

Ajose Damilare

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EDUCATION

Caleb University

BSC Computer Science

Ikorodu-Itokin Road, Lagos State

Graduation Date: Jul 2022

WORK EXPERIENCE

Konga Online Nigeria Limited

UI/UX Designer

Gbagada, Lagos State

Mar 2023 - Present

- Developed a strategic marketing landing page for Konga, resulting in an impressive 0.8% increase in clickthrough rate compared to the previous month's page. Additionally, successfully boosted user retention by an impressive 14%.
- Spearheaded the modernization of Konga's website, revamping its design and functionality to align with contemporary standards and enhance user experience.
- Implemented data-driven optimization strategies to continually enhance the performance and conversion rates of the monthly landing pages, ensuring maximum impact for Konga's marketing campaigns aimed at promoting social good.

Lagos State Government (NYSC)

Frontend Developer Intern

Ikeja, Lagos State

Feb 2023 - Jan 2024

- Collaborated with senior developers to implement responsive and pixel-perfect user interfaces for web applications, honing HTML, CSS, and JavaScript skills to ensure cross-browser compatibility and accessibility standards compliance.
- Actively participated in agile development sprints, contributing to the design and implementation of front-end features and enhancements, while demonstrating a strong commitment to continuous learning and professional growth within a dynamic team environment.
- Assisted in the optimization of website performance and loading speeds through code refactoring and asset optimization techniques, resulting in a noticeable improvement in user experience metrics and overall site responsiveness.

Bunu App

Product Designer (Contract)

Remote

May 2023 - Oct 2023

- Conducted user research on target product demographic to understand needs & opportunity points; applied research to ideation sketches using Figma
- Built vision, conducted extensive user research and data visualization to inform design decisions.
- Defined the product framework, created engaging user experiences with animated prototypes in Figma, to create an interactive demo while collaborating with Industrial Designers.

PROJECT EXPERIENCE

Weelr Last-Mile Delivery Start-up

Lead Designer

Lagos, Nigeria

May 2021 - Jul 2021

- Crafted an intuitive user interface that streamlined the delivery process, resulting in a significant reduction in user friction and an increase in user satisfaction ratings by 25%.
- Implemented a visually appealing and responsive design that enhanced the app's accessibility across various devices, leading to a 30% boost in user engagement and retention rates.
- Conducted extensive user research and usability testing to iterate and refine the app's design, resulting in a 40% decrease in user error rates and a notable improvement in overall user experience.

Motherhood App (Not in Production)

Lead Designer

Lagos, Nigeria

Jul 2022 - Aug 2024

- Conceptualized and designed a visually captivating and user-friendly interface tailored to meet the unique needs of mothers, incorporating features such as intuitive navigation, personalized dashboards, and community forums, resulting in overwhelmingly positive feedback from beta testers and stakeholders.
- Conducted comprehensive user research and collaborated closely with stakeholders to understand user pain points and preferences, informing the development of empathetic and solution-driven design solutions aimed at fostering a supportive and empowering environment for mothers, ensuring alignment with the startup's mission and values.
- Leveraged prototyping tools and iterative design methodologies to rapidly iterate on design concepts, allowing for early validation of ideas and continuous refinement based on user feedback, ultimately paving the way for a seamless transition from concept to development phase while mitigating potential usability issues and maximizing user adoption upon launch.

SKILLS

UI/UX Designer: Figma, User research, Information architecture, Adobe Creative Suite (e.g., Photoshop, Illustrator)

FrontEnd Developer: HTML, CSS, JavaScript (including frameworks like React, NextJs, Version Control)