

Dayo Samuel

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Open to immediate and full-time opportunities, with the ability to drive and relocate.

Skills: Qualitative and Quantitative research, Client's communication, UX Design, A/B Testing, CRO & Experimentation Program management, Product Management, Experiment design & Hypothesis testing, Experience-based assessment.

Tools: Hotjar, Google Analytics 4, Airtable, Figma, Optimizely, VWO, CrazyEgg, Jira, Google suite, Slack

Experience

1. Jan'24 - March' 24 : EastonTech, Contract - **Design Lead - Product Optimization and Usability**

- Improved design delivery efficiency for the fast shipping of products.
- Collaborated with product and engineering teams to optimize operational efficiency.
- Led the design team and ensured the precise implementation of usability enhancements.

2. Dec '22 - Jan' 24 : Advanced eClinical Training (ACT), Full Time - **Product Manager, Conversion & Usability**

- Increased user engagement by 15% and conversion rates by 10%, yielding a \$575k revenue uplift.
- Enhanced marketing efficiency by 20% and reduced customer acquisition costs by 12%
- Implemented usability enhancements, boosting user satisfaction by 25%.

3. Jan '21 - Dec '22 : NP Digital, USA, Full Time - **Conversion Rate Optimization Specialist**

- Led CRO, yielding an 18% average increase in conversion rates across DTC, B2C, and B2B sectors.
- Conducted assessments, reducing bounce rates by 15% and improving user retention by 20%
- Achieved industry-leading A/B testing success with experiment win rates consistently four times higher than the industry average.

4. May '18 - Jan '21 : ZipHearing, USA, Full Time - **Conversion Rate Optimization Analyst.**

- Achieved a 30% increase in conversion rates through 200+ A/B tests, equating to a projected \$2M yearly revenue boost
- Implemented strategic measures, resulting in a 25% reduction in cart abandonment and
- A subsequent 20% increase in completed transactions, directly impacting sales and revenue.

5. Jul '15 - Apr '18 : Wickfire, USA, Full Time - **Data Analyst (UX and Ecommerce)**

- Realized a 30% reduction in navigation-related support tickets, lowering customer support costs,
- Elevated user satisfaction by 15% through data-driven UX improvements.

6. March '13 - Jun '15 : Freelance, **UX/UI Designer**

- Designed user-centric interfaces for websites using Photoshop, wix, Wordpress, Shopify
- Collaborated in agile teams, ensuring consistent communication and timely web design deliveries.

Education : The University of Salford, UK- SEP 2022 - SEP 2023 - *MSc, Data Science (Distinction)*

Achievements : [CXL Certified Optimizer](#) | [Certified Experimentation Program Manager](#)