

# Tolulope Raphael Ogunjuyigbe

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## PROFESSIONAL SUMMARY

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UX Designer with over 7 years designing complex, multi-touchpoint consumer experiences across telecoms, fintech, health tech, and SaaS. Pairs research and experimentation to shape direction, raise interaction quality, and drive measurable commercial outcomes.

## EXPERIENCE

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### UX Designer — Tesco Mobile (Telco), United Kingdom

*December 2024 – Present*

- Owned end-to-end UX for the eSIM acquisition and activation, preventing £200m of revenue at risk and generating £4m in incremental revenue, recognised by Apple as industry best-in-class.
- Designed the SIM + Fuel proposition spanning Mobile and Fuel touchpoints, achieving 22% conversion in 4 weeks and unlocking ecosystem-level acquisition that bridges into the wider Tesco loyalty estate.
- Led design of the number port-in experience, targeting 70% deflection of 15K monthly assisted contacts (£504K/yr) via the app and My Account Dashboard, validated through on-page CSAT.
- Designed the self-serve SIM replacement journey using eSIM fulfilment, replacing 2-3 day physical postage with instant delivery to cut operational costs, reduce inbound support contacts, and unlock future propositions (Test Drive, Roaming).
- Mentored colleagues within the UX and Customer Journeys chapter through design critique, 1:1 feedback, and pattern reviews to raise quality of the team's output.

### Product Designer — OpenBlend Method (B2B SaaS), United Kingdom

*September 2023 – October 2024*

- As sole designer on the Enterprise Product team, owned end-to-end UX for OpenBlend's flagship 1:1 platform serving over 300,000 users across major UK enterprises.
- Led the design and discovery for Lightbulb (learning module), Agenda (1:1 prep), and the In-1:1 conversation surface. Iterated Objectives, Motivators, Wellbeing, Evaluate, and Feedback, contributing to 40% revenue growth in 3 months.
- Ran on-site research, customer interviews, and usability testing; combined qualitative and quantitative signals to shape direction rather than just validate it.
- Maintained and evolved the design system; ensured accessible, consistent patterns across mobile and desktop.

### UX Designer — Betascore Ltd (Fintech), United Kingdom

*January 2023 – August 2023*

- Led research and design of consumer products used by thousands across international markets.
- Designed and shipped innovative products such as *Financial Health*, *Cross-border credit report*, *Learn* (AI tool), and *Offers*, partnering closely with engineering, QA, and marketing to deliver them to customers.
- Designed the Merchant Dashboard (B2B) for businesses offering credit services, and the Admin Dashboard for internal operations, covering complex multi-role journeys end-to-end.

## Product Designer — Nguvu Health (Health Tech), Remote (US-based)

May 2020 – December 2022

- Shipped *Rant Room*, *Free Screening*, *Mood Tracker*, *Traffic Light*, and *Diary* which increased user engagement by 70% and grew MAUs from 3,000 to 10,000.
- Created the "Feelings" Design System that helped accelerate delivery and reduced development cost across multiple products.
- Designed Mental Audit, a B2B product for corporate mental wellbeing monitoring that secured over 1,000 corporate subscriptions.

## UX Designer — SmartUp Technologies (EdTech), Nigeria

January 2019 – December 2019

- Redesigned the Learning Management System that increased the number of enrolled schools from 500 to 1,500+ in 3 months.
- Designed the Student Information software from scratch. Used by 10,000+ students, with 60% growth in the overall student base within 6 months of launching.

## SKILLS

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**Process:** End-to-end UX, journey mapping, concept development, prototyping, usability testing, design critique

**Research & Insight:** Qualitative + quantitative research, A/B testing, experimentation, customer journey mapping, metrics and KPI tracking.

**Quality:** WCAG accessibility, interaction design, edge case and error state design

**Collaboration:** Cross-functional partnership, stakeholder alignment, design system contribution, and mentoring

**Tools:** Figma, Mixpanel, HTML/CSS, Jira, Claude Code, ChatGPT, Miro, and Gemini.

## EDUCATION

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- M.Sc. Business Management (Merit) — University of Hull, 2022
- B.Sc. Economics (Honours) — Obafemi Awolowo University, 2015
- How to Build a Digital Product (Certification) — The Product School, 2020
- Product Design Course — Udacity, 2018

## ACHIEVEMENTS

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- UK Government Global Talent Endorsement as emerging talent in Tech and Product (2024).
- Apple recognition for industry-leading eSIM experience at Tesco Mobile.
- Led Nguvu Health into Google for Startups and ODX OnDeck accelerator programs.
- Won a \$20,000 grant for Whip Music Africa app design at the Green House Lab event.

## COMMUNITY CONTRIBUTIONS

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- Mentor at [Designed.org](https://designed.org) — guiding aspiring UX/UI designers.
- Created [design resources](#) with 1,400+ downloads on Figma Community.