Okon Joseph Anyang

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LU2 7TA

Product Designer / UX Researcher / Digital Marketer

**About me**

I'm a self-taught UX/UI designer and I enjoy creating equitable, accessible and problem-solving products and experiences for people.

I have been studying User experience design through courses and YouTube videos for the past 2 years.
I have been able to learn about UX design principles, Usability Heuristics, Wireframing, Prototyping, Information Architecture, the importance of accessibility in design, HTML, CSS, JavaScript, Git, Bash and much more.

Acquiring more knowledge, keeping up with trends and always trying to improve my craft and value as a designer keep me going and align with my overall purpose of being at the forefront of creativity and problem-solving design.

Currently creating my UX portfolio via Webflow.

**My Career Goals**

Moving forward I'd love to pursue a career in either Sales, Marketing, Tech (UX Design or Front-end development), Real Estate Letting or Banking. I believe my skills are suited towards job roles in these industries and I find that I'm most passionate about these industries.

I'm looking for a place where there's room for promotion, where I feel like I'm a part of something and an environment where I'm constantly being pushed to push past my limits and work to the best of my ability.

**LinkedIn: https://www.linkedin.com/in/okon-anyang-a7aaa119a/**

**My Website Portfolio:** https://jscamz.github.io/my-ux-ui-portfolio/

**UX related Certificates**

•        Udemy / Information Architecture (IA) Fundamentals https://udemy-certificate.s3.amazonaws.com/image/UC-3036d5f3-dff7-4458-8b16-fc3b61e8ef9d.jpg

•        Udemy / UX Design Foundations: Research, Design, Usability Testing https://udemy-certificate.s3.amazonaws.com/image/UC-a604303d-814d-412e-a29b-dbac9115e1b9.jpg

•        Webflow 101 Certification Exam (Can provide at request)

•        BYOL Figma Advanced Course / Merit Grade (Can provide at request)

Links to certificates are provided.

**Hard skills**

•   Creating wireframes, user journeys, prototypes, and user flows.

•   Conducting Usability Testing with no bias and open-minded questions

•   Creating surveys

•   Door to Door sales and telemarketing.

•   Proficient use of Figma (Including variables and conditional prototyping)

•   Conducting research and creating user personas.

- Creating Facebook Ads that have converted leads into paying customers.

- Copywriting

- Email Marketing

- Google Analytics

- Webflow CMS and web design

- Internal & External Branding

**Soft Skills**

- Working at a retail store and a Casino has moulded me into someone who's very good at meeting peoples needs and wants, as these were environments were people we're quite demanding and you had to constantly adapt to whatever was required.

- I'm an organised individual and patient person.

- Open-minded and very hard working.

- Working at the casino has made me very good at dealing with different personas by adapting and tailoring their experiences towards what they like.

- I'm a quick learner. I get a grasp of what's required and look to implement them into my everyday craft almost instantly.

**What else can I bring to the company and team?**

Apart from design, I also have an interest in marketing. I do a lot of marketing and branding courses on the side and read a lot of books

I understand a lot about branding, and why brands need to be different and have a different USP to competitors.

I also understand the value of communicating the right message to consumers and keeping up with everchanging consumer needs.

I believe with my ability to keep learning, my open-minded mindset and my desire to get the best results I can be a team player who adds even more to the team when needed with skills that branch out from my main responsibilities. **UX Projects**

**Project 1:** Creating a High Fidelity Replica Task flow Prototype of Eventbrite's event booking process on their app.

https://www.figma.com/proto/0wi0LY8Oxeq97HLlFGF0cd/Wireframes?page-id=0%3A1&type=design&nodeid=237-4343&viewport=-2650%2C-1713%2C0.96&t=SSWYYLNDOWvywFMw-1&scaling=scale-down&startingpoint-node-id=137%3A2764&mode=design

- I used Material 3 design for component anatomy references and displayed an understanding of Auto layouts, Variables and Prototyping on Figma.

**Project 2:** Created a Responsive Mid-Fidelity Website

https://www.figma.com/proto/oK2aKrME3V5ugxL1ksB4dG/Design-study-book?pageid=364%3A1117&type=design&node-id=605-6150&viewport=298%2C588%2C0.08&t=7YptyKET78zkZNBg1&scaling=scale-down-width&starting-point-node-id=364%3A1118&mode=design

**Project 3:** Conducted user journey mapping and created a sitemap for a software development agency Dreamsbyte whose goal was to create a job board website for both tech recruiters and tech workers for a client.

https://www.figma.com/file/n318VKe1QxdPrIXern78Nk/ICT-Ally-J2-project?type=whiteboard&nodeid=30%3A459&t=vlp8o4L9WBq1K0h1-1

References: contact@dreamsbyte.com LinkedIn: https://www.linkedin.com/company/dreamsbyte/ **Education**

- Level 3 BTEC Business Diploma MMM

- English GCSE, Grade 6

- Maths GCSE, Grade 5

- Science GCSE, Grade 5, 5

- French GCSE, Grade 6

**Work Experience**

- The Cooperative Group - Team member

- Grosvenor Casino - Poker Dealer

- Short-term UX Role for Software Development Agency

Can provide references at request.

At your request I can show applications of prototyping, wireframing, user flows and user journey creation skills.