Michael Adeyemi

Senior Product Designer & Design Engineer

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SUMMARY

Product Design Lead and Design Engineer with 8+ years in product design, and one of the few designers who ship the production frontend themselves. At LaunchPass, a US creator-monetization SaaS, I lead a team of 3 designers and own the V3 frontend end to end: product direction, the design system and committed code in React, Next.js, Tailwind, shadcn and Radix. My checkout, Telegram, business-page and subscriber-portal work moved the metrics that drive revenue: conversion, retention and support load. I founded Tinovalabs, a product company, and built its two products, Vibaar and Lami, end to end with AI, from the brand and interface to a Go API, including Vibaar's AI-powered listing. I work AI-native, taking designs from Figma to committed code with Claude Code, Codex and Cursor.

SELECTED IMPACT

- Led the design of the Telegram integration and checkout that grew Telegram creators into one of LaunchPass's top three customer segments.
- ~15–20% higher checkout conversion across the V2 and V3 checkout redesigns, which I led.
- ~25% lift in membership conversion from the creator business page I designed and launched.
- ~20% higher subscriber retention from the subscriber portal redesign, growing creators' subscription revenue.
- ~30% fewer support tickets, and higher creator satisfaction, from clearer billing, membership and self-service flows.
- Two full products built end to end with AI, solo: Vibaar (Next.js, TypeScript, Go API, independently audited) and Lami.

PROFESSIONAL EXPERIENCE

Product Design Lead, LaunchPass

January 2026 to Present | United States (Remote)
US creator-monetization SaaS: paid Discord, Telegram and Slack communities. I lead product design and own the production frontend.

- Lead product design across LaunchPass and own the V3 frontend end to end, taking the product from direction and flows to a production, systemized frontend in React, Next.js, Tailwind, shadcn and Radix.
- Lead a team of 3 designers: set the direction and the quality bar, review the work, and partner directly with engineering on craft and shipping speed.
- Set design direction for the new sub-products as the platform expands.
- Own the design system end to end, from the Figma library to committed code: type scale, semantic tokens and the full component set (forms, overlays, navigation, data display), unified across desktop and mobile.
- Run an AI-native design-to-code workflow (Claude Code, Codex, Cursor) from the Figma source to committed code, delivering senior-quality output at startup speed.

Senior Product Designer, LaunchPass

January 2024 to December 2025 | United States (Remote)
Owned the revenue-critical surfaces: checkout, purchase pages, payments and the subscriber portal.

- Started LaunchPass V3, the next generation of the platform, and built the new design system behind it.
- Led the third-generation checkout and the embeddable purchase pages, sharpening the most revenue-critical flows in the product; across the V2 and V3 checkout redesigns, checkout conversion rose ~15–20%.
- Designed the hard parts of payments and subscription UX: multi-product billing, subscription state across active, trialing, canceling, past due and ended, shared payment methods, one-click purchase and upsell, proration and coupons, every decision argued against the category's best, from Stripe to Patreon. Clearer billing, membership and self-service flows cut support tickets ~30%.
- Designed and launched the creator business page for multi-product listing, lifting membership conversion ~25%.
- Redesigned the subscriber portal, lifting subscriber retention ~20% and growing creators' subscription revenue, and designed new features across the platform.

UI/UX Designer, LaunchPass

June 2021 to December 2023 | United States (Remote)
Joined early and rebuilt the core of the product, from checkout to the full V2 platform redesign.

- Led the full V2 platform redesign, including checkout and the subscriber portal, and laid the foundation for Design System v2, including the admin experience.
- Built LaunchPass Design System 1.0, the foundation that kept a fast-growing product consistent.

- Led the design of the Telegram integration and its checkout as it launched, growing Telegram creators into one of LaunchPass's top three customer segments, and optimized the membership setup flow.
- Led the marketing website refresh: case-study landing pages, email templates and 30+ custom isometric illustrations made in-house.

Founder, Tinovalabs · Product Design & Full-Stack Engineering

April 2024 to Present | Remote

Product company (Tinova Labs LTD) behind Vibaar and Lami. I set the product strategy and build both products end to end with AI.

- Rebuilt Vibaar from scratch, solo: a two-sided social-commerce platform where sellers sell from one store link and buyers pay through Paystack checkout and follow every order to delivery. Owned product strategy, UX, the brand identity, the design system, the Next.js and TypeScript web and admin apps, the Go API and deployment.
- Designed the whole buyer and seller loop as nine end-to-end flows across hundreds of screens, from seller setup to checkout, delivery tracking, payouts and reviews.
- Designed Vibaar's AI-powered listing: sellers add photos and AI drafts the title, description and category, while the seller sets the price and approves the draft, so AI does the typing and the seller keeps control.
- Built a token-first design system (color ramps, semantic roles, components with every state) shared between Figma and the codebase, so what ships matches the file.
- Shipped V1 to production in Q3 2025, then took the rebuilt launch build through an independent audit, four fix rounds and end-to-end Playwright tests.
- Designed and built Lami solo, from brand to product: guests browse a visual menu, then order and pay from their table, while staff manage orders and the menu. Next.js, TypeScript and its own design system; marketing site live at getlami.com. I run its go-to-market, pitching venues in person.

Team Lead & Product Designer, Filabrands

February 2019 to January 2022

Brand and digital product agency for growing businesses. I led the team and designed client brands and products end to end.

- Led the agency's team, setting creative direction and running delivery across client brand and product engagements.
- Designed web and mobile product experiences for clients end to end: user research, user flows, wireframes, UI design and interactive prototypes.
- Led brand strategy and consulting for client businesses, building identities and brand systems rooted in strategy that strengthened customer loyalty and business growth.

Brand and Visual Designer, Freelance

January 2018 to February 2021

- Managed the brand for a real-estate firm: brand image, communication, marketing campaigns and design.
- Designed brand identities, campaigns and visual systems for growing businesses: the origin of the visual rigor and systems thinking behind my product work.

SKILLS AND TOOLS

Product and UX Design: Product direction, end-to-end product design, user research, usability testing, journey mapping, information architecture, user flows, wireframing, prototyping, interaction design, UI and visual design, UX writing, accessibility, responsive web and mobile.

Payments and Growth Design: Checkout and payments UX, subscriptions and billing, conversion and retention design, data-informed iteration with Mixpanel, Google Analytics and Microsoft Clarity.

Design Systems: Figma libraries, semantic design tokens, component libraries with full states and variants, desktop and mobile parity, Figma to committed code.

Design Engineering: React, Next.js, TypeScript, Tailwind, shadcn, Radix, Playwright. Production frontend. Go APIs and deployment on my own products.

AI-native Workflow: Claude Code, Codex and Cursor for design-to-code, functional prototypes and shipped UI, straight from the Figma source. AI interaction design (Vibaar's AI-powered listing).

Brand, Visual and Motion: Brand identity, visual systems, illustration (30+ custom isometric illustrations), interaction and motion design, marketing sites.

Leadership: Design team leadership (team of 3), design direction and critique, the quality bar, cross-functional work with engineering and product.

Tools: Figma (Dev Mode, variables, auto layout, prototyping), FigJam, GitHub, Vercel, VS Code, Intercom.

EDUCATION AND CERTIFICATIONS

B.Sc, Federal University of Technology, Akure

Google UX Design Professional Certificate

IBM Design Thinking (IBM Digital Nation)