

# AYOMIDE ASHIRU

Product Designer || Low-Code/No-Code Developer

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## PROFILE

I am passionate about designing delightful usable interfaces that enhance the customer experience across diverse brand points.

## WORK EXPERIENCE

### Product Designer

Dev & Design, Remote | May 2022 – Present

I worked alongside digital designers, engineers, and UX researchers to design “**Dev and design**” website using Figma to deliver working prototypes and Webflow for development.

Worked with a cross functional team to create an open source design system called **Designbloccs** tailored for product designers to help them improve their workflow.

Designed a flexible energy solution called “**Nob**” to make renewable energy affordable and tailored to user’s needs and budget. (UI Team Lead)

## PROJECTS

### Product Designer

Kwikinvoice, Contract | May 2022 – Present

Created a seamless user experience for users to be able to generate invoices in less than 60 seconds which brought about a 14% increase in client referral rate and customer retention.

Conducted end-to-end usability test with users using Maze, this led to an increase in 30% of web traffic as we were able to identify usability issues.

### Product Designer

Clientdorm, Contract | June 2022 – Present

Drove a partnership with product managers, engineers, researchers and content strategists in order to oversee the user experience of the product from conception until launch

### Product Designer

Swiftly, Contract | August 2022

Designed a mobile app solution for users to be able to make and receive payments for goods and services across borders.

## SKILLS

### UX Design

- Conducting User Experience/ Ethnographic research
- Competitor Audit/Analysis
- Creating User Persona, creating Empathy Mapping , User Journey, UserFlows, Information Architecture
- Design thinking and Ideation
- Usability Testing

### UI Design

- Concept Sketching with pen to paper
- Wireframing; Lo-fidelity and High Fidelity
- Interactive Prototyping with Figma, HTML and CSS
- Presentation to Stakeholders
- Design Handoff

## TOOLS

- Figma & Figjam
- Adobe Creative Suites – Photoshop, Illustrator, XD, Premiere Pro, After Effects
- Webflow
- HTML and CSS
- Miro
- Maze
- Hotjar
- Corel Draw