

Fortunate Adediwura

Product & Design Lead | AI Products, Enterprise Platforms & Design Systems

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Summary

Product and design leader with 6+ years of experience leading complex digital products across AI, enterprise software, healthcare, fintech and multilingual communication. I have taken products from early research and definition through design, production, validation and launch preparation, supporting platforms used by more than 1 million people and 1,400 organisations globally.

My strength is bringing product, design, engineering and business teams together around the right problem. I turn user needs, product data and technical constraints into clear priorities, scalable systems and products that create measurable value.

Core Expertise

Product Leadership: Product Vision • Product Strategy • Discovery • Roadmap Planning • Prioritisation • Product Validation • Success Metrics • Stakeholder Alignment

Product Design: End-to-End Product Design • Enterprise UX • Mobile and Web Products • Information Architecture • Prototyping • Design Systems • Design QA • Hand-off and Documentation • Usability Testing

AI Products: AI Product Strategy and Design • Human-in-the-Loop Workflows • AI Prototyping

Leadership: Stakeholder Alignment • Design Direction • Mentorship • Remote Collaboration

Tools: Figma • Notion • Webflow • Framer • ChatGPT • Claude • GitHub Copilot

Professional Experience

Ghostpen.ca – *Product Lead* | MARCH 2026 - PRESENT

- Led Ghostpen from early product research and definition through design, engineering, testing and release preparation, working across the web, mobile and backend teams.
- Owned the product roadmap and feature priorities for an AI content platform that supports 9 source types, 14+ content formats and 24 content-generation languages.
- Led product and release improvements that reduced authenticated usage latency from about 921ms to 121ms, while bringing failed requests down from 1.29% to 0% in the final staging validation.
- Led launch readiness and testing, completing 542 out of 542 authenticated checks successfully, with zero failed requests, while also validating the platform under loads of up to 200 concurrent requests.
- Led the Android product towards release, covering Ghost, Library, Calendar, Rooms and account experiences, and completing physical-device testing across 5 core product areas.

Tarjimly, Remote (San Francisco) – *Senior Product Designer* | OCTOBER 2022 - DECEMBER 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.

- Partnering with product managers, engineers, translators and organizational stakeholders to turn user feedback, operational needs and technical constraints into clear priorities and end-to-end product experiences.
- Led the design of Reach by Tarjimly, an enterprise platform that helped organizations manage teams, monitor activity and coordinate translation and interpretation services at scale.
- Led the design of FirstPass AI in collaboration with product managers and engineers at Google, helping reduce 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 judgement, 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, and built Tarjimly's cross-platform design system to improve consistency and design-engineering delivery.

CRIBMD, Remote (California) – Lead Product Designer | JUNE 2020 - AUGUST 2022

- Led the product design function across CRIBMD's healthcare ecosystem, working directly with the Chief Product Officer on product direction, priorities and execution.
- Owned end-to-end product design across patient, doctor, pharmacy, hospital, administration and internal operations products covering telemedicine, consultations, home visits and pharmacy access.
- Directed design for a healthcare platform that onboarded more than 17,000 active users, supported over 5,000 certified doctors and health practitioners and enabled more than 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.

Selected Projects

[Ghostpen](#) | [Tarjimly Mobile](#) | [Reach by Tarjimly](#) | [Tarjimly Spark](#) | [Tarjimly FirstPass](#) | [CribMD Case Study](#)

Education

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

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