

ADERONKE SIJUWADE

DIGITAL PRODUCT & WEB DESIGN PORTFOLIO

Websites • E-commerce • UX/UI • Digital Integrations • Content & Media

Professional Profile

Digital product and web design professional with hands-on experience creating and improving business, e-commerce, education, conference and organizational digital experiences. My work combines visual design, website architecture, content strategy, e-commerce functionality, third-party integrations, payments, marketing tools, SEO and digital media production.

I approach websites as digital products—not just collections of pages—by considering the customer journey, business objectives, content structure, functionality, integrations and the experience from discovery through action.

Core Digital Experience

Digital Product Design	Website Architecture	UX/UI & Visual Design
E-commerce & WooCommerce	Payment Gateway Integration	Third-Party/API Planning
SEO & Google Search Console	Email/Marketing Integrations	Content & Storytelling
WordPress / Elementor	Hosting & Domain Setup	Digital Media Production

Selected Digital Projects

The projects below represent the range of digital products, websites, integrations and media experiences you have described.

PS Fashion Trends

Premium Women's Fashion E-commerce

- Designed and developed a fashion-focused e-commerce experience.
- Worked with product presentation and premium apparel aesthetics.
- Integrated PayPal, Mailchimp, AliExpress and customer reviews.
- Worked with Google Search Console and trust-building elements.
- Considered the customer journey from discovery to purchase.

M&W; Nuts

E-commerce / WordPress Product

- Planned and developed a cashew/nuts e-commerce website.
- Worked on product architecture, shopping, shipping and online payments.
- Planned careers/job-application functionality and API integration.
- Worked through hosting, staging, domain and email considerations.
- Explored requirements for AI chatbot integration.

Rosegate School

Education Website & Digital Experience

- Created and structured digital content for the school website.
- Developed storytelling around history, achievements and community.
- Worked with testimonials, events, graduation and summer-school content.
- Supported the school's 50th-anniversary digital presence.

AMSA Africa Conference

Conference / Event Digital Experience

- Worked on conference website and digital event presentation.
- Considered registration, payment and attendee information needs.
- Supported a professional digital presence for a medical education event.

ARS Tech Services

Corporate Digital Product

- Developed digital positioning and service presentation.
- Worked on website structure, company profile and promotional assets.
- Presented web, event video projection, aerial photography/videography and technology services.

Asoye Yoruba-English Translator

AI / Digital Product Concept

- Developed the concept for an AI-assisted English/Yoruba translation product.
- Focused on practical language accessibility and interactive digital use cases.

Adaptalyst

Digital Brand / Product Concept

- Worked on product/brand concept development and visual identity direction.

Rosegate 50th Anniversary Documentary

Digital Media Product

- Produced a documentary experience for Rosegate School's 50th anniversary.
- Combined storytelling, interviews/content, visual media and institutional history.
- Prepared the work for digital publication and social/video platforms.

How I Add Value

Business-to-Digital Thinking — I translate business requirements into practical website and digital-product structures.

E-commerce Understanding — Experience with product presentation, payments, shipping, reviews, marketing and customer journeys.

Integration Awareness — Comfort working around payment gateways, APIs, email systems, SEO tools and third-party services.

Content + Technology — I combine technical implementation with storytelling, copy, visual presentation and media.

Project Coordination — I think across staging, hosting, domains, plugins, functionality, client requirements and launch readiness.

Continuous Learning — I collaborate with specialists when a project requires deeper AI, API, backend or other specialist expertise.

Selected Tools & Platforms

WordPress • Elementor • WooCommerce • GoDaddy • Hostinger • BigCommerce • Shopify • Mailchimp • PayPal • Paystack • Flutterwave • Interswitch • Google Search Console • Google Analytics • AliExpress • Fluent Forms • APIs • AI chatbot planning • Digital video production

Portfolio Positioning Statement

I design and develop digital experiences that connect business goals with user needs—bringing together web design, e-commerce, integrations, content, marketing technology and digital storytelling.