

Demi Adesoye

Junior Product Designer

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WORK EXPERIENCE

Design Graduate - Sky/Comcast

Oct 2025 - Current

Improved the user experience of the Entertainment Management System, a B2B campaign platform

- **Designed (end-to-end) a rules management process for campaigns to replace a manual, error-prone process** with a workflow that automatically flags scheduling conflicts and giving immediate visibility of new/existing rules.
- **Tested with 3 users and returned to them for validation, preventing over-engineering and advocating for user needs** as project scope grew

Supporting company vision of greater business and consumer value through product experimentation

- Built 3 POCs, **vibe-coding prototypes in VS Code** and **defining schemas** that turn signals into inferences for personalisation.
- **Led the prompt engineering for ad agent reasoning** in a team-built prototype, collaborating with senior designers, engineers and a creative technologist.
- **Presented the concept to senior stakeholders**, which was received well by the board; the work helped support the case for a [confidential capability] across the ecosystem.
- Created a data-scraper tool to source information from websites in a time-efficient manner, **supporting faster workflows in our internal design process**.

Digital Product Design Intern - The LEGO® Group

August 2023 - August 2024

Strengthened shopper engagement and experiences, contributing to 12% growth in consumer sales 2024

- **Redesigned the checkout flow to improve usability, and yielded 17,800 fulfilled orders** by solving complex, multi-market challenges for the in-store shopping experience app.
- Designed a new payment system that was used to complete **20% of total fulfilled orders**
- **Led and supported multiple research studies with 500+ participants** on user behaviours across global markets. Revealed actionable insights on store associates, loyalty members and shopper experience for LEGO.com and internal app. Helping positively impact users worldwide.

SKILLS

Design

UX Design • UI Design • Vibecoding • Systems Thinking • Mobile App & Web Design • Design Strategy

Research

User Interviews • User Testing • Journey Mapping • Workshopping • Competitor Analysis

Technical

Figma • Claude Code • VS Code • P5.js • Devin • Framer • Adobe Suite • Rive • HTML & CSS

EDUCATION

Google

UX Design Specialisation

Experience Haus.

Product Design Course (Including UX and UI)

University of Manchester

Upper 2:1 Bsc Business Management

VOLUNTEERING

Sky/Comcast

- Participated in 3 hackathons and helped shape the programme of a cross-collaborative design sprint, uplifting creativity and collaboration across 100+ designers

The LEGO® Group

- Volunteered at LEGO® Charity events to encourage children's playfulness

Roundhouse

- Contributed to a record-breaking 10,226 engagements with young creatives, by leading the Youth Advisory Board and serving as a key liaison to the Board of Trustees, advocating for youth affairs and needs.