

UX PORTFOLIO

STEPHEN OKWECHIME

About Steph

A little brief about me

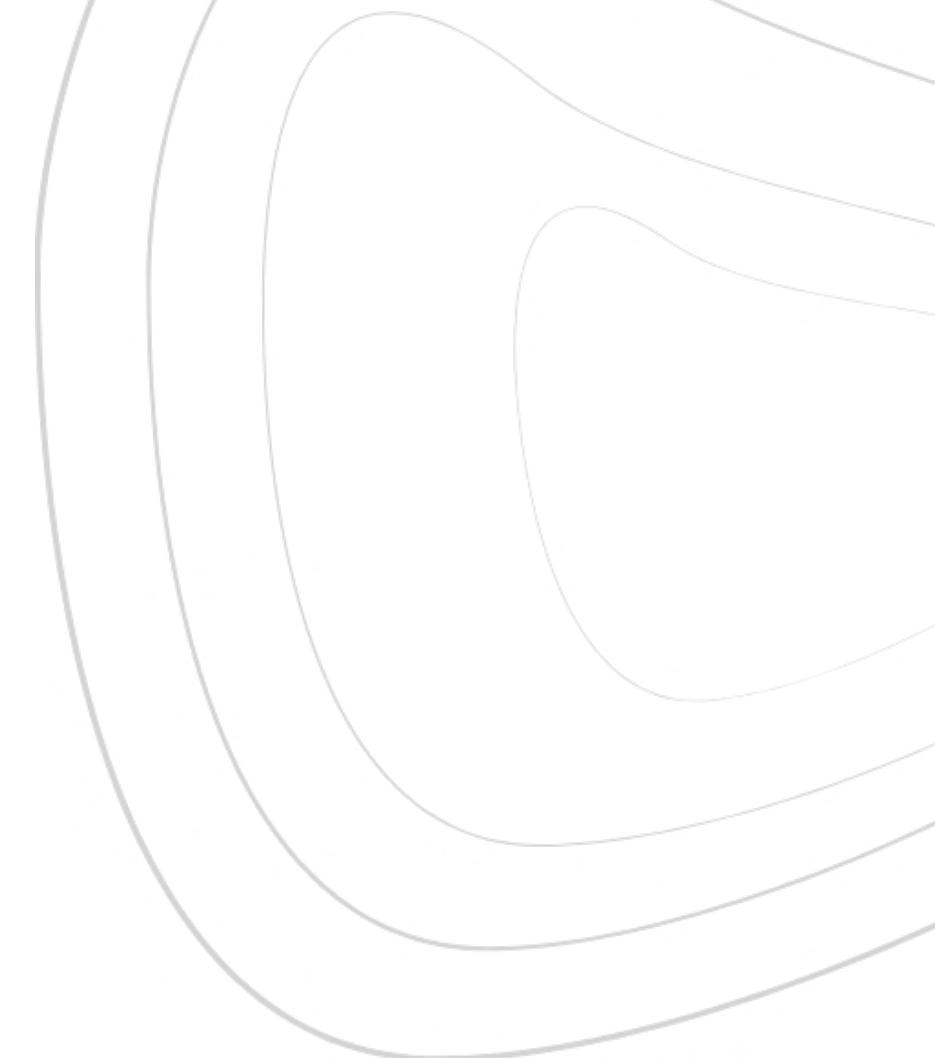
It'd be cool if we all knew exactly what users needed in a product, that way we could design effectively with little iterations here and there. That's the power of UX design that enables me to contribute to better products in my own little way.

Currently, I work as a UI/UX designer for the United Bank for Africa where I collaborate with the team to create awesome interaction designs to ensure a great user experience for the end-users.

Because of my passion for art, creativity, and technology, as a designer, I aim to produce seamless and clean designs for users to easily use with little or no fuss.

Fun Fact:

When I'm not making brands look better, I am throwing it down in my kitchen - making the most delicious cakes and satisfying meals.



About Steph

A little brief about me

Skills

- UI
- UX
- Usability Testing
- Creative Design

Tools

- Adobe XD
- Figma
- Sketch
- Photoshop
- Illustrator
- Indesign
- Whimsical
- Miro

Work timeline

- **Practikus Consilia**
Sep. 2016 - Feb. 2018
- **Dream Mesh Ltd**
Feb. 2018 - Feb. 2019
- **PwC Nigeria**
Mar. 2019 - Dec. 2019
- **United Bank for Africa**
Jan. 2020 – May 2022

My Portfolio

A few works of mine

Lulubells Rescue

Sainsburys

RESE Africa

Artie's Energy

UBA Account Reactivation

Syarpa

01 | Lulubells Rescue

ROLES: UX, UI, Branding

Brief

Lulubells Rescue is a non-profit organisation that actively rescues cats, dogs and wildlife. They provide quality care and offer care until forever homes can be found. The main aim for this project is to re-design Lulubells Rescue's website by utilising theoretical, business and practical design knowledge.

Goals

1. Increase brand awareness
2. Improve our online presence with a responsive and accessible website
3. Become a source of key information

Problem

With the current web design the client is unhappy with the mobile design and a key requirement for this project is the website to be responsive.

01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

Design Process

1

Research

User research

Primary and secondary study

2

Define

User personas

User journey map

3

Ideate

User flow

Card sorting
Information architecture

4

Design

Wireframes

Lo-fi and hi-fi designs

5

Prototypes

Prototypes

6

Iterate

User feedback

Future developments

01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

Define | Secondary Research

Key findings:

- Rebranding of a logo
- Improved use of colour scheme to improve readability and aesthetics.
- With the same font families and proportionate font sizing, the typeface can be uniform and standardised.
- The navigation must be better planned and organised.
- A 'Search' tool is essential for consumers to navigate the website more freely.
- The Information Architecture is repetitive and disorganised, and it should be shorter.
- Our Services - Adoption - Adoption Process - Contact must be seen as a crucial goal for the user.
- To make communication more personal and effective.
- The consumer comments and testimonials are now the most difficult visuals on the website to comprehend.
- Most significantly, the website must be accessible and responsive to the various means via which users may reach the website.

01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

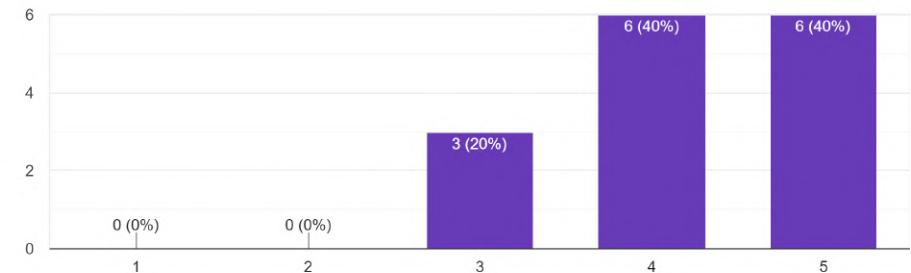
Define | Primary Research

The first impression for many people was the choice of font and colour. They thought it resonated well with positively and Lulubells Rescue's mission.

The navigation and ease of use were a bit average as some people struggled to find the information they were looking for. A search option was highly recommended to enhance the navigation.

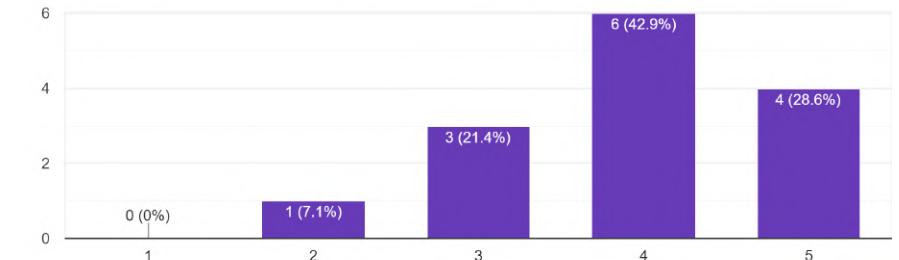
How did you find the navigation of this website?

15 responses



How easy was it to find the information you were looking for?

14 responses



01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

Define | Primary Research

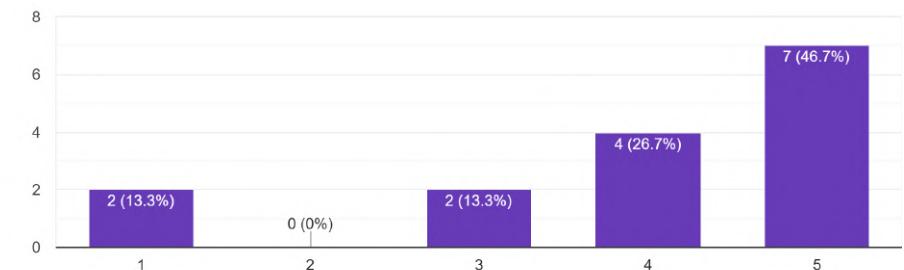
It was also recommended to balance the use of colours and images to match the content that was presented on the website.

The minimal and simple branding of Lulubells Rescue was liked by the majority of the users. People also felt that the usage of colour and visuals were warm and nurturing and fit well into the essence of Lulubells.

Most users viewed the website via their mobile phones, and accessibility and responsiveness can be further improved.

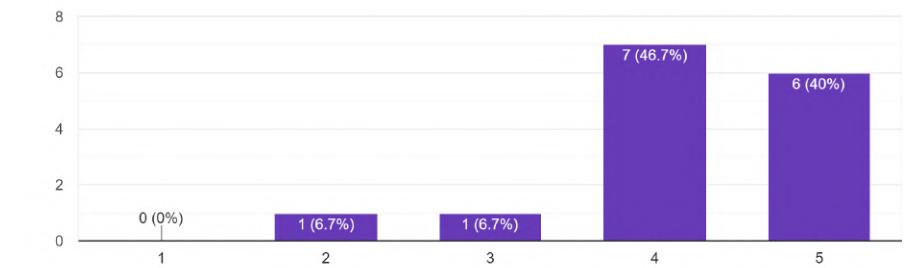
What did you think of the color scheme of the website?

15 responses



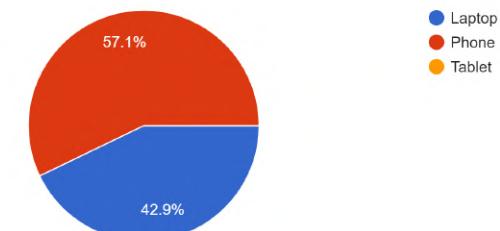
What did you think about the branding of Lulubells Rescue?

15 responses



Which device did you use to view the website?

14 responses



01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

Define | User Persona

A User Persona was created based on a target user group and information gathered by research. This Persona represents the ideal user of the Lulubells Rescue Website.



Age: 40 years old

Occupation: Head of Marketing

Location: London, UK

Interests: Spending quality family time, photography

Status: Father of two

Annual Income: £60,000

Ambitious

Knowledgeable

Family-oriented

Organised

" Growing up with my first pet, Bubble, created a huge impact on me. I am hoping to adopt a dog to share the same experience with my family. I believe in adoption and saving a life rather than buying a dog from a breeder. "

Goals:

- To look for a great adoption agency
- To get matched with a healthy pet
- Empathetic and nurturing colleagues

Frustrations:

- Insufficient online and in-person resources of an agency/NGO
- Ineffective communication
- Slow technology

Tech Preference:

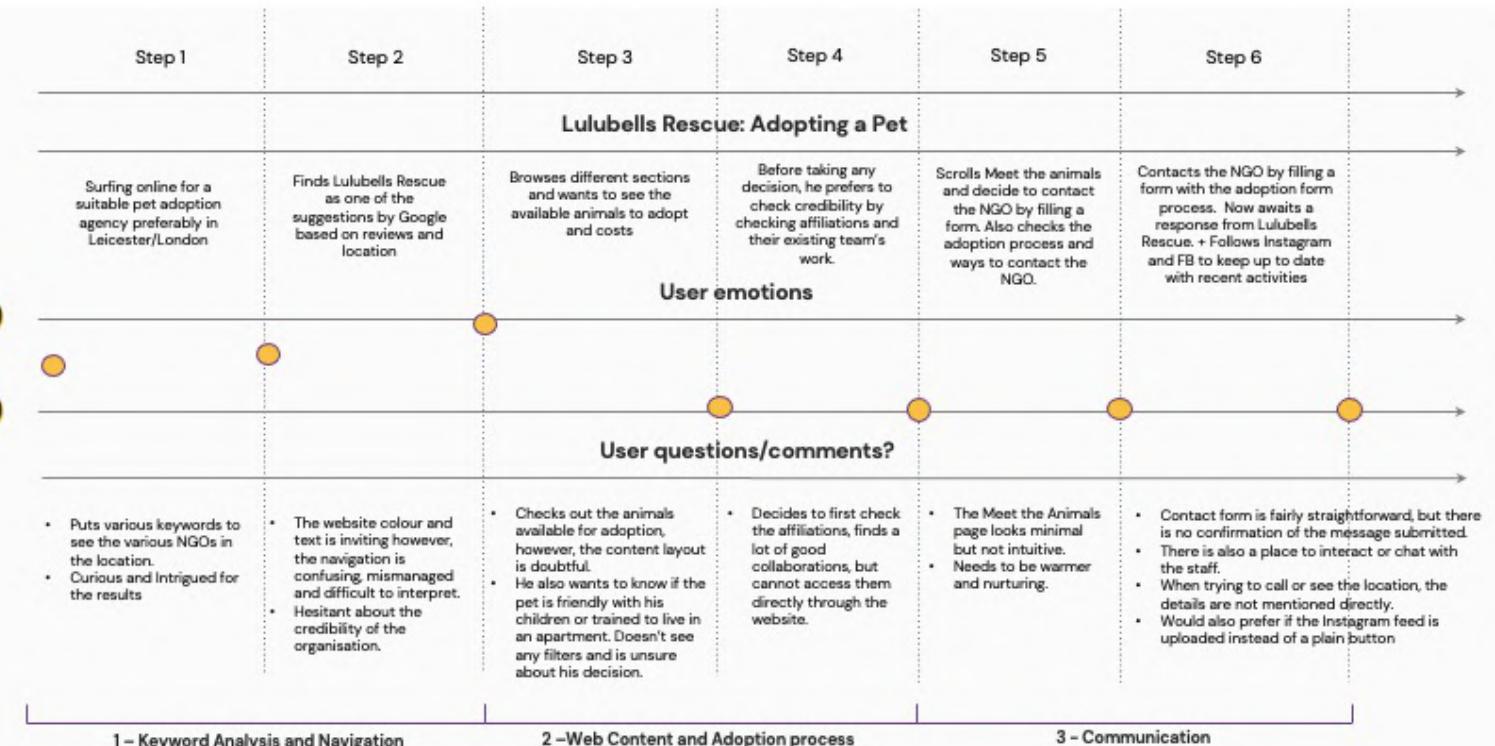


01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

Define | User Journey Map

Based on the user persona study, a journey map was created to better understand the mindset, background, pain points and challenges a user may experience while looking for animal adoption services.

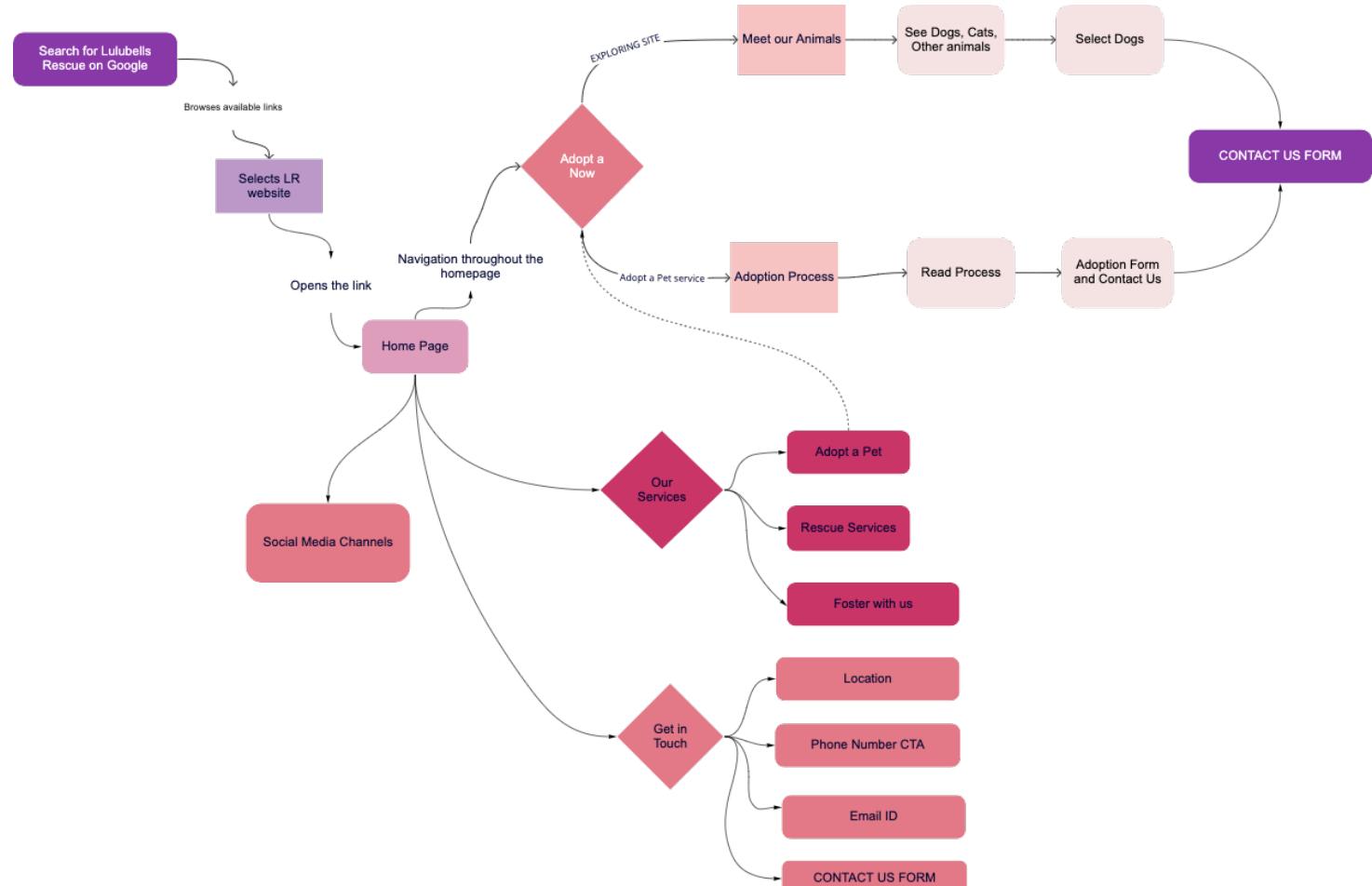


01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

Ideate | User Flow

The user flow path is a possible journey that the user will follow to complete a task.

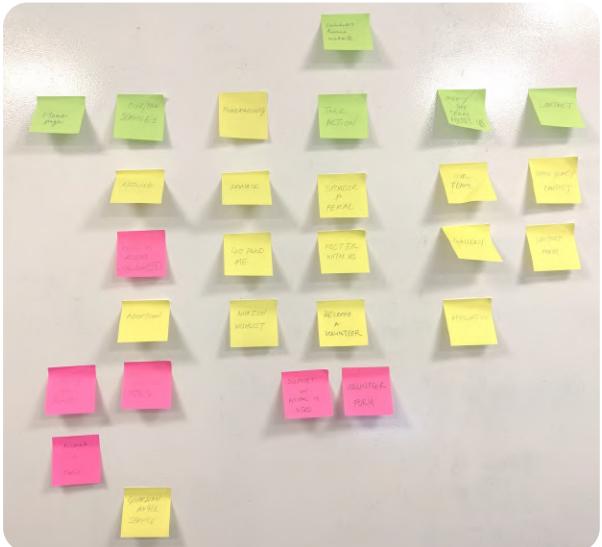


01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

Ideate | Card Sorting

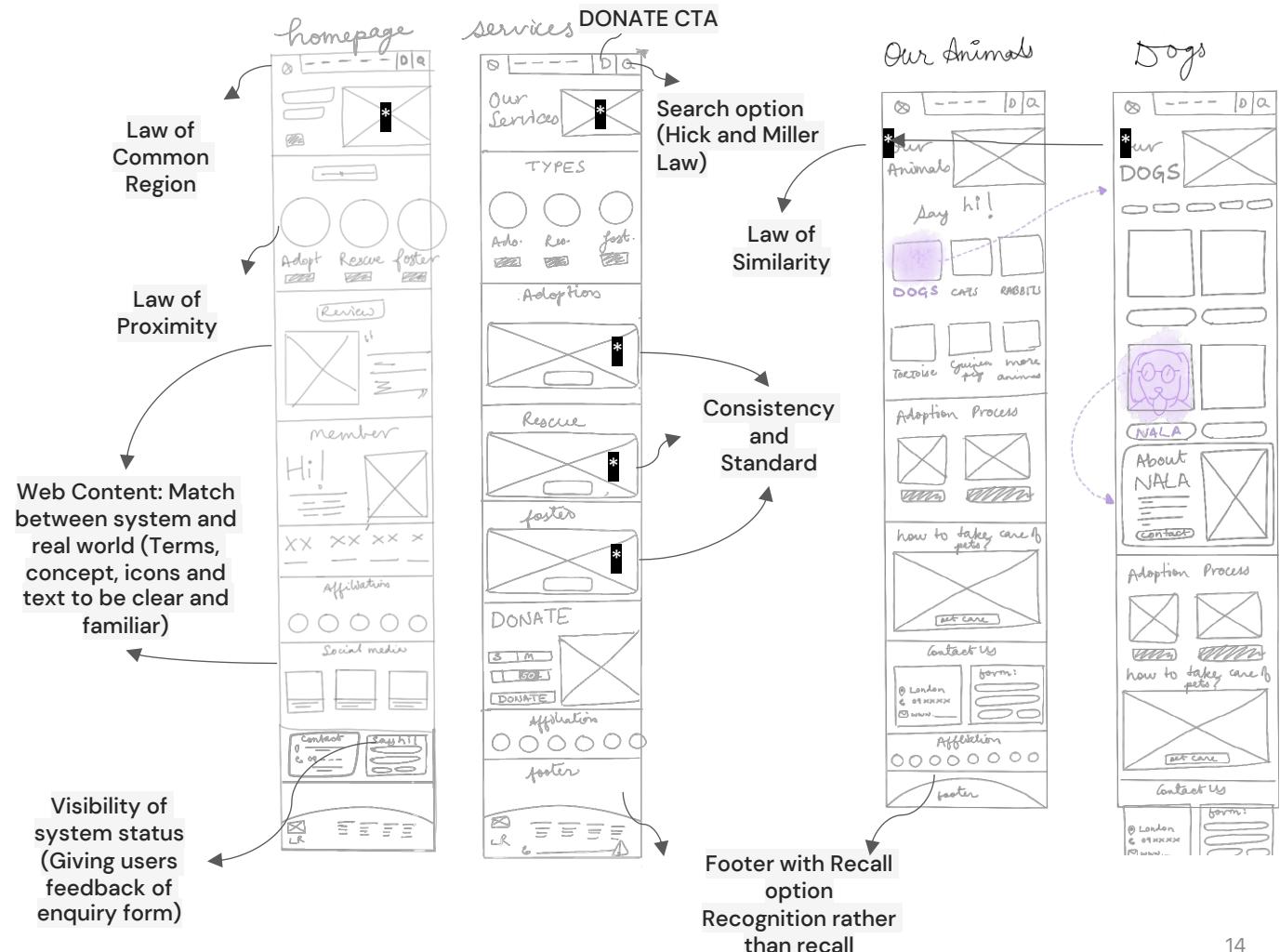
The card sorting technique has helped understand and categorise the information by using the navigation system and matching the user's expectations to the results.



01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

Ideate | Sketching

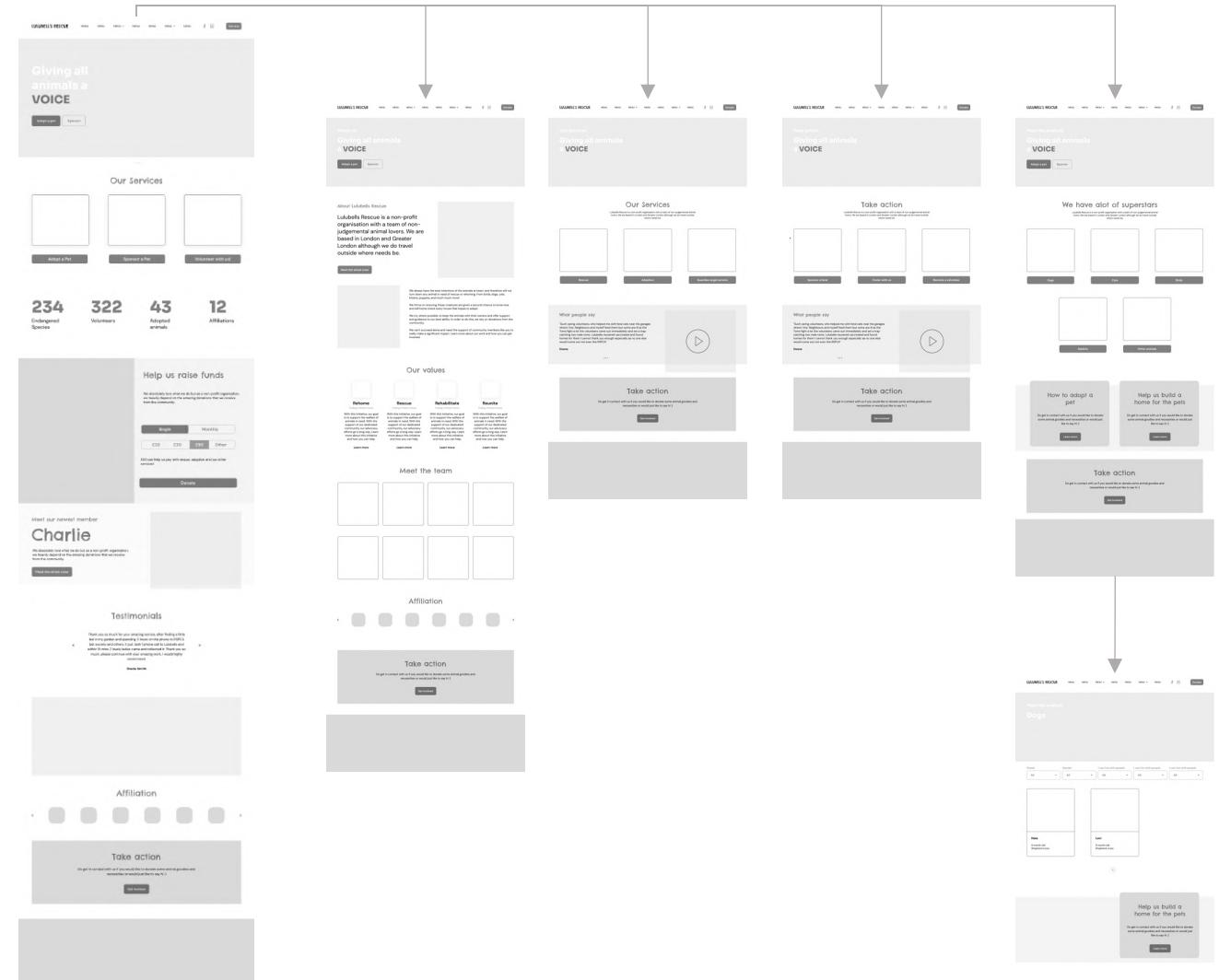


01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

Design | Wireframing

The mid-fi prototype was designed using Figma to visualise the content and layout using the colours and typeface.



01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

Design | Design System

Colour



Typefaces

Aa Aa

Chelsea Market
Adobe Font
Regular

Avenir Pro
Regular
Semibold
Light

Text Hierarchy

Heading 1

Chelsea Market, 90px

Heading 2

Chelsea Market, 55px

Heading 3

Chelsea Market, 30px

Heading 4

Chelsea Market, 70px

Heading 5

Chelsea Market, 85px

Heading 6

Chelsea Market, 120px

● Paragraph 1
Avenir Light, 16px

● Paragraph 2
Avenir Light, 14px

● Paragraph 3
Avenir Light, 12px

01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

Design | Design System

Full colour



Lulubells Rescue

Rescue . Rehabilitate . Rehome . Reunite



Monochrome



01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

Design | Hi-fi

LULUBELL'S RESCUE

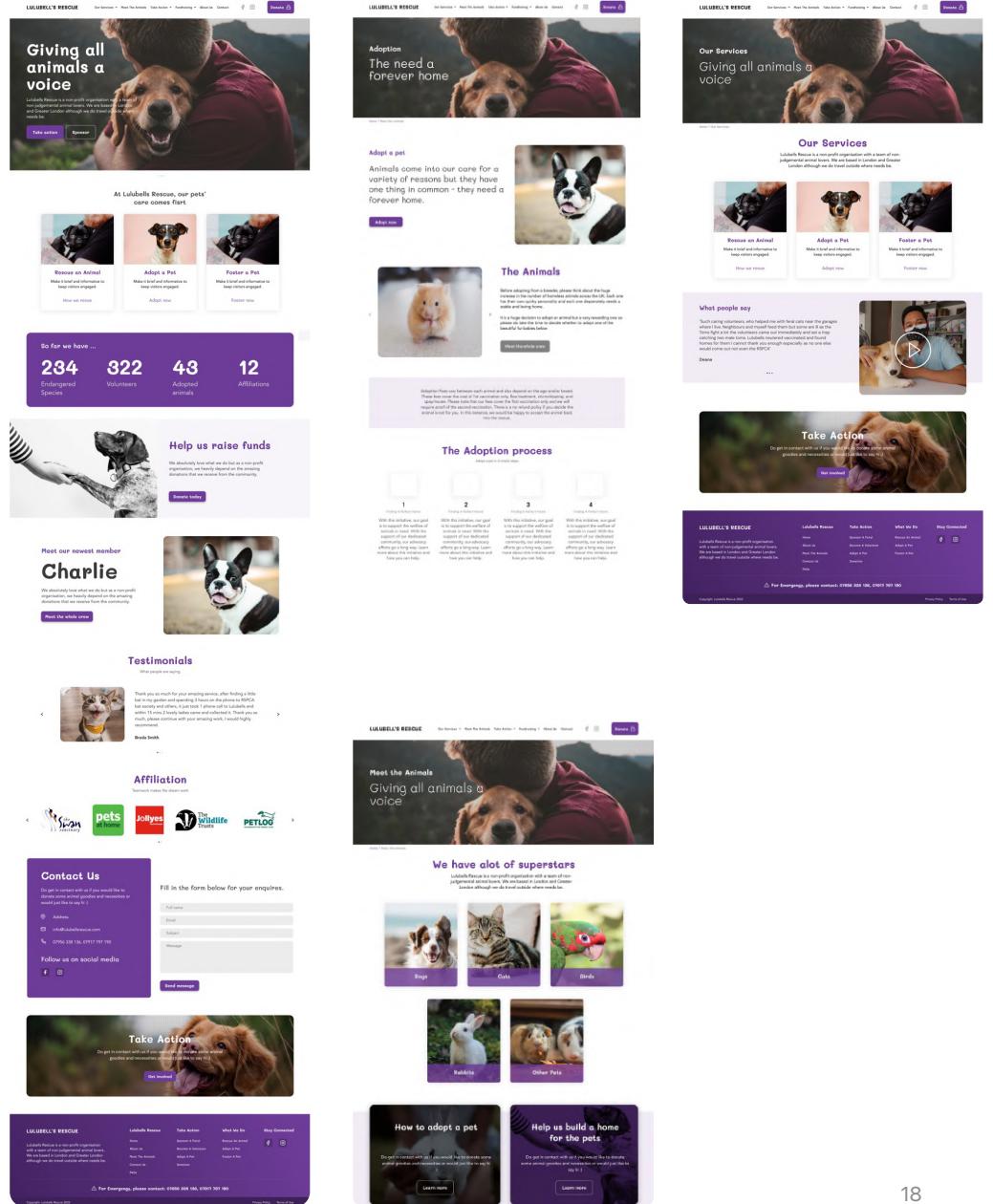
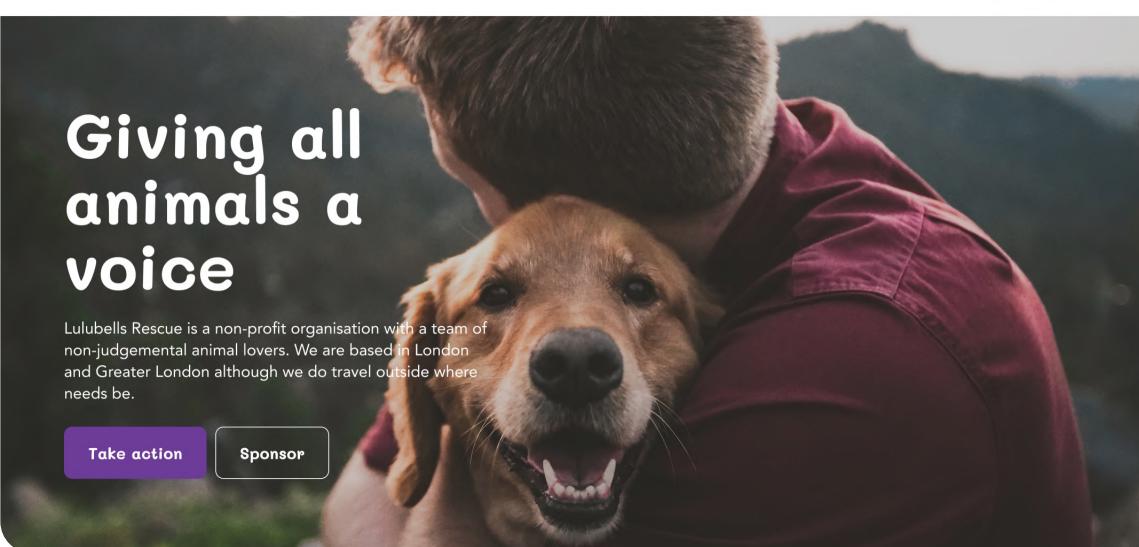
Our Services ▾ Meet The Animals Take Action ▾ Fundraising ▾ About Us Contact

[Donate](#) [Share](#)

Giving all animals a voice

Lulubells Rescue is a non-profit organisation with a team of non-judgemental animal lovers. We are based in London and Greater London although we do travel outside where needs be.

[Take action](#) [Sponsor](#)

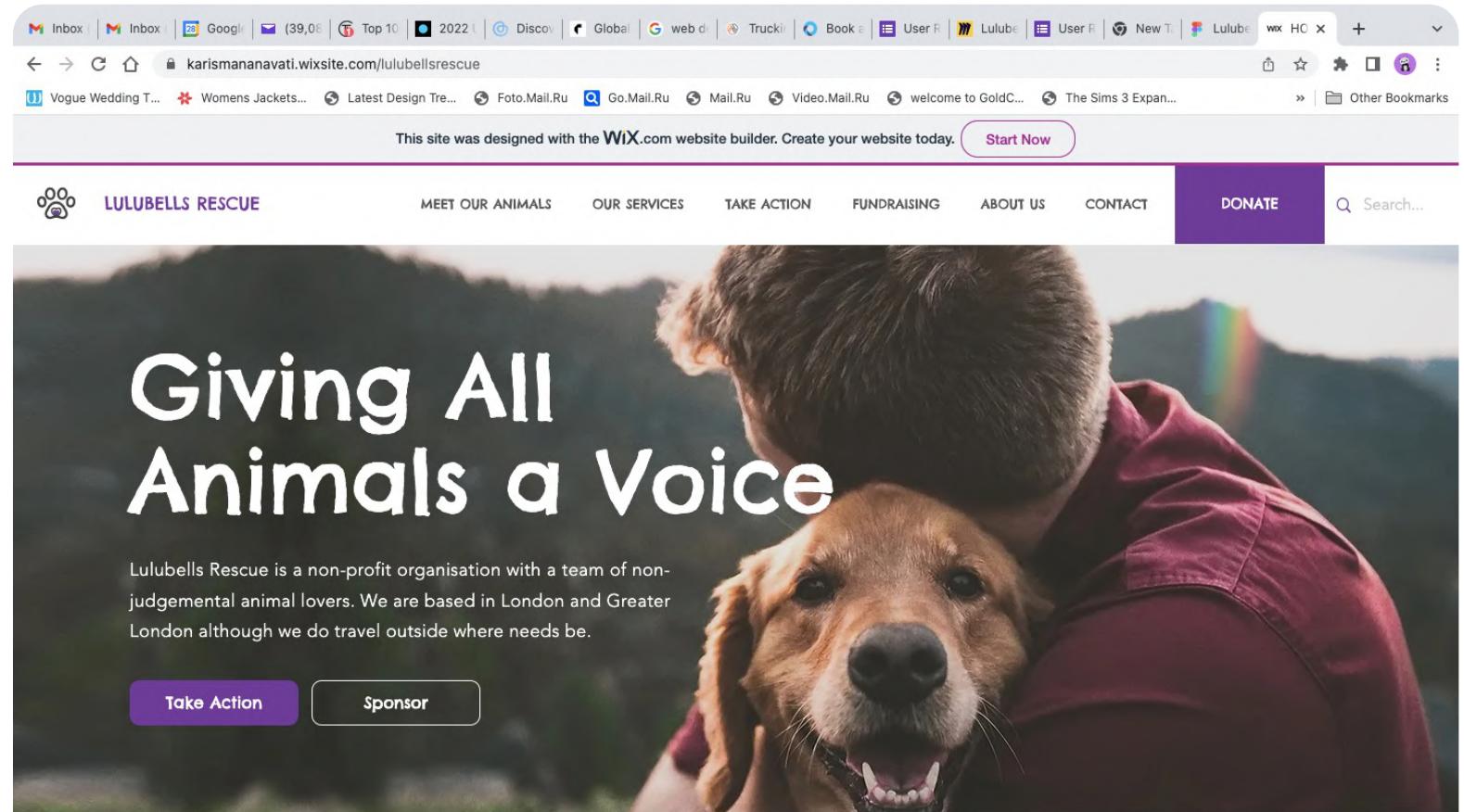


The website features a clean, modern design with a purple color scheme. It includes sections for 'Our Services' (Meet The Animals, Take Action, Fundraising, About Us, Contact), 'Giving all animals a voice', 'Adoption' (The need a forever home), and 'Our Services' (Giving all animals a voice). Each section contains sub-sections like 'Meet the Animals' (Bugs, Cats, Birds, Rabbits, Other Pets), 'Take Action' (Rescue an Animal, Adopt a Pet, Foster a Pet), and 'Fundraising' (Affiliations, Testimonials, Contact Us, Social Media). The site also includes a 'Contact Us' form and a 'Donate' button.

01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

Prototyping | WIX Website



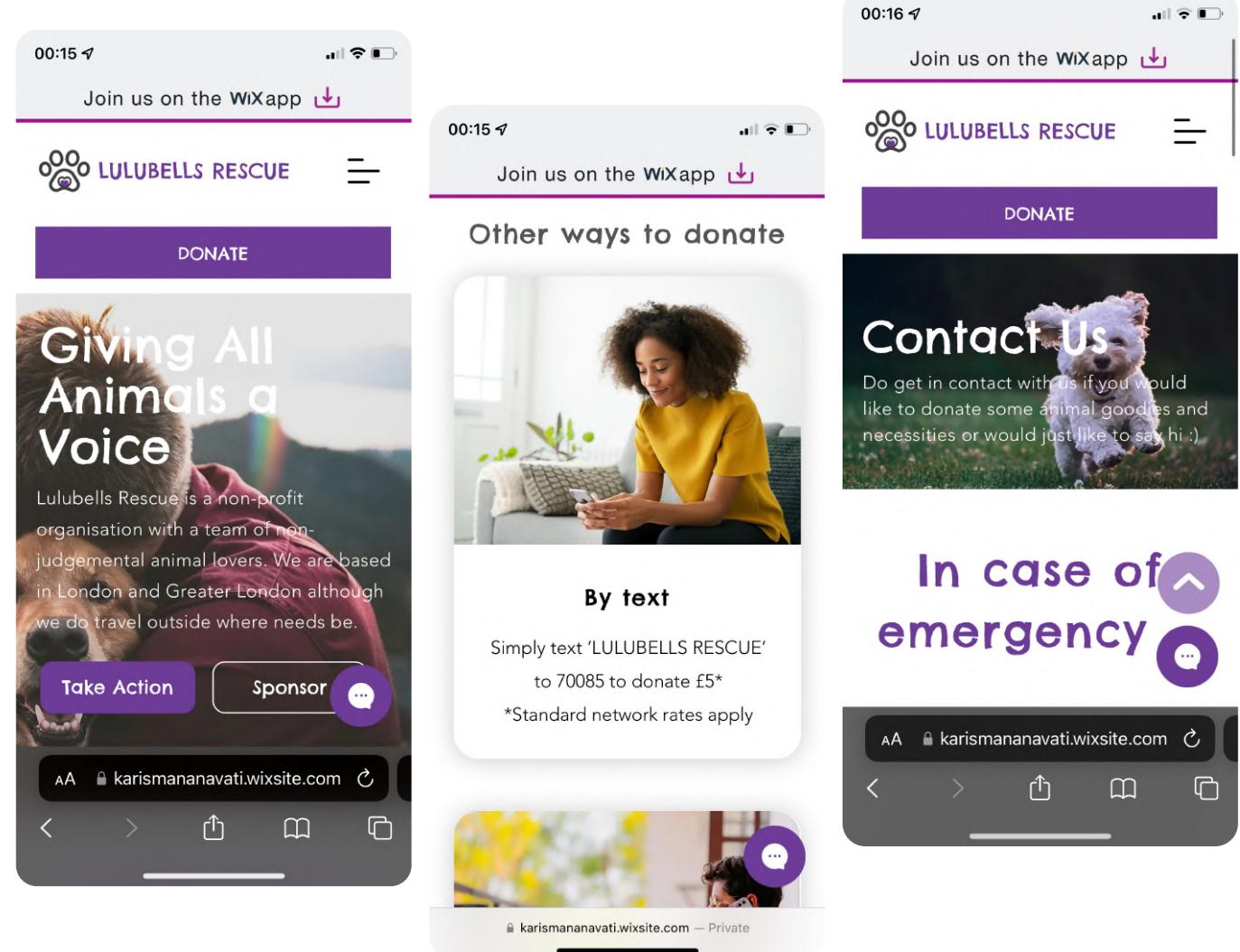
At Lulubells Rescue, our pets' care comes first

01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

Prototyping | Responsiveness

Considering mobile first approach, we ensured that all pages were responsive and had just relevant information.



01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

Iterate | User Feedback

To gain user feedback, a feedback session was conducted with DMU students (due to restrictions to Ethics). Four participants were able to view and give useful feedback for future development. This process helps understand the website from a more usable and enjoyable experience for potential users.

Negative Insights

- Highlighted [Donate](#) option should be towards the end of the Menu.
- Would like to see some adoption [success stories](#), it would make the process more personal.
- Black for [CTA](#) is not working, maybe colour change or bold text
- The Dogs page looks incomplete. Instead of [read more](#) text, the text can just be there.
- Animal [filter](#) options– ‘I am a’ written is confusing...
- Maybe in the animal’s name, they can add [icons](#) to add personality, age and more details, a health condition in the caption.

Positive Insights

- The new website is way clear and commercial.
- The website is cute!
- I like the bevelled-edged buttons as it is easy on the eye
- The font choice and typography pairing is great
- Overall, everything looks well balanced

02 | Sainsbury's

ROLES: UX, UI, Branding

Brief

Food plays a huge role in our lives, we have many rituals and routines around food that bring people together. Shopping, cooking, eating together, comparing tastes and cultural events all centred around food. We want groups of people to have social experiences together around food to create new community bonds. How can we as a retailer create new digital and in-store experiences that assist in creating a diverse and inclusive community?

Problem

How can we help further as a retailer to bring people together within their community around food? There are many ways that this could be achieved, be it through digital facilitation, use of the physical store environment or working with the local area. How could this experience be distinctly Sainsbury's, reflect the warmth of our brand and create a delightful experience for our customers by bringing them together in new ways?

Goals

1. Follow a design process that enables you to find out key information, draw conclusions, and propose a solution.
2. Map out the journey for people participating in your experience through the different physical and digital touch points they might move through.
3. Prototype a part of the experience to gain feedback (this doesn't have to be a digital prototype, it could be an experience prototype).
4. Define how you would measure success of this experience. What represents value and how do you measure it?
5. Present your findings back in an appropriate format and style.

02 | Sainsbury's

ROLES: UX, UI, Branding

Design Process



Discover

User research

Primary and
secondary study



Define

User personas

User journey map



Develop

User flow

Card sorting
Information
architecture



Deliver

Wireframes

Lo-fi and hi-fi
designs

02 | Sainsbury's

ROLES: UX, UI, Branding

Discover | Secondary Research

Key findings:

- Rebranding of a logo
- Improved use of colour scheme to improve readability and aesthetics.
- With the same font families and proportionate font sizing, the typeface can be uniform and standardised.
- The navigation must be better planned and organised.
- A 'Search' tool is essential for consumers to navigate the website more freely.
- The Information Architecture is repetitive and disorganised, and it should be shorter.
- Our Services - Adoption - Adoption Process - Contact must be seen as a crucial goal for the user.
- To make communication more personal and effective.
- The consumer comments and testimonials are now the most difficult visuals on the website to comprehend.
- Most significantly, the website must be accessible and responsive to the various means via which users may reach the website.

70%

Of participants say
Sainsbury's isn't nearby

66.7%

Of participants say they are
likely to come with family to
the food festival

02 | Sainsbury's

ROLES: UX, UI, Website development with WIX

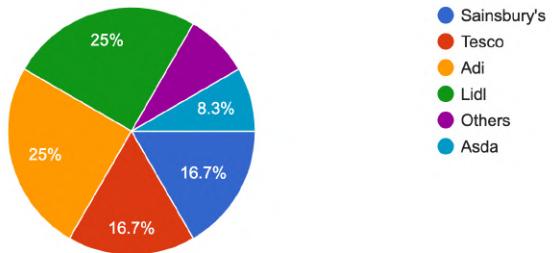
Discover | Primary Research

Key findings:

- Most locals shop from Aldi, Lidl and Tesco because of how close they are
- Most people like the idea of having a Sainsbury's food festival
- Most people are likely to come with family and friends

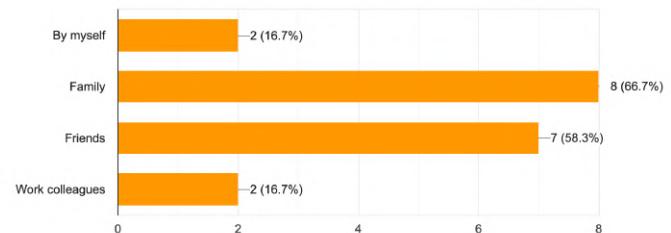
Which of these do you shop from mostly?

12 responses



If you are to attend Sainsbury's Festival, who are you likely to come with?

12 responses



Tell us about the best experience(s) you have had while shopping in your favourite store

10 responses

Self service

Easy way of finding what I need

M & S - Good quality, such as nice homemade food.

Variety of products

Weekly discount

Item scanner that shows me the price before I go to the till.

The deals are good. Makes me feel like I made the right choice shopping in that store.

Can't think of any at the moment

Walking distance.

Varieties

02 | Sainsbury's

ROLES: UX, UI, Website development with WIX

Define | User Personas

A User Persona was created based on a target user group and information gathered by research. These Persona represents the ideal users likely to attend the Sainsbury's food festival.

Persona 1

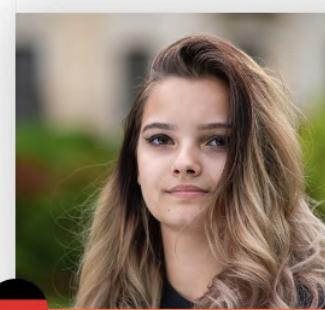
MIA KELLER

Age: 16-25

Location: Leicester

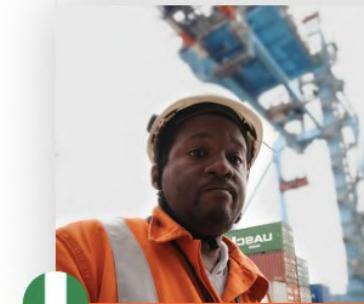
Job title: Student

Habits: Shopaholic, Blogging, Cooking



“

I like to see life differently and tell my experiences with words”



“

Family is everything to me”

Goals:

Try out new dishes from other ethic groups with friends so I can blog about it.

Frustrations:

- Going to different stores to try out different meals can be expensive.
- Do not have a lot of friends from other ethic groups.

Brands:



Goals:

To become successful and have quality family time. Get better ways to be informed on discounts and shopping offerings.

Frustrations:

- Hardly have time for family because of tight shifts.

Brands:



02 | Sainsbury's

ROLES: UX, UI, Branding

Define | Mind Map

A visual representation to show all activities to take place for both physical and digital experiences



02 | Sainsbury's

ROLES: UX, UI, Branding

Define | FEED

A diverse and inclusive food festival that aims to bring Sainsbury's workers, and Customers together in Leicester. Sainsbury's workers can have free tickets to bring in their family for the events.

Venue: City Centre

Holds: Annually

Duration: One week



02 | Sainsbury's

ROLES: UX, UI, Branding

Develop | Event Layout (Physical experience)

1. Indoor Food shops of various ethnic groups
2. Food workshops
3. Food shops of various ethnic groups
4. Accessibility
5. Paint me a Sainsbury's (PMAS)
6. Photobooth
7. QR code for registration, activities, meals and feedback

Others:

TikTok Challenges, Subtitled Self Scanner for inclusive design, Picture of the day



02 | Sainsbury's

ROLES: UX, UI, Branding

Develop | Wireframing

I worked with Sainsbury's Lunar design system to create wireframes.

What would you like to do?

Events Food Drinks

Offers

Tell us about your experience

Food

Name of meal
Nationality

Name of meal
Nationality

Your meal has been ordered

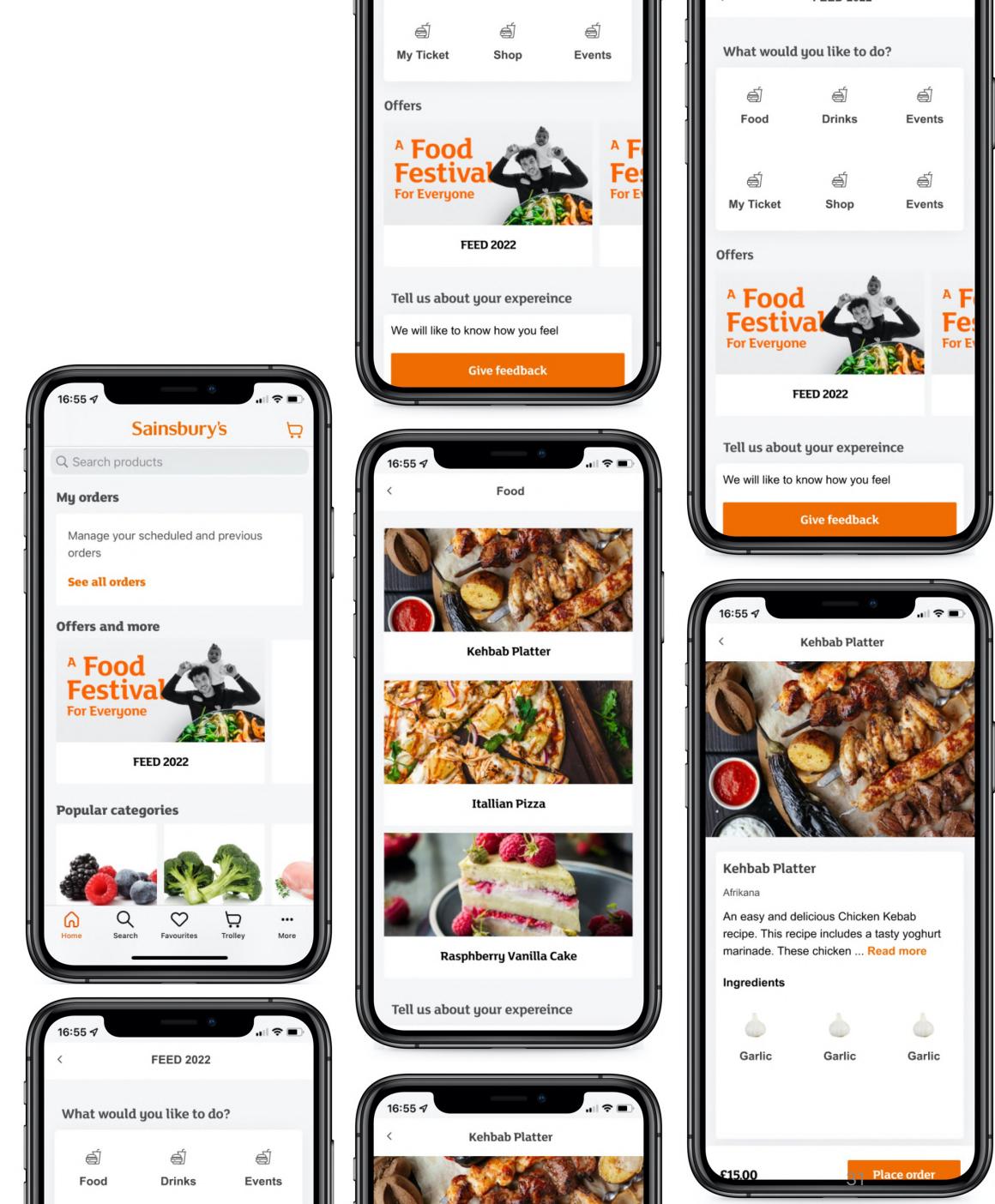
Please proceed to till 5 to pick up your meal

02 | Sainsbury's

ROLES: UX, UI, Branding

Develop | Hi-Fi

I created initial high-fidelity prototypes for review by the Sainsbury's team



02 | Sainsbury's

ROLES: UX, UI, Branding

Deliver | Focus group and interation

After testing the prototype with 5 participants, we improved on the design experience

[View prototype](#)

The screenshots illustrate the user interface for the FEED 2022 app, designed for Sainsbury's workers and customers. The app features a clean, modern design with a white background and orange accents.

- Home Screen:** Displays the title "FEED 2022" and a detailed description of the festival: "FEED 2022 is a diverse and inclusive food festival that aims to bring Sainsbury's workers, and customers together in Leicester. This will be held for a week with a lot of activites including cooking masterclasses, vendors from differnet ethnic groups, discounted sales and more." A prominent orange "View Schedule" button is at the bottom.
- Food Screen:** Shows a list of cuisines: African, American, Asian, and Caribbean, each accompanied by a small thumbnail image of a dish.
- My Ticket Screen:** Shows a QR code for the ticket, the ticket ID (0123332222), and a summary of included items: 5 Games, 1 Cooking Masterclass, and 2 meals.
- Schedule Screen:** A calendar view for July 4th to 10th, 2022. It lists events such as "Cooking with Chef Ramsey Masterclass" on July 5th at 10:00 AM, "Raffle Draw Competition" on July 6th at 10:00 AM, and "PMAS Activity" on July 7th at 10:00 AM.
- Order Status Screen:** Shows the status of an order for "Grilled Jambulaya Platter" placed on July 30, 2022, with 4m:23s remaining. It includes a "Track your order" section with status steps: Order placed, Prepping order, Order is ready, and Order Picked up.

02 | Sainsbury's

ROLES: UX, UI, Branding

Deliver | Food journey

Users can order their meals during the event, so as to reduce waiting.

The screenshots illustrate the user flow for ordering food:

- Home Screen:** Shows a message about free meals and a "View Ticket" button. It includes a search bar and a grid of cuisine categories: African, American, Asian, and Caribbean.
- African Cuisine Vendor List:** Shows vendors like SCaters and Afrikana with their respective meal offerings.
- Meal Details:** A detailed view of the "Grilled Jambulaya Platter" including ingredients (Chicken, Garlic, Yoghurt) and preparation time (20 mins).
- Order Confirmation:** A success message indicating the order has been placed successfully, with instructions to proceed to Stand A1 to pick up the meal.

02 | Sainsbury's

ROLES: UX, UI, Branding

Deliver | Schedule and Feedback

You can view the list of events for the whole week. Users also now give feedback and rate the event. This will help Sainsbury's measure the event's experience

08:34 4G

Schedule

04 05 06 07 08 09 10

Mon Tue Wed Thu Fri Sat Sun

4th July, 2022

Cooking with Chef Ramsey
Masterclass

30/06/2022 10:00

Raffle Draw
Competition

30/06/2022 10:00

PMAS
Activity

30/06/2022 10:00

5th July, 2022

Timeout with Chef Dila
Masterclass

30/06/2022 10:00

Cooking with Chef Ramsey
Masterclass

30/06/2022 10:00

08:34 4G

Feedback

Thank you for being a part of FEED 2022. As a way to improve customer experience, we will like to know how your experience was. This will only take a minute.

Rate your overall experience

Terrible Bad Just okay Good Great

Favourite activities

Additional comments (optional)

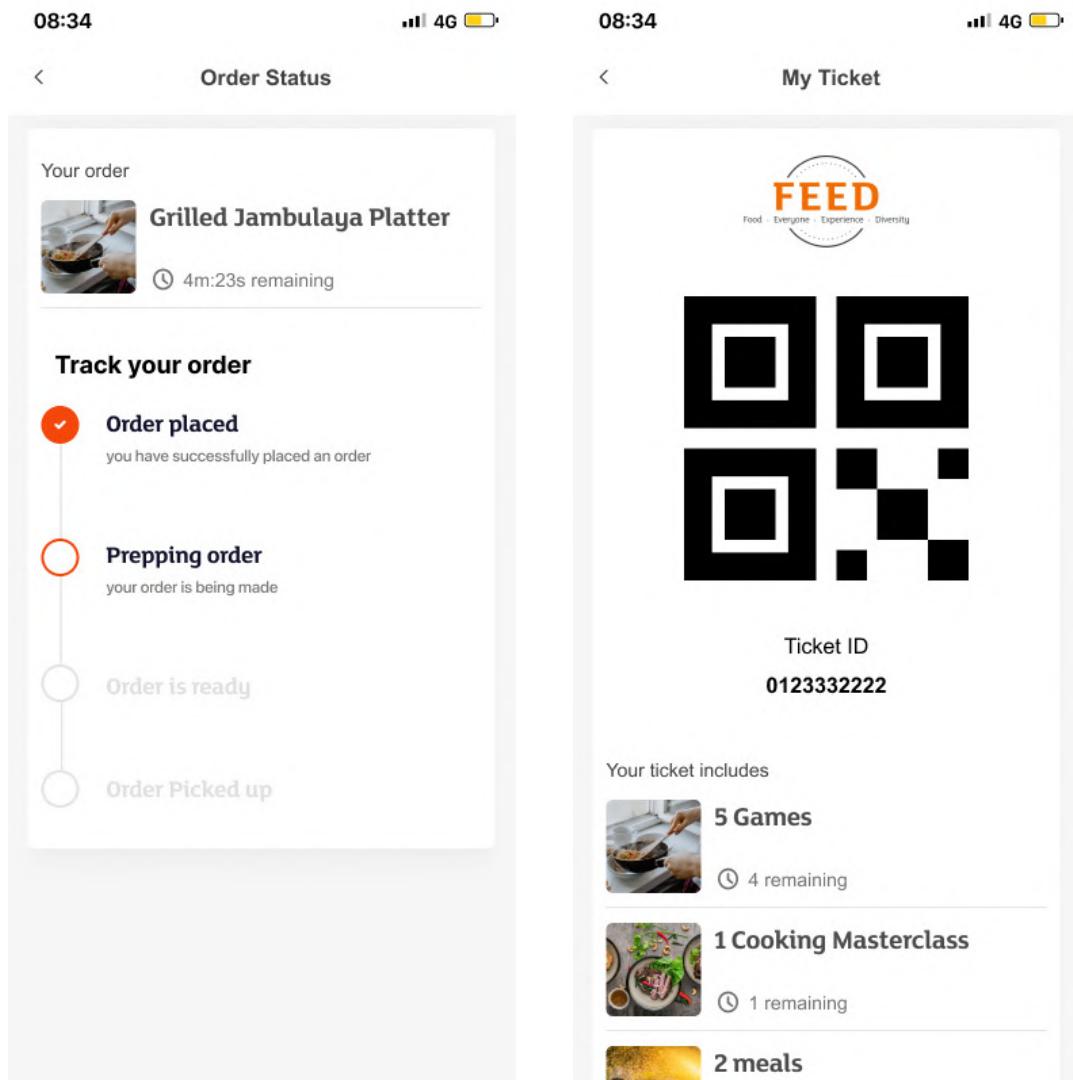
Submit

02 | Sainsbury's

ROLES: UX, UI, Branding

Deliver | Tracking and e-Ticket

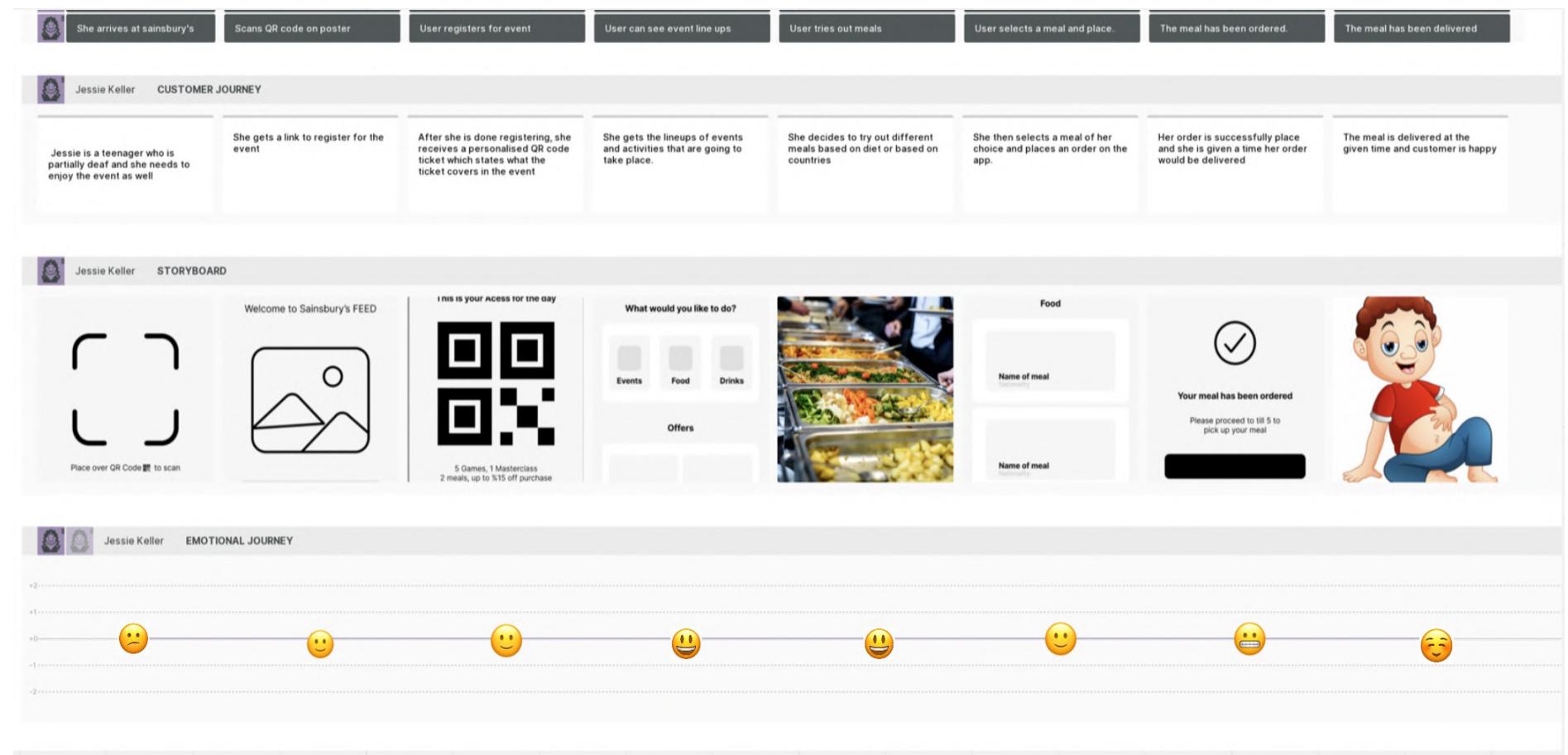
As part of the suggestions from the focus groups, users can now track their orders and be notified on updates.



02 | Sainsbury's

ROLES: UX, UI, Branding

We tested the new design on a journey map to see the improved experience



03 | RESE Africa

ROLES: UX, UI

Brief

RESE Africa provides an online real estate website platform which facilitates the sale and acquisition of real estate properties located in Nigeria, through an outright purchase, payment plan or mortgage financing arrangements.

Problem

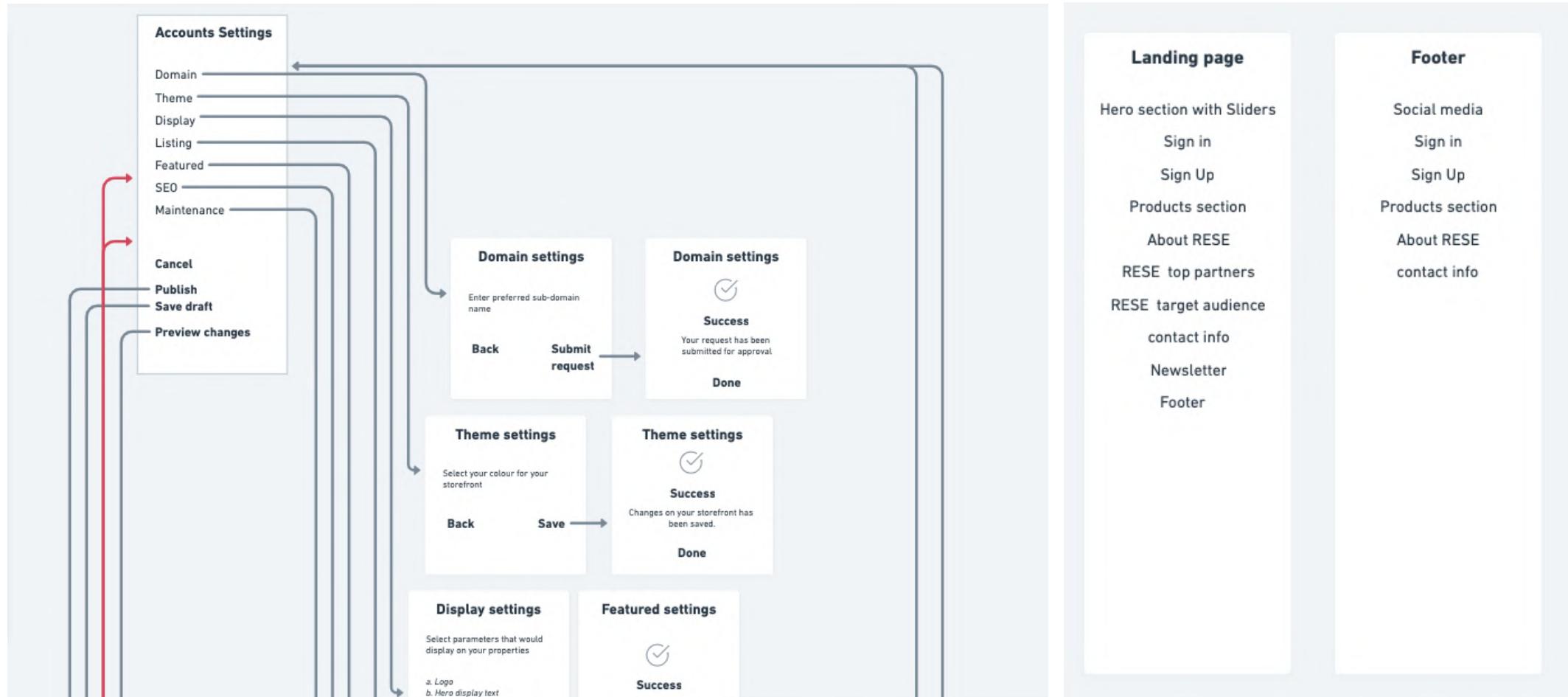
Following the design and development for Q1, there has been a lot of disconnected journeys that needs to be revised.

Goals

1. Create end to end journeys for a potential client
2. Redesign landing page to portray company values and the product itself
3. Create a seamless onboarding process

03 | RESE Africa

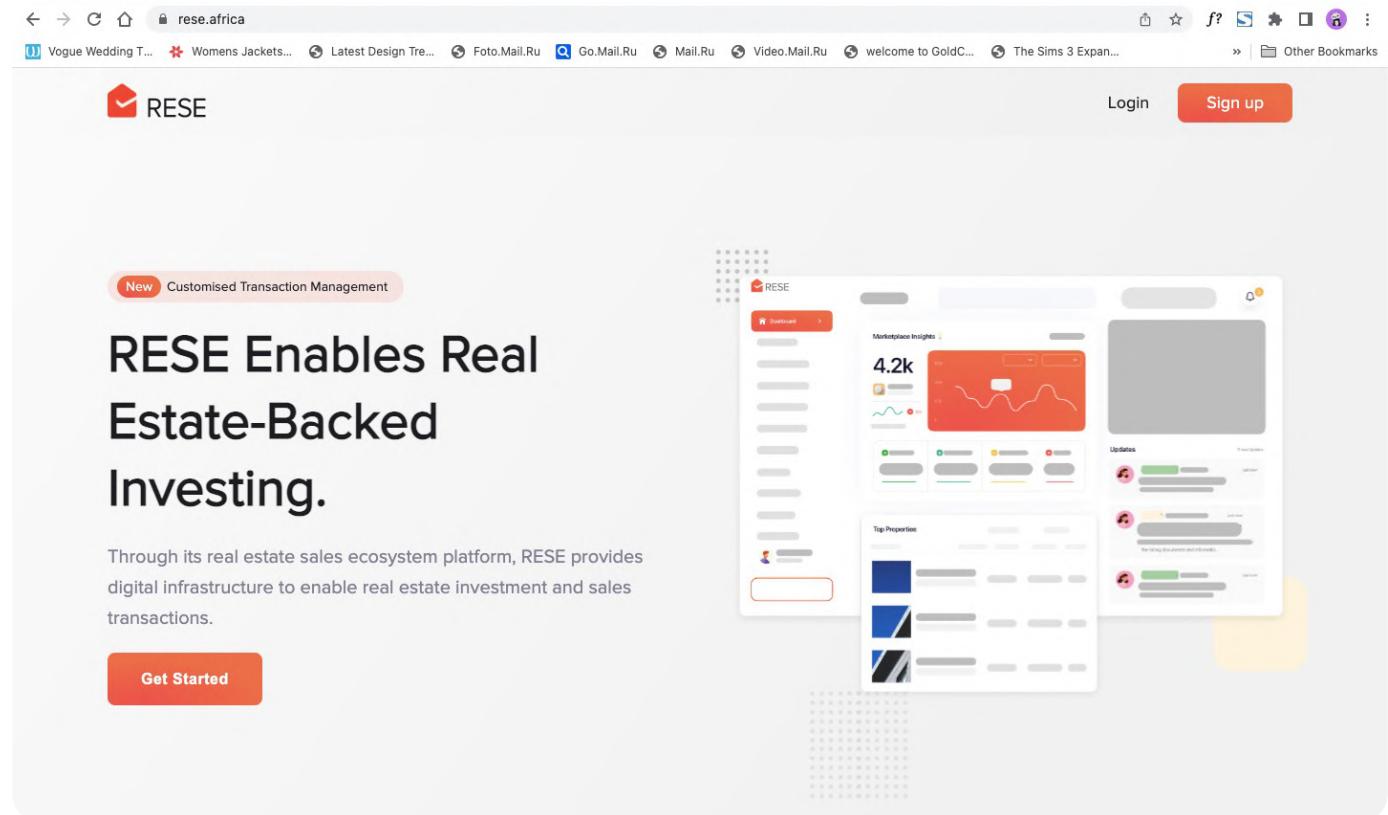
ROLES: UX, UI



03 | RESE Africa

ROLES: UX, UI

Deliver | Landing page



03 | RESE Africa

ROLES: UX, UI

Deliver | Onboarding

A newly redesigned onboarding journey for different users.

The images show the following stages of the onboarding process:

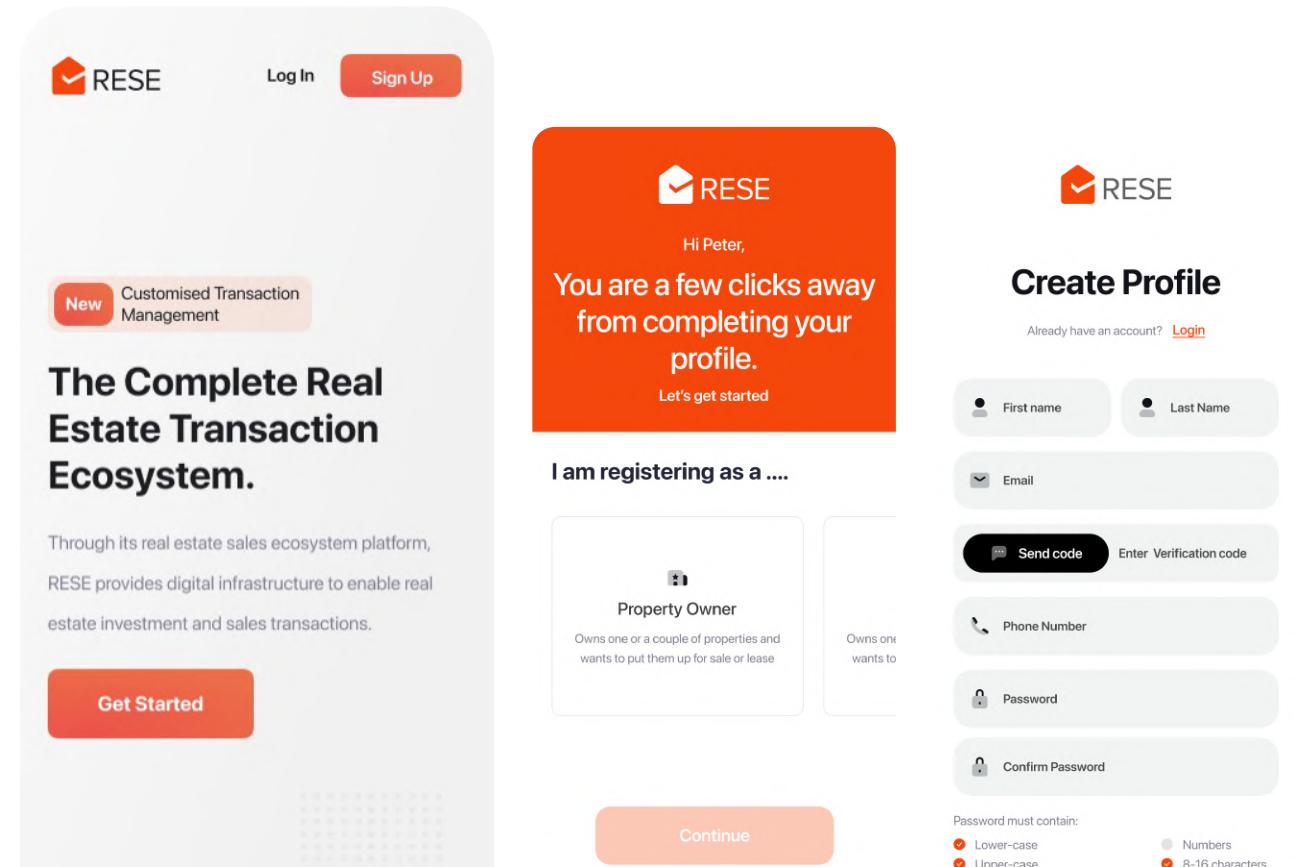
- Landing Page:** "The smarter way to transact Real Estate in Africa." featuring a woman working on a laptop.
- Create Profile:** A form with fields for First name, Last name, Email, Send code, Enter Email Verification code, Phone Number, Password, Confirm Password, and Terms & Conditions.
- Progress Bar:** An orange box with the message: "Hi Peter, You are a few clicks away from completing your profile." It includes a "Let's get started" button.
- Personal Information:** A form with tabs for Account Information, Personal Information, Bank Information, and Summary. It includes fields for Country, State, City, Street, Zip code, Phone number (optional), and Date of Birth.
- Summary:** A form with tabs for Account Information, Personal Information, Bank Information, and Summary.
- Success:** A screen with a checkmark icon and the message "You are all set!" It includes a "Continue to Dashboard" button.

03 | RESE Africa

ROLES: UX, UI

Deliver | Responsiveness

Considering mobile first approach, we ensured that all pages were responsive and had just relevant information.



04 | Artie's Energy

ROLES: UX, UI

Brief

Artie's Energy is a fuel delivery app where the customer can request the fuel through the app and get the fuel delivered to their doorstep. Drivers will get instant notification with the customers and order details.

Problem

The user interface was outdated in terms of trends and usability.

Goals

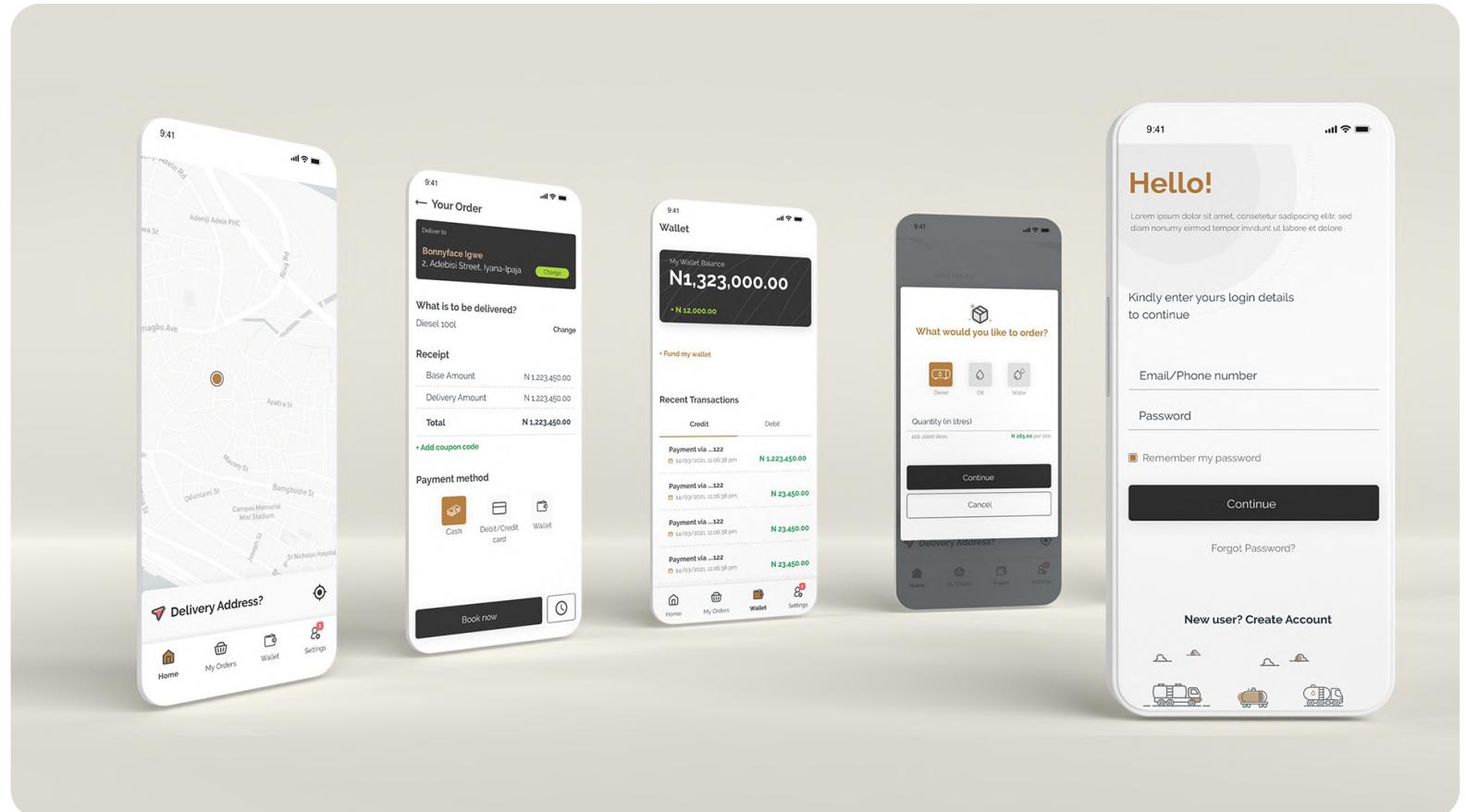
1. The goal of this project was to redesign a fuel delivery app and get it ready for launch.
2. Revise the ordering journey to improve user experience.
3. Update the Design System and redesign the user interface.

04 | Artie's Energy

ROLES: UX, UI

Discover | Research

After having series of meetings with the stakeholders and project manager, I did my research on similar existing apps to ensure that what is to be designed is usable and users can easily recognize similar patterns in order to go through a journey seamlessly.



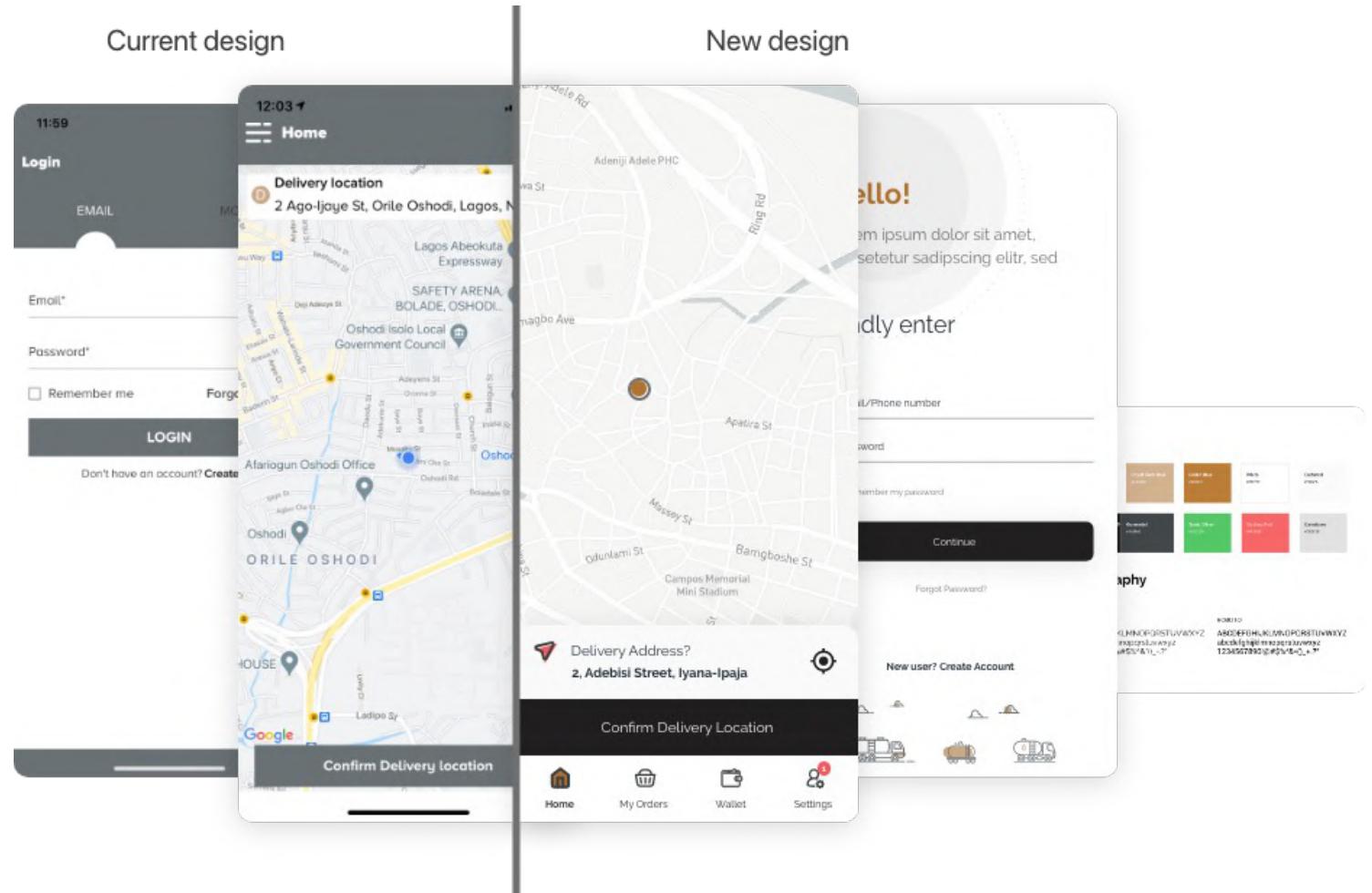
04 | Artie's Energy

ROLES: UX, UI

Deliver | Responsiveness

As this was an existing app the first step was to analyze the flow and overall aesthetic appeal of the app. After that my job was to simplify the process as much as possible and make it intuitive for the users, as well as improve the visual appeal of the entire app. The most important part of the project was designing the journey on placing an order that ensures a smooth experience for the user.

For this project I created a new design system, wireframes, defined flows and redesigned the UI as well as prototyping.



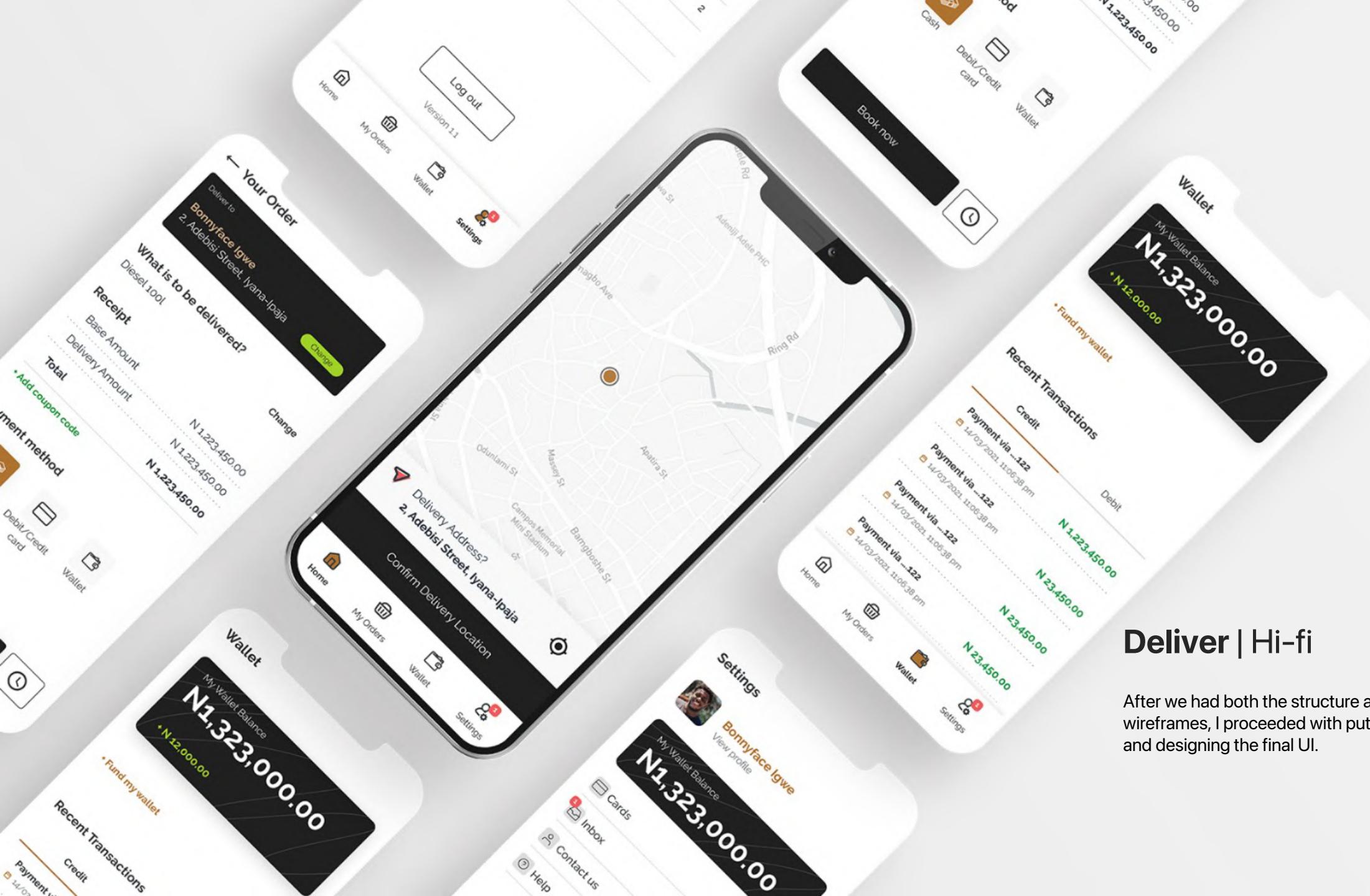
04 | Artie's Energy

ROLES: UX, UI

Design | Wireframing

When I joined the project the back end was already completed and my task was to rebuild an easy to use interface around it. I decided to start by wireframing the most important screens like quick order page that's unique to this app. I continued by defining other screens that the user goes through to request an order.





Deliver | Hi-fi

After we had both the structure and the wireframes, I proceeded with putting it all together and designing the final UI.

05 | UBA Account Reactivation

ROLES: UX, UI

Project summary

Dormant accounts reactivation has been a hassle for the customers as they have to physically go to the bank for reactivation and validation. With Account Activation platform, Customers can easily fill the required details, upload ID and set a preferred time and date for online meeting as regard validation.

Goal

The goal of Account Activation is to create a platform for customers to easily reactivate their dormant accounts without having to physically go to the bank.

My Contributions

My role was to conceptualize and redesign design the platform's UI, UX, and visual design. The designs are currently in development and will be available on the website.



The image shows two screenshots. On the left is a wireframe of the platform's initial screen, featuring a placeholder for 'Platform Logo' and 'Company Logo'. It includes a 'Welcome dear customer' message, a 'Reactivation form' section with three input fields, and a 'Header text' area with a 'Select' button. On the right is a screenshot of the 'Brand Guidelines' section, which displays the 'UBA' logo in various colors and styles, color swatches, and font samples.

The image shows a detailed view of the 'Account Activation' page. It features a large background image of a woman's face. The header says 'Welcome dear customer' and 'Great to have you back'. Below it is a progress bar showing '1/4 - Reactivation form'. The form contains fields for 'Account number', 'Account name', 'Current address', 'Phone number', and 'Office number'. There is also a section for 'Reasons for Account dormancy' with checkboxes for 'Proximity services', 'Service failures', 'Out of town', and 'Others'. A note at the bottom states: 'I hereby wish to resume transaction in my account with you which has been inactive/dormant for over a certain period of time. I request that you kindly therefore re-activate my account.' A red 'Next' button is located at the bottom right.

06 | Syarpa

ROLES: UX, UI

Brief

The team wanted a crypto app that was seamless and easy to use. I handled version 2 which involved user story, wireframes, and high fidelity designs for the mobile, web app, and web landing page

Contributions

- I created user flows and wireframes
- I created an updated design system for release 2
- I created the High fidelity designs and prototypes

Goals

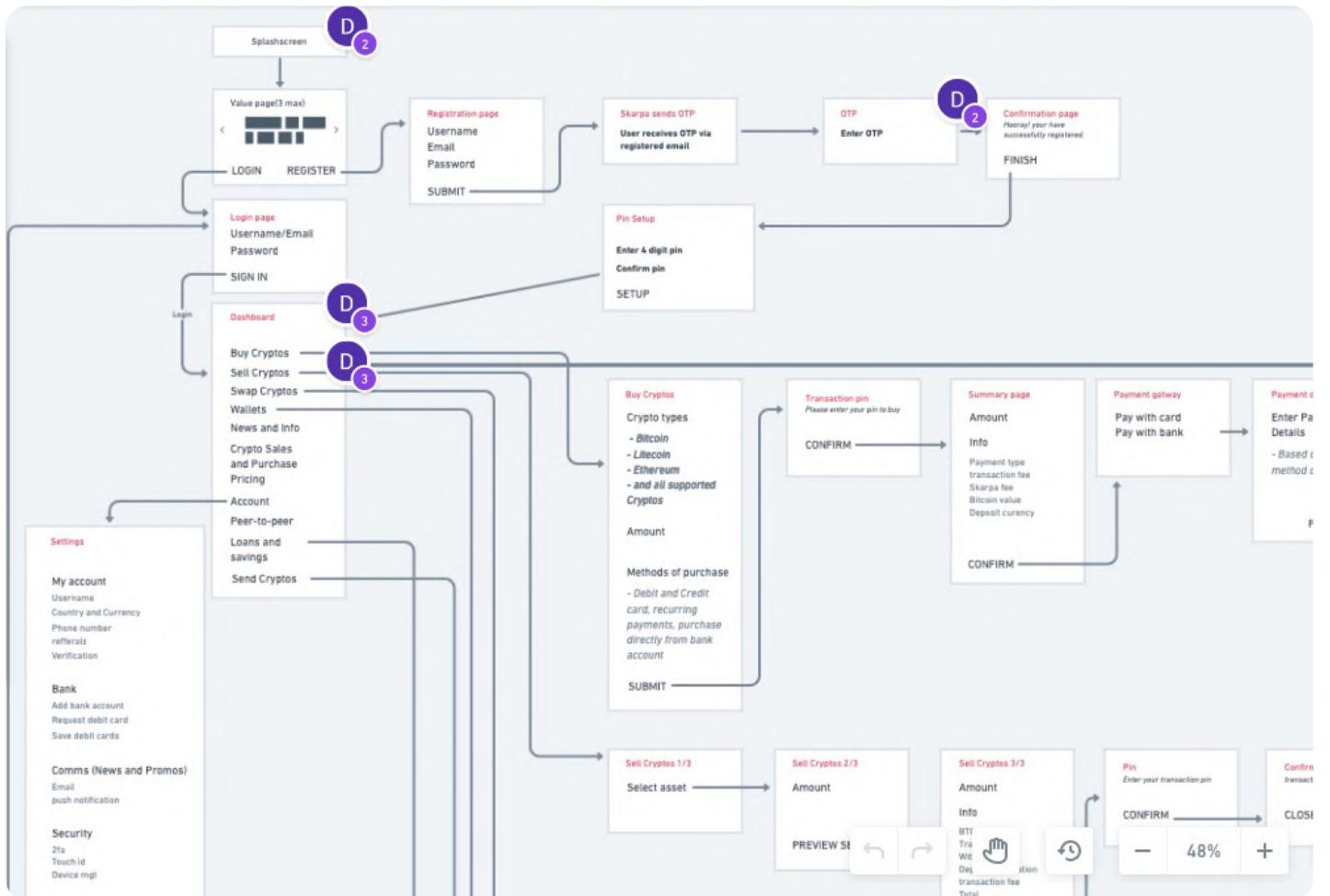
1. Create the release 2 of the app which focused on the crypto operation of the business. Deliverables involved landing page, web app, responsive view for both landing page and web app, and mobile app

06 | Syarpa

ROLES: UX, UI

Design | Userflow

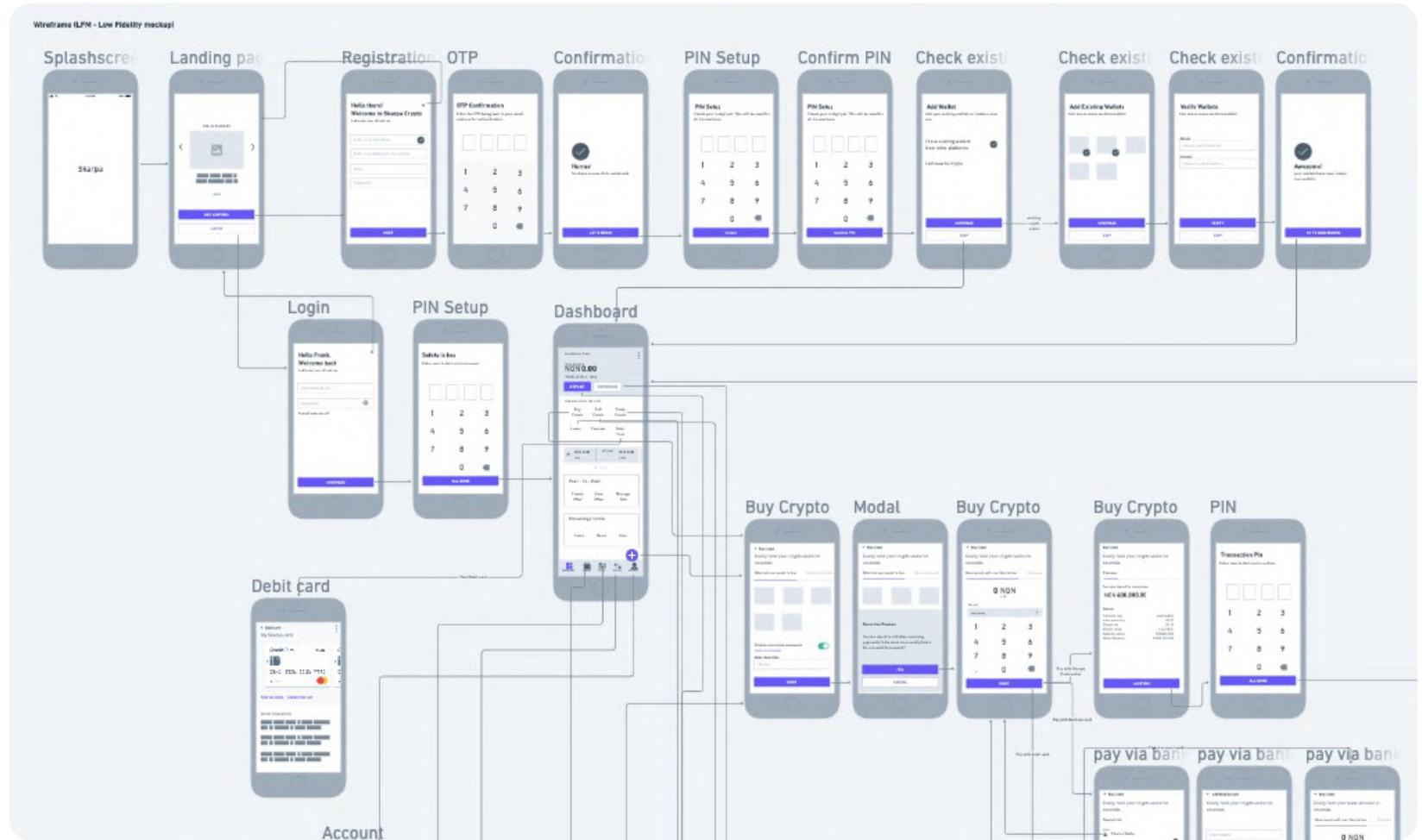
With the help of the business requirement document, I was able to create a user flow to have a sense of how the whole system is interconnected.



06 | Syarpa

ROLES: UX, UI

Design | Wireframing



06 | Syarpa

ROLES: UX, UI

Design | Hi-fi



The screenshot shows the Bit Syarpa mobile application interface. At the top, it displays "Crypto" and "Buy, Sell + more". Below this is a summary section with "Total Balance NGN 120000.00", "Deposit" and "Withdraw" buttons, and a note "+NGN234,034.33 Today". A section titled "What else will you like to do?" includes icons for "Buy Crypto", "Sell Crypto", "Swap Crypto", "Loans", "Savings", and "Debit Card". Under "Wallets", there are three cards: "Skarpa wallet" (₦1200.00), "Bitcoin wallet" (BTC 2.12), and "Ethereum wallet" (ETH 2.12). The bottom navigation bar includes "Activity", "Crypto", "Wallets", and "Account".

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