

# ABIODUN ADEBAYO

UX Designer & User Researcher | Accessibility (WCAG 2.2 AA) | GDS Service Standard | Agile Delivery

Bathgate, UK • 07776 260778 • aadebayor147@gmail.com

Portfolio: [behance.net/princeadebayo3](https://behance.net/princeadebayo3) • LinkedIn: [linkedin.com/in/abiodun-adebayo-9b0172338](https://linkedin.com/in/abiodun-adebayo-9b0172338)

## PROFESSIONAL PROFILE

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UX Designer and User Researcher with 9 years' experience designing complex, regulated digital services across government, defence, local authority and enterprise energy sectors. Leads the full design cycle discovery research, usability testing, journey mapping, prototyping and developer handoff within multidisciplinary Agile teams, designing to WCAG 2.2 AA and the GDS Service Standard from the outset. Helped an MOD service passes its GDS alpha and beta assessments and contributed to a 33% increase in digital service adoption at the London Borough of Hounslow.

## KEY SKILLS

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**User Research:** Discovery, User Interviews, Usability Testing, Surveys, Resident & Frontline Staff Research, Personas, Insight Synthesis & Reporting

**Design:** Journey Mapping, User Flows, Information Architecture, Wireframing & Prototyping, Service Design, Service Blueprints, Design Handoff

**Accessibility & Standards:** WCAG 2.2 AA, GDS Service Standard, Inclusive Design

**Ways of Working:** Agile / Scrum (PSM I), Workshop Facilitation, Stakeholder Management, Collaboration with Product & Engineering

**GOV.UK Tools:** GOV.UK Design System, GOV.UK Prototype Kit (HTML, Nunjucks), GOV.UK Frontend, GOV.UK Service Manual

**Tools:** Figma, FigJam, Axure RP, Sketch, Miro, Jira, Confluence

## PROFESSIONAL EXPERIENCE

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### UX Designer

GE Vernova | Enterprise energy software

Oct 2022 – Present

- Own end-to-end UX for enterprise software products, from discovery research through to developer handoff, within a cross-functional Agile product team.
- Plan and run interviews, usability tests and collaborative workshops with 20+ end users to validate designs before build, catching usability issues early and reducing costly rework.
- Turn complex, multi-step enterprise workflows into clear user journeys, wireframes and prototypes that remove friction for end users.
- Present research insights to stakeholders and product leadership, directly shaping product strategy and delivery priorities.
- Embed WCAG-aligned accessibility and inclusive design into product decisions from the outset, balancing user needs with business and technical constraints alongside Product Managers and Developers.

## **UX Designer & User Researcher**

*Ministry of Defence (MOD) | Central government*

**Sept 2021 – Sept 2022**

- Planned and ran 10+ research sessions interviews and usability testing with defence users, following GOV.UK Service Manual guidance and drawing on six years' first-hand service experience.
- Designed to the GDS Service Standard using GOV.UK Design System components and patterns, helping the service pass both its alpha and beta GDS service assessments.
- Built interactive, coded prototypes in the GOV.UK Prototype Kit (HTML, Nunjucks, GOV.UK Frontend) to test journeys with users, alongside user flows and journey maps that clarified complex requirements.
- Worked in a multidisciplinary Agile team, translating complex defence requirements into intuitive, standards-compliant user experiences.

## **UI/UX Designer**

*London Borough of Hounslow Council | Local government*

**Sept 2017 – Aug 2021**

- Contributed to a 33% increase in digital service adoption through research-led, evidence-based usability improvements.
- Led discovery research across three major service areas Housing, Benefits and Adult Social Care identifying priority opportunities for digital improvement.
- Researched with residents and frontline staff to surface real-world pain points and ground design decisions in evidence.
- Designed service blueprints, customer journeys and prototypes that simplified complex, multi-step council processes for residents.
- Applied GDS accessibility standards across council services, improving usability for a large and diverse resident population.

## **Infantry Soldier**

*HM Forces (Royal Regiment of Scotland)*

**Sept 2011 – Aug 2017**

- Built leadership and decision-making skills in high-pressure operational environments and delivered public engagement and recruitment presentations to diverse audiences.

## **EDUCATION & CERTIFICATIONS**

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**BSc (Hons) Computer Systems** – Edinburgh Napier University

**Professional Scrum Master I (PSM I)** – Scrum.org

**Certified UX Designer** – Tritek Academy

**Security clearance:** SC – active