

CHINONSO ALEXANDER EBERE

UI/UX Designer | Web Developer | Graphic Designer

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SUMMARY

Creative and detail-oriented **UI/UX and Graphic Designer** with hands on experience designing user centered digital products, brand assets, and marketing materials. Trained through a tech school with a strong foundation in website design, visual communication, and usability principles. Experienced in delivering real-world design projects for **IamBrand-Worthy (IBW)**, contributing to branding, web design, and digital campaigns. Passionate about creating intuitive, visually compelling designs that align business goals with user needs.

PROFESSIONAL EXPERIENCE

UI/UX & Graphic Designer

IamBrand-Worthy (IBW)

- ❖ Designed user-focused website layouts and UI components for IBW's digital platforms.
- ❖ Created brand-aligned graphic assets including flyers, social media designs, banners, and marketing visuals.
- ❖ Collaborated with the branding and strategy team to translate brand goals into clear, engaging design solutions.
- ❖ Worked on layout redesigns and content structure improvements to enhance usability and visual hierarchy.
- ❖ Supported digital campaigns and internal projects with consistent visual identity and design execution.

DESIGN EXPERIENCE & PROJECT

IBW Website & Brand Design Projects

- ❖ Contributed to website UI design concepts, wireframes, and visual layouts.
- ❖ Designed marketing graphics for brand promotions, campaigns, and events.
- ❖ Applied user-centered design principles to improve clarity, navigation, and engagement. † Ensured brand consistency across digital and print design materials.

PERSONAL & PRACTISE PROJECT

- ❖ Designed responsive website mockups for landing pages and small business websites.
- ❖ Created UI concepts for dashboards, login pages, and course platforms.
- ❖ Developed graphic designs for posters, social media posts, and brand identity visuals.

EDUCATION & CERTIFICATIONS

The Curve Africa

- ❖ UI/UX Design Fundamentals
- ❖ Website Design & Layout
- ❖ Graphic Design for Digital Media

SKILLS

UI/UX Design

- ❖ User-Centered Design
- ❖ Wireframing & Prototyping

- ❖ Information Architecture
- ❖ Usability & Visual Hierarchy

Graphic Design

- ❖ Social Media Graphics
- ❖ Flyers & Marketing Designs
- ❖ Brand Visuals
- ❖ Layout & Typography

Tools

- ❖ Figma & Canva
- ❖ Adobe Photoshop
- ❖ Adobe Illustrator

CORE STRENGTHS

- ❖ Creative problem solving
- ❖ Strong visual sense
- ❖ Attention to detail
- ❖ Ability to work with brand guidelines
- ❖ Clear communication and collaboration

LANGUAGE

- ❖ English

KEY ACHIEVEMENT

❖ Contributed to IBW Brand & Web Projects:

Played a key role in designing UI layouts and graphic assets for IamBrand-Worthy (IBW), supporting website redesign efforts and brand visibility across digital platforms.

❖ Improved Visual Consistency:

Helped maintain a consistent brand identity across social media graphics, flyers, banners, and web designs, improving overall brand recognition.

❖ Delivered Multiple Design Assets on Deadline:

Successfully designed and delivered multiple marketing and digital design assets within tight timelines, supporting campaigns and internal initiatives.

❖ Applied User-Centered Design Principles:

Designed layouts and interfaces with a focus on usability, clarity, and accessibility, enhancing user experience and visual flow.

❖ Transitioned from Learning to Real-World Projects:

Applied skills learned from tech school training directly to real client and company projects, gaining hands-on industry experience.

TRAINING & CERTIFICATIONS

- ❖ Frontend Development (The Curve Africa)
- ❖ UI/UX Design (The Curve Africa)

CAREER GOAL

To grow as a **UIUX and Graphic Designer**, working on meaningful digital products and brand experiences while continuously improving my design skills and contributing value to forward-thinking teams.