

Fortunate Adediwura

Product Designer | Enterprise UX, Design Systems & AI Products

Lagos, Nigeria | adediwura.com | linkedin.com/in/theadediwura | fortunate@adediwura.com

Summary

Product Designer with 7+ years of experience designing complex digital products across healthcare, AI, consumer and enterprise platforms. I have led UI and design system work across mobile and web products, building reusable patterns that improve consistency, scalability and collaboration between design and engineering. My work spans products used by more than 1 million people and 1,400 organizations globally, with particular experience designing healthcare products, AI-assisted workflows and high-trust user experiences.

Professional Experience

Ghostpen.ca – *Product Lead* | ghostpen.ca

MAR. 2026 - PRESENT

- Led Ghostpen from early product research and definition through design, engineering, testing and release preparation across web and mobile.
- Owned product priorities for an AI content platform supporting 9 source types, 14+ content formats and 24 content-generation languages.
- Designed core web and mobile experiences across content creation, Library, Calendar, Rooms and account workflows, creating reusable interaction patterns and states for complex AI-assisted tasks.

Tarjimly, Remote (San Francisco) – *Product Designer* | tarjimly.org

OCT. 2022 - DEC. 2025

- Led product design across Tarjimly's mobile, enterprise and admin products, supporting more than 700,000 users and 1,300 organizations across healthcare, humanitarian and enterprise use cases globally.
- Built Tarjimly's cross-platform design system, creating reusable patterns across mobile and web and improving consistency between design and engineering.
- Partnering with product managers, engineers, translators and organizational stakeholders to turn user feedback, operational needs and technical constraints into product decisions and end-to-end experiences.
- Led the design of FirstPass AI in collaboration with product managers and engineers at Google, reducing average document translation time from 37 minutes 54 seconds to 4 minutes 50 seconds, an improvement of approximately 87%.
- Designed FirstPass safeguards that detected unchanged AI drafts and prompted translators to review and adapt the content before submission, keeping human judgment, cultural context and accountability within the workflow.
- Led the design of Spark AI, a real-time interpretation experience with confidence scoring, uncertainty states and escalation to human interpreters when greater accuracy or context was required.
- Owned end-to-end design across marketplace, wallet, billing and payment experiences for individual and organizational users.

CRIBMD, Remote (California) – Product Design Lead | cribmd.com

JUN. 2020 - AUG. 2022

- Led end-to-end product design across CRIBMD's patient, doctor, pharmacy, hospital, administration and internal operations products, working directly with the Chief Product Officer on product direction, priorities and execution.
- Designed across a healthcare platform supporting more than 17,000 monthly users, 5,000 certified doctors and health practitioners, and over 3,000 home visits.
- Redesigned chat and video consultation workflows after identifying areas of confusion for patients and medical professionals, helping reduce related support requests by 20%.
- Built CRIBMD's cross-platform design system from the ground up and introduced its first formal Design QA process, improving product consistency, production quality and engineering collaboration.
- Mentored two junior product designers through design reviews, critiques and structured feedback, strengthening their product thinking, execution quality and handoff readiness.

RHICS TECH, Remote (London, UK) – UI/UX Designer | rhics.io

AUG. 2019 - APR. 2020

- Designed investment and financial-planning dashboards for ARM RoboAdvisor, a risk-profiling and investment-advisory system, translating investment goals, risk appetite and time horizon into clearer digital decision-support experiences.
- Led UX design for CadaWada, a borderless payments product for individuals and small businesses, designing mobile flows across multi-currency wallets, transfers, payments and peer-to-peer FX.
- Created end-to-end user flows, wireframes and interface designs across wealth management and cross-border payments, simplifying complex financial tasks while preserving clarity, trust and transaction transparency.

Core Expertise

Product Design: End-to-End Product Design • Interaction Design • Consumer UX • Mobile & Web Design • Information Architecture • Wireframing • Prototyping • Design Systems • Design QA • Design Thinking • Brand Design • AI Product Design • AI-Assisted Design • AI Prototyping • Human-in-the-Loop Workflows

Research: User Interviews • Usability Testing • Heuristic Evaluation • Cognitive Walkthrough • Journey Mapping • Persona Development • A/B Testing • Data Analysis • Conversion Rate Optimization

Tools: Figma • FigJam • Miro • Framer • Webflow • Sketch • InVision • Zeplin • ChatGPT • Notion • JIRA

Technical: Accessibility (WCAG) • HTML/CSS • Agile/Scrum • Cross-platform Design • Google Analytics

Education

BSc Physics & Electronics, Oduduwa University, Ile-Ife, Nigeria – 2015

Design Thinking & UX Design, Interaction Design Foundation (IxDF) – 2022