

Toke Ayankoya

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Visa Status: Stamp 4 (No sponsorship required)
Language: English(Advanced)

Professional Summary

Currently leading strategic UX research initiatives across healthcare, AI, fintech, SaaS, and public services. I design and oversee end-to-end research programs that uncover deep user needs, build trust in intelligent systems, and inform product and service strategy. My work bridges the complexity of regulated industries; including health and medical technology, ensuring research insights translate into meaningful, evidence-based design and product decisions. I collaborate with senior stakeholders across the U.S. and Europe, crafting compelling research narratives that align global teams around user empathy, accessibility, and innovation in learning and care experiences.

Core Competencies

- **Research Leadership & Strategy:** End-to-End Study Design | Mixed-Methods Research | Strategic Roadmapping | Evidence-Based Decision Making | Research Planning & Prioritisation
- **Healthcare & Medical UX:** Clinical User Research | Medical Education Platforms | Trust in AI | Accessibility & Usability in Regulated Environments | Ethical & Inclusive Design
- **Remote & Global Research:** Multi-Region Participant Recruitment | Cross-Cultural Insight Gathering | Remote Moderation (Interviews, Usability, Concept Testing) | Global Research Coordination | GDPR-Compliant Data Practices
- **Methodologies & Analysis:** Generative & Evaluative Research | Task & Journey Analysis | Usability Testing | Concept & Prototype Validation | Data Synthesis & Insight Communication
- **Cross-Functional Collaboration:** Stakeholder Alignment | Design & Product Partnership | Executive Influence | Agile/Lean Delivery | Cross-Cultural Team Facilitation
- **Communication & Storytelling:** Insight Visualisation | Research Evangelism | Narrative Building | Workshop Leadership | Strategic Presentation to Senior Stakeholders
- **Tools & Systems:** Figma | Dovetail | UserZoom | Miro | Jira | Confluence | Excel/Sheets | Accessibility & ResearchOps Platforms

Certifications

- [PRINCE2 \(Project Management\)](#) | [Workshop Facilitation](#) | [Product Discovery](#)

Selected Professional Experience

Ernst and Young | Senior UX Researcher
August 2021 – Present

Takeda Manufacturing – Senior AI UX Researcher

Led research for an AI-powered healthcare tool used by scientists, analysts, and business leads, focusing on trust, transparency, and usability within a regulated environment.

- Designed and led end-to-end research programs from planning and recruitment to analysis conducted remotely across multiple regions.
- Partnered with engineering and AI product teams to interpret complex behavioral data, identify usability barriers, and deliver design recommendations grounded in user and market data.
- Introduced frameworks for evaluating AI explainability and trust, improving adoption and user confidence by 85%.
- Presented research insights to senior stakeholders, translating findings into design implications that guided onboarding, workflow, and feature development.
- Boosted adoption toward 7,000 monthly global users and improved transparency/trust scores by 90%.

GSK –UX Research & Product Experience Lead

Led user research and experience strategy for an executive-facing healthcare insights platform, improving data interpretation and decision-making for global stakeholders.

- Designed and executed a multi-method research plan combining interviews, usability studies, and workflow analysis to identify critical bottlenecks in data navigation and reporting.
- Partnered with product and engineering teams to translate research findings into actionable design improvements, enhancing clarity and usability across complex medical analytical dashboards.
- Facilitated workshops with senior business leads to align product direction with user needs and organizational objectives, ensuring research insights informed strategic decisions.
- Delivered research-driven design recommendations that reduced support requests by 70% and increased weekly active usage within the first quarter post-launch.

TSB – Lead Accessibility Researcher & Experience Strategist

Led accessibility-centered UX research and experience strategy across critical digital banking journeys, ensuring inclusivity, compliance, and improved customer outcomes.

- Directed end-to-end accessibility research across high-impact flows (payments, login, and account management), identifying usability barriers for assistive technology users.
- Conducted moderated usability testing with participants using screen readers, voice navigation, and keyboard-only interfaces to validate accessibility across platforms.
- Collaborated with product, design, and engineering teams to translate findings into actionable design and development improvements, embedding accessibility into design systems and workflows.
- Delivered measurable outcomes including 96% WCAG 2.1 compliance, a 90% fix implementation

rate, and enhanced digital inclusion for thousands of customers with diverse access needs.

Pfizer Manufacturing – UX Research & Dashboard Experience Lead

Led research and experience strategy for digital manufacturing dashboards, driving usability, efficiency, and data clarity in a regulated healthcare environment.

- Conducted extensive contextual inquiries and workflow studies with scientists, analysts, and operations teams to identify friction points in data reporting and decision-making.
- Designed and led evaluative usability testing to validate interaction patterns and optimize dashboard layouts for clarity, accessibility, and task efficiency.
- Partnered with engineering, data, and product teams to translate findings into actionable design solutions, improving user trust and adoption of data-driven tools.
- Delivered insights that informed end-to-end redesigns, resulting in a 82% increase in dashboard adoption and a 75% improvement in usability scores, while reducing reliance on manual reporting processes.

Product Designer & UX Research Lead , Liferithms, California, USA

July 2020 – July 2021

Led product design and user experience strategy for a wellbeing and behavioral health mobile app, driving engagement, retention, and overall usability improvements through iterative design.

- Designed intuitive, user-centered interfaces and interaction flows for onboarding, goal setting, and progress tracking, enhancing clarity and engagement.
- Collaborated with researchers and stakeholders to translate user insights into visual design decisions and feature priorities aligned with product strategy.
- Created high-fidelity prototypes and design specifications to guide development and maintain design consistency across iOS and Android platforms.
- Delivered measurable outcomes including a 62% increase in engagement and a 30% drop in bounce rate within six months of launch.

Education

Griffith College Dublin – M.Sc. UX Research and Product Innovation a (1:1) **Dublin, Ireland** | 2019 – 2020

Babcock University – B.Sc. Mass Communication (2:1) **Ogun, Nigeria** | 2011 – 2015