ADAEZE NWOSU

// Senior UX/UI Lead

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> SUMMARY

Senior UX/UI Lead with 12 years across Apple, Stripe, and Salesforce. Lead an 8-person product design org across Stripe Connect and Salesforce Lightning; redesigned Stripe Connect onboarding for SaaS platforms (platform activation +24%, $180M annualized GMV impact) and shipped Lightning Console redesign for 8M+ Salesforce admins. NN/g UX Master + Apple HIG + Salesforce Certified Admin.

> SKILLS

Design Pod Leadership (8+ designers) **Cross-Platform iOS/Android/Web**
Apple HIG & Salesforce Lightning Design System **Design System Authoring** **Accessibility (WCAG 2.1 AA)**
Promotion Coaching (Senior → Staff) **Stakeholder & Exec Presentation**

> EXPERIENCE

Senior UX/UI Lead

Stripe

Aug 2022 - Present San Francisco, CA

Senior design lead on Stripe Connect's platform onboarding team.

- Lead an 8-person product design org (UI + UX + research + content) across Stripe Connect and Stripe Tax surfaces
- Redesigned Stripe Connect onboarding for SaaS platforms (Lyft, Shopify, DoorDash); platform activation rose 24% and contributed an estimated $180M annualized GMV impact
- Drove Stripe Connect Dashboard's accessibility audit; remediated 420+ WCAG 2.1 AA violations across 80 surfaces in 9 months
- Coached 4 designers from Senior to Staff level via structured promotion-track design reviews

UX/UI Lead

Salesforce

Aug 2017 - Jul 2022 San Francisco, CA

UX/UI Lead on Salesforce Lightning Console for service-cloud admins.

- Shipped Lightning Console redesign for 8M+ Salesforce service-cloud admins; admin task-completion rose 28% and time-to-resolution fell 14%
- Authored 38 components in Salesforce Lightning Design System (LDS) used by 12K+ external developers
- Co-led 6 generative + evaluative research studies with 90+ admins across 4 industries

> EDUCATION

M.S.

Stanford University

Sep 2010 - May 2012 Stanford, CA

Human-Computer Interaction · GPA: 3.91/4.0

B.S.

University of California, Berkeley

Sep 2006 - May 2010 Berkeley, CA

Computer Science · GPA: 3.78/4.0

> CERTIFICATES

Nielsen Norman Group UX Master Certification

Nielsen Norman Group · 2022

Apple HIG Certified Designer

Apple · 2021

Salesforce Certified Administrator

Salesforce · 2020