LUCKY EKEZIE

Product Designer

luckyekezie91@gmail.com

LinkedIn Profile

Portfolio Link

EDUCATION

Graphics And Advertising B.A
University of Benin

2011/2012 - 2014/2015

CERTIFICATIONS and PROFESSIONAL DEVELOPMENT

- **Design Thinking** – The Interaction Design Foundation | 2021
- **UX Design Fundamentals** – Coursera | 2020
- **The Practical Guide to Usability** – The Interaction Design Foundation | 2021
- **All of AI: ChatGPT, Midjourney, Stable Diffusion & App Dev**
  See Certificate

KEY SKILLS

User-Centered Design:
Wireframing, Prototyping, User Research, Interaction Design

Gaming & Web3 Expertise:
Gamification, Multi-Platform Design, Conversion Optimization

Data-Driven Design:
A/B Testing, Analytics, Usability Testing, Quantitative & Qualitative Research

Collaboration & Leadership:
Mentorship, Cross-Functional Teamwork, Stakeholder Engagement

TOOLS

Figma, Adobe XD, ProtoPie, After Effects, Miro, Sketch, Unity (Basic), Unreal Engine (Basic)

PROFILE

Experienced UX Designer with over 7 years of expertise in crafting intuitive, engaging, and user-centered digital experiences. Skilled in driving the discovery design process, creating innovative gaming solutions, and optimizing multi-platform user flows. Adept at integrating user feedback and data-driven insights to enhance engagement, streamline navigation, and deliver seamless designs for mobile-first and responsive applications.

EXPERIENCE

CareerFoundry ❘ Product Design Tutor

May 2024 - Present ● Berlin, Germany

- Provide expert guidance and mentorship to students, supporting them through the course curriculum with tailored advice on product design principles and industry practices.
- Encourage student engagement by offering regular motivation, constructive feedback, and personalized support to help students achieve their learning goals and complete the course successfully.
- Build and maintain strong relationships with students through consistent communication, fostering a positive learning environment and ensuring individual progress and satisfaction.

CyberDogz ❘ Lead Product Designer

Nov. 2022 - Apr. 2023 ● Tallinn, Estonia

- Spearheaded the redesign of CyberDogz, a blockchain-based P2E gaming platform with over 15k active users.
- Introduced a streamlined design system, boosting user engagement by 40% through improved navigation and gamified user flows.
- Conducted extensive user research, incorporating feedback from gamers and NFT enthusiasts to shape the MVP.
- Developed features like breeding, racing, and marketplace functionalities, enhancing user interaction and onboarding ease.
- Collaborated with developers and stakeholders to deliver a multi-platform solution, including desktop and mobile experiences.

NUGI TECHNOLOGIES ❘ Product Designer

September 2020 - May 2023 ● London, United Kingdom.

- Led the redesign of the Bosscab ride-hailing app, increasing bookings by 20% and improving safety features through user-driven insights.
- Designed user flows and prototypes for responsive applications, ensuring intuitive navigation for diverse audiences.
- Partnered with software engineers to align design solutions with technical feasibility and business objectives.

BOWHEAD HEALTH ❘ Product Designer

July 2022 - August 2022 ● Toronto, Ontario, Canada

- Collaborated with the design team to develop blockchain-based solutions for digital health products.
- Redesigned application pages to enhance user-friendliness and increase user engagement by 30%.