DANIEL ALALADE

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Product Designer | UI/UX Designer | Visual Designer

An experienced graphics designer with **6 years of experience in the design industry**, seeking to apply skills and knowledge to a product design role. Bringing a strong track record of assisting companies in achieving design goals by collaborating with cross-functional teams and leveraging design thinking methodologies. Eager to help solve complex design problems and drive innovation as a product designer.

CORE COMPETENCIES AND ACHIEVEMENTS

- **Design Thinking:** Employed design thinking methodology to drive innovation, surpassing company goals and meeting customer needs, leading to an exceptional **150% sales increase from $100,000 to $250,000**, revolutionizing market presence.

- **Visual Design:** Crafted visually stunning designs that yielded an impressive 25% boost in customer engagement and retention, captivating audiences and fostering brand loyalty.

- **Analytical skills:** Utilized data analysis and customer insights to drive design campaigns, optimizing product marketing efficiency and propelling business growth.

- **Collaborative skills:** Collaborated seamlessly with cross-functional teams, resulting in increased marketing conversion rates, and amplifying the impact of design campaigns.

- **Project Management:** Effectively managed 3-5 complex projects concurrently, coordinating cross-functional teams, ensuring impeccable quality, on-time delivery, and utmost client satisfaction, maximizing project outcomes.

PROFESSIONAL EXPERIENCE

Marketing Graphics Designer   **July 2020 - Present**
Celfie Cosmetics | New York, USA (Remote)

- Transformed customer feedback and interactions into data-informed designs, elevating the customer satisfaction score from 70 to 85, thereby enhancing overall user experience and fostering greater loyalty and engagement.

- Crafted visually captivating product packaging, displays, and supplementary marketing materials for new product launches, culminating in a 150% surge in overall sales, bolstering brand visibility and driving revenue growth.

- Established and maintained design guidelines, driving a 25% increase in brand recognition through consistent brand image and design language across products and marketing channels.

- Collaborated cross-functionally to develop captivating design campaigns, aligning with company goals and achieving a 30% increase in product marketing efficiency.

Freelance Graphics Designer   **April 2017 - Present**
Self-employed

- Developed and implemented brand strategies, ensuring consistent brand presence across touchpoints and channels for multiple clients.
- Created visually compelling designs for packaging, collateral, and marketing materials, amplifying brand recognition, customer engagement, and sales growth.
- Managed 3-5 projects concurrently, ensuring high-quality deliverables and meeting tight deadlines, achieving a 100% on-time delivery rate, and garnering positive client feedback.
- Implemented design systems for repeat clients, driving a notable 25% increase in design efficiency, streamlining workflows, and optimizing project outcomes.

EDUCATION

Bachelor of Engineering in Civil Engineering | Federal University of Technology, Akure (2019)

CERTIFICATIONS / PROFESSIONAL TRAINING

UX Design Specialization | Google (2023)

Product Design Course | Ingressive For Good & Zuri Training (2022)

Front-end Development Specialization | Meta (Ongoing)

TECHNOLOGICAL SKILLS

Figma • Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign, After Effects) • Miro • Maze

AREAS OF EXPERTISE

User research • User interface (UI) design • User experience (UX) design

Information architecture • Design thinking • Collaboration • Design System

Agile methodology • Analytics and metric • Accessibility • JavaScript