

EFOSA EMWINGHAM, UI/UX DESIGNER
SHEFFIELD, UNITED KINGDOM
07857092418

EMAIL: emwinghamae27@gmail.com

<https://www.linkedin.com/in/efosa-emwinghama-a60b45201>

PROFILE/PROFESSIONAL SUMMARY

Astute, creative and organised UI/UX professional with a strong background in UI/UX Design and Digital marketing. I am proficient in creating high quality UX deliverables, including wireframes, user journey maps, usability testing, low and high fidelity mock ups and interactive prototypes.

In my previous role, I collaborated closely with cross-functional teams, to deliver high quality products within tight deadlines. Designed and implemented user-friendly interface for mobile apps and websites, Conduct extensive research and created detailed personas. I also developed the visual style and interface of digital product based on user stories.

EXPERIENCE

UI/UX DESIGNER, Johnghama Ltd
2022 - 2023.

- Designed and implemented a user-friendly interface for company website, resulting to 30% increase in user engagement.
- Conducted extensive user research and personas to inform design decisions, resulting to 25% in user abandonment rate.
- Conducted in-depth user research and performed usability testing to identify pain point and generate design solutions, resulting in a 25% increase in user experience.
- Coordinated with cross-functional teams, including developers, project managers, and stakeholders to gather requirements and integrate user-centred design principles into projects.
- Worked with the product team to define, refine and improve product interaction model, user workflow, information architecture and user interface standard.
- Transformed johnghama design system experience
- Stayed up to date on the standards, changes and trends in the UX and visual design field.
- Worked with developers to develop digital event money spraying app.
- Carried out research leading to 4 new features that resulted to 30% increase for the brand through targeted interviews and extensive usability testing before and after redesign.

DIGITAL MEDIA OFFICER/BRAND AMBASSADOR, Cube Marketing
2022

- Execute digital privacy strategies into digital platforms for both regular and campaign based projects.

- Manage and monitor performance of the placement to ensure on-track results
- Develop, implement promotion and marketing privacy strategies for Mega Global e-commerce platforms.
- Optimise placements to drive performance and achieve desired business results.

TEST AND TRACE OPERATIVE, Nhs 2020 - 2021.

- Delivered health and safety in compliance procedures with the latest COVID-secure and data protection regulations on behalf of the site.
- Led the delivery of COVID-19 supply kits and manage distribution across the site. Ensure all supplies are secured in a clinically defined and safe area.
- Delivered exceptional service to each customer by listening to concerns and answering questions. Worked with team members to deliver effective customer service strategies

EDUCATION

- **SHEFFIELD HALLAM UNIVERSITY, MA** Digital media management, 2020 - 2022
- **COUSERA**, Google UX Design Course, 2022
- **FEDERAL POLYTECHNIC, AUCHI**, HND Mass communication, 2015 - 2017

SKILLS

User research, Rapid prototyping. Wireframe, Usability testing, Responsive web design, Information architecture, Strong relationship management skills ,Project management ,Problem solving ,Research skill, Advertising, Communication.

REFERENCE

Kelly Osawoname from Johnghama
Johnghama@yahoo.com · +234 7036277471

HOBBIES

Skiing, swimming

DESIGN TOOLS

Figma, Sketch, Adobe XD