

LOLA AKINGBADE

UX Designer



240.277.1031



soylolah@gmail.com



www.lolaakingbade.com

PROFILE

A highly motivated individual with experience in healthcare, fitness, research and a passion for creating meaningful solutions for businesses while delivering the best experiences to users.

EXPERIENCE

CONTRACT, CONCENTRIC HEALTHCARE — UI/UX DESIGNER

OCT 2020 – DEC 2020

- Work closely with client teams, art director and developers to craft the product from scratch to the best execution through in-depth design process and research
- Redesigned existing client platform brand to increase user retention and increase site traffic
- Designed mid-fidelity wireframes, high fidelity screens and clickable prototype based off of research and testing using Sketch, Figma, Adobe XD.

CSGFITNESS BLOG — UX WRITER AND WEB DESIGNER

AUG 2014 – PRESENT

- Optimize pages to convert website visitors into subscribers
- Write, edit and publish text that enables users to easily navigate blog, e-newsletters and social media pages
- Set up and review business goals in Google Analytics
- Monitor metrics such as traffic, page load times, and geography of site visitors
- Design graphics for blog, e-newsletter, and social media pages using Adobe Illustrator
- Create cohesive and consistent blog post narratives

FREELANCE, EDWARD CONSULTING — UI/UX DESIGNER

JUL 2020 – OCT 2020

- Redesigned existing platform brand to increase user retention and increase site traffic
- Collaborated with engineers to redesign website through in-depth design process and research
- Conducted a visual competitive analysis, implemented various research methods, wireframed, prototyped, conducted usability testing, and applied design iterations to create the best user experience.
- Led weekly meetings with stakeholders to present findings and align on project goals

CONTRACT, WOKEN — UI/UX DESIGNER

JUN 2020

- Redesigned existing brand to provide an improved user interface for a Career Exploration Platform
- Led designs to facilitate the platform & conducted exploratory research, competitive analysis, & user interviews.
- Designed mid-fidelity wireframes, high fidelity screens and clickable prototype based off of research and testing using Sketch
- Created a style guide and future recommendations for final handoff to clients
- Facilitated weekly meetings and design workshops with the Woken team

CVS, HARRIS TEETER, OPTUM — PHARMACIST

AUG 2013 – NOV 2019

- Perform telephonic comprehensive and targeted Medication Therapy Management (MTM) to ensure optimal user experiences with medications
- Liaise with physician, nurses and healthcare team to create appropriate interventions for enhanced therapeutic outcomes using data from MTM process to increase positive patient satisfaction reports
- Analyzed key performance indicators to develop business strategies, and maximized revenue while exceeding daily targets on patient satisfaction and retention
- Provided leadership and direction to pharmacy team while performing daily pharmacy operations
- Processed and verified prescriptions and oversaw the daily operations of the pharmacy
- Supervised the pharmacy team, and managed inventory while ensuring compliance with state and federal regulations

SKILLS

Design Systems
HTML and CSS
Google Analytics
User Research
Domain Research
Competitive Analysis
Wireframes
Mock Ups
Prototypes
Interaction Design
Illustration
Moodboards
Style Tiles

TOOLS

Sketch
Figma
Invision
Adobe Creative Suite
Principle
Trello
Google Suite
Keynote
Adobe XD
Miro

EDUCATION

Flatiron School

Jan 2020 - Jul 2020
UX/UI Design Immersive

Notre Dame of MD

Aug 2009 - May 2013
Doctor of Pharmacy

UMBC

Jan 2007 - May 2009
Biological Sciences