ALIYU MUBARAK

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- Kebbi State, Nigeria.

INTRODUCTION

I am a dedicated and enthusiastic computer science professional with a deep passion for product design. My expertise lies in product design and computing, with strong skills in MS Word and MS Excel. With over five years of experience in the design field and two years in the IT industry, I have worked with several well-known design firms, including **North Health Care** (<u>usenorth.care</u>) and **Radiksez** (<u>radiksez.com</u>), collaborating with diverse teams on various projects. One of my significant accomplishments was contributing to the development of an online health consultation platform, allowing patients to seek advice from doctors online through chat or video calls. As the lead designer on the project, I ensured that the product had an intuitive and visually appealing design by conducting extensive user research, prototyping, and iterative testing.

I am committed to ongoing personal and professional development in computer science and product design, with a fervent desire to expand my knowledge and skills in these areas. I thrive on embracing new challenges and continuously enhancing my technical proficiencies to achieve greater success in the field.

PROFESSIONAL EXPERIENCE

Feb 2024 | Ongoing

Hi B Greenbox

Product Designer - Contract (Web, IOS and Android)

- **Product Design & Strategy:** I helped define the overall product vision, focusing on features that allow users to trade farm products, manage logistics, and access training. I worked closely with stakeholders to ensure the platform addresses the specific needs of farmers while aligning with business goals.
- **Brand Identity Design:** I developed the brand's visual identity, including the logo, color palette, typography, and design standards. This ensured that "Hi B Greenbox" presented a cohesive and recognizable brand that resonates with its target audience of farmers and agricultural service providers.
- **User Research & Personas:** Through surveys, interviews, and competitive analysis, I also gathered insights from farmers and other stakeholders. I then created detailed user personas to represent different types of users, ensuring the platform's design met their specific needs and pain points.
- User Flows & Journeys: I mapped out user journeys and task flows to guide users through essential tasks like browsing products, making purchases, and managing their farm listings. This helped design an intuitive navigation structure that supports users in completing tasks efficiently.
- **Usability Testing:** I also conducted usability testing on wireframes and prototypes, gathering valuable feedback from real users. By analyzing this feedback, I identified areas for improvement and iterated on designs to optimize user experience and ease of use.
- **UI Design:** I then designed visually appealing and responsive user interfaces, ensuring the platform works seamlessly on desktops, tablets, and mobile devices. I also created style guides to maintain consistency across different screens and features.
- **High-Fidelity Prototypes**: I developed high-fidelity, interactive prototypes that accurately represent the final product, allowing stakeholders and users to preview the platform's design, interactions, and functionality. These prototypes were also used for further testing and iteration.

June 2023 - Feb 2024

North Care

Product Designer (Web, Tablet, and Android)

- Responsible for end-to-end feature development of the Healthcare provider dashboards; understanding the business requirements and user needs, identifying core problems, ideation, prototyping, testing, all the way to working closely with developers on implementation and QA.
- I participate in product sprints to build apps for healthcare providers and patient engagement, scheduling systems, live chat and doctor consulting widget for developers APIs.
- I create user flows, wireframes, design mockups, and prototypes to effectively conceptualise new product features and increase patients booking to 40% conversion rate.

Radiksez

Product Designer - Contract (Web, Tablet, and Android)

- I created a competitive audit and researched on brand competitors and bring up a strategy to make the brand stand out from the rest.
- I worked with the brand guidelines to create visuals for marketing purposes and product releases.
- I designed mockups, branding materials and other creative post and assets for the company.
- Also work with company on other outsourcing jobs.

Oct 2023 - Mar 2024

Drapme Inc.

Product Designer (Web, IOS and Android)

- **Product Design:** Developed user-centered features for the chauffeur booking platform and structured information architecture for intuitive navigation.
- Brand Design: Created a cohesive visual identity, including logo, color palette, and typography, and established a brand style guide for consistency.
- **Design Strategy:** Collaborated with stakeholders to align design with business objectives, contributing to the product roadmap by prioritizing user needs.
- User Research: Conducted user interviews and surveys to gather insights, developed user personas for diverse customer segments, and analyzed competitors for differentiation.
- **User Flows:** Mapped out user flows for booking and management processes, optimizing usability for both users and internal teams.
- **UI Design:** Designed intuitive, visually appealing interfaces for the mobile app and website, ensuring responsiveness and accessibility across devices.
- **Hi-Fidelity Mockups and Prototyping:** Created wireframes and high-fidelity prototypes to showcase final designs and gather feedback.
- Dashboard Design: Developed user-friendly dashboards for both admin and chauffeurs to manage bookings and operations efficiently.
- Mobile App Design: Designed a sleek mobile app that facilitates easy booking, ride tracking, and management, ensuring a seamless user experience.

Mar 2020 - Dec 2021

Yoda Box

Visual Designer (Web, TV, Desktop, IOS and Android)

- I worked with the brand guidelines to create visuals for marketing purposes and product releases.
- I design user interface for cross devices; mobile, tablet, TV and web applications for Yoda Box for kids.
- I collaborate with designers, educators and developers on design, growth workshops and design curriculum books for kids.
- Organize outreach programs for children in technology and design thinking

EDUCATIONAL BACKGROUND

2016 - 2021

Usmanu Danfodiyo University Sokoto

Second-Class Upper, 4.12 GPA/5.0GPA BSc. Computer Science.

2022

Foundation of User Experience Design

Interaction Design Foundation Service Design: How to Design Integrated Service Experiences, 2023

2020

Udemy Web Development Certificate

udemy.com/aliymubarak-certificate

SKILLS HIGHLIGHT

- Product Thinking, UI Design, UX Design, Micro Interactions, Product Design, Visual Design and Prototypes.
- Proficient in MS Office Suites
- Skilled in Computer Systems

LANGUAGES

- English (Fluent)
- Hausa

TOOLS & TECHNOLOGIES

Figma, HTML/CSS, Webflow, Adobe CC, MS Office Suite, Hotjar, Mixpanel, Zeplin, Miro and Notion.

INDUSTRY KNOWLEDGE

O→1 Product Thinking and Strategy
UI/UX, Interaction Design
Prototyping, Wire-framing
User Research & Testing

SOCIALS

figma.com/aliyumubarak

github.com/barackali

behance.net/barackali

twitter.com/aliyumubarak_ui

dribbble.com/Barackali

linkedin.com/in/aliyu-mubarak-a080b0196/