DANIEL ADEGOKE

Senior UX Engineer | Product Designer

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PROFESSIONAL SUMMARY

Product designer and UX engineer with 8+ years building accessible, systematized digital products across healthcare, financial services, and venture-backed SaaS. Ships end to end: product definition, design systems, and production front-end in React, Next.js, and TypeScript with automated testing and CI/CD. Embeds WCAG 2.2 Level AA and AODA compliance at the component layer and gives developers direct HTML, CSS, and JavaScript remediation guidance. Shipped a production AI-assisted documentation feature and architected the human-in-the-loop model behind it, and directs AI coding agents as a daily production workflow.

CORE EXPERTISE

Product & UX Design: End-to-end product design (0 to 1, 1 to N), interaction design, prototyping, wireframing, information architecture, journey mapping, task analysis, responsive web design, conversational UI

Front-End Engineering: HTML5, CSS3, JavaScript, TypeScript, React, Next.js (App Router), Tailwind, SASS/LESS, Git/GitHub, version control, CI/CD (GitHub Actions, Vercel), automated testing (Vitest, Playwright), code review

Design Systems & UI Architecture: Component libraries, design tokens, light and dark theming, UI architecture, design governance, semantic structure, cross-platform consistency, Storybook

Accessibility & Compliance: WCAG 2.1 / 2.2 Level AA, AODA, Accessible Canada Act (ACA), inclusive design, focus management, colour contrast, accessible form and error-state patterns, axe DevTools, WAVE, HIPAA / PHI privacy constraints

AI & Emerging Tech: Human-in-the-loop (HITL) design, AI-assisted interfaces, generative AI output constraints, uncertainty and correction states, confidence signals, prompt UX, AI-assisted development workflows

User Research & Data: Discovery research, moderated usability testing, A/B testing, funnel analysis, conversion rate optimization (CRO), heuristic evaluation

Tools & Platforms: Figma, Adobe Creative Suite, VS Code, Webflow, Framer, WordPress, Supabase, Google Analytics, Hotjar, Claude, Jira, Confluence, Miro

PROFESSIONAL EXPERIENCE

Sanmi Studio - Toronto, ON 03/2018 – Present
Founder & Principal, Product Design and UX Engineering

- Design and ship production web applications end to end: product definition and written product briefs, full design systems and token architecture, and front-end implementation in Next.js, React, TypeScript, and Tailwind, with Git version control, automated test suites, and CI/CD pipelines to Vercel.
- Built a browser-based cognitive focus game: defined the product, designed the full visual and token system with light and dark parity and verified contrast on every rendered colour pair, and specified a replay-verified scoring model in which the server never accepts a client-submitted score. Shipped with a Supabase leaderboard, idempotent best-of-two daily submission enforced in one database transaction, GitHub Actions CI, and 190+ automated tests including Playwright end-to-end runs and axe accessibility checks on every screen.
- Built an internal AODA and WCAG 2.2 AA audit, remediation and verification tool: authored the product brief and interaction model around a find-it, fix-it, prove-it loop in which an accepted fix is never marked resolved until a re-scan under identical conditions proves it, and the tool never invents human-meaningful content such as alt text, labels, or accessible names. Directed and hand-tested the build through 236 unit, 17 integration, and 16 end-to-end tests, including a self-audit it passes.
- Designed and built a mobile-first social platform for the dance community: led brand and interface design including token architecture, type system, and an editorial layout system built deliberately against social-feed convention, and directed the authentication build using passwordless email OTP with an approved-tester gate enforced at the database layer through row-level security.
- Direct AI coding agents as a production workflow: writing specifications and product briefs, reviewing generated code in VS Code, interpreting test suites, and hand-testing every release, shipping at a velocity that would otherwise require a small engineering team.
- Deliver product and marketing design for startups and SMBs across SaaS, finance, healthcare, media, and e-commerce, from research and wireframes through high-fidelity UI to reusable design systems and front-end implementation.

Owl Practice Suite - Remote (Atlanta, GA) 07/2024 – 01/2026
Senior UX / Product Designer

- Owned end-to-end product design for provider-facing modules across a four-product behavioural health suite (Owl EHR, Zencare, Reimbursify, ZPM), spanning patient intake, scheduling, clinical documentation, and billing workflows supporting over 14,000 providers and 100,000 sessions monthly.
- Designed and shipped an AI-assisted clinical documentation feature that generates SOAP- and DAP-compliant progress notes, reducing average charting time per session by 75% and cutting after-hours documentation load for pilot clinicians, directly targeting the top-cited driver of provider burnout.
- Architected the human-in-the-loop model for AI-generated notes, including editable-by-default output, clinician sign-off gating, source attribution, and structured correction states, ensuring no AI content entered the patient record without explicit provider review.
- Redesigned high-frequency intake workflows through task analysis and moderated usability testing, improving provider task efficiency 80% and reducing documentation-related support tickets.
- Partnered with product, engineering, and compliance across scrum teams to deliver PHI-handling interfaces meeting HIPAA privacy requirements and WCAG 2.1 Level AA accessibility standards.
- Built and maintained a reusable Figma component library adopted across 3 products, standardizing clinical form patterns, validation and error states, and accessible focus behaviour.

- Led discovery research with practitioners and practice administrators through interviews, surveys, and journey mapping, converting findings into prioritized roadmap inputs.

R-LABS Canada Inc. - Toronto, ON 09/2021 – 07/2024
Senior UX / UI Designer - Venture Studio

- Led UX design across 7 high-potential ventures from zero to MVP, running discovery research, ideation, prototyping, surveys, and validation testing.
- Designed the end-to-end product experience for Homeporter through to launch, a venture that subsequently secured $4M in investment from an insurance partner.
- Implemented design systems and reusable component libraries across venture teams, ensuring consistency while accelerating build speed, and optimized engagement with Google Analytics, Hotjar, and Crazy Egg through iterative A/B and CRO experiments.
- Mentored design interns and led company-wide lunch-and-learn sessions on design thinking, UX writing, accessibility, analytics, and A/B testing.

Tugo Media - Toronto, ON 09/2020 – 06/2021
Web Developer / Designer

- Built and maintained scalable front-end templates and modular components enabling non-technical staff to publish independently.
- Improved SEO and site performance across client properties, increasing new sessions by 90% over 3 months.
- Managed CMS workflows (WordPress, Elementor, WPBakery) including backups, uptime monitoring, and performance optimization.

Smartones Media - Toronto, ON 04/2019 – 09/2019
UX / UI Designer

- Designed a conversational UI and chatbot experience for sports fans, defining dialogue flows, fallback and error states, and automated-to-human hand-off patterns.

ADDITIONAL EXPERIENCE

Royal Bank of Canada - Mississauga, ON | Cards Advisor | 10/2026 – Present
Client-facing credit card servicing and issue resolution under federal risk, privacy, and compliance policy.

Major League Baseball - Toronto, ON | Operations Customer Expert (Teleperformance, Contract) | 01/2026 – 09/2026
Identified recurring friction patterns in onboarding and subscription journeys on the MLB Ballpark app from direct user contact, feeding front-line insight back to the product team.

Bank of Montreal - Mississauga, ON | Client Solutions Associate | 05/2021 – 09/2021
Financial customer-facing work under federal risk, privacy, and compliance policy.

Crownland International Limited - Abuja, NG | IT / Computer Operations Officer | 10/2017 – 09/2018
Built out and maintained fully functional end-user workstations to organizational standards

Federal Judicial Service Commission - Abuja, NG | IT Support Technician | 11/2016 – 11/2017
Installed, configured, and maintained 120+ workstations across departments; end-user support and technical troubleshooting.

EDUCATION

Postgraduate Certificate, Artificial Intelligence Design & Implementation - Durham College, Oshawa, ON | 2019 - 2020
Postgraduate Certificate, Interactive Media Management - George Brown College, Toronto, ON | 2018 - 2019
Bachelor of Science, Computer Science - Bingham University, Abuja, NG | 2011 - 2015

CERTIFICATIONS & AWARDS

Advanced Google Analytics - Google
Design Thinking: Customer Experience - Lynda
Interaction Design Foundation (IDF) Member
User Interface and User Experience Design - Udemy
Project Management Professional (PMP) - Project Management Institute
Human Resource Management - Exford Global
MTF Hackathon - Best User Experience and Interface (Team SAP)
Ubisoft Toronto NXT Showcase, Game UI Design (2019)
IWB Charette (2019), Overall Best Team