



# LENCER ONDIJO

## UX Designer & Researcher

An educator turned UX Designer with 10+ years of international experience in the Higher Education Industry. Empathy, problem solving, research and writing are my core competencies. I design apps that are learnable and impact lives

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### EDUCATION

<b>User Experience Design (Certification)</b>	2019 - 2020
<i>CareerFoundry - Online Project based Design</i>	
Completed 400+ hours of project based and mentor guided UX design course focussing on Competitive Analysis, Research Methods, Information Architecture, Interaction Design, Wireframing, Prototyping, Usability Testing, A/B Preference Testing and Design for Accessibility. See my course project: My Grad Link	
<b>Johannes Gutenberg Universität</b>	2017 - 2020
<i>PhD Candidate</i>	
Topic: Investigating the role of Organisational Culture in Performance Management Systems in Higher Education	
<b>Technische Universität Dresden</b>	2014 - 2016
<i>MA: Vocational Education &amp; Personnel Capacity Building</i>	
Thesis Project: Curriculum Design and Conceptualisation: Organisational Culture in Higher Education Module	
<b>Kenyatta University</b>	2006 - 2010
<i>Bachelor of Education</i>	

### PROFESSIONAL EXPERIENCE

<b>Freelance UX Designer; Learning Management Platforms</b>	12/2019 - Present
<ul style="list-style-type: none"><li>Created personas, mapped user flows, and documented user requirements</li><li>Created information architecture and user flow diagrams to improve the website's infrastructure, features, and hierarchy for clients</li><li>Liaised with product mangers in crafting brand strategies</li><li>Conducted UX research and usability tests for clients</li></ul>	
<b>Frankfurt School of Finance &amp; Management</b>	08/2017 - 08/2019
<i>Admissions Officer, Pre-Experience Master Programmes</i>	
<ul style="list-style-type: none"><li>Created the on-boarding course guide for incoming students using Canvas</li><li>Collaborated with management in classroom crafting</li><li>Monitored and updated Full Fabric- the online admission platform</li><li>Selected and admitted student to the programme based on agreed upon criteria</li><li>Developed and updated instructional documents for students on the online Learning Platform</li><li>Collaborated with the marketing department in creating video marketing campaigns</li></ul>	
<b>WHU Otto Beisheim School of Management</b>	11/2016 - 07/2017
<i>Junior Manager, Programme Coordination</i>	
<ul style="list-style-type: none"><li>Created and maintained learning schedules for the Bachelor and Master programmes using university learning platform</li><li>Wrote, edited, and coordinated the development of course catalogues, promotional materials, educational materials, training manuals, newsletters, and/or brochures, as appropriate to the program.</li><li>Developed and administered the online course evaluation tool for students</li><li>Updated online lectures and other e-learning materials on the e-learning platform</li><li>Was the point of contact for all external lecturers</li></ul>	
<b>Deutsche Gesellschaft für Internationale Zusammenarbeit</b>	05/2016 - 09/2016
<i>Intern - Department of Education</i>	
<ul style="list-style-type: none"><li>Took part in the conception, designing and planning of educational programs in Africa.</li><li>Drew up strategies for implementation of training programs in Sub-Saharan Africa.</li><li>Produced and evaluated studies and reports, and compiling project overviews</li><li>Conducted gender analyses for vocational education projects</li></ul>	
<b>WBS Schulen Dresden</b>	09/2015 - 02/2016
<i>Student Trainee, Personnel department und Courses</i>	
<ul style="list-style-type: none"><li>Coordinated of the study programs</li><li>Organised programs for trainers</li><li>Part of the quality assurance team</li><li>Guidance and counselling for students</li><li>Participated in in the planning and organisation of the personnel development programs.</li></ul>	
<b>Nairobi Aviation College</b>	01/2011 - 03/2014
<i>Instructor</i>	
<ul style="list-style-type: none"><li>Created learner centered lesson plans that integrated both physical and e-learning aspects</li><li>Delivered relevant insightful lectures to students</li><li>Ensured timely evaluation of learning</li><li>Uploaded e-learning materials to the college learning platform</li></ul>	

### SKILLS

User Research  
User Flows  
Visual Design  
Competitor Analysis  
Prototyping  
Data Analysis  
Wireframing  
Usability Test  
User Surveys  
User Interviews

### TOOLS

Adobe XD  
Sketch  
Balsamiq  
MaxQDA  
Photoshop  
Figma  
Articulate  
SPSS

### SOFT

Problem Solving  
Communication  
Design Thinking  
Analytical Skills  
Critical Thinking

### LANGUAGES

English - Native  
German - C1