

PROFILE OF ADEYINKA ADE Ade (Yinka) is a Senior Web Designer with over 10 years of experience in the Information Management/Information Technology (IM/IT) industry. Mr. Ade holds various certifications in Google UX design, AI, and Enterprise Design. He has worked in a variety of sectors including Federal Government of Canada, Real Estate, and other private sectors. He's an expert with HTML, JavaScript, UX Research, UI Design, and User Flow.

EDUCATION

- Post Graduate Certificate, Interactive Multimedia, Algonquin College, 2013
- MSc, Information Management, University of Leuven, 2012
- BSc, Computer Science & Information Technology, Eastern Mediterranean University, 2009

CERTIFICATIONS

- Google UX Design Professional Certification
- Google Project Management
- Generative AI
- Enterprise Design Thinking – Team Essentials for AI
- Enterprise Design Thinking Practitioner

DESIGN AND ENGINEERING PROFICIENCY

Product Design, User Experience, User Research, User Interaction, Graphic Design
HTML, CSS, JavaScript, React, React Native, AI Engineering, UX Engineering, Software Development

SOFTWARE PROFICIENCY

Figma, Adobe Suite (Photoshop, XD, Illustrator, After Effect, InDesign), GitHub, WordPress, Contentful, Adobe Experience Manager, Shopify, Miro, FigJam, Flowsie AI

PORTFOLIO

<https://www.adeyinka.ca>

PROFESSIONAL PROFILE

<https://www.linkedin.com/in/yinkaade>

SECURITY CLEARANCE

File number: 96381515

Level: Reliability

Expiry: August 2nd, 2032

CONTACT INFO

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PROFESSIONAL EXPERIENCE

PROJECT #10

Canadian Mortgage Housing Corporation - CMHC

User Experience Designer

Feb 2025 – Current

Project Description:

CMHC Connect is a centralized digital portal designed to streamline access to various housing-related tools and services offered by the Canada Mortgage and Housing Corporation (CMHC).

As a UX Designer on CMHC's Home Buyers Transformation (HBT) team, I contributed to the enhancement of Admin Tools within the Operations Pod, improving platform-level management for underwriters and administrators by refining access controls, permissions, and system navigation across integrated housing products.

- **Collaborated with cross-functional teams**—including designers, developers, and product owners—to identify and address platform-level challenges, ensuring solutions aligned with both user needs and business objectives.
- **Facilitated workshops and discovery sessions** to gather insights from users and stakeholders, employing design thinking principles to prioritize features that offered high value with minimal development effort.
- **Applied design thinking methodologies** within an agile environment to iteratively explore problems, prototype solutions, and refine designs based on continuous user feedback .
- **Contributed to the development of Admin Tools** by enhancing user experiences for underwriters and administrators, focusing on improving access controls, permissions, and system navigation across integrated housing products.
- **Promoted a user-centric approach** by integrating user research findings into the design process, ensuring that developed solutions effectively addressed real user pain points .
- **Supported the adoption of design tools and standards**, such as Figma and WCAG-compliant design patterns, to maintain consistency and accessibility across the platform.

PROJECT #9

Department of Natural Resources (NRCan)

User Experience Web Designer

May 2024 – November 2024 (7 Months)

Project Description:

Making design improvements on the Open Science and Data Platform (OSDP), a public platform featuring various data on development activities and cumulative effects across Canada.

As a Web UX Designer, Redesigned OSDP information architecture to enhance navigation, visibility of hidden content, visual refresh with user experiences improvements which enriches the user's experience by enhancing context and retrieval of information.

- Redesigned OSDP information architecture to enhance navigation and visibility of hidden content.

- Performed User Research to gather user requirements along with business needs. Created and executed design strategy to meet needs of OSDP various user personas
- Simplified OSDP filter UX by clarifying active filters and their interactions, enhancing usability.
- Collaboration with content strategy team, solutions architect and others to improve overall UX based on User Needs Assessment (UNA).
- Working closely with solutions architect who served as the medium between design and development efforts.
- Worked on the documentation of all deliverables and artefacts for present and future consumption.
- Introduced new tooling like Figma, and new design patterns that adhere to the WET Template used by the gov of Canada and ensure they are WCAG compliant.
- Documentation of findings and design patterns; As well as a construction of a design library for reuse in Figma.

PROJECT #8

Department of National Defence (DND)

Canadian Army Application

Product Designer

October 2023 to February 2024 (5 months)

Project Description:

The Canadian Army App was an interactive cross-platform portal with an array of loosely connected modules that aimed to modernize select processes within the Canadian Army (CA).

As a Product Designer working in web development, his responsibilities included but were not limited to:

- As a Product Designer, working on the Canadian Army Application, at Department of National Defence (DND), designed application architectures for an interactive cross-platform portal while working in an enterprise-class technical environment of over 2,000 users (users included military and civilian employees in the Canadian Army [CA]). This involved:
 - Leading the design efforts for the Digital Innovation feature, the key value was to enable users to share and contribute to the CA objectives by submitting ideas;
 - Developing assets and components that improved the application as well as the user's interactions to be production ready;
 - Performed User Research to gather information of competitor software and products; met with users to discover pain points and opportunities.
 - Performed usability test and interviews to ensure designs meet the needs of the users.
 - Breaking down complex user interactions and journeys into smaller manageable pieces using Design Thinking.
 - Used Figma as tool of choice to capture design deliverables and Figjam for brainstorming and idea generation.
- Collaborated with the Digital Product Delivery team and stakeholders within the Canadian Army to analyze functional requirements to identify information, procedures and decision flows and engage in extensive User Research and Ideation;
- Improved the shared understanding of user journey and challenges particular to the Digital Innovation Platform feature;
- Established design patterns using a library to enforce consistency;

- Demonstrated the impact on the depth of understanding a user's journey vs the breadth it covers
- Create research plan and strategy while using Design Thinking to execute.

PROJECT #7

Transport Canada (TC)

Vessel Registry Project

Senior User Experience Designer

October 2022 to July 2023 (10 months)

Project Description:

The Vessel Registry application allows the public to register a commercial vessel or a pleasure craft, transfer ownership, report a change, add, or discharge a mortgage. This project involved modernization of the existing application.

As a Senior User Experience Designer working in web development, his responsibilities included but were not limited to:

- As a UX Designer designed modernized application architectures for the Vessel Registry Project, while working at Transport Canada (TC) in an enterprise-class technical environment of 2,000 or more users (users included members of the public who were registering a vessel);
- Conducted user research and usability testing to refine user flows and amplify user experience. Performed the detailed analysis of functional requirements to identify information, procedures and decision flows for a better user experience;
- Used Design Thinking, focusing on enhancing user experience to delivering value via key deliverables using Interactive prototypes, user flows;
- Deconstructed complex PBI's in collaboration with team members via Miro for clearer understanding and efficient problem-solving;
- Created mid-high fidelity Figma components and interactions for quick feedback cycles;
- Figma was the tool of choice, which also comprised of shared libraries across other teams which also supported design hand off to developers.
- Mentored junior designers and streamlined Agile UX design processes;
- Applied the Web Experience Toolkit (WET) to a front-facing application, exploring the WCAG aspects of WET and extending its components to better fit the use case, resulting in a standardized user experience;
- Conducted user interviews to test user flows, discover users pain points with existing design model.
- Improved Vessel Registry's user experience through empathetic design and modernization;
- Bolstered problem-solving efficiency by breaking down complex PBI's;
- Speed up feedback process through rapid design testing;
- Boosted team's skill set and process efficiency through guidance and process enhancements.

PROJECT #6

Canadian Real Estate Association (CREA)

CREA Stats Platform

Web Graphic Designer

August 2017 to March 2023 (68 months, 62 months counted)

Project Description:

The Canadian Real Estate Association (CREA) is a trade association that represents real estate brokers, agents, and salespeople in Canada. CREA's membership includes over 130,000 individuals, working through 90 real estate boards and associations across Canada. This project involved leading the CREA Stats Platform redesign focusing on enhancing UX/UI through user research, ideation, and usability tests to address user pain points and meet stakeholder goals.

As a Web Graphic Designer working in web development, his responsibilities included but were not limited to:

- As a Web Designer, working at the Canadian Real Estate Association (CREA), redesigned application architectures focusing on enhancing UX/UI for the CREA Stats Platform. Worked in an enterprise-class technical environment with 2,000 or more users including the customers, realtors, and stakeholders;
- [Collaborated on a design system proof of concept with UX team by first analyzing functional requirements to identify information, procedures and decision flows;
- Conducted user research to gain empathy and engineered the application using modern frontend technologies including React, GatsbyJs, GraphQL, Contentful, HTML, CSS, JavaScript, and Git for deployment;
- Strong use of Adobe XD and Figma to design deliverables and maintain consistency with the CREA brand.
- Collaborated on a design system proof of concept with UX team using tools like Adobe XD, Figma, Bit.dev, Storybook, HTML, Tailwind CSS, Git;
- Make use of A/B testing during production of designs meant for public consumption.
- Designed internal applications using Bootstrap, HTML, JS;
- Developed and trained teams on internal design best practices;
- Enhanced ad user experience for customers;
- Improved functionality of internal platforms using HTML, CSS, JS, Prototyping;
- Enhanced design team proficiency and cross-team collaboration.

PROJECT #5

Club Assist

eCommerce store

Web Designer/WordPress Developer

February 2017 to July 2017 (6 months)

Project Description:

Club Assist (North America), partners with trusted motoring organizations, improving member experiences through the provision of automotive battery supply and roadside replacement, automotive glass repair and replacement, and other member services. This project involved the design and development of an eCommerce store that facilitated client purchases of batteries, materials, and gift items.

As a Web Designer working in web development, his responsibilities included but were not limited to:

- As a Web Designer, working at Club Assist, designed and developed application architectures for an eCommerce store that facilitated client purchases of batteries, materials, and gift items. This involved configuring intricate third-party systems such as ShipStation and WooCommerce to elevate the

- shopping cart experience for users in an enterprise-class technical environment of 2,000 or more customers;
- Gathered and analyzed functional requirements in order to identify information, procedures and decision flows and to describe what the system, process, and product/service must do in order to fulfill business needs.

PROJECT #4

Form, Function & E-nnovation

e-Commerce platform

Web Designer/User Experience

February 2016 to January 2017 (12 months, 8 months counted)

Project Description:

Form, Function & E-nnovation (FFE) is a procurement platform for Nigeria's Architecture, Engineering and Construction industry. This project involved the delivery of an e-commerce platform to help with procurement of building materials in the Nigerian market.

As a UX Designer working in web development, his responsibilities included but were not limited to:

- As a UX Designer, working at Form, Function & E-nnovation (FFE), supported the design and delivery of application architectures for an e-Commerce platform in an enterprise-class technical environment with over 2000 users. The target users were contractors in the construction sector and architects in Nigeria;
- Conducted UX research to uncover industry challenges, including risk, material sourcing issues, and fund volatility. Analyzed functional requirements to identify information, procedures and decision flows in order to deliver a reliable platform.

PROJECT #3

Devtek Tanks

Devtek Tanks Website

Web Designer/ UX Designer

September 2015 to August 2016 (12 months, 8 months counted)

Project Description:

Devtek Tanks is a water treatment company in Nigeria that takes care of household and commercial water problems. This project involved a rebranding effort for Devtek Tanks, focusing on improving the company's visual identity, mainly on their company website (devtekanks.com).

As a UX Designer working in web development, his responsibilities included but were not limited to:

- As a Web Designer, working at DevTek Tanks, designed application architectures for the company website (dectektanks.com). Defined assumptions and constraints of architecture with regard to physical structure and data collection in an enterprise-class technical environment. Ensured the website was fully responsive for over 2,000 users and catered to the mobile user base;
- Analyzed functional requirements to identify information, procedures and decision flows and ensured functionalities had been implemented according to specifications;
- Developed post-implementation plan for monitoring/tracking design stability.

PROJECT #2

Paper Studio
eCommerce Stores
Web Designer
November 2014 to August 2015 (10 months)

Project Description:

Paper Studio Limited is a remote-work digital agency founded in 2020 that specialises in Brand Design, UI/UX Design and Website/App Development. This project involved a website rebranding with development and designing of an eCommerce Shopify and WordPress store for Paper Studio.

As a Web Designer working in web development, his responsibilities included but were not limited to:

- As a Web Designer, defined, designed and developed application architectures to be used in a website rebranding with development and designing of an eCommerce Shopify and WordPress store for Paper Studio;
- Performed architectural modeling to ensure consistency of the design with existing work in an enterprise-class technical environment of 2,000 or more users;
- Analyzed functional requirements to identify information, procedures and decision flows and assessed the impact of the new requirements on existing web applications;
- Created and applied designs that maximized the usability of existing objects.

PROJECT #1

Terabit.ca
Various Website Projects
Web Designer
October 2013 to September 2014 (12 months)

Project Description:

Terabit.ca is an Ottawa based web development company that has been offering professional online services to business owners for over 20 years. This project involved several website projects for clients in Ottawa and North America. These clients were seeking rebranding and redesign of their platforms to make them responsive.

As a Web Designer working in web development, his responsibilities included but were not limited to:

- As a Web Designer, working for Terabit.ca, defined, designed and developed application architecture for various web-based projects for clients in Ottawa and North America. This involved using various Content Management Systems (CMS) such as Magento, WordPress, Drupal, and other custom solutions often for an enterprise-class technical environment of 2,000 or more users;
- Collaborated with various clients to analyze their business and functional requirements to identify information, procedures and decision flows for rebranding and redesign of their platforms. Also assessed the impact of the new requirements on existing web applications and architectures;
- Created and applied designs that maximized usability of existing objects;
- Performed architectural modeling to ensure consistency of the design with existing work;
- Selected the development language to be used for the project.

Additional projects available upon request