

# OLUBUKOLA AKANBI, D.Sc.

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## PROFESSIONAL SUMMARY

UX Researcher with 7+ years of experience leading end-to-end research programs that inform product strategy, customer experience, and digital product development. Expertise spans qualitative and quantitative research, usability testing, customer journey mapping, survey design, and behavioral analysis across healthcare, technology, higher education, and public sector environments. Proven track record translating complex customer needs into actionable product insights that influence roadmap decisions, improve user experiences, and support business objectives. Skilled at partnering with product managers, designers, engineers, and executive stakeholders to drive customer-centered innovation through evidence-based decision making.

## CORE COMPETENCIES

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Product Strategy & Roadmapping • Product Discovery • Customer Research • User Experience Research • Customer Journey Mapping • Human-Centered Design • Agile Product Development • Customer Segmentation • Survey Design & Analytics • Qualitative Research • Quantitative Research • Market Intelligence • Competitive Analysis • Behavioral Analytics • Experimentation & Testing • Data-Driven Decision Making • Stakeholder Management • Cross-Functional Leadership • Executive Storytelling • Research Operations • Service Design

## PROFESSIONAL EXPERIENCE

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### UX Research Consultant | Independent Practice | Remote

*April 2026 – Present*

- Lead end-to-end customer research and discovery initiatives for health technology and maternal health projects, leveraging qualitative and quantitative methods to identify user needs, behavioral drivers, and opportunities for product improvement.
- Created customer journey maps and experience recommendations that informed product design decisions and prioritization of new features.
- Identified customer needs, generated insights, influenced decisions, managed stakeholders, and improved products.
- Produce executive-ready reports and presentations that transform complex findings into clear business recommendations, enabling evidence-based decision-making for clients and project stakeholders.
- Present findings at international conferences and publish peer-reviewed research, demonstrating thought leadership in user behavior, digital experience design, and information credibility.
- Serve as peer reviewer for the Association for Information Science and Technology (ASIS&T) and the Health Information & Libraries Journal, evaluating research quality, methodological rigor, and evidence standards.
- Independently manage client relationships, project timelines, priorities, and deliverable quality, ensuring successful execution across multiple simultaneous projects.

### Research Associate | Art & Science Group | Baltimore, MD

*Sept 2021 – Apr 2026*

- Led 20+ mixed-methods research engagements from discovery through delivery, generating customer insights that informed strategic decision-making, experience improvements, and product development initiatives.
- Designed and executed qualitative and quantitative research programs utilizing surveys, interviews, focus groups, segmentation studies, and market assessments to identify customer needs, pain points, and growth opportunities.
- Partnered with senior leaders and cross-functional stakeholders to translate business challenges into research questions, ensuring alignment between customer insights and organizational priorities.
- Synthesized large and complex datasets into executive-ready recommendations that influenced product enhancements, customer acquisition strategies, and experience optimization initiatives.

- Conducted competitive intelligence and market analysis to identify emerging customer behaviors, industry trends, and strategic opportunities.
- Delivered compelling presentations and insight storytelling to executive audiences, enabling evidence-based prioritization and investment decisions.
- Managed multiple concurrent research programs while maintaining high stakeholder satisfaction, project quality, and on-time delivery.
- Mentored junior researchers and contributed to the advancement of research operations, methodologies, and knowledge-sharing practices.

**Product Designer | UX Researcher** | University of Baltimore | Baltimore, MD *Aug 2018 – May 2021*

- Led user research and product discovery efforts for digital products focused on financial inclusion, health information access, and community services.
- Conducted user interviews, usability testing, and co-design workshops to identify customer pain points, unmet needs, and opportunities for innovation.
- Created wireframes, prototypes, user flows, journey maps, and interaction designs using Figma, supporting iterative product development and validation.
- Collaborated closely with product managers, developers, and stakeholders to transform research findings into customer-centered product experiences.
- Applied mixed-methods research to evaluate product concepts, validate design decisions, and improve usability, accessibility, and engagement.
- Delivered actionable insights that informed product roadmaps, feature prioritization, and customer experience improvements.

**UX Researcher (Contract)** | University System of Maryland | Maryland *Jun 2020 – Jul 2020*

- Led mixed-methods user research for a Bluetooth-enabled mobile application designed to support COVID-19 exposure monitoring and public health decision-making.
- Conducted in-depth user interviews, contextual inquiry, and usability evaluations to identify user needs, barriers, and adoption challenges.
- Synthesized qualitative findings through thematic analysis and translated insights into actionable design recommendations for cross-functional product teams.
- Partnered with designers, engineers, and public health stakeholders to prioritize features and improve user experience throughout the product development lifecycle.
- Developed user personas, customer journey maps, and research artifacts that informed product strategy and feature prioritization.
- Presented research findings and recommendations to multidisciplinary stakeholders, influencing design decisions and product direction.

## PROJECT UX PROJECT

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### COVID-19 Bluetooth Monitoring Application | University of Maryland

- Led UX research for a Bluetooth-enabled COVID-19 monitoring application, conducting user interviews, contextual inquiry, and usability evaluations to identify barriers to adoption and improve user engagement.
- Synthesized qualitative findings into actionable product recommendations that influenced feature prioritization and experience design decisions across multidisciplinary product teams.
- Collaborated with designers, engineers, and public health stakeholders to align customer needs with technical requirements and product goals.

### Financial Planning Application for Undocumented Immigrants | University of Baltimore

- Conducted customer research and journey mapping to identify financial literacy challenges and unmet user needs.
- Designed wireframes and user flows in Figma to improve accessibility and user experience.

- Collaborated with stakeholders to translate research findings into product concepts and feature recommendations.
- Applied human-centered design principles to create solutions addressing real-world financial challenges.

## EDUCATION

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**D.Sc., Information and Interaction Design** | University of Baltimore

**M.Sc., Information Science** | University of Pretoria

**B.Sc., Library and Information Studies** | University of Ibadan

## TOOLS & TECHNOLOGIES

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**Tools:** Qualtrics, UserTesting, Figma, Dovetail, NVivo, SPSS, Excel, Miro, SurveyMonkey

**Methods:** User Interviews, Usability Testing, Surveys, Focus Groups, Contextual Inquiry, Journey Mapping, Personas, Competitive Analysis, Customer Segmentation, Mixed-Methods Research

**Product & Strategy:** Product Discovery, Product Strategy, Roadmap Planning, Customer Insights, Voice of Customer, Behavioral Analytics, Experimentation, Stakeholder Management, Agile Product Development

## SELECTED PUBLICATIONS

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- **Akanbi, O.** (2026). Enhancing Maternal Health: Addressing App Design Challenges to Improve Treatment Compliance During Pregnancy. To be Presented at the HCI International 2026 (July 26–31, 2026).
- **Akanbi, O.** (2024). Perceptions of Pregnant Women on Mobile App Design and Information Credibility. Presented at HCI International 2024.
- **Akanbi, O. M., & Fourie, I.** (2021). Information Source Preference and Information Monitoring Behavior of Pregnant Women. Published in Information Research.

## RESEARCH & THOUGHT LEADERSHIP

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- Presented research at international Human-Computer Interaction conferences examining how mobile app design, information credibility, and user experience influence health decision-making and treatment compliance among pregnant women.
- Published peer-reviewed research on user experiences and needs, interaction design, and digital information consumption, generating insights applicable to customer experience design and product adoption.
- Conducted original mixed-methods research involving surveys, interviews, thematic analysis, and behavioral investigation to identify user needs, pain points, and engagement drivers in digital health environments.