

ADRYAN TUNDE ABII-SMITH
Senior Product Designer - +1 929 640 4758
O-1B Visa Holder | New York, NY
Email: adryanabiismith@outlook.com
Portfolio: <https://adryanabiismith.com>
LinkedIn: <https://www.linkedin.com/in/adryan-t-abii-smith/>

PROFESSIONAL SUMMARY

Senior-level Product Designer with over five years of experience designing user-centered digital products across education, fintech, and platform-based services. Proven ability to simplify complex systems, work within established design systems, and collaborate effectively with product, engineering, and leadership teams. Experienced in both large enterprise environments and early-stage startups, with a strong focus on human-centered design, usability, and scalable product strategy.

CORE SKILLS

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| • Product Design | • Design Systems | • User Research & Usability Testing |
| • Interaction & Visual Design | • Wireframing & Prototyping | • Accessibility (WCAG) |
| • Figma | • Stakeholder & Cross-Functional Collaboration | • Agile Product Development |

PROFESSIONAL EXPERIENCE

Founding Product Designer – Cleared™ (Fintech Startup)

July 2025 – Present

- Designed Cleared's visual identity and end-to-end user experience across core product flows.
- Built surveys and research frameworks to inform product narrative and roadmap priorities.
- Created an initial UI kit to support a scalable and maintainable design system.
- Collaborated closely with the Chief Product Officer on product strategy and product vision.
- Partnered with the Chief Technology Officer and Lead Engineer to align design solutions with technical feasibility and sprint planning.
- Delivered wireframes, high-fidelity designs, and interactive prototypes for stakeholder review and development handoff.
- Leveraged AI tools like V0 and Figma Make to rapidly generate prototypes, optimize user flows, and streamline iterative design, enabling faster exploration of concepts while maintaining high-quality, human-centered experiences.

Pearson – Senior Product Designer

September 2022 – July 2025

- Led end-to-end product design for global language learning products and Learning Management Systems.
- Aligned stakeholders through workshops and design reviews on product vision and roadmap priorities.
- Planned and conducted user research, translating insights into actionable design improvements.
- Produced wireframes, user flows, and high-fidelity prototypes to support delivery.
- Applied and evolved Pearson's design system, ensuring accessibility and consistency.
- Partnered closely with engineering teams to ensure high-quality implementation.

Pearson – Product Designer

July 2021 – August 2022

- Designed direct-to-consumer digital products within Pearson Languages.
- Contributed to the Northstar vision for language learning experiences.
- Improved onboarding, engagement, and retention through user-centered design.
- Collaborated with product managers, engineers, and researchers in an agile environment.
- Delivered design solutions using an established enterprise design system.

EDUCATION

Roehampton, University of Surrey
Economics, BSc

September 2010 - September 2013

General Assembly UX/UI Design Bootcamp

January 2020 – April 2020