

OLUWAWOLEDE ADENIYI

Lagos, Nigeria | wolede.adeniyi@gmail.com | linkedin.com/in/lede-adeniyi | github.com/Wolede

ABOUT ME

As a product-focused engineering leader with over 8 years of experience in the tech industry, I have successfully led the development of more than 15 impactful products, positively impacting the lives of over 100,000 individuals. Through mentorship, I have guided over 100 individuals in leadership, design, and engineering roles, empowering them to become thought leaders and team leads in product-led companies. My approach to leadership has resulted in a track record of growth in revenue, increase in user engagement, improvement in project delivery efficiency and cross-functional collaboration within teams, showcasing my ability to deliver value and foster growth in dynamic tech environments.

KEY COMPETENCIES

Engineering Leadership | Team Building | Product Management | Product Roadmapping | Code Reviews | System Design | Data Architecture | Information Architecture | Design Systems | Product & Technical Documentation | User Experience Design | Design Thinking | Mentoring | Strategic Planning | UX Engineering | Cross-functional Team Leadership

WORK EXPERIENCE

DULA

 (Remote) |  DULA.studio |  September 2017 - Present

Founder

- Established and managed a successful startup consultancy specializing in product development, website development, design systems, hiring, budgeting etc.
- Developed tailored product & engineering strategies for over 20 clients, leading to an average 30% increase in their revenue.
- Hired and coordinated teams to deliver projects on time and within budget.

Bento Africa

 Pan-African (Remote) |  bento.africa |  September 2020 - October 2024

Chief Technology Officer

August 2021 - October 2024

- Managing a high-performance engineering team of 32 diverse and talented individuals across 7 countries.
- Structured the team to have 3 technical leads overseeing individual product teams, leading to a 20% reduction in time-to-market for new features.
- Led expansion efforts from Nigeria into 6 new markets: Ghana, Kenya, Rwanda, Uganda, Tanzania and Côte d'Ivoire. This allowed us to achieve a 30% increase in market penetration and doubling revenue.
- Restructured the engineering team's tools, framework and processes, resulting in a 25% boost in team productivity and a 50% reduction in meeting durations.
- Developed a feature addressing the issue of Black Tax for all working-class citizens of Africa, resulting in a 20% increase in revenue and customer retention.
- Conceptualised a new product catering to homeowners who employ domestic workers, leading to a 10% revenue growth.

- Established and managed an API library of 6 products with user-friendly documentation, resulting in a 40% increase in API adoption among third-party partners and a 80% decrease in integration time.
- Successfully recruited top talent in West and East Africa, leveraging a vast network and professional training programs, resulting in a 25% increase in team diversity and a 20% improvement in employee retention rates.

Frontend Lead

February 2021 - July 2021 (6 months)

- Assembled a team of frontend engineers, mobile engineers and product designers to create the Rothko Design System and maintain a comprehensive component library, driving a 60% increase in team productivity and enhancing design consistency across products.
- Led the frontend team, increasing team size from 3 to 9 engineers by recruiting additional talent to manage a broader range of products and features, resulting in a 40% increase in feature delivery capacity.
- Played a key role in developing a wallet system that significantly reduced salary disbursement time from 2 days to less than 10 minutes, leading to a 50% improvement in company growth potential and a 80% increase in employee satisfaction.

Senior UX Engineer

September 2020 - January 2021 (5 months)

- Collaborated on building a government-led payroll product from scratch, serving over 30,000 government workers and boosting the company's transaction volume by over 200%, demonstrating a significant contribution to revenue growth and client acquisition.
- Facilitated the integration of 3 loan partners to provide employees with access to loans and housing. Improving financial wellness and employee benefits, leading to a 20% increase in customer-employee engagement and satisfaction.

Venture Garden Group (EduTech Global business unit)

📍 Lagos, Nigeria | 🌐 venturegardengroup.com & edutech.global | 🕒 November 2018 - September 2020 (1 year 11 months)

UX Engineer

- Contributed to the development of the Apply Portal module for VigilLearn which was able to accept applications for over 5,000 students. This led to better career opportunities for the students and a significant increase in business revenue by 150%.
- Collaborated with other frontend engineers and product designers to ideate and develop the VGG design system which increased developer experience and productivity across the company and all business units by 40%.
- Contributed to the ideation and development of Educollect (now rebranded as [Bursery](#)) which provided tuition loans to over 2,000 students..
- Volunteered to mentor 100 interns on Visual & User Experience Design for the Virtual Internship program which led to the hiring of the first official Product Designers in the company.
- Moderated Workshops, user testing sessions and knowledge-sharing sessions.

Vibeeo Media

📍 Lagos, Nigeria | 🌐 vibeeo.com | 🕒 September 2017 - October 2018 (1 year 2 months)

Frontend Engineer/Designer

- Designed and developed landing pages to generate leads which led to an increase in sign-ups by 900% and an increase in active listeners by 400%.
- Optimised the product's frontend and user interface which led to an increase in performance and was able to sustain about 15,000 listeners.
- Contributed to the launch campaign by building count-down landing pages, newsletters and other creatives.
- Moderated brainstorming sessions.

Rancard

📍 Accra, Ghana | 🌐 rancard.com | 🕒 March 2015 - September 2015 (7 months)

Fullstack Engineer (Intern)

- Got hands-on experience with web and server technologies like PHP, MySQL, JavaScript, jQuery and AngularJS.
- Built the frontend of a Reporting Portal for Peak Milk.
- Designed and engineered other R&D proof of concepts.

VOLUNTEERING

Mentor | ADPList

🌐 adplist.org/mentors/lede-adeniyi | 🕒 February 2023 - Present

- Mentor people on breaking into tech, what it means to be a UX Engineer and how to manage a team.

Visual & UX Design Mentor | VGG Virtual Interns Program

🌐 vgg-virtual-interns | 🕒 January 2020 - May 2020 (5 months)

- Mentored about 100 individuals on Visual & UX Design for 5 months.

Digital Transformation | Youth Party

🌐 youthpartyng.com | 🕒 October 2017 - February 2020 (2 years 5 months)

- Rebuilt website and added features for donations, volunteering and membership management. This led to a 400% increase in membership size.
- Managed infrastructure (email, website and internal communications) for the organisation with a membership size of over 30,000.
- Carried out digital transformation and gave specialist advice on how to leverage Information Technology to meet organisational objectives.

SPEAKING

Termii Elevate Conference 3.0 | Speaker

🌐 <https://conferences.termii.com/elevate> | 🕒 5, July 2024

The Pulse of Tech with Lede Adeniyi (TPOT) | Podcast

🌐 [Listen here](#) | 🕒 26, December 2023 - Present

EDUCATION

Bells University of Technology

BACHELOR'S DEGREE, INFORMATION TECHNOLOGY

CERTIFICATIONS

- Product Masterclass: How to Build Digital Products - Product School
- Product-led Certified - Pendo

SKILLS

Engineering

JavaScript, TypeScript, Vue.js, Node.js, NestJs, Nuxt, Vuetify, Gridsome, Storybook, React, Gatsby, NEXT.js, Material-ui, Strapi, Ruby, Ionic, REST API, GraphQL, Vercel, Netlify, AWS, GCP, MongoDB, Sendgrid, Firebase, Cloudinary, bit.dev, Mixpanel

Product

Design Systems, Design Thinking, Strategy Workshops, Prototyping, User Testing, Wireframing, Product Analytics, Product Documentation

Favourite Tools

Notion, VS Code, Slack, Bitbucket, Mixpanel, Figma, Whimsical, FigJam

HOBBIES AND INTERESTS

- Collecting Music
- Creating Digital Art
- Role-playing Games
- Long walks on the beach
- Window Shopping