







## PERSONAL DETAILS

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## KEY STRENGTHS

- Leadership
- Management/delegation
- Communication
- Innovation
- Collaboration
- Research
- Critical Thinking
- Time-management
- Problem Solving

## SKILLS

- User Research
- Visual Design
- Branding
- Wireframing
- User Flows
- Personas
- Style Guide
- Typography
- Responsive Grids
- Prototyping
- Usability Testing
- HTML
- CSS
- Javascript

# Naomi Alao

## Curriculum Vitae

UI/UX designer with a background in journalism. Experienced in gathering quantitative and qualitative data and conducting professional interviews. Adept at using motion and imagery to communicate a message.

Recent projects - Developed a language App for iOS and Android operating systems; A web-responsive app focused on personalized travel experiences; A money-saving tool using branding guidelines.

## UX/UI PROJECTS

### Travel Buddy

#### Web responsive app

CareerFoundry

Case Study

Jul 2021 – Jan 2022

Travel buddy is a location recommendation responsive web app. In this project, a lot of time was dedicated to learning responsive design patterns, grids, and frameworks for mobile, table and desktop. I also learnt about empathising with the user through conducting user interviews and implementing ideas from the data from design and empathise stages to create user personas, wireframe, and prototypes.

### Global Citizen

#### Web responsive app

CareerFoundry

Case Study

Apr 2022 – May 2022

Global Citizen is a responsive language learning app. Something unique to this project was that I developed this app for both IOS and Android operating systems. In this experience I heavily referenced Apple's Human Interactive Guidelines and Google's Material Design. This two-pronged approach helped me develop a keen awareness of the nuances in design systems, typefaces, functionality of both operating systems.

### Target

#### Web responsive app

CareerFoundry

Case Study

May 2022– Jul 2022

Target, another web responsive money saving tool, focused on helping users actualise their monetary goals. A process I learnt in this project was developing brand guidelines to set the parameters of what was in alignment to a brand. This included consolidating Imagery, guiding principles, logo, colours, writing style and typography into a document.

## TOOLS

- Figma
- Sketch
- Adobe XD
- Atom
- Photoshop
- Illustrator
- Invision
- InDesign





## LANGUAGES

English - Expert

Yoruba - Conversational

Korean - Conversational

## INTERESTS

-  Travel
-  Reading
-  Technology
-  Music

## WORK EXPERIENCE

### Graduate Technical Operator

Digital Media Services  
Jun 2019 – Oct 2019

My role was centred around localising cinematographic content for esteemed movie studios (Disney, 20th Century Fox, Warner Bros, Paramount, Imax, Dogwoof, Eone). On any given day I edited video material, encoded, and transcoded files into a variety of formats, localised content (subtitling and audio playback), finalised international AV content for international online and broadcast distribution and produced edited creative cutdowns.

### Assisting editor and videographer

Marv Brown Films  
Dec 2019 – Sep 2021

I worked as an editor and videographer for Marv Brown films, an independent wedding and music video production company. My duties include filing and organising source footage, assisting on-location shoots, setting lighting and audio equipment, capturing behind the scenes, and operating industry-level equipment like gimbals, and stabilisers. During the editing process, I convert the frame rate of the footage, apply creative editing techniques like cutting up footage to the beat, assembling multiple camera angles into the sequence and colour coding the video.

## EDUCATION

### CareerFoundry, Remote 2020 – 2021

### UI Design Program

Intro into UI Design + User Interface Design  
Immersion + User Experience Design + Frontend Development Web Specialization

### The University of Sheffield 2015 – 2019

### Bachelor of Arts Honours

Journalism Studies

## REFERENCES

Available upon requests.