

Adeniyi Sonoiki • Design Engineer

Designer with 6+ years of experience building tools for SaaS platforms, helping millions of businesses grow. I design and ship production-quality interfaces, using AI to ideate, prototype, and accelerate my design workflow.

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Experience

Senior Product Designer | HubSpot

May 2022 - Present

- Designed one of the most requested CRM solution: Dynamic logic that shows or hides cards and tabs based on property values. Since launch this solution has driven 113K+ dynamic logic actions, helping customers reduce Record page clutter and personalize workflows at scale.
- Crafted a lightweight, platform version of the Record page editor for faster addition/removal of App cards without the full editor overhead. Since release, this solution has logged 37k+ add/remove interactions showing strong adoption for in-context customization that's fast, consistent, and easy to repeat across the CRM.
- Redesigned the end-to-end experience of the Record page editor to remove UX friction. As a result, conversion from Record Page Editor → Card Builder increased by 2% and median time from the Record page editor to the Card builder dropped by 33%, with the same scalable interaction patterns adopted across core workspaces like Sales Workspace, Customer Success, Help Desk, and Target Accounts.
- Partnered with 16+ teams across 3 product lines to redesign the CRM timeline into a scalable component that can surface timeline information anywhere within HubSpot. The redesigned timeline has since powered 13M+ interactions outside the Record page, including 9M+ on the index page sidebar and 3M+ in the Prospecting workspace.
- Designed the Allbound Timeline, a new visualization of the CRM record timeline that introduced a bird's eye view of inbound and outbound touch-points, helping customers quickly understand how interactions progressed over time. Within the first month of release, over 40K customers added the Allbound Timeline card to their portal.

Skills

Problem Solving
Systems Design
Product Strategy
Product Analytics
UX Research

Stack

Figma
Claude code
Cursor
React
Next.js
TypeScript
Tailwind CSS

Product Designer | Klaviyo

Oct 2020 - Apr 2022

- Spearheaded the complete redesign of Klaviyo's form templates library, transforming all email and SMS templates into best-in-class, mobile-friendly, accessible, and visually appealing form templates. This redesign slashed signup form build time from 49 mins to just 15 mins, saving customers a build time of 34 mins and also increased the submit rate for pop up forms by 30.7%.
- Led the end-to-end design of 15 onsite subscriber acquisition tools to help online businesses own their growth collecting ~300 million visitor submissions across billions of onsite experiences rendered per year.
- Led the creation of Klaviyo's Form Teasers, a persistent on-screen element that provides creators with a non-intrusive way to capture leads. Form teasers not only improved mobile-friendliness and SEO for creators, but also increased conversion rates of popup and flyout forms by 10.8%. This solution also exceeded customer adoption targets by 10.7%.