ADEFEMI ADELE

Software Designer | Brand Designer | WordPress & Elementor Expert | Entrepreneur

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Professional Summary

Creative and results-driven digital designer with 6+ years of experience building high-impact web platforms, digital products, and brand systems across fintech, agri-tech, healthtech, and lifestyle sectors. I specialize in Software/Product UI/UX design, WordPress (Elementor), and product strategy consistently transforming complex business goals into intuitive, scalable digital experiences. Skilled in translating complex goals into high-impact experiences that merge form and function. I've led multidisciplinary teams, designed systems adopted across multiple countries, and contributed to frontier tech projects under Mercor Intelligence on AI models. My work reflects a deep commitment to design excellence, technical leadership, and innovation.

Professional Experience

Mercor - Designer & Prompt Engineer
Remote – August 2025 (Ongoing)

Training models to better understand and execute design-related tasks. This role blends design expertise with prompt engineering, contributing directly to the evolution of AI-assisted creativity.

- Authored and engineered prompts to teach large language models how to create and critique high-quality design outputs.
- Analyzed AI-generated responses against intended design outcomes, identifying gaps in logic, visual fidelity, and execution.
- Iteratively improved model performance by crafting refined prompts and feedback loops.
- Collaborated with AI researchers to ensure model alignment with real-world design standards and industry expectations.
- Helped shape the language to design reasoning capabilities of next-gen AI tools.

TwelveX Creative Agency – Founder & Lead Designer

June 2020 – Present
- Led branding projects and UX revamps for clients in real estate, fintech, fashion, and healthcare.
- Developed visual identities and branding materials across print and digital.
- Created brand books, style guide, and component library for a consistent design system for brands.
- Spearheaded the design and development of over 80+ WordPress websites, primarily using Figma, Elementor Pro.
- Oversaw a team of junior designers and developers, delegating tasks and conducting quality assurance.
- Collaborated with copywriters, developers, and clients to design conversion-optimized landing pages.
- Integrated animations and interactive elements using GSAP and Lottie for immersive experiences

CartAGRO - Chief Information Officer & Brand Designer

Jan 2023 - Present (Remote)
- Directed the platform's software design redesign and led web development efforts using Elementor & custom blocks.
- Created the brand book, style guide, and component library for a consistent design system.

- Delivered responsive dashboards and product pages tailored for agri-tech logistics and commerce.
- Oversaw tech strategy aligning design, development, and marketing to support user growth.

MyMedTrac - Product Designer (Contract)

2022 | Remote, USA
- Designed and developed the healthtech startup's marketing website on WordPress using Elementor, focusing on accessibility and patient-centered design.
- Delivered wireframes, responsive mockups, and end-to-end software design across all breakpoints.

Cousant Limited - Visual Designer

2019 - 2021 | Remote, Lagos

- Created responsive landing pages, decks, and pitch materials for B2B platforms and SaaS clients.

EUC Group - Graphic & Web Designer

2017 – 2020
- Designed and maintained the group's main website and microsites using WordPress.
- Developed visual identities and estate branding materials across print and digital.

Honors & Recognition

Fellow, Chartered Institute of Management & Leadership (FCIML)
July 2025 — United States of America
Awarded the prestigious FCIML designation for professional excellence, leadership, and contribution to innovation across sectors.

Africa Emerging Leaders Award
August 2025 — British Council Auditorium, Accra, Ghana
Recognized by the West African Leadership and Empowerment Centre (WALEC) for outstanding leadership, innovation in design & technology, and impact-driven entrepreneurship. Invited speaker on "The Emergence of Tech in Africa and the Role of Design."

Education
B.Tech - Electronics & Electrical Engineering
Ladoke Akintola University of Technology (LAUTECH), Ogbomoso
Second Class Upper | 2011 – 2018

MSc – Web Design and Development (Ongoing)
Unicaf University Zambia, Lusaka