NAOMI ALAO

UX/UI Designer

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www.Naomialaodesign

Education

UI/UX Design Boot camp
CareerFoundry
2021–2022

University of Sheffield
Journalism Studies
2015–2018

Skills

User Research	Visual Design
Branding	Wireframes
Usability testing	User Flows
Prototyping	Competitive Analysis
Typography	Site Mapping
Responsive Design	Style Guide
Storyboards	HTML
CSS	JavaScript

Key Strengths

Leadership	Delegation
Communication	Innovative
Research Skills	Analytical
Problem-Solving	Collaborative
Inquisitive	Story-telling

Tools

Figma	Sketch
Illustrator	Adobe XD
InVision	Atom
InDesign	Photoshop
Flinto	AfterEffects

Interests

Travelling	Music
Psychology	Reading

LinkedIn ↗

Behance ↗

About me

A UX/UI designer passion about building user-centric experiences on functional, clean, and accessible interfaces. An inquisitive problem solver experienced in gathering quantitative and qualitative data to create intuitive designs.

UX/UI Experience

Waakei – First Website For a Small Business

Oct 2022 – Present | Freelance

The current commercial project that I am working on involves transitioning a small catering business onto a digital platform. I was approached my by current client to help then increase their market reach and stabilize their sales by creating a responsive website. I am currently interviewing stakeholders and users.

Travel Buddy – Web responsive app

Jul 2021 – Jan 2022 | CareerFoundry

Taking a mobile first approach I developed a travel app using breakpoints, grid systems, and design patterns, for various screen sizes. I conducted user interviews and implemented ideas from the data to create user personas, wireframe, and prototypes. Following a style guide I made informed design decisions with user testing results.

Global Citizen – Web responsive app

Apr 2022 – May 2022 | CareerFoundry

Following Apple's Human Interactive Guidelines and Google's Material Design, I created a language app for iOS and android. I conducted a competitor analysis, created wireframes, user flows, a style guide end- to-end prototypes. 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

May 2022 – Jul 2022 | CareerFoundry

Target, another web responsive money saving tool, focused on helping users actualize 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.

Graduate Technical Operator

Jun 2019 – Oct 2019

The transferable skills I gathered from my experience include working in a fast-paced environment that had a high turn around for multiple projects. Making creative edits developed my eye for visuals patterns such as colour theory and typography. I also did quality control, this developed my attention to detail, and the habit of meticulously checking over my work.
When I joined my department, I picked up the work flow quickly, I am confident that I can quickly adapt to a studio's/ companies work culture and processes. I kept up to date with industry tools and systems. I worked in unison with CS and VFX departments, teaching me the importance of working cohesively with other departments.

Assisting editor and videographer

Dec 2019 – Sep 2021

My experience as a video editor means that I have an eye for visual details and fluent in technical jargon and software.
I work well in team settings, I have learnt to meet and anticipate client needs.
As a team member I work well under seniors, as I am a teachable person who is comfortable receiving feedback and critique.