

# OLUWAFEYIKEMI AIKOMO

81, Trinnell Blvd, Scarborough, Ontario, Canada.

365-883-4766

feyiaik@gmail.com

[www.linkedin.com/in/oluwafeyikemi-aikomo-6241081a4](https://www.linkedin.com/in/oluwafeyikemi-aikomo-6241081a4)

## EDUCATION

### Master of Science, eHealth

*McMaster University, Hamilton, ON*

Expected Completion: AUGUST 2026

### Graduate Certificate, Digital Health

*Mohawk College, Hamilton, ON*

JUNE 2020

- Dean's Honor List, 2023 – 2024

### Bachelor of Science, Public Health

*Babcock University, Ogun state, Nigeria*

SEPTEMBER 2020

- Second Class Upper Division, 2016 – 2020

SKILLS	TOOLS
<b>UX &amp; Systems Design:</b> User flows, low- and high-fidelity prototyping, journey mapping, service blueprints, workflow mapping, UML diagrams	<b>Design &amp; Prototyping:</b> Figma, Canva
<b>User &amp; Systems Research:</b> Surveys, semi-structured interviews, personas, journey mapping, environmental scans, literature reviews, policy analysis, health literacy & accessibility standards (WCAG, AODA)	<b>Project &amp; Knowledge Management:</b> Notion, Basecamp, Zoho Team, Google Drive
<b>Usability &amp; Evaluation:</b> Usability testing, qualitative feedback synthesis, design iteration, accessibility-informed evaluation	<b>Collaboration, Reporting &amp; Visual Mapping:</b> Microsoft 365 (Word, Excel, PowerPoint, Teams), Miro, Lucid chart
<b>Documentation:</b> Process mapping, workflow diagrams, system architecture documentation, comparison tables, analytical summaries	<b>Data Analysis &amp; Technical Tools:</b> Python (Pandas, NumPy, Matplotlib), Excel (pivot tables, charts), Supabase, Lovable

## WORK EXPERIENCE

### Digital Health System Analyst (Jan 2026-April 2026)

*Niagara Health, Welland, Ontario*

- Collaborated within a 3-person interdisciplinary team to co-develop workflow maps, recommendations, and presentation materials for clinical and administrative stakeholders.
- Conducted a comprehensive environmental scan of Canadian and international hospitals, digital patient education platforms, and vendor solutions to assess how patient education materials are organized, accessed, and governed.
- Reviewed and synthesized academic literature, policy guidance, and accessibility standards (health literacy, WCAG/AODA) to inform evidence-based digital design recommendations.
- Analyzed current-state workflows for creating, storing, and distributing patient education materials, identifying gaps related to fragmentation, inconsistent access, and limited patient usability.
- Developed structured comparison tables and analytical summaries translating research findings into actionable implications for Niagara Health's digital strategy.
- Mapped end-to-end patient education workflows across multiple care settings, highlighting duplication, handoff gaps, and opportunities for standardization.
- Identified and documented key pain points affecting clinicians and patients, linking operational challenges to digital and governance-based solutions.

### **Product Design Intern (Oct 2025-April 2026)**

*HelloWorldStudio, USA*

- Leading the end-to-end design of Link Hunt, a social-tech platform engineered to combat urban social isolation by gamifying real-world interactions.
- Conducted comprehensive user research, (surveys), to identify social pain points and validate design decisions through data-driven insights.
- Managed the complete product lifecycle, iterating based on real-time user feedback to ensure accessibility and usability.
- Deployed a live MVP to validate user demand in the Toronto and Hamilton markets to validate core social-connection theories.
- Developed an extensive library of interactive prompts specifically designed to mitigate social anxiety and facilitate meaningful connections beyond the initial point of contact.
- Created the visual identity for the launch, designing flyers and writing promotional copy that translated our digital experience into physical marketing.
- Partnered with stakeholders to define project scope and prioritized features using an agile framework to meet deadlines.
- Orchestrated organic user acquisition through platforms like Reddit and Facebook, directly engaging with early adopters to gather qualitative feedback for future iterations.
- Maintained a centralized design system and project repository on Notion, documenting the design rationale, research findings, and project milestones to ensure team alignment.

### **UI Design Intern (Sept 2023 – Apr 2025)**

*Ozex, Montreal, Canada*

- Collaborated in a cross-functional team of four, leading the research, design, and prototyping of a digital solution providing sexual and mental health support for new parents.
- Conducted user research, including surveys and semi-structured interviews, to identify key pain points and inform product strategy.
- Designed wireframes and high-fidelity prototypes in Figma, ensuring an intuitive and accessible user experience.
- Collaborated with stakeholders, including program coordinators, to align solutions with user needs and healthcare best practices.
- Developed workflow documentation and user journey maps to optimize engagement and accessibility across the platform.
- Managed team-stakeholder communication, ensuring clarity on roles, deliverables, and project timelines.
- Presented research findings and design solutions to faculty and industry professionals, incorporating feedback through iterative design cycles.

### **Social Media Communication (Dec 2022- May2023)**

*Image and Time, Lagos, Nigeria*

- Managed social media accounts across platforms, increasing follower engagement through consistent content delivery.
- Tracked and analyzed monthly performance metrics, identifying trends, and implementing engagement-boosting strategies.
- Created monthly content calendars with compelling copy, aligned with brand tone, enhancing visibility and interaction.
- Responded to messages, moderated comments, and handled customer inquiries daily, maintaining a strong brand reputation.
- Generated weekly, monthly, and quarterly reports, providing actionable insights for continuous improvement.
- Developed a comprehensive plan to optimize organic reach across all channels, which contributed to a sustained increase in follower growth and engagement.

### **Copywriter (May 2022- May2023)**

*Image and Time, Lagos, Nigeria*

- Managed brand presence on social platforms, creating original content that increased audience engagement and organic reach.
- Analyzed engagement metrics to refine content strategies, maximizing interaction and visibility.
- Developed content calendars and crafted on-brand captions, supporting cohesive messaging across channels.
- Researched social media trends and adjusted content to optimize reach, contributing to follower growth.

### **ACTIVITIES AND INTERESTS**

- **Pottery Making**