Buchi Ephraim

www.buchi.design

Enugu state, Nigeria

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PRODUCT DESIGNER

I'm a resourceful and collaborative product designer who enjoys designing to solve user problems through a human-centered approach. I'm also a UX Generalist capable of taking a project idea from conception to a usable product ready for implementation at hand-offs.

EXPERIENCE

Lead UX/UI designer

Genadrop   March 2022 - Current, Full-time, Remote

- Leads a small team of 4 designers to design a seamless user experience for the Genadrop NFT art creation tool, Minting, and Marketplace.
- Leads decision-making for user flow, brand development, UI component library for the design system, and overall design strategy.
- Actively involved in the design process, from organizing design sprints, designing wireframes, and prototyping flows, to crafting intuitive UIs, and conducting user research and testing. Improved site-wide user experience based on data gathered on user behaviors and feedback from usability testing.

UX/UI designer

Franklin Myrtle Collection   (Contract) July - August 2021, Remote

- As the sole product designer contracted, I designed all aspects of Franklin Myrtle's website, from the initial wireframing to high-fidelity interface designs. The website generated over $500k in NFT mints.
- Crafted a component library for the design systems to improve my workflow and maintain visual consistency across the website.

UX/UI designer

Minority Programmers Association   January - Febuary 2022, Remote

- Worked with the design team to redesign the Minority Programmers website.
- Conducted user research
- Created initial wireframes, and high fidelity User interfaces, made interactive prototypes
- Conducted usability tests to improve site-wide user experience and interfaces.

Visual designer

Flourish super rice   (Contract) April - 2021, Remote

- Developed the brand identity for Flourish super rice, and this increased the company's sales by 28%
- Delivered design materials such as social media flyers and banners for marketing and social media campaigns.

SKILLS

- **Design:** Interaction design, Visual designs, Sketching, Wireframing, Motion Ul, Rapid prototyping.
- **UX Research:** Usability testing, Surveys, User interviews, Affinity mapping, Journey mapping, Research analysis
- **Frontend web development:** Webflow.
- **Leadership:** Ability to coordinate, guide, and lead a team of designers to achieve solutions that drive results

TOOLS

- Figma, Adobe XD, Miro, Photoshop, Illustrator, AfterEffects, Notion, Google office suit.

EDUCATION

John Bosco Institute of Technology   Ibolo Obosi, Anambra State, Nigeria
Diploma in Electrical/Electronics Engineering, Upper Credit   Graduated, October 2017

CERTIFICATES AND AWARDS

Foundation of User Experience (UX) Design   Google & Coursera

Start the UX Design Process: Empathize, Define, and Ideate   Google & Coursera

Build wireframes and low fidelity prototypes   Google & Coursera