

# Samuel Balogun

## PRODUCT DESIGNER (UX/UI)

✉ Balosammy@gmail.com     Samuel (Ayomide) Balogun     @sammyexclusive

A designer passionate about creating better user experiences through aesthetics and problem-solving, from UX Research to Visual Design, with the aim of adding value and connecting business with users.

## EXPERIENCE

*Product Designer (UX/UI Lead)*     Zealight Innovation Lab     Aug. 2021 – Currently

- Conducted user interviews, surveys, competitive analysis, and market research.
- Redesign of the product to address the business goal of recapturing the consumer market.
- Working directly with executives and higher-level management to produce prototypes, as well as front-end and back-end developers to implement the designs.
- Convey user-sentiment and communicate business goals to development teams.
- Work with teams on design for the next billion user and achieve business goal for a better user experience

Summary or impact about the role/company:  
Responsible for designing the look and feel for the updated website which increased the traffic by 40%, page views by 60% and average session time by 90%.

*UX/UI Designer intern*     Skillup Africa     Dec. 2020 – june. 2021

- Work collaboratively on projects centered around user research, interactive design and rapid prototyping.
- Produced personas, user flows, journey maps, sketches, wireframes, and a prototype.
- Managed visual designer to develop high fidelity concepts.
- Worked with a team of developers in an Agile environment to bring designs to light.

## SKILLS

### UX UI Design

Q&Q analysis, User Research, User testing, Teamwork, Wireframing, Prototyping. user flow

### Tools

Adobe XD, Figma, whimsical, Figjam, Maze, Slack, Photoshop, marvel Sketch

### Certifications

Jobberman soft skill, AIBS, Google digital course, Future learn UX certificate, Side hustle Academy

## EDUCATION

### Babcock University

 Diploma in security management     2015

### Google UX professional

 UX design     2021

### Skillup Afria bootcamp

 UX UI design     2021