Chibuike Maduabuchi - Software Design Engineer

LinkedIn ↗ E-mail ↗ Dribbble ↗ Portfolio ↗ Github ↗ Codepen ↗

INDEPENDENT PRACTICE
Software Designer and Engineer

Remote - Enugu, Nigeria
Decemeber 2024 - Present

- Built and deployed responsive web applications using React.js and Next.js, leveraging Server-Side Rendering (SSR) and Static Site Generation (SSG) to boost performance and SEO for client-facing platforms in fintech and e-commerce.
- Designed and implemented clean, accessible and responsive user interfaces for both web and mobile using Figma and Tailwind CSS, translating wireframes into scalable, production-ready UIs.
- Created dynamic components and interactive features such as live dashboards, modals, product filters, and real-time validations using Zustand for lightweight state management and React Hooks to handle complex interactions.
- Applied performance optimization techniques such as code splitting, lazy loading, and prefetching to reduce initial load times and improve Time to Interactive (TTI), especially on low-bandwidth devices.
- Used browser devtools and logging tools to debug and fix rendering, hydration, and state issues, ensuring a smooth and bug-free user experience across modern browsers.
- Worked with clients and product teams to understand technical and business requirements, translating them into performant solutions that improved user retention and engagement.
- Integrated API endpoints securely and efficiently using React Query, with attention to caching and fallback states for seamless UX.

KULIPAL TECHNOLOGIES LIMITED
Product Designer

Remote - Lagos, Nigeria
January 2024 - May 2025

- Conducted in-depth user research through interviews, surveys, and usability testing sessions, uncovering key user pain points and behavior patterns that directly informed design decisions.
- Created interactive prototypes in Figma, rapidly iterating on user flows and interface elements based on feedback from both users and stakeholders.
- Led the end-to-end design of Kulipal's Branch Management feature within our mobile app from wireframes to high-fidelity mockups focusing on clarity, accessibility, and minimizing cognitive load.
- Worked hand-in-hand with frontend developers to ensure high-fidelity implementation, maintaining visual consistency and responsive behavior across devices.
- Designed and tested mobile-responsive layouts for core web app features, optimizing for performance and usability across different screen sizes and devices.
- Redesigned key web pages to align with updated user needs and brand direction resulting in improved clarity, engagement, and conversion metrics.
- Designed email notifications with clear hierarchy, responsive formatting, and strong call-to-action elements to increase user interaction and retention.

SELF-EMPLOYED
Brand & Visual Designer

Remote - Enugu, Nigeria
January 2019 - December 2024

- Worked closely with startup founders to define and design comprehensive brand identities, including logos, typography systems, and color palettes, which led to a 25% increase in brand recognition within six months of launch.
- Created engaging flat and isometric illustrations, custom icons, and branded visual assets using Illustrator and Photoshop, tailored for use across websites, social media, and product pages contributing to stronger brand consistency and visual impact.
- Designed email templates, banners, posters, and marketing visuals aligned with campaign goals, resulting in a 10% increase in open rates and improved campaign engagement across multiple client accounts.
- Used Figma to design and iterate on landing pages and marketing-focused web layouts, collaborating with developers to ensure responsive design and performance on all devices.
- Managed multiple marketing design projects simultaneously, delivering on tight deadlines without compromising quality, and maintaining a 100% client satisfaction rate across projects.
- Worked with local businesses and founders to redesign outdated websites, focusing on clarity, brand alignment, and user experience leading to increased time-on-site and improved conversion paths.
- Designed and optimized UI elements for web and mobile, incorporating marketing insights into design decisions to support a 15% increase in user retention across key products.

BACHELOR OF ENGINEERING - CIVIL ENGINEERING
University of Nigeria, Nsukka

UI/UX DESIGN COURSE
Checklearn Batch (Experienced)

User Research Information Architecture Wireframing Prototyping

User Experience Design User Interface Design Product Design Visual Design

Interaction Design

Figma Adobe Illustrator Adobe Photoshop Webflow Framer

User Interface Engineering Component-Based Architecture Responsive Design

State Management Performance Optimization Website & Web App Development

Software Testing & Debugging Responsive Design Accessibility Version Control

HTML CSS(SCSS) Tailwind CSS CSS Modules CSS-in-JS JavaScript TypeScript

React Next JS Zustand Redux Context API Vue JS Pinia Framer Motion

GSAP Node JS Bun Express Hono Git

Web Sockets Unit Testing PWA SEO CI/CD

JavaScript Essentials 1 (JSE) by Cisco Networking Academy in collaboration with OpenEDG JavaScript Institute (Link)

JavaScript Essentials 2 (JSE) by Cisco Networking Academy (Link)