

Itunu Veronica Cole

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PROFILE

Senior Product Designer with 7+ years of experience designing digital products across healthcare, e-commerce, education and logistics. Experienced in taking complex product problems from research and definition through UX strategy, interaction design, prototyping and delivery. Comfortable working across web and mobile products, complex workflows and multi-user experiences, with a strong focus on making products clear and useful.

PROFESSIONAL EXPERIENCE

Product Designer | MSc Digital Design Projects Sep 2025 – Present
University of York

Designed and evaluated digital experiences as part of an MSc in Digital Design, applying research, product thinking, UX strategy, information architecture, interaction design, prototyping and usability testing.

Arrive — International Student Platform

- Designed and tested a staged onboarding platform to help international students navigate pre-arrival, arrival and settling-in tasks while reducing information overload.

MindBalance — Digital Wellbeing

- Designed a digital wellbeing product combining screen-time awareness, focus tools, app limits and positive reinforcement to encourage healthier device habits.

TruthTag — Critical & Speculative Design

- Designed a speculative point-of-sale experience exploring sustainability, consumer choice and government regulation through product-impact disclosures and purchasing limits.

Product Designer Feb 2024 – Aug 2025
Purelife Health 

- Led the redesign of the company's digital health platform across web and mobile, working across healthcare, e-commerce and patient-facing experiences.
- Designed the customer health dashboard, bringing health information, laboratory testing and health-management journeys into a clearer experience for patients.
- Designed the e-commerce experience across product discovery, product information and purchasing journeys.
- Worked across complex patient journeys, translating healthcare requirements into clear user flows, wireframes, prototypes and high-fidelity designs.
- Collaborated with product and engineering teams throughout design and implementation, resolving interaction and usability challenges along the way.

Senior UI/UX Designer Mar 2023 – Feb 2024
Movam Technologies Limited 
Lagos, Nigeria

- Designed shipment-management dashboards and tracking experiences for logistics operations.
- Simplified complex shipment information and workflows for both operators and customers.
- Conducted usability testing with logistics users to identify workflow problems and improve task completion.
- Designed user flows, wireframes, prototypes and production-ready interfaces.
- Worked closely with engineering throughout implementation.

Product Designer Feb 2021 – Mar 2023
Itel Nigeria 

- Designed and improved the itel Nigeria website and e-commerce experience across product discovery, product information, cart and checkout.
- Designed responsive web experiences for customers across mobile and desktop.
- Worked on user flows, wireframes, prototypes and high-fidelity interfaces to improve the overall shopping experience.
- Collaborated with stakeholders and developers to turn business requirements into practical digital experiences.

Product Designer

Oct 2018 – Feb 2021

Kegomall

- Designed web, mobile and marketplace experiences across product discovery, search and checkout.
- Worked across the customer journey from product discovery through payment and order completion.
- Redesigned checkout and product-summary experiences to reduce friction in purchasing.
- Used usability testing to identify problems in search and product discovery.

EDUCATION

MSc Digital Design

University of York [↗](#)

Sep 2025 – Sep 2026

York, United Kingdom

Focus Areas

Interaction Design | Human Computer Interaction | AI & Emerging Technologies

BSc Computer Science

Redeemer's University [↗](#)

Sep 2012 – Jun 2016

Nigeria

Selected Coursework

Artificial Intelligence, Introduction to Software Engineering, Linear Algebra Introduction to Operation Research, Linear Programming, Data Abstraction and Data Structures, Computer Architecture, Computer Graphics, Database Development and Management, Enterprise-ship in Computer Science.

CERTIFICATES

Product Design [↗](#)

Product School

UI/UX Design Specialization [↗](#)

California Institute of Art(Coursera)

UI/UX Design [↗](#)

Geneza School of Design

UX Design Specialization

Google(Coursera)

SKILLS

Product Design

UX Strategy

Complex Systems Design

Interaction Design

Information Architecture

User Research

Rapid Prototyping

Design Systems

Product Thinking