

OLUWAFEYIKEMI AIKOMO

81, Trinnell Blvd, Scarborough, Ontario, Canada.
365-883-4766
<https://www.feyikemiaikomo.com/aikomoo@mcmaster.ca>
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
 - Dean’s Honor List, 2023 – 2024

JUNE 2020
- Bachelor of Science, Public Health**
Babcock University, Ogun state, Nigeria
 - Second Class Upper Division, 2016 – 2020

SEPTEMBER 2020

SKILLS	TOOLS
Prototyping & Wireframing: User flows, low-fidelity prototypes, high-fidelity prototypes, journey maps, UML diagrams	Design Tools: Figma, Canva
User Research: Surveys, interviews, empathy mapping, personas, journey mapping, SCAMPER analysis	Project Management Tools: Basecamp, Zoho Team, Notion
Usability Testing: User testing sessions, feedback incorporation, design iteration	Productivity & Collaboration Tools: Microsoft 365 (Word, Excel, PowerPoint, Teams)
Documentation: Process mapping, workflow diagrams, system architecture documentation	Data Analysis & Visualization: Python (Pandas, NumPy, Matplotlib), Excel (pivot tables, charts)

WORK EXPERIENCE

Human-Centered Design Experience (Sept 2023 – Apr 2025)
UI Design Intern— Human-Centered Design (OZEX Capstone Project)
Ozex, Montreal, Canada

- Spearheaded research, design, and prototyping of a digital platform providing sexual and mental health support for new parents as part of a **4-person team**, improving accessibility, engagement, and usability.
- Conducted **10+ surveys and in-depth interviews** with parents to uncover key pain points and inform strategic product decisions.
- Designed wireframes and high-fidelity Figma prototypes with a focus on intuitive navigation, accessibility, and user-friendly interfaces.
- Collaborated with program coordinators and **5+ stakeholders** to align features with healthcare best practices and user needs.
- Developed workflow documentation, personas, and user journey maps to optimize engagement, accessibility, and task flows.
- Conducted feedback sessions with **10+ mothers**, refining prototypes to improve usability and the overall benefit of the platform for new parents.
- Managed communication between project team and stakeholders, ensuring clarity on deliverables, timelines, and progress updates.
- Presented research findings and design solutions to faculty and industry professionals, incorporating feedback into iterative improvements.

UI Design Intern/UX Research Intern— Human-Centered Design — ThriveMoms Project
Mcmaster University, Hamilton, Canada

- Led user research through **6 interviews and empathy mapping sessions** as part of a **4-person team** to understand lifestyle

constraints, motivations, and pain points of busy mothers.

- Developed detailed personas and journey maps, translating user insights into actionable design decisions.
- Designed innovative app features including a Live Map to locate workout partners, Pick-and-Choose Magnet Cards for customized exercise plans, and Family-Integrated Workout modules.
- Created high-fidelity Figma prototypes emphasizing seamless navigation, motivational design, and intuitive user flows.
- Conducted feedback sessions with **10+ mothers**, refining app features and workflows to enhance usability, engagement, and overall benefit for busy mothers and their families.
- Developed pitch decks and interactive prototype walkthroughs for stakeholders and academic panels, clearly demonstrating user-centered improvements and the app's practical value.
- Collaborated closely with peers and advisors to ensure community-driven, practical, and implementable design solutions.

Digital Advertising Experience (May 2022- May2023)

Social Media Communication Intern

Image and Time, Lagos, Nigeria

- Managed social media accounts across multiple platforms, increasing follower engagement by **25% over 6 months** through consistent, strategic content delivery.
- Tracked and analyzed monthly performance metrics, identifying trends, and implementing strategies that increased post reach **by 30% and** boosted overall engagement rates.
- Created monthly content calendars with compelling copy aligned with brand tone, resulting in a **20% increase** in post interactions and improved audience retention.
- Responded to messages, moderated comments, and handled customer inquiries daily, maintaining a strong brand reputation **with 90%+ response** rate within 24 hours.
- Generated weekly, monthly, and quarterly performance reports, providing actionable insights that optimized content strategy and further increased engagement.
- Developed a comprehensive plan to optimize organic reach across all channels, contributing to sustained follower growth of **15% and higher engagement metrics across platforms**.

Public Health Intern Experience (May-August 2019)

Action Health Incorporated, Lagos, Nigeria

- Managed data for ENGINE (Educating Nigerian Girls in New Enterprise) participants, ensuring accurate tracking and impact assessment of program reach.
- Organized attendance records and compiled detailed reports on training sessions, contributing to efficient program evaluation.
- Prepared and distributed instructional materials for Learning Center Facilitators (LCFs), supporting effective vocational training sessions.
- Trained girl ambassadors on Child Vulnerable and Abuse Protection (CVAP), leadership, and communication skills, empowering them for peer mentoring roles.
- Maintained payment and attendance records, ensuring reliable financial reporting and operational transparency.

Ikeja Local Government, Lagos, Nigeria

- Conducted housing inspections in Mangoro, Lagos, to ensure compliance with state sanitary codes, prepared reports on violations and issued corrective notices to property owners.
- Performed routine inspections at food and bakery establishments to assess safety and sanitation standards, contributing to improved public health safety.
- Documented inspection findings in comprehensive reports, highlighting compliance levels and areas for improvement.
- Analyzed community health data from house-to-house visits, providing insights to support targeted sanitation initiatives.

ACADEMIC PROJECTS

PillPAL: Medication Management System

eHealth 757 Group Project (November 2024 - December 2024)

- Designed a prototype for a smart pill dispenser with weight sensors and a mobile app to improve medication adherence among seniors.
- Developed UML diagrams (Class, Sequence, and Activity) to model system workflows, interactions, and data relationships.

Design Thinking: No-Show Mammography Solution

eHealth 735 Group Project (Sept 2024 - Dec 2024)

- Analyzed existing solutions to identify gaps in mammography appointment adherence.
- Used SCAMPER analysis, journey mapping, and user personas to understand patient barriers.
- Designed an interactive web platform prototype for appointment scheduling and reminders with educational outreach.

Human Centred Design — Afro-Canadian Music Hub*SEP 760 (Jan 2025 - Apr 2025)*

- Designed a digital and physical platform aimed at supporting cultural identity through music for international students.
- Conducted user research, developed mood-based playlists, storyboards, and user journey maps.

Human Centred Design — ER Hearing Loss Accessibility Project*SEP 760 (March 2025 - Apr 2025)*

- Conducted qualitative research with Patient and Family Advisors (PFAs) to identify communication barriers in emergency rooms.
- Designed human-centered solutions such as visual triage cues and adaptive communication tools.
- Created personas and journey maps to illustrate barriers and solutions.

ACTIVITIES AND INTERESTS

- **Pottery Making:** Focused on functional designs that blend creativity with practical use.
- **Painting:** Explore different styles as a creative outlet, enhancing my visual storytelling skills.
- **Fitness Enthusiast:** Regularly engaged in cardio and weightlifting, maintaining discipline and goal-setting skills.

