ADEYEMI MATTHEW IYANUOLUWA

Product Designer

Portfolio iyanufolio.framer.website • **Case studies** iyanufolio.framer.website/portfolio
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PROFILE

Product designer with four years of shipping web and mobile products, most of them about money: an AI yield agent on Base, a football app that collects match fees, and a privacy-first Bitcoin wallet on iOS and Android. I like the awkward problems, money that moves on its own or a payment model nobody has heard of, and turning them into screens that feel obvious and a little fun. I take work from first sketch to developer-ready Figma, and I care about motion, type and small interactions as much as the flows underneath. A computer engineering degree means I speak the same language as the engineers building it.

EXPERIENCE

Lead Product Designer | **Yield Seeker** · yieldseeker.xyz 2026

- Designed the agent app, marketing site and use-case pages for non-custodial AI agents that move USDC across approved lending vaults, making automated money feel understandable and clearly in the user's control.
- Made the motion explainer films and the investor pitch deck, so the product tells one story from landing page to pitch meeting.
- Shaped how control is explained, down to Discuss and Steer, which turns plain-English instructions into rules and shows a simulation before saving.
- **Traction:** 5,413 agents created, 250,740 agent transactions and $315.5M agent-handled volume (public figures, Oct 2026); TVL peaked at $1.43M per DefiLlama. Won the Coinbase AgentKit prize at ETHGlobal Agentic Ethereum, 1 of 13 picks from 55 for Coinbase's Summer 2025 builder grants, Nethermind-audited contracts.

Lead Product Designer | **PitchAside** · pitchaside.com 2026

- Designed the organiser app, player join flow and website for five-a-side football groups: schedules, invite links and match payments in one place.
- Built the money side around each group's own bank account: auto-matched transfers, one-tap “mark paid” and a dashboard of collected vs outstanding fees.
- **Results:** 500+ groups, 4,000+ players, 12,000+ games and a 98% payment collection rate (company-reported). One organiser says post-game admin went from 20 minutes of WhatsApp chasing to about 30 seconds.

Lead Product Designer | **Shroud Wallet** · shroudwallet.com 2026

- Designed the iOS and Android app and website for a Bitcoin wallet built on silent payments, turning an unfamiliar privacy model into everyday actions: share one address, get paid, pay a contact, split a bill.
- Built the site on honesty over hype: a four-step explainer, a wallet comparison and a plain list of what Shroud doesn't protect.
- Shipped v1.0 and v1.0.2 (Tor, custom nodes, payment splitting) with open-source, reproducible builds. Tokyo Bitcoin Base ran a hands-on Silent Payments workshop built around the app.

Resident Designer | **BOB Space** · Bangkok, Thailand (Hybrid) Sep 2025 to Present

- Ran usability testing on Shroud, found where people got stuck and improved task completion across core flows. I also facilitate BitDevs sessions and open-source design discussions with PMs and engineers.

UX Designer, Open Source Contributor | **Stratum V2** · Remote, part time Jan 2025 to Present

- Redesigned the landing page and made marketing videos for miners and pool operators; simplified flows for non-technical users.

Design Lead | **TGPC Media** · London, UK (Remote) Nov 2023 to Nov 2025

- Led design from ideation and wireframes to prototypes and high-fidelity delivery, ran client discovery sessions, iterated on feedback and analytics, and built the design system that kept projects consistent and faster to ship.

Product Designer | **Kiba Labs** · London, UK (Remote) Dec 2022 to Nov 2024

- Designed blockchain platform interfaces for technical and non-technical users, validated through research and usability testing.

SKILLS

Design: Product and UI design, UX and interaction design, iOS, Android and web, design systems, prototyping, motion and micro-interactions, conversion-focused landing pages, usability testing, user research, typography, visual storytelling, brand across product, film and deck

Tools: Figma, Framer, ProtoPie, Rive, Webflow, Adobe Illustrator, Photoshop, XD, WordPress

Ways of working: Remote across time zones, concept to developer-ready handoff, agile teams, stakeholder presentations

EDUCATION & LANGUAGES

B.Eng. Computer Engineering, Federal University of Technology, Minna • **Languages:** English (fluent), Yoruba (native)