

# Femi Olatunde

Product Builder & Founder · Senior Product Designer · Tech Entrepreneur

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## PROFILE

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I'm a product builder and founder who combines UX design, business analysis, and AI-augmented delivery to take products from zero to launch. As founder of Mediawind, I've shipped 3 digital products for Australian startups end-to-end, owning everything from discovery and UX strategy to delivery and post-launch growth. My MBA (Advanced) grounds my design decisions in business outcomes, and I am now bringing that full-stack builder mindset into a senior in-house role where I can drive meaningful product impact at scale.

## EXPERIENCE

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### Founder & Managing Director

2021 – Present

Mediawind · Brisbane, QLD

- Founded and scaled a digital product studio delivering app development, UX/UI design, and consultancy for early-stage Australian startups.
- Shipped 3 end-to-end products, including Bawo Africa, a bite-sized African language-learning platform while overseeing product strategy, UX, build, and post-launch growth.
- Applied business analysis frameworks (stakeholder mapping, requirements gathering, cost-benefit analysis) to align product decisions with client commercial goals.
- Leverage AI-assisted workflows (Cursor, v0, Claude, Galileo AI) to accelerate delivery and prototype faster without a full dev team.
- Developed startup-friendly commercial models (revenue share, retainer, fixed MVP) tailored to pre-seed and seed-stage founders.
- Managed full project delivery lifecycle, scoping, resourcing, sprint planning, and client reporting, across concurrent engagements.

### Senior Product Designer & Consultant

Feb 2016 – Present

Freelance · Brisbane, QLD

- Led client engagements end-to-end, from business requirements and UX research through to interactive prototype and launch-ready build.
- Delivered user research, usability testing, information architecture, and high-fidelity UI design across web and mobile products.
- Advised clients on product strategy and roadmap prioritisation, connecting UX decisions to measurable business outcomes.

### UX Researcher

Nov 2020 – Feb 2021

MyKates · Remote (India)

- Designed and executed a structured beta-testing programme to validate a new digital product pre-launch.
- Synthesised micro-testing findings into actionable UX improvements for the development team.

### Digital Marketing Manager

Oct 2018 – Nov 2020

Amtan Group · Gold Coast, QLD

- Owned full digital marketing strategy, annual planning, paid media (Google Ads, Meta), SEO, and EDM campaigns.
- Managed multi-brand website content and produced creative assets across social media, display, and Google My Business.

### Product Designer

Sep 2018 – 2022 (Part-time)

Australian Skin Lab · Gold Coast, QLD

- Redesigned the company's e-commerce UI on Adobe XD to accommodate an expanded product range.
- Conducted user-testing sessions and iterated on findings to improve conversion and usability.

## EDUCATION

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### **MBA (Advanced) — currently enrolled**

Torrens University

2024 – December 2025 · Relevant: Business Analysis, Strategic Planning, Project Management, OKRs

### **MA Interactive Media Design**

Griffith University

2016 – 2018

### **BA Fine & Applied Arts**

Obafemi Awolowo University

2008 – 2012

## SKILLS

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**Product & Strategy:** Product Thinking, UX Strategy, Design Sprint, MVP Planning, OKR Planning, User Testing

**Business & Analysis:** Business Analysis, Requirements Gathering, Stakeholder Management, Strategic Planning, Project Delivery

**Design & Prototype:** Figma, Adobe XD, Sketch, InVision, Illustrator

**Build & Launch:** Webflow, WordPress, Shopify, HTML · CSS, SEO

**Marketing:** Google Ads, Meta Ads, EDM, Google Analytics, Content Strategy

**AI & Modern Tooling:** Cursor, v0 by Vercel, Claude AI, Galileo AI, Notion AI, Runway ML

## AWARDS & RECOGNITION

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### **1st Place — UX Design · Rio Tinto Super People Hack**

Brisbane · 2022

Won first place in Rio Tinto's internal 3-day design hackathon, competing against cross-functional teams. Delivered a complete UX solution addressing a workers' compensation challenge.