and usability testing that secured UKRI project funding.
- Built the app's analytics layer (Google Analytics, Microsoft Clarity), surfacing a retention-costing device-connection bug.
- Owned strategy and PRD for a lifecycle notification system (welcome variants, randomised delays, unsubscribe flow), handed to engineering ahead of a platform migration.
- Built the design function from zero as sole designer for 4 years, owning research, design system and UI end to end.
- Built the AgeWell design system in Figma and Storybook, cutting handover time 40% and meeting WCAG 2.2 AA for users 65+.
- Shipped passwordless sign-in (magic link, OAuth) end to end, cutting friction for older and supported users.
- Built an agentic Claude Code/VS Code workflow (ticket sync, design review, microcopy, empathy mapping, personas, frontend) with a QA step that caught a sub-24x24px touch target (WCAG 2.5.8) before build.
- Benchmarked 4 competitor apps (Agebold, Google Fit, Garmin Connect, ZOE) in Figma, shaping the fall-prevention flow.
- Prototyped admin dashboard components (ShadCN, TypeScript) for a commercial pilot deployment.

Senior Product Designer, Audacity2Lead

2014 – 2022

- Scaled a digital product design studio serving EdTech, FinTech, HealthTech and emerging tech clients as fractional product leader.
- Shelved a mid-build CryptoHub signal app after user research showed demand for community, replacing it with 20+ WhatsApp communities on a free-to-paid funnel.
- Rebuilt AfriLearn's architecture, design system and gamification strategy content-first to character-first, reaching 4M+ users.
- Led a 21-person product team (researchers, engineers, analysts, designers) through full product development and website redesign, growing revenue from ₦3M to ₦200M+.
- Built and managed a 6-person core design team over 8 years.

EDUCATION

Neuromarketing & Consumer Neuroscience, PGOOnline, Copenhagen Business School, Denmark

2018

BTech (Honours), Industrial and Product Design, Federal University of Technology, Akure

2011

INDUSTRY LEADERSHIP & COMMUNITY IMPACT

Figma Community Contributor, Figma

- Published two AI workflow tools: *Senior Design Review* (categorises friction by cognitive load, WCAG 2.1 A/AA, usability) and *Persuasive Microcopy* (BJ Fogg Behavior Model).
- Shipped an open-source well-being survey component from ONS Life Satisfaction metrics, adopted by 400+ designers.

Canva Community Canvassador (Global), Canva

2023 – 2025

- Appointed global community leader for Canva.
- Hosted co-design workshops and mentorship events across UK hubs: Lincoln, Leicester, Sheffield.

Design Mentor, Lagos State Government × Nerdz Factory

2018 – 2021

- Mentored emerging product designers for 3 years.

Adjunct Lecturer, Branding & Graphic Design, Mountain Top University

2019 – 2021

- Authored curriculum and trained 200+ students in visual and system design.

CERTIFICATIONS & SPECIALISED TRAINING

Design Sprint Masterclass, AJ&Smart, Berlin

Jan 2023

- Focus: high-velocity problem definition, rapid prototyping, cross-functional alignment frameworks.

Transformative Technology AcadeME, Transformative Technology Lab, Sophia University (Online)

Oct 2019

- Specialisms: Emotive AI systems, VR Therapy UX, Biofeedback data architectures.

AI PRODUCT ENGINEERING & PROJECTS

- **Obsidian Knowledge Plugins:** built two open-source plugins for knowledge graphs and information architecture, Semantic Search (on-device vector search via Transformers.js) and Linked Mentions Inline (auto-injects context-aware backlinks past an interaction threshold).
- **MoodReads:** built an AI-driven book discovery platform end to end, matching natural-language moods to human-curated reading lists.
- **WiseKeys:** built a gamified typing app for ages 4–10 with a self-designed curriculum, using HTML, CSS, JavaScript and GSAP animation.