

# UKEJE ANALIESE OGOCHUKWU

## UI/UX DESIGNER

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### SUMMARY

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Innovative UI/UX Designer with knack for creative problem-solving and keen eye for design aesthetics. Proficient in wireframing and prototyping, coupled with strong communication skills. Ready to elevate user experiences and contribute to impactful design solutions.

### WORK EXPERIENCE

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Sierra, Lagos state, Nigeria

Sep 2024 - Present

#### *Lead Product Designer*

- Led the end-to-end UX/UI design of Sierra, a student engagement and learning analytics platform. Designed core features including student profiles, progress tracking, skill charts, wallet-based reward systems, interactive project workflows, and real-time evaluations—enhancing user motivation and platform usability.
- Collaborated closely with frontend engineers and stakeholders through design handoffs, regular syncs, and iterative feedback loops—ensuring seamless implementation of complex features like real-time skill charts, project workflows, and wallet systems.

JobBeta, Toronto, Canada

Aug 2024 - Present

#### *UI/UX Designer*

- Worked closely with product managers, developed comprehensive product strategies.
- Conducted usability testing, optimized user interface efficiency.
- Researched target audience needs, incorporated findings into UI and UX designs effectively.
- Coordinated with marketing teams, ensured brand consistency throughout designs.
- Adapted quickly to changes in project requirements whilst maintaining focus on end-user needs.
- Participated in regular team reviews and critiques of ongoing projects, increased overall project effectiveness.

### EDUCATION

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Babcock university, Ilishan Remo, Nigeria

*Bachelor of Science in Information Technology*

Sep 2021- Jul 2025

- Relevant coursework in Web design aesthetics and IT project management.

## PROJECTS AND EXTRACURRICULAR

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### Rodney - UI/UX Design

Dec 2024 - Present

- Led the UI/UX design, emphasizing empathy-driven solutions for neurodiverse learners.
- Built an accessibility-first onboarding system, allowing users to set tailored preferences based on their specific needs.
- Designed a modular, distraction-reducing dashboard with features like focus mode, real-time captions, voice-to-text toggles, and ARIA-compliant structures.
- Integrated AI-driven tools such as personalized flashcards, note-taking interfaces, and adaptive quizzes.
- Prioritized readability and comfort with high-contrast themes, OpenDyslexic fonts, simplified text/audio options, and a calming color palette enhanced by playful illustrations.
- Delivered a fully accessible, user-centered prototype addressing the gap in mainstream study tools for students with disabilities.

**Impact:** Delivered an accessible, user-centered prototype designed to enhance learning for neurodiverse students, addressing exclusion from mainstream tools. Prioritized usability, empathy, and inclusivity throughout.

### Unified Data Vault System (UDVS) – UI/UX Design

Feb 2025 - Mar 2025

Spearheaded the UI/UX design for a secure, cross-sector identity management platform used across banking, healthcare, education, and government sectors.

- Designed a clean, user-centered interface that supports seamless identity data access and verification for diverse user roles: individuals, institutions, and administrators.
- Created detailed, high-fidelity wireframes and user flows to guide the user experience across onboarding, data management, and privacy control features.
- Designed modular dashboard layouts and data overview cards tailored to each sector, emphasizing clarity, consistency, and ease of navigation.
- Crafted interaction designs for real-time notifications, access logs, and user permissions — ensuring transparency and user autonomy in every flow.
- Implemented accessibility-forward design principles, including screen reader compatibility, keyboard navigability, high-contrast modes, and intuitive iconography.
- Designed with empathy by ensuring a visually inclusive experience, balancing aesthetics with functionality to support a broad range of users.

**Impact:**

Delivered a scalable, privacy-focused interface that empowers users to take control of their identity data while enabling institutions to verify records securely and ethically.

### Web-Based Blood Bank Management System – UI/UX Design

Jan 2025 - Feb 2025

Designed a digital blood bank platform that streamlines donation and transfusion processes for donors, recipients, doctors, and hospitals.

- Designed an engaging, informative landing page to educate users and guide them into donation or request flows with clarity and empathy.
- Created smooth, step-by-step interfaces for users looking to donate or request blood, with emphasis on urgency, accessibility, and ease of use.
- Built intuitive dashboards for medical staff and hospital administrators to manage blood inventory, track donations, and monitor analytics in real time.
- Developed data visualization components to help doctors track blood availability, donor histories, and transfusion trends across hospital branches.
- Prioritized user trust and actionability with a clean layout, responsive design, and visual cues for urgent requests and pending approvals.

#### **Impact:**

Delivered a user-first design that simplifies the blood donation process, supports efficient medical decision-making, and reduces delays in life-saving transfusions.

### **Babcock University Computer Club**

#### ***UI/UX Design Lead***

**Mar 2025 - Present**

- Health Literacy Platform: Led the design of an inclusive, community-centered health education platform with interactive tools, expert content, and quizzes to promote accessible health information and decision-making.
- Grant Management System: Designed a comprehensive platform for lecturers and researchers to manage grant applications, reviewer feedback, and funding workflows—streamlining research processes and enhancing transparency.

#### ***UI/UX Designer***

**Aug 2024 - Mar 2025**

- BUCC Crunch Blogging Platform: Designed a personalized, student-driven blogging experience that allows users to read, comment, and save articles, while giving writers powerful tools to publish, manage, and track their content.

### **Google Developer Groups**

#### ***Product design co-lead***

**Mar 2025 - Present**

- Workshop & Webinar Host: Curated and hosted two design-focused events featuring top industry professionals, in partnership with GDG FUNAAB and Nile. Led planning, speaker outreach, promotion, and live moderation—delivering impactful sessions on design, tech, and career growth for aspiring creatives.

## **SKILLS AND CERTIFICATIONS**

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**Skills:** User Interface Design (Web & Mobile), User Experience Design, Wireframing & Prototyping Design Systems & Component Libraries, User Research & Journey Mapping, Accessibility Design (WCAG, ARIA), High-Fidelity Mockups, Responsive & Adaptive Design, Interaction Design, Usability Testing & Feedback Integration.

**Certifications:** FreeCodeCamp Responsive Web Design, Zero to Mastery Complete Web and Mobile Design