APULE OSIKA

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UX/UI DESIGNER AND DEVELOPER

Empathetic, collaborative, and passionate UX Designer and Frontend Developer with a background in psychology, public health, and health technology.

Driven to accomplish evidence based and user centered research and design projects via the discovery, exploration, testing, and listening research strategy process. Motivated to collaborate with versatile teams to help solve challenges and co-create feasible and innovative solutions.

Effective and tactful communicator of research, dynamic data findings, and insights to stakeholders. Committed to an iterative approach to research and development largely based on the changing needs of users and advertisers.

Strong advocate for mental health accessibility. Interested in creating user experiences that improve mental health outcomes, such as mental health apps or digital tools for therapy.

WORK EXPERIENCE

CareerFoundry - UX Design Projects (Berlin, Germany) - 04/2022 - Current

Olive: Medical, Health, and Wellness App: Designed a responsive web app from a mobile health (mHealth) concept to a personalized user experience tailored to the primary persona, Olivia (Gen Z user with mental health needs). Conducted empathetic research to discover the persona's needs, created wireframes and prototypes, lead usability testing, and refined the design using UI visual design principles.
Accomplished creating a mobile app that provides the primary persona with a one stop shop for all their medical, health, and wellness needs in order to simplify their busy lifestyle. App includes key features and design criteria such as:
- Helpful home screen and menu for all user health needs.
- Ability to log and store medications.
- Option to book a call with a health professional of their choice.

Constructed a rewarding end-to-end user experience.

VocabPlus+: Vocabulary Learning App: Assembled a flashcard-style mobile vocabulary learning app from conceptualization to a usable product for primary persona Gabi (international tattoo artist). Conducted exploratory research, designed wireframes and prototypes, and conducted usability tests. Successfully designed a mobile app focused on the assisting the primary persona with learning new vocabulary at a beginner's level in various foreign languages because they travel to many different countries for work. Presented findings for future multidisciplinary team feedback and collaboration.

ICF - Digital/Data Specialist (Fairfax, VA) -11/2015 - 03/2017
Contributed to the National Cancer Institute (NCI) and ICF partnership via their mHealth Smokefree Initiative in promoting smoking reduction and cessation. Improved user engagement with Smokefree.gov's nine smoking cessation texting programs and two mobile applications. Collaboratively utilized NVivo and Dedoose qualitative analysis programs with fellow health researchers to code Smokefree.gov mHealth user interview data. Informed adaptable content, timing, and relapse improvements to two Smokefree texting programs through behavior analysis, and active discussion, presentation, and iteration with cross-functional teams of health researchers, health analysts, graphic designers, UX designers, social media specialists, and project managers.

EDUCATION

CareerFoundry
Berlin, Germany (Online) • Expected in 05/2023
UX Design Certificate: Specialization: Frontend
Development For Designers

University of Virginia
Charlottesville, VA • 05/2015
Master of Public Health: Health Policy, Law, & Ethics
Relevant Courses:
- Health Promotion and Health Behavior
- Public Health Law and Ethics
- Introduction to Epidemiology
- Introduction to Biostatistics
- U.S. Health Care Policy
- Management and Quality in Health Care Organizations
- Data Management in Population Health
- Human Subjects Research Ethics

Virginia Commonwealth University
Richmond, VA • 05/2013
Bachelor of Science: Psychology
Relevant Courses:
- Introduction to Psychology
- Applications of Statistics
- Child Psychology
- Psychology of Adolescence
- Psychology of Women
- Psychology of the Abnormal
- History of Psychology
- Personality
- Social Psychology
- Interpersonal Relations
- Stress and its Management
- Principles of Learning and Cognition

SKILLS

- User Research
- Design Research
- UX Design/UI Design
- Human-Computer Interaction
- Research and Development/ R&D
- UX Development
- Interaction Design
- Cognitive Psychology
- Competitive Analysis
- Personas
- Journey Mapping
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing
- Heuristic Evaluations
- Data Analysis
- Online Portfolio
- Advertising
- Collaborative Work
- Design Teams
- Market Research
- Quantitative Research
- Qualitative Research

TOOLS

- Figma
- HTML
- CSS
- JavaScript
- NVivo
- Dedoose
- Microsoft Office Suite
- Zoom