

GODWIN AYOBAMI ODELEYE

JUNIOR SERVICE DESIGNER

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PROFILE INFO

A dedicated Junior Service Designer with a unique background in architecture, finance, and social enterprise. Bridging user empathy and systems thinking with business model innovation to design seamless service ecosystems. My diverse experience has honed transferable skills in client needs analysis, stakeholder co-creation, and sustainable business modeling, which I now apply to translate research into viable and impactful service solutions for public and business service organizations.

CERTIFICATION

- **Service Design: How to Design Integrated Service Experiences**
IxDF | 2025
- **Business Model for Social Enterprise**
Acumen Academy | 2025
- **Designing for Environmental Sustainability & Social Impact**
Acumen Academy | 2025
- **Human-Centered Systems Thinking**
IDEO U | 2024

SKILLS

Service Design:

- User Research (*Ethnographic study, interviews, service safari*)
- Journey Mapping
- Stakeholder Workshops & Co-creation Facilitation
- Value Proposition Design
- Business Modeling
- Service Blueprinting
- Service Prototyping (*Business Origami, low-fidelity service flows*)

WORK EXPERIENCE

Service Design Consultant (Project-Based)

2025

Freelance | Ekiti State, Nigeria (Hybrid)

- **Research & Discovery:** Conducted ethnographic field studies and service safaris to uncover critical user pain points, including significant delays, trust issues, and inefficient touchpoints within the passport issuance journey.
- **Journey Mapping:** Mapped the current end-to-end user journey to visually identify key bottlenecks, emotional pain points, and strategic opportunities for improvement.
- **Ideation & Co-Creation:** Facilitated brainstorming sessions with stakeholders to explore and generate ideas for more transparent, efficient, and user-friendly service touchpoints.
- **Prototyping & Iteration:** Employed Business Origami to build low-fidelity service prototypes, simulating interactions between people, processes, and systems. Iterated on the design by refining roles, links, and environments to optimize the overall service flow.
- **Strategic Integration:** Synthesized all insights into an updated service blueprint, value proposition canvas, and business model canvas to ensure alignment between the improved user experience and organizational strategy.

Social Innovator & Lead Designer (Project-Based)

2023 - 2024

Freelance | Ekiti State, Nigeria (Hybrid)

- **Research & Discovery:** Conducted ethnographic field studies and stakeholder interviews to uncover systemic barriers and user pain points.
- **Systems Mapping & Analysis:** Mapped complex system dynamics using causal loop diagrams to identify key leverage points for intervention.

Transferable Skills:

- Client Empathy & Active Listening
- Systems Thinking & Mapping
- Stakeholder Engagement
- Analytical Thinking & Problem Solving
- Sustainable Solution Design
- Project Facilitation
- Effective Communication

EDUCATION

- Ladoke Akintola University of Technology (LAUTECH), Ogbomoso
Bachelor of Technology in Architecture | 2013 - 2020

AWARD / RECOGNITION



INTERACTION DESIGN FOUNDATION
Category: Membership



IXDF Distinction:
Top 10 in Class
(Service Design Sept. 2025)



INTERACTION DESIGN FOUNDATION
Top Learner in Nigeria:
3rd in Nigeria
(Service Design Sept. 2025)

- **Ideation & Co-Creation:** Facilitated co-creation workshops and ideation sessions to build consensus and generate community-driven solutions.
- **Business Modeling & Prototyping:** Prototyped a decentralized service ecosystem and business model integrating financial access, clean energy processing, and a community vendor network to enhance livelihoods and economic stability.

Financial Service Advisor 2021
Leadway Assurance Limited | Osogbo, Nigeria

- **Client Empathy & Needs Analysis:** Cultivated deep client empathy and active listening skills by understanding clients' financial goals, fears, and aspirations to build trust and provide tailored strategies.
- **Analytical Thinking & Communication:** Translated complex financial information into actionable, understandable plans, demonstrating strong analytical thinking and communication skills.
- **Service Design Application:** Drew on financial advisory experience to inform an approach grounded in deep understanding of users' needs and motivations.

Architectural Designer 2017 - 2020
Freelance | Ogbomoso, Nigeria (Hybrid)

- **Systems Thinking & Visualization:** Developed a strong foundation in systems thinking by designing structures that required an understanding of how individual components connect to form a cohesive, functional, and experiential whole.
- **Prototyping & Detail-Oriented Planning:** Created detailed plans and models, honing skills in visualization, prototyping, and attention to the end-to-end user experience within a physical space.
- **Service Design Application:** Applied architectural perspectives to map service ecosystems and design seamless, human-centered service journeys.