

SANDRA MARY OBI

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PROFESSIONAL SUMMARY

I am an analytical and creatively driven UI/UX Designer that blends my artistic talent with strategic design thinking. Proven ability in user research, synthesizing data to drive user-centered design and boost engagement. Adept at rapid prototyping, designing scalable systems, and a foundational understanding of front-end principles for optimized design implementation. Committed to continuous learning and staying ahead of emerging design trends.

EXPERIENCE

UI/UX & Web Designer | Flip to Tech, Abuja, Nigeria June 2024 – Present

- Spearheaded the development of user-centric wireframes, prototypes, and high-fidelity mockups using Figma and Adobe XD, directly addressing client requirements.
- Led detailed user research and usability testing initiatives, translating findings that enhanced overall user experience and product effectiveness.
- Collaborated with development teams to ensure the pixel-perfect implementation of UI designs, providing guidance on responsive HTML and CSS structures for seamless interactive features.

Product Design Intern | Allocentric Travels Abuja, Nigeria September 2023 – May 2024

- Conducted in-depth user feedback collection and analysis, including usability sessions and data interpretation, to precisely identify critical user pain points within the travel platform.
- Proposed and implemented data-driven design improvements, specifically focusing on simplifying navigation and reducing user frustration during high-stakes actions like checkouts and itinerary building.
- Developed low and high-fidelity wireframes using Figma, Adobe XD, and Sketch, effectively visualizing optimized user flows and innovative interface concepts.

UI/UX Design Intern | Labano Academy, Abuja, Nigeria March 2023 – August 2023

- Designed and developed comprehensive wireframes, interactive mockups, and scalable design systems for web and mobile applications, primarily utilizing Figma.
- Engaged in targeted user interviews and feedback sessions, synthesizing user insights to significantly enhance product usability and overall user engagement metrics.

- Created compelling UX documentation and presentation materials for internal reviews, effectively communicating design rationale and project progress to stakeholders.

KEY SKILLS

- **UI/UX Design & Research:** UI/UX Design, Figma, Adobe XD, Sketch, User Research, Wireframing, Prototyping, Information Architecture, Webflow, Visual Design, Design Systems, Responsive Design, Design Thinking, Interaction Design.
- **Strategic & Collaborative:** Problem-Solving, Cross-functional Team Collaboration, Communication, Adaptability, Critical Thinking.

EDUCATION

Diploma in Business Intelligence Analyst | Baze University, Abuja, Nigeria 2024- 2025
Bachelor of Science (B.Sc.) in Human Anatomy | Chukwuemeka Odumegwu Ojukwu University
2016-2021

TRAININGS & CERTIFICATIONS

- Human Computer Interactions - Coursera (March 2025)
- Design Thinking Training Boot Camp - Flip to Tech Academy (2024)
- Figma & Adobe XD UI Design Workshop - Labano Academy (August 2023)
- Web Design - Flip to Tech (March 2024)
- Computer Networking Essentials - Cisco Networking Academy (2022)
- Microsoft Office Specialist (MOS) Certification (2021)

VOLUNTARY GROUPS & LEADERSHIP POSITIONS

- Volunteer UI/UX Beginner Trainer | Tech4Good Initiative, Ogun, Nigeria 2024 – Present
- ICT Mentor | Digital Skills Empowerment Program, Lagos, Nigeria 2022 – 2023
- Vice President | Students Tech Club, Ronik Comprehensive School, Lagos 2021 – 2022
- Volunteer | Nigeria Red Cross, Abuja 2025

REFERENCES

Available upon request.