BABALOLA EMMANUEL

Product Designer • Design Engineer • WordPress Developer • Design Systems • Building with AI

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PROFESSIONAL SUMMARY

I am a Product Designer and Design Engineer with over four years of experience taking digital products from research and interface design through to working code. My work spans AI powered energy platforms, analytics dashboards, recruitment tools, marketplaces and marketing websites. I currently lead design at PowerLabs, where I own the design of a suite of AI powered energy platforms from early concept through to implementation, and I manage design interns on experimental workstreams. I also design and develop the website for Clea, a fintech company, from the Figma file through to the live WordPress site.

I design interfaces and I build them. I develop interactive prototypes and internal tools in code with Cursor, Claude and React, ship live WordPress websites, and maintain a design system on IBM Carbon, so I understand what I am asking engineers to build and can discuss it in their terms. I care about accessible interfaces and research with real users. My BSc in Chemical Engineering gives me a systems minded way of working that suits complex, technical products, where the edge cases carry as much weight as the main flow. My portfolio is at hambabs-portfolio.vercel.app.

PROFESSIONAL EXPERIENCE

Design Lead & Design Engineer – **PowerLabs** | *July 2025 – Present*

- I lead design across a suite of AI powered energy platforms (PAI Enterprise, Pai Energy Trading, Pai Mobility and DCIM). I decide where design time goes first, trading polish against reach, and I take each feature from early concept through wireframes to interfaces that are ready for engineering.
- I design and build internal tools for the finance, technical operations and product teams, writing the code myself instead of handing designs to engineering. These tools cut delivery timelines by over 50 percent, so work that used to take four days now takes around two, and because I build them myself there is no handoff in the middle.
- I build interactive prototypes in code using Cursor and Claude, which give engineers a working reference to build from instead of a static mockup to reinterpret. This is where my work moves from design towards design engineering, and it shortens the gap between what I design and what ships.
- I built and now maintain a design system on IBM Carbon that keeps typography, colour and components consistent across the product suite. Because several products depend on it, I treat every component as something other screens will rely on, which stops each new feature from drifting into its own visual language.
- I run usability testing and use what I learn to decide the next round of design work. I design dashboards that show users only what they need to act on in the moment, so the interface supports a decision instead of getting in its way.
- I have hands on experience designing for mobile, including an Android application, so I understand the practical differences between designing for web, iOS and Android rather than treating them as one surface.
- I have managed two design interns over the last seven months on experimental workstreams, setting direction, reviewing their work against the design system and coaching them when they get stuck, for example when one of them struggled to work within the design system on an experimental project.

WordPress Developer & Product Designer – **Clea** | *February 2026 – Present*

- I own the website for Clea, a cross border payments fintech, end to end, from the Figma design through to the live WordPress build. I am the person who has to make sure the design holds up as real code and not just as a mockup, so when something breaks in implementation, I fix it myself instead of passing it back.
- More than 30 percent of Clea's customers come from conversions on the website, and the company now processes over 10 million dollars in monthly transaction volume. I treat conversion as a design outcome that I am responsible for, which shapes how I structure pages, order information and write the calls to action.
- The core challenge is building trust quickly, so I treat clarity as a functional requirement and not just a visual preference. Every page has to help a first time visitor understand what they are looking at and what to do next.
- I design with accessibility in mind throughout, including readable type, strong colour contrast, a clear heading hierarchy and a screen reader friendly structure, and I check responsive behaviour closely because a large share of visitors arrive on mobile, where a broken layout can cost trust before they ever reach the product.

UI/UX Designer – **Candivet** | *September 2024 – July 2025*

- I designed the end to end experience for an AI powered recruitment platform, working through user flows and wireframes before moving into high fidelity screens for two very different users, candidates and hiring managers, whose goals sometimes pulled in opposite directions.
- I established the platform's design system early, then used usability testing and A/B testing to check that our decisions worked for real users, and I changed the design where the data showed we had been wrong.

UI/UX Designer – **Webintel** | *December 2024 – July 2025*

- I led the design of a data heavy analytics dashboard, structuring the interface into clear zones so a user could either get a fast answer or dig into detail depending on what they needed that day.
- I worked closely with data engineers and product managers to build a responsive design system that could grow as new metrics and views were added, without needing a fresh design pass each time.

UI/UX Designer – **Top 100** | *January 2024 – July 2025*

- I designed end to end experiences across web and mobile for a global recognition platform, and built a scalable design system to keep the product consistent as it grew.
- I ran usability research with international stakeholders, which reduced drop off rates by catching assumptions that worked well in one region but quietly failed in another.

Product Designer – **Primebazaar** | *January – September 2024*

- I designed the interface for a consumer marketplace app, working through listing, browsing and checkout flows for two different users, sellers and buyers, on the same platform.
- I conducted user research and usability testing to improve user satisfaction, and I iterated closely with the development team instead of treating design as a one time handoff.

UI/UX Designer – **DesignBlocs** | *August 2022 – August 2023*

- I conducted user research and usability testing across several client projects, and developed wireframes, prototypes and high fidelity designs through repeated rounds of feedback rather than a single pass.
- I worked closely with developers at handoff and during design QA, which taught me early that a design is only as good as how faithfully it survives implementation.

SKILLS

Product design: User flows, wireframes, prototypes, high fidelity UI, visual fundamentals, information architecture

Design engineering & development: Interactive prototypes and internal tools built in code with Cursor, Claude and React, live WordPress builds, and fixing implementation issues in the build myself

Design systems: Building, maintaining and evolving component libraries on IBM Carbon across a growing product suite

Research & testing: Usability testing, A/B testing, user feedback, using what I learn to decide what to design next

Accessibility: Colour contrast, type hierarchy, heading structure, screen reader friendly layouts, WCAG considerations

Leadership: Managing design interns on experimental workstreams, and setting standards through the design system and internal design documentation

Tools: Figma, FigJam, Cursor, Claude, WordPress, React (for prototypes), Git and GitHub

EDUCATION

BSc Chemical Engineering | *July 2024*

University of Lagos, Nigeria

My engineering background gives me a practical, systems minded approach to designing and building technical products, where complexity has to be made clear for the person using it.