

Adeoye Oyelami

UX Designer

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EDUCATION

B.S. Engineering Technologies
and Applied Design

Berea College 2023

SKILLS

Design

User Interface Design

Information Architecture

User Flows

Wireframing

Prototyping

Material Design System

Research

User Research

Competitive Analysis

Survey Design

Usability Testing

User Interviews

Journey Mapping

Affinity Mapping

Tools

Figma

Miro

Jira

Notion

Confluence

UserTesting

Trello

HONORS/AWARDS

3rd Place in Yum! Brands

2023 Global Hackathon

Berea College's No-Tuition

Promise (\$176,000+)

EXPERIENCE

UX Designer I / UX Designer II

Yum! Brands · August 2024 - Present (Dallas, TX · Hybrid)

- Led the rollout of **UserTesting** across the design org by training **14 designers** and coordinating with the vendor, which established the company's first standardized system for continuous user feedback.
- Increased **testing speed by 65% by centralizing documentation** and streamlining approvals with design leadership, which reduced review cycles from weeks to a weekly cadence and accelerated platform adoption for each product team.
- Led design of a **third-party integration platform** that serves as Yum's aggregator management system, which enabled restaurants to centralize third-party sales and orders.
- Conducted **competitive analysis** at FSTEC on next-generation POS systems, which informed the product roadmap by providing leadership with actionable insights on industry trends.
- Promoted with **expanded responsibilities** while **continuing** to own core design **contributions from my previous role**, ensuring continuity in product delivery while scaling impact across enterprise platforms and research initiatives.

Junior UX Designer

Yum! Brands · June 2023 - August 2024 (Dallas, TX · Hybrid)

- Designed 10+ features for an **enterprise SaaS menu management platform** powering menus, promotions, and taxes across 55,000+ restaurants in 13 countries
- Delivered 10+ features for a **white labeled POS system** deployed in 11,000+ **Taco Bell** and **KFC** stores worldwide.
- Managed the **design system** for the **white-labeled POS system** by updating Figma with **variable-based color tokens**, which enabled **instant brand-style switching** in prototypes and eliminated 10 minutes of manual redesign work.

UX Design Intern

Yum! Brands · May 2022 - August 2022 (Dallas, TX · Hybrid)

- Led the design of **2 card payment features** for KFC and Taco Bell's POS, collaborating with **product managers** and **developers** to fulfill business and technical requirements.
- Performed the **end-to-end design process** for 2 features including **discovery, research, user flows, wireframing, prototyping, testing, and handoff**.
- Categorized the **typography** and **color** for Yum! Brand's **white-labeled POS design system** utilizing the **Material Theme Builder** plugin in Figma.
- Administered **46 unmoderated usability tests** using **UserTesting** and synthesized test findings to inform design decisions.

Summer Coding Leadership Academy Fellow

Urban TXT · June 2021 - August 2021 (Remote)

- Managed a **team of 4 high school students** through an intensive 9-week tech entrepreneurship program, teaching them the **Scrum** framework, **project management**, and **UX design** which resulted in them **delivering a winning pitch to C-level executives** for their mobile application.
- Increased my **team's productivity by 25%** by **devising a week-by-week product roadmap** for them to **stay on track with their development goals**.
- Collaborated with 3 fellows to **create 2 interactive lectures** in **UX Design** and **Design Thinking** for **40+ high school students**.