

# UX PORTFOLIO

STEPHEN OKWECHIME

# About Steph

A little brief about me

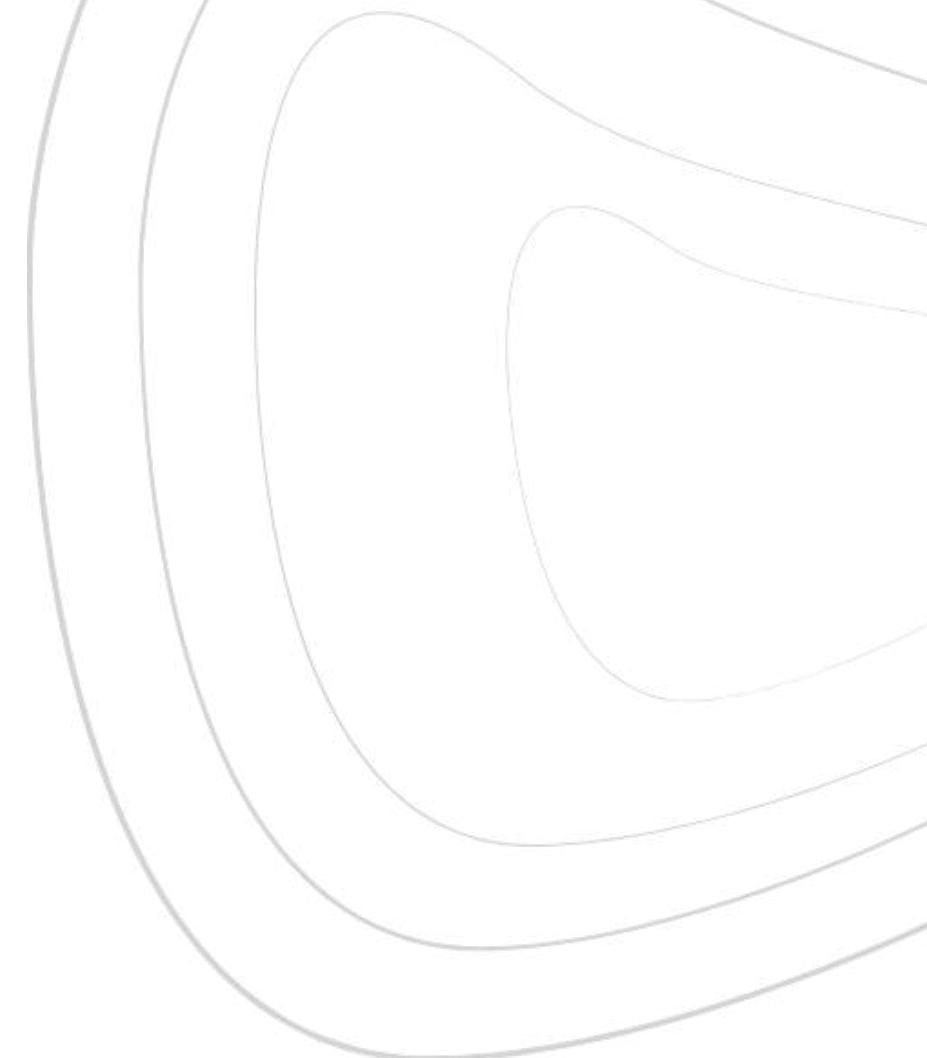
It'd be cool if we all knew exactly what users needed in a product, that way we could design effectively with little iterations here and there. That's the power of UX design that enables me to contribute to better products in my own little way.

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.

## 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.

## Goals

1. Increase brand awareness
2. Improve our online presence with a responsive and accessible website

# 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

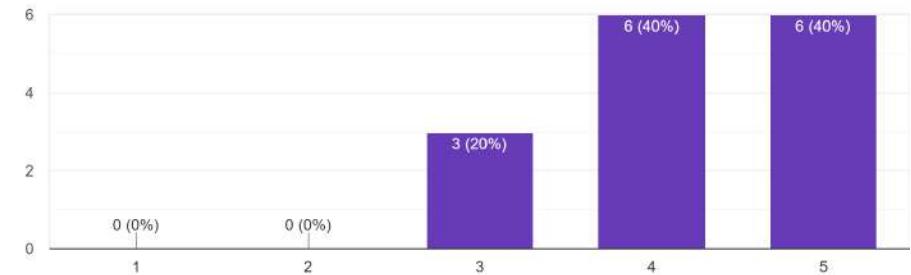
## Define | Primary Research

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.

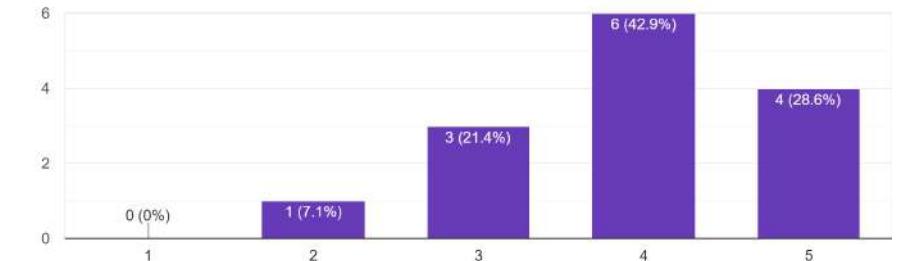
How did you find the navigation of this website?

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

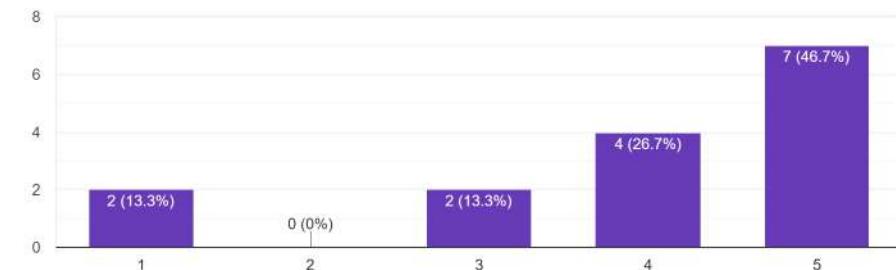
It was also recommended to balance the use of colours and images to match the content that was presented on the website.

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.

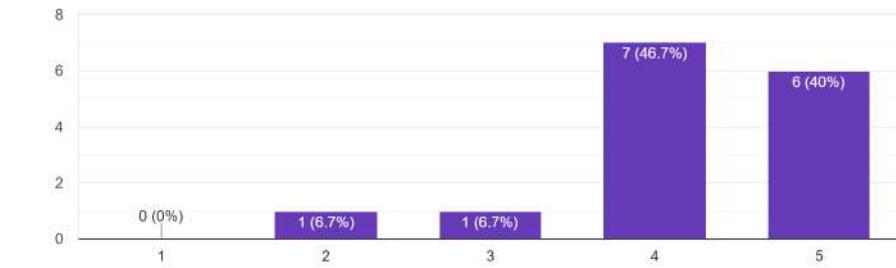
What did you think of the color scheme of the website?

15 responses



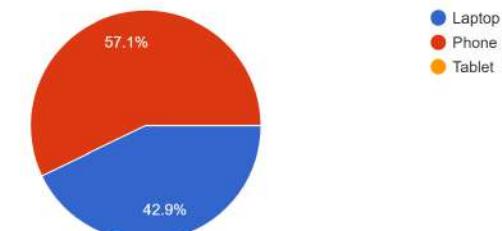
What did you think about the branding of Lulubells Rescue?

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:

Internet



Mobile Apps



Email



Social Media

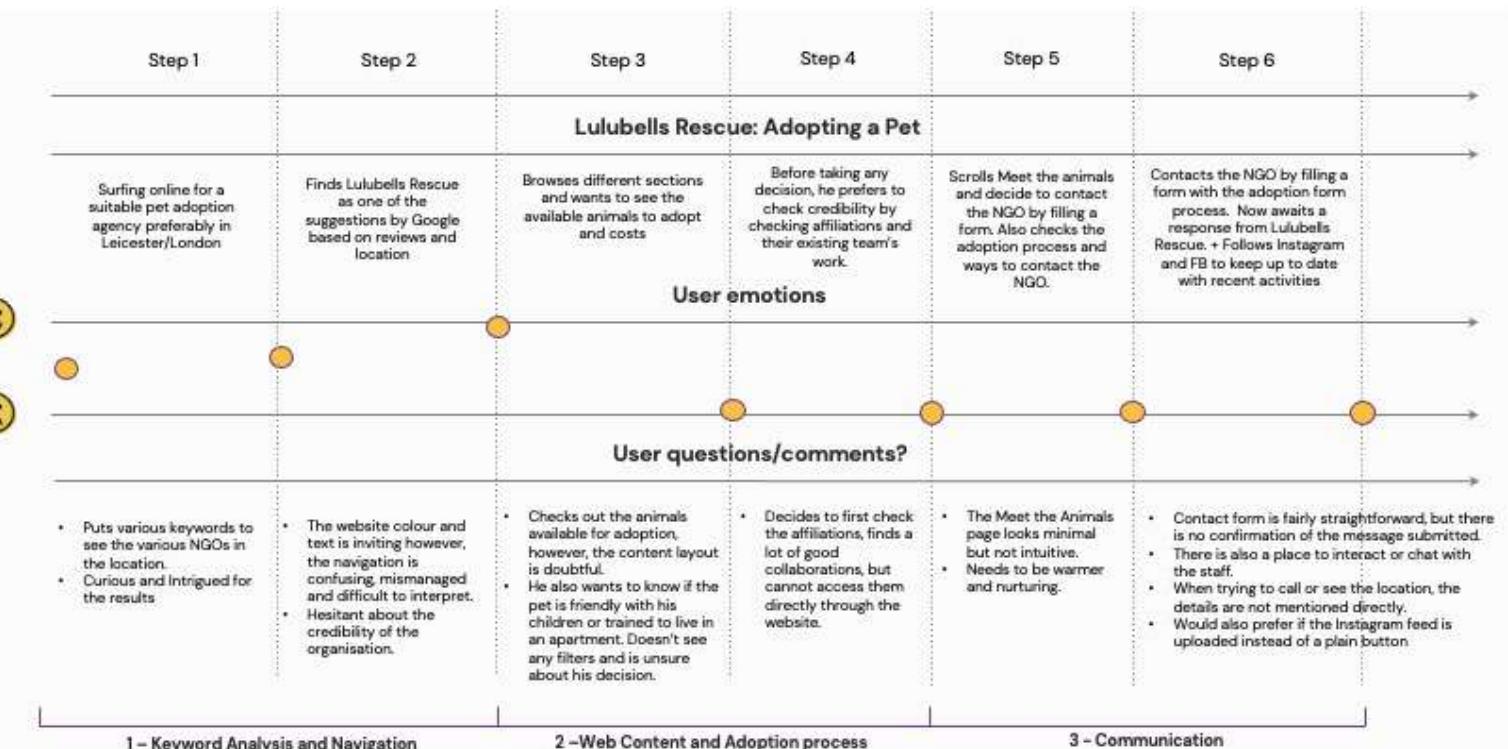


# 01 | Lulubells Rescue

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.

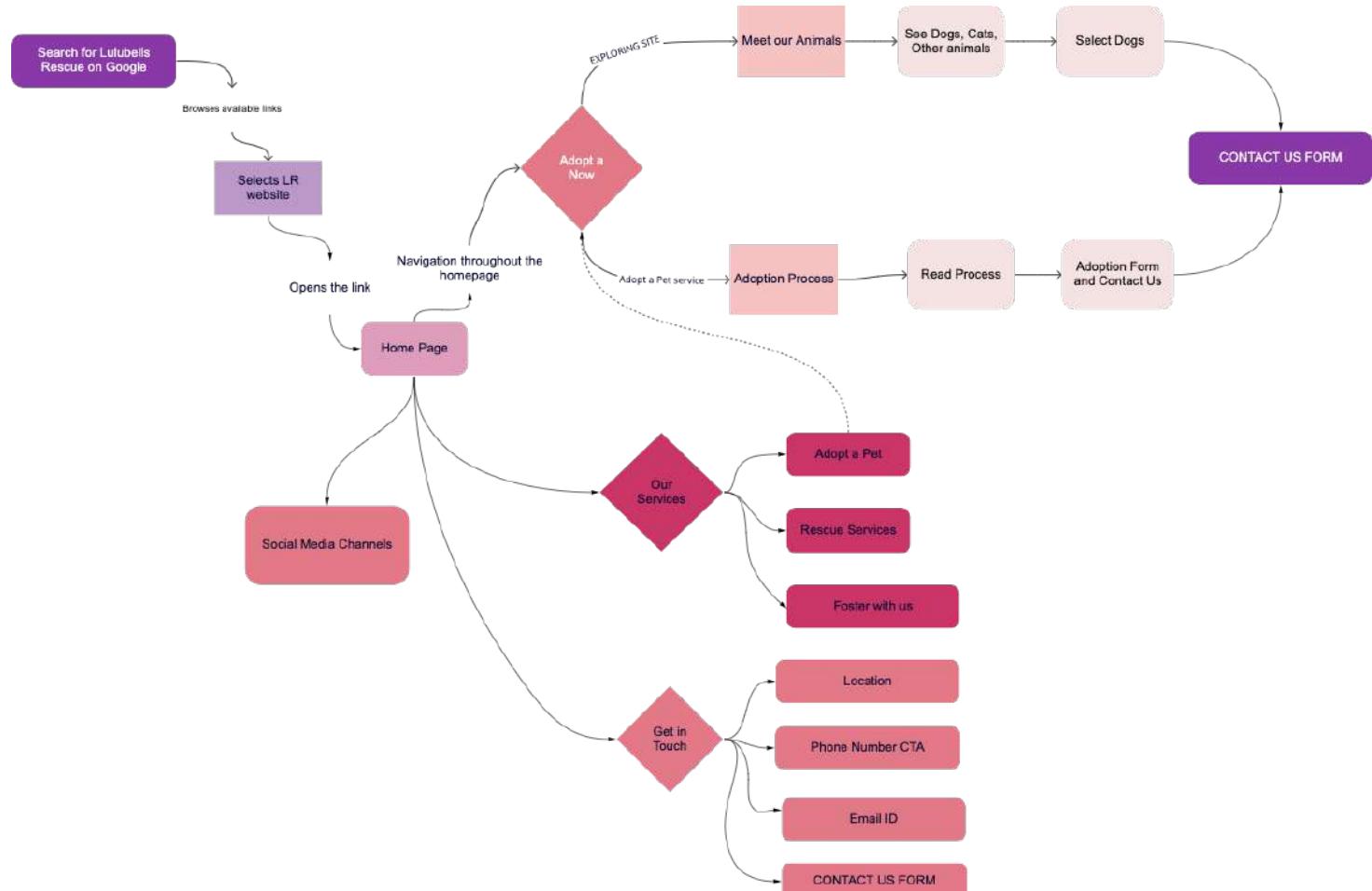


# 01 | Lulubells Rescue

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.

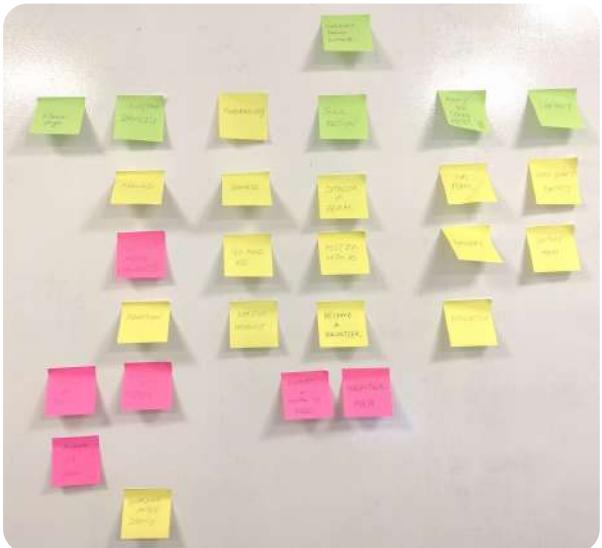


# 01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

## Ideate | Card Sorting

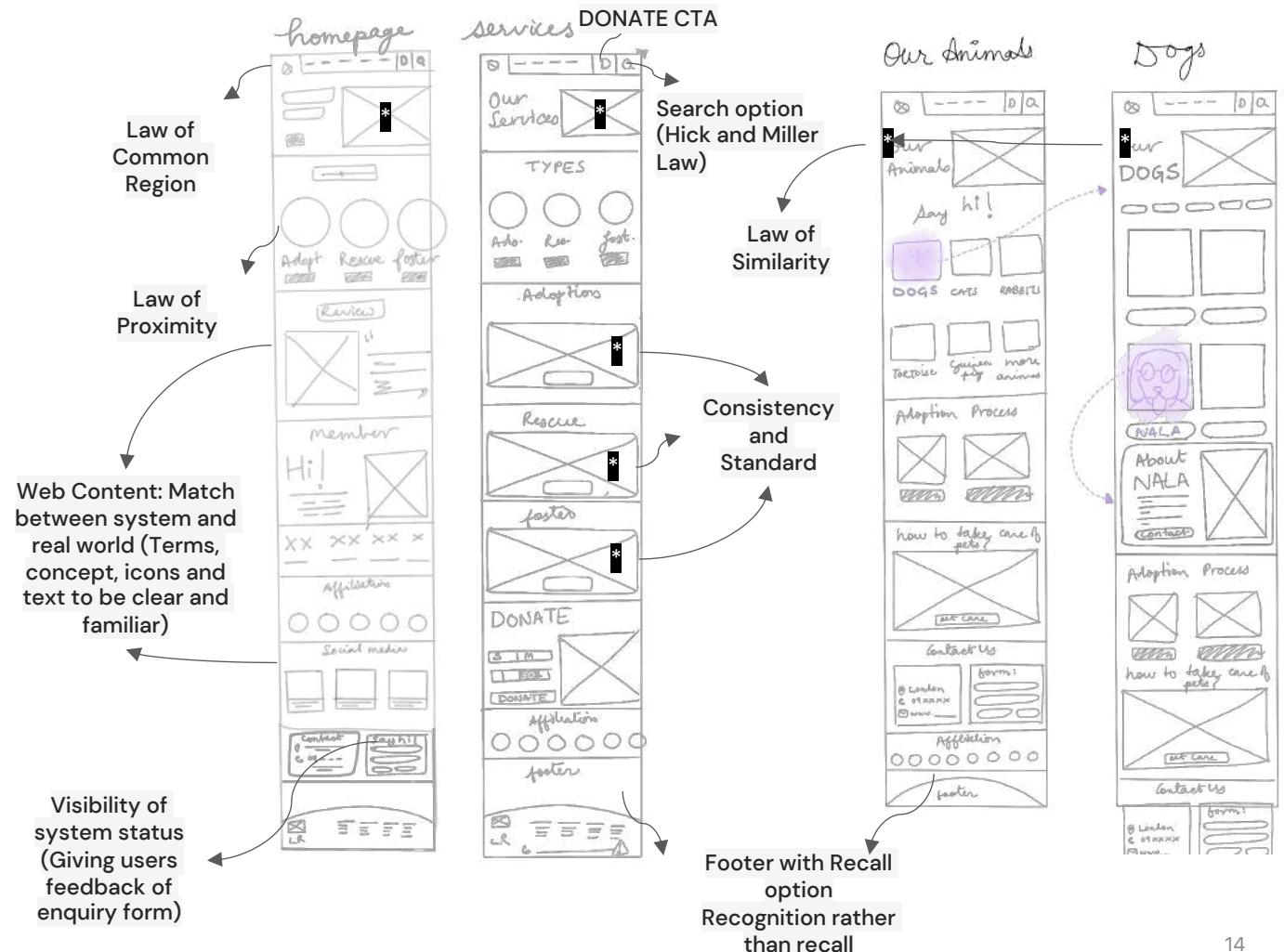
The card sorting technique has helped understand and categorise the information by using the navigation system and matching the user's expectations to the results.



# 01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

## Ideate | Sketching

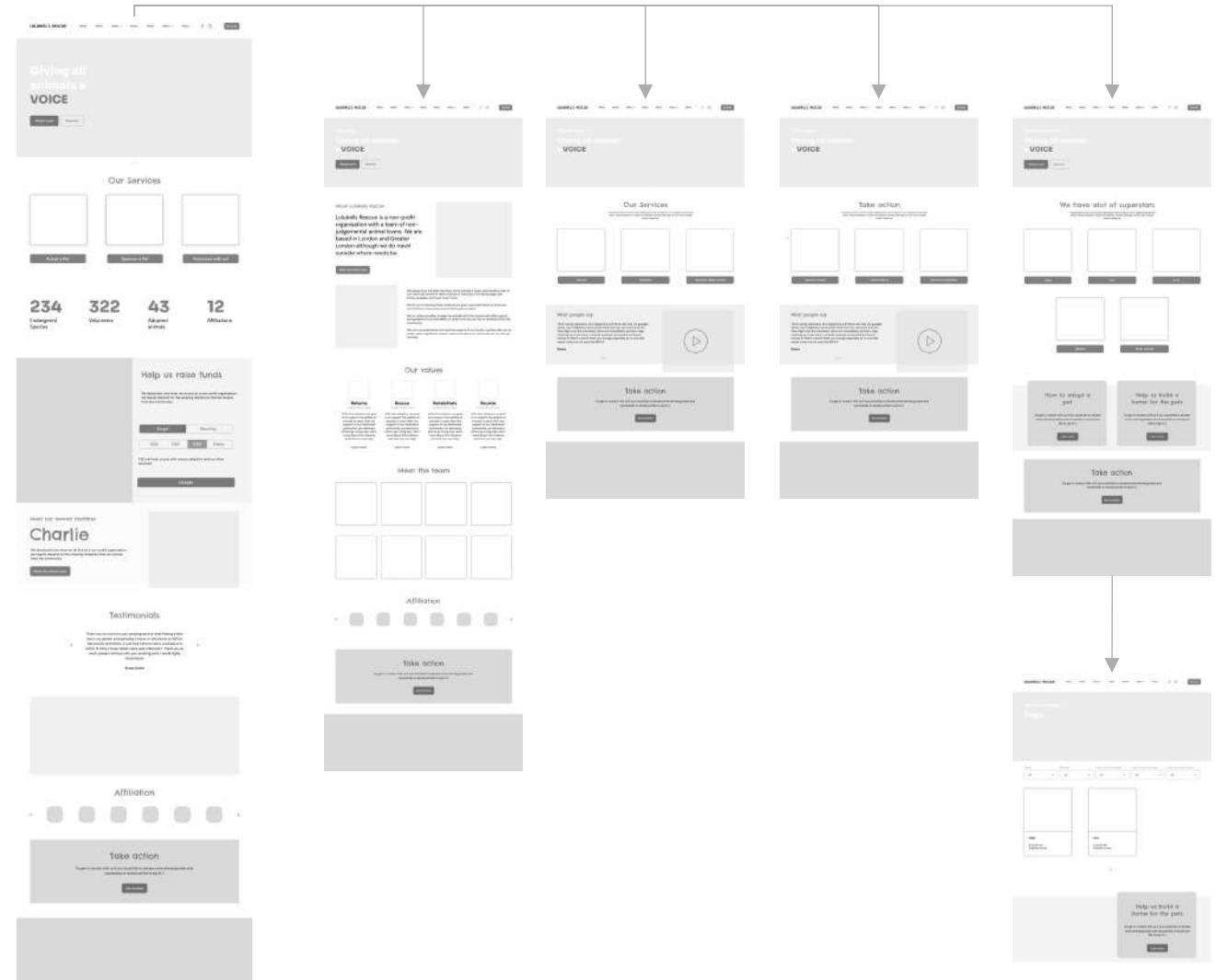


# 01 | Lulubells Rescue

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

Main Colour  
HEX #6D3C98

#854BB9    #9D6FC7    #F4E7FF

Secondary Colour  
HEX #FFFFFF

#555555    #A9A9A9    #000000

### Typefaces

A a    A a

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



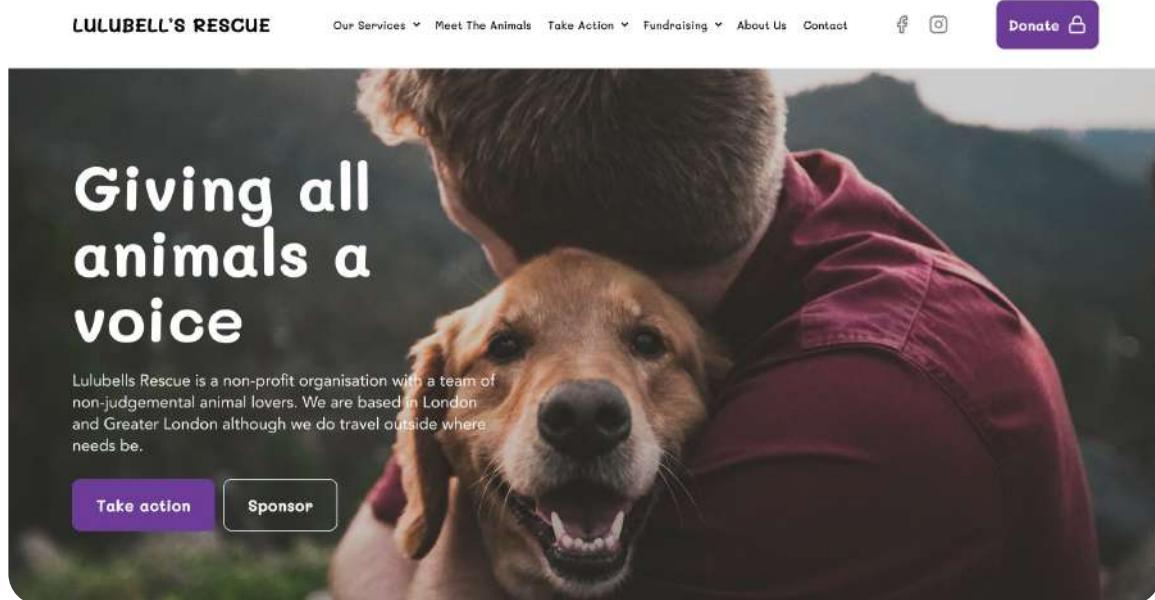
Monochrome



# 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

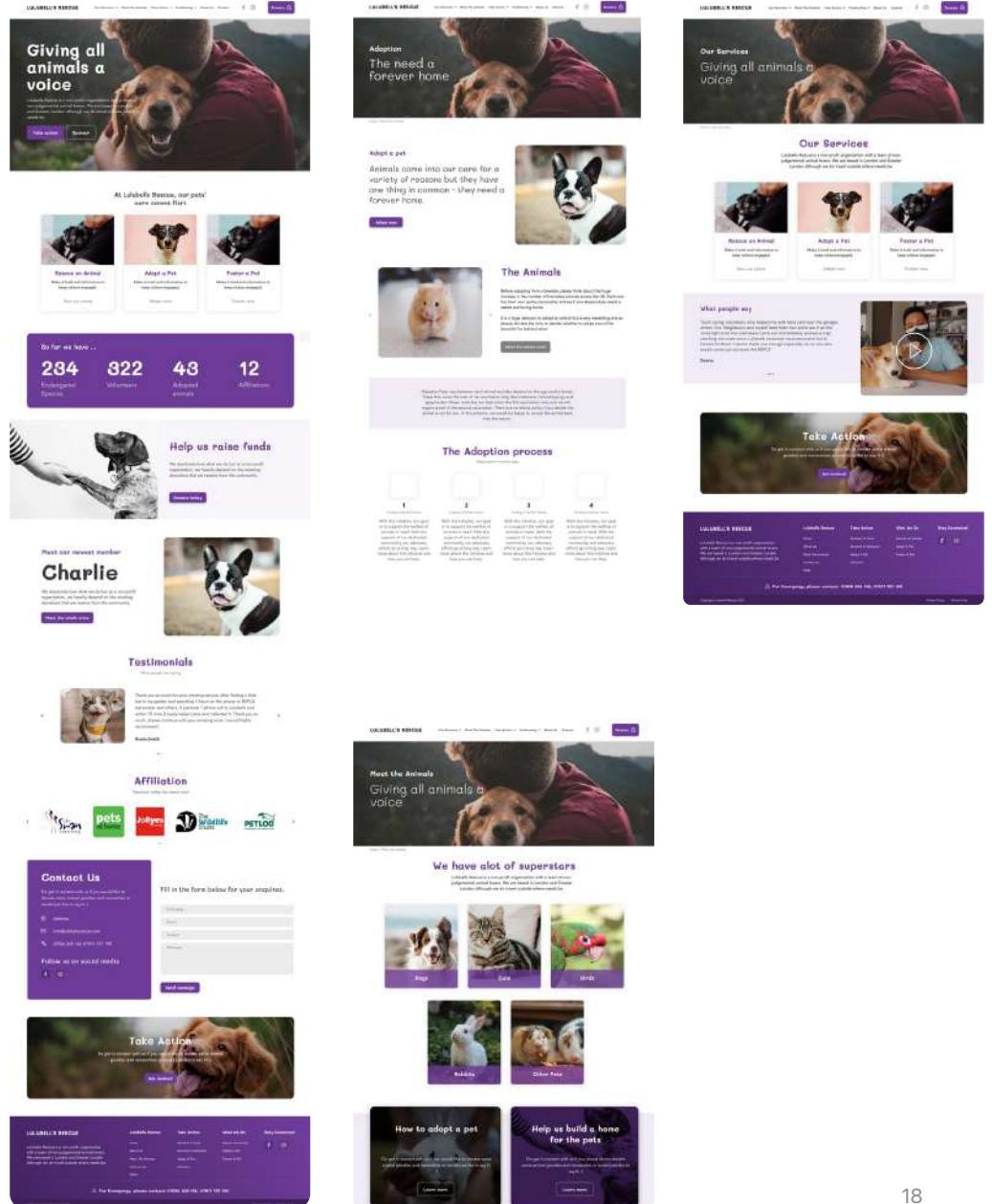
Facebook Instagram

Donate

**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](#)



LULUBELL'S RESCUE

Adoption

Adopt a pet

The Animals

The Adoption process

Testimonials

Affiliation

Contact Us

Take Action

We have a lot of superstars

How to adopt a pet

Help us build a home for the pets

LULUBELL'S RESCUE

Our Services

Rescue an Animal

Adopt a Pet

Poster a Pet

What people say

Take Action

LULUBELL'S RESCUE

Our Services

Rescue an Animal

Adopt a Pet

Poster a Pet

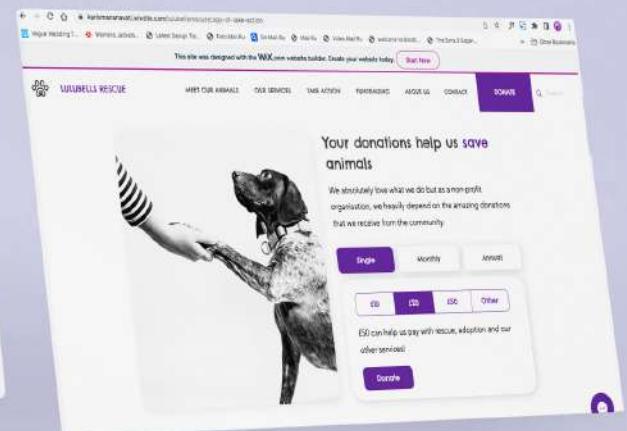
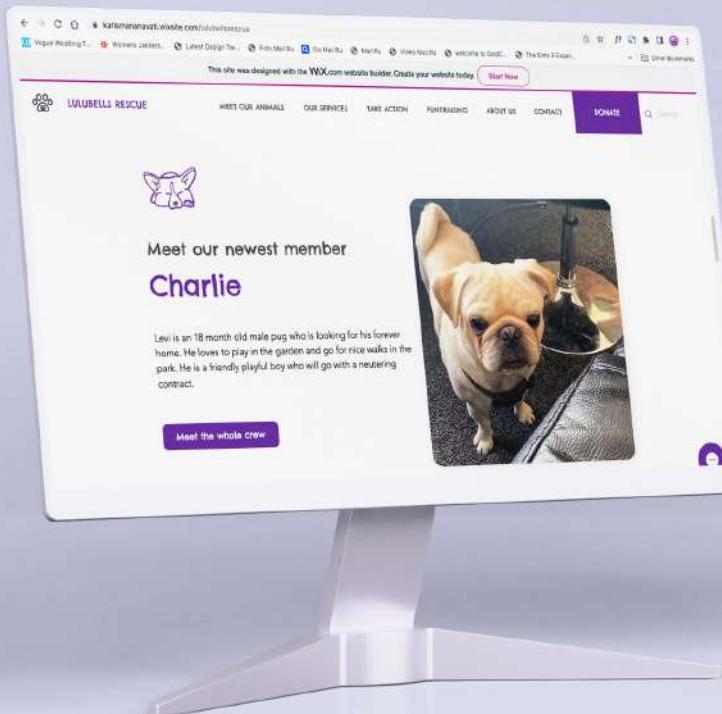
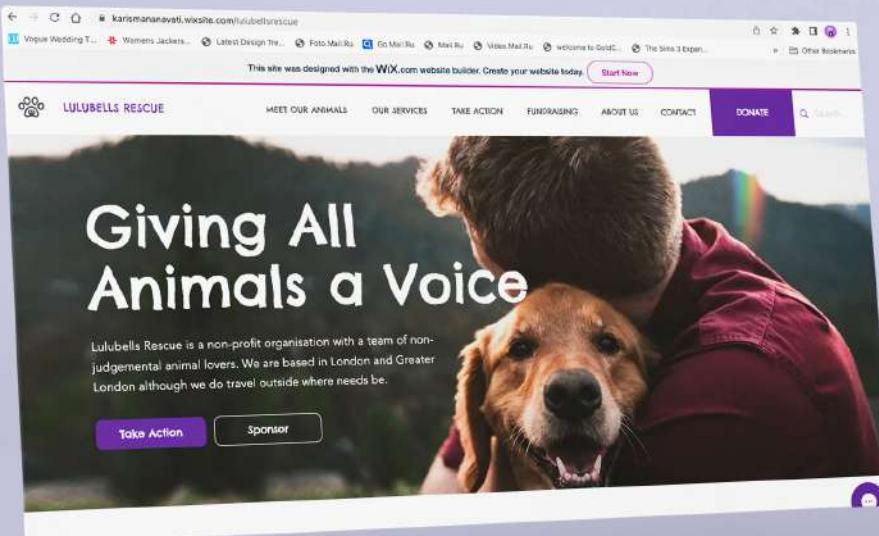
What people say

Take Action

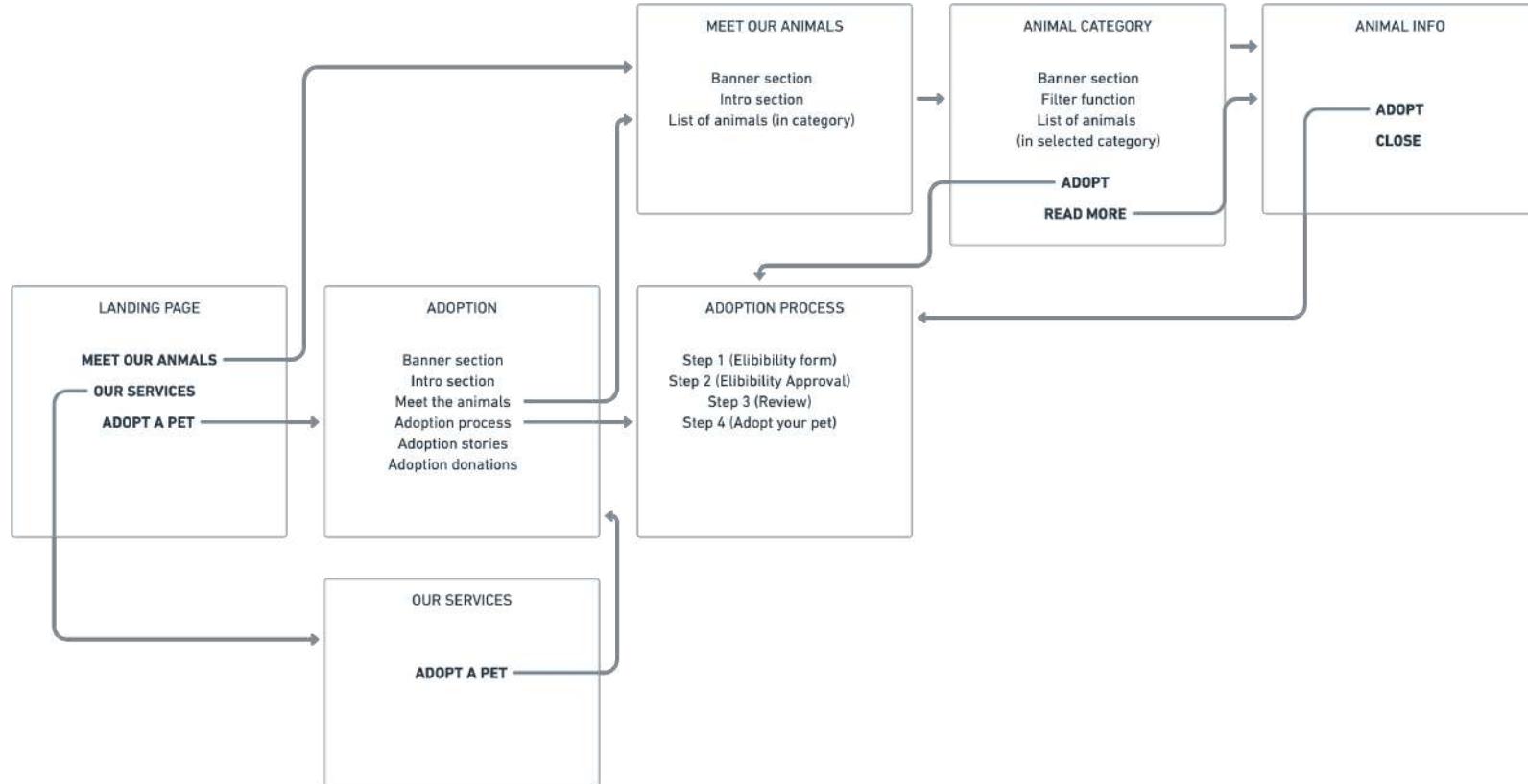
# 01 | Lulubells Rescue

ROLES: UX, UI, Website development with WIX

## Prototyping | WIX Website



# The Adoption Journey



LULUBELLS RESCUE

# The Adoption Journey

**LULUBELL'S RESCUE**

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

**At Lulubells Rescue, our pets' care comes first**

  
**Rescue an Animal**  
Make it brief and informative to keep visitors engaged.  
[How we rescue](#)

  
**Adopt a Pet**  
Make it brief and informative to keep visitors engaged.  
[Adopt now](#)

  
**Foster a Pet**  
Make it brief and informative to keep visitors engaged.  
[Foster now](#)



## Meet the Animals

Before adopting from a breeder, please think about the huge increase in the number of homeless animals across the UK. Each one has their own quirky personality and each one desperately needs a stable and loving home.

It is a huge decision to adopt an animal but a very rewarding one so please do take the time to decide whether to adopt one of the beautiful fur babies below.

[Meet the whole crew](#)

## We have a lot of Superstars!

Each one has their own quirky personality and each one desperately needs a stable and loving home. It is a huge decision to adopt an animal but a very rewarding one so please do take the time to decide whether to adopt one of the beautiful fur babies below.

Adoption Fees vary between each animal and also depend on the age and/or breed. These fees cover the cost of 1st vaccination only, flea treatment, microchipping, and spay/neuter.

Please note that our fees cover the 1st vaccination only and we will require proof of the second vaccination. There is a no-refund policy if you decide the animal is not for you. In this instance, we would be happy to accept the animal back into the rescue.



Dogs

Cats

Birds

## Adoption Process

Adopt a pet in 4 easy steps



Step 1

Eligibility form

With this initiative, our goal is to support the welfare of animals in need. With the support of our dedicated community, our advocacy efforts go a long way. Learn more about this initiative and how you can help.

[Fill Form](#)



Step 2

Eligibility

With our mission always in mind, we strive to find new strategies to make our Rescue efforts more effective. Contact us to learn more about our team's hard work and commitment to this cause.

[Learn More](#)



Step 3

Review

We are dedicated to stepping up our Rehabilitation efforts, which is by no means an easy feat. But through cooperation and community involvement, we believe we can facilitate progress in this area.

[Learn More](#)



Step 4

Adopt your pet

So many beloved pets go missing every year. We try and help where we can by striving to bring those animals back together with their rightful owners. See some of our reuniting stories on our social media channels.

[Learn More](#)

## ANIMALS

Breed	Gender	I can live with people	Status
I am a	I am a	Select	Select
<a href="#">Clear</a>			



Nala  
Old Shepherd Cross  
Female



Levi  
Pug  
Male

[Adopt](#) [Read More](#)

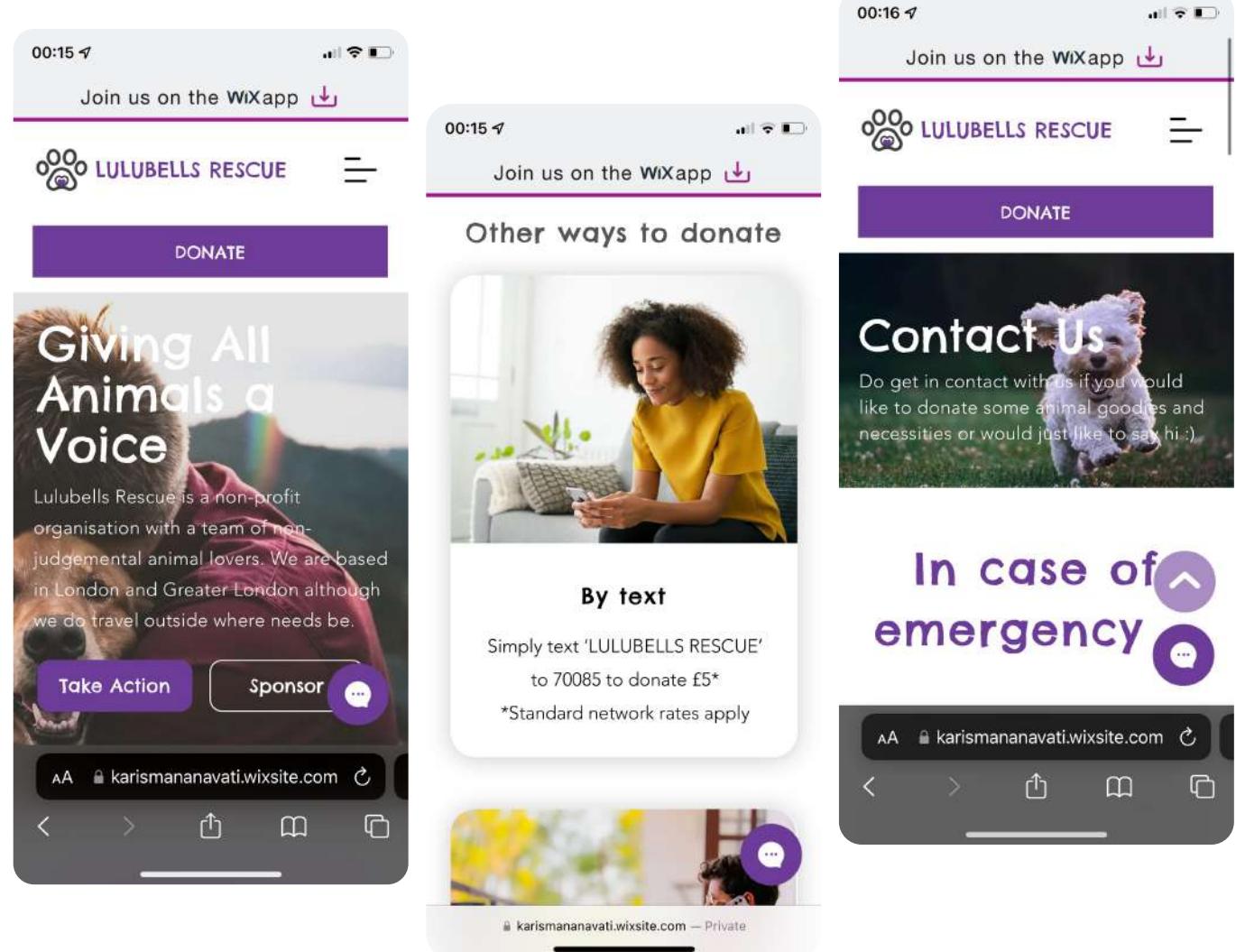
[Adopt](#) [Read More](#)

# 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. 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, Website development with WIX

## Discover | 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

**70%**

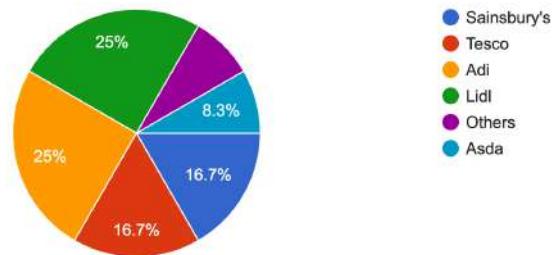
Of participants say  
Sainsbury's isn't nearby

**66.7%**

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

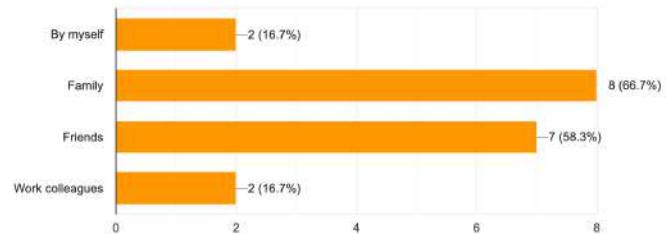
Which of these do you shop from mostly?

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

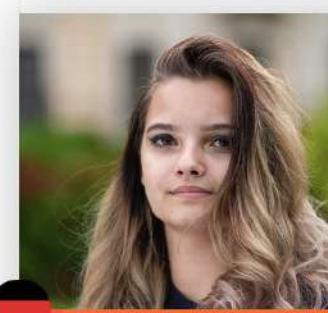
#### MIA KELLER

**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

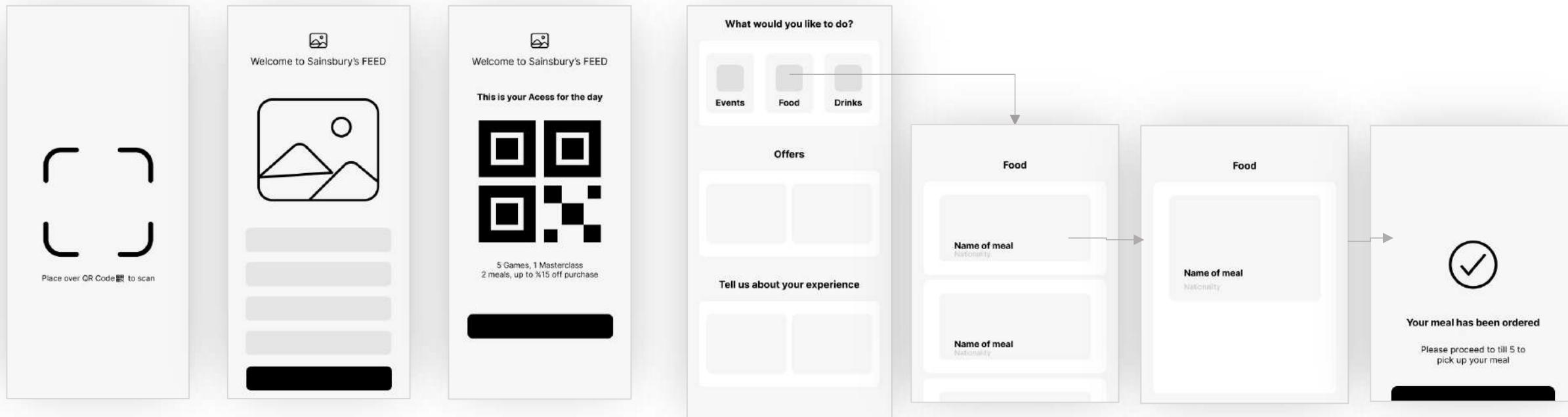


# 02 | Sainsbury's

ROLES: UX, UI, Branding

## Develop | Wireframing

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



# Design System

**Base colours**

Primary Brand 1 (White)	Orange 55	Primary Brand 2 (Black)	Base	Plum 55
Base	Orange 55	Base	Plum 55	

**Extended colours**

Dark	Orange 55	Dark	Plum 55
Dark	Orange 55	Dark	Plum 55

**Buttons**

Orange Filled Text Button	Orange Outlined Text Button	Orange Transparent Text Button
Normal Filled text button	Normal Outlined text button	Normal Transparent text button
Hovered Filled text button	Hovered Outlined text button	Hovered Transparent text button
Disabled Filled text button	Disabled Outlined text button	Disabled Transparent text button

DISPLAY 7  
**Mary Ann, ExtraBold, 62 / 76**

DISPLAY 6  
**Mary Ann, ExtraBold, 50 / 62**

DISPLAY 5  
**Mary Ann, ExtraBold, 40 / 50**

DISPLAY 4  
**Mary Ann, ExtraBold, 32 / 40**

DISPLAY 3  
**Mary Ann, ExtraBold, 26 / 32**

DISPLAY 2  
**Mary Ann, ExtraBold, 22 / 26**

DISPLAY 1  
**Mary Ann, ExtraBold, 20 / 26**

BODY 2  
Arial, Regular, 18 / 26

BODY 1  
Arial, Regular, 18 / 24

LABEL  
Arial, Bold, 16 / 24

CAPTION  
Arial, Regular, 14 / 22

LABEL  
**Mary Ann, ExtraBold, 16 / 24**

## Input Fields

**Input Field**

Inactive - Normal Input field
Inactive - Hovered Input field
Inactive - Disabled Input field
Active - Focused Input field
Active - Focused (Entered Text) Input field   X
Error Input field
! Error message

**Input Field (w/ Indicator)**

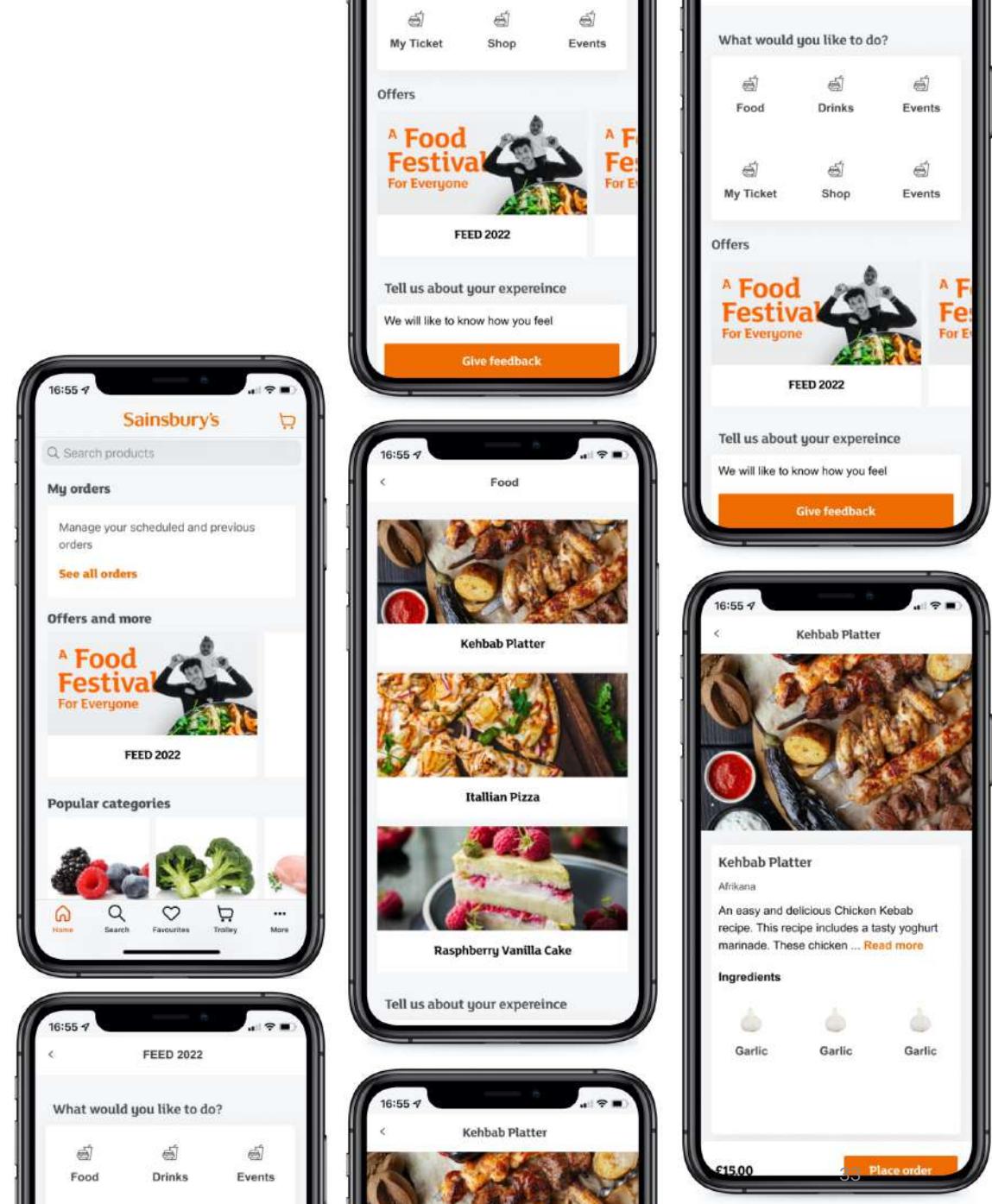
Inactive - Normal Input field
Inactive - Hovered Input field
Inactive - Disabled Input field
Active - Focused Input field
Active - Focused (Entered Text) Input field   X
Error Input field
! Error message

# 02 | Sainsbury's

ROLES: UX, UI, Branding

## Develop | Hi-Fi

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



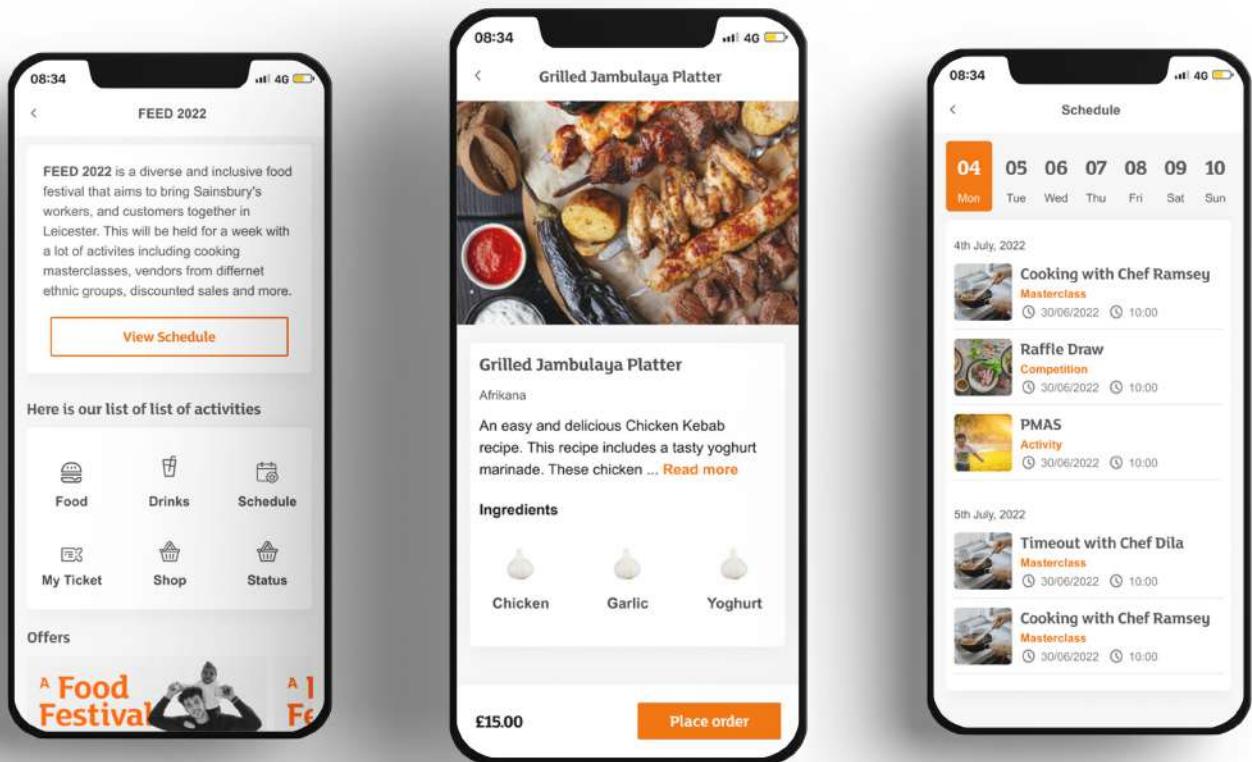
# 02 | Sainsbury's

ROLES: UX, UI, Branding

## Deliver | Focus group and iteration

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

- *Track your food item*
- *Know your event schedule and sync to calendar*



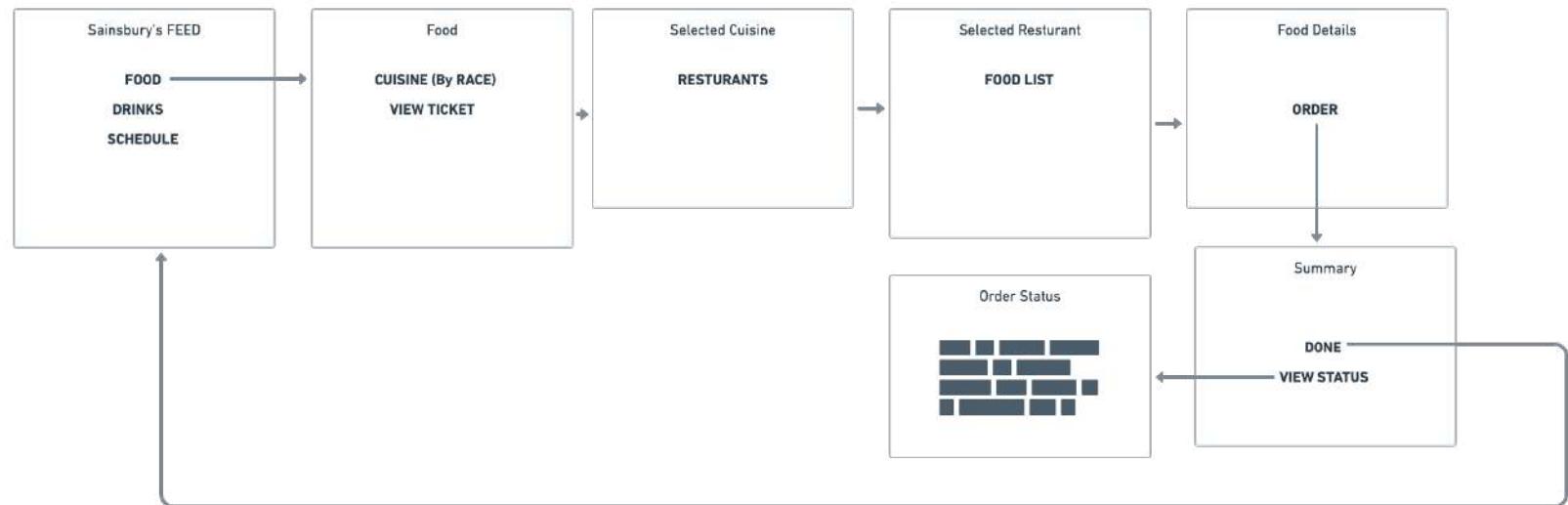
# 02 | Sainsbury's

ROLES: UX, UI, Branding

## Deliver | Food journey

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

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



# Ordering & Tracking Food Journey

**08:34**

**Food**

You have 2 free meals which you can redeem with your meal ticket.

[View Ticket](#)

Search for a meal, cuisine

**Cuisine**

African   American

Asian   Caribbean

**08:34**

**African Cuisine**

Search for a meal, cuisine

**Vendors**

SCaters  
Stand A1 | Melton Road L2.3AF

Afrikana  
Stand C4 | Hinton Ave L2.3AF

**08:34**

**SCaters**

Search for a meal, cuisine

**Starters**

Grilled Jambulaya Platter  
Prep time: 20 mins

Moi Moi  
Prep time: 10 mins

**08:34**

**Grilled Jambulaya Platter**

Grilled Jambulaya Platter  
Africana

An easy and delicious Chicken Kebab recipe. This recipe includes a tasty yoghurt marinade. These chicken ... [Read more](#)

**Ingredients**

Chicken   Garlic   Yoghurt

£15.00   [Place order](#)

**08:34**

**Order Status**

You have successfully placed your order

Please proceed to Stand A1 to pick up your meal.

[Done](#)   [View Status](#)

**08:34**

**Order Status**

Your order

Grilled Jambulaya Platter  
① 4m:23s remaining

**Track your order**

- Order placed  
you have successfully placed an order
- Prepping order  
your order is being made
- Order is ready
- Order Picked up

# 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

The image displays two screenshots of a mobile application interface for Sainsbury's. The left screenshot shows the 'Schedule' screen, which includes a weekly calendar from Monday to Sunday. The date '4th July, 2022' is highlighted. Below the calendar, there are three event cards: 'Cooking with Chef Ramsey Masterclass' (with a thumbnail of a chef cooking), 'Raffle Draw Competition' (with a thumbnail of a raffle draw), and 'PMAS Activity' (with a thumbnail of a person in a field). The right screenshot shows the 'Feedback' screen, which begins with a message: '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.' It features a rating scale titled 'Rate your overall experience' with five options: 'Terrible', 'Bad', 'Just okay', 'Good', and 'Great', each represented by an orange circle. Below this are two input fields: 'Favourite activities' (a dropdown menu) and 'Additional comments (optional)' (a text input field). A large orange 'Submit' button is at the bottom.

# 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.

08:34 4G

Order Status

Your order  
Grilled Jambulaya Platter  
4m:23s remaining

Track your order

- Order placed
- Prepping order
- Order is ready
- Order Picked up

08:34 4G

My Ticket

FEED  
Food • Everyone • Experience • Diversity

Ticket ID  
0123332222

Your ticket includes

- 5 Games
- 1 Cooking Masterclass
- 2 meals

# 02 | Sainsbury's

ROLES: UX, UI, Branding

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

The image displays three user-centered design artifacts for Sainsbury's:

- CUSTOMER JOURNEY:** A horizontal timeline showing Jessie Keller's journey from arrival to meal delivery. Key steps include scanning a QR code, registering for an event, viewing lineups, trying meals, selecting a meal, ordering, and finally receiving the delivered meal.
- STORYBOARD:** A visual representation of the user flow. It starts with a QR code to scan, followed by a feed screen showing QR codes for events, food, and offers. The next step shows a meal selection interface with a food counter. Finally, it shows a confirmation message and a cartoon character sitting happily.
- EMOTIONAL JOURNEY:** A horizontal scale showing emotional states from sad to happy across the user's journey. The emotional arc starts with a neutral or slightly negative state, peaks with positive emotions during meal selection and delivery, and ends with a neutral or slightly positive state.

# 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

# Design Process

1

## Prototype

User research

Review userflows  
and journeys

High fidelity designs

2

## Test

Test journeys with  
stakeholders

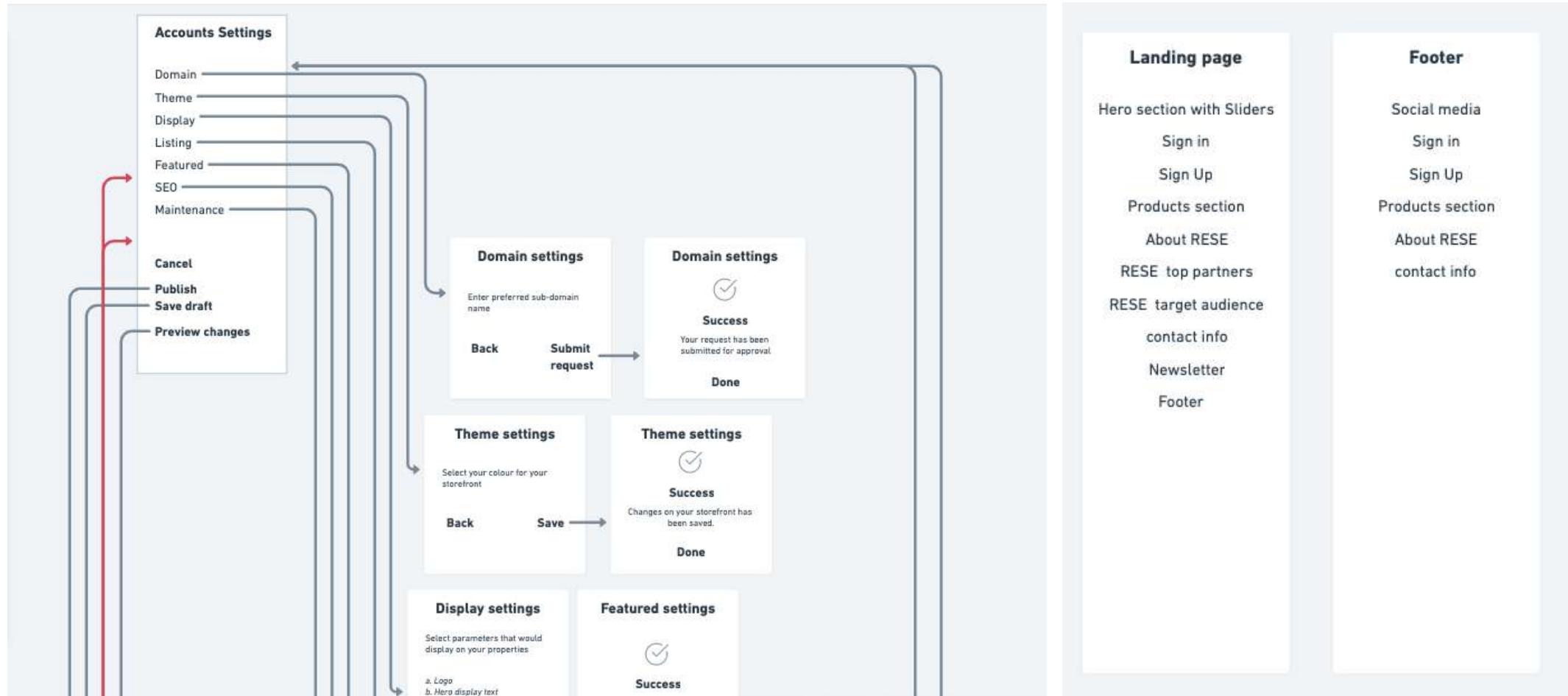
3

## Iterate

Get feedback from  
team and iterate  
where necessary

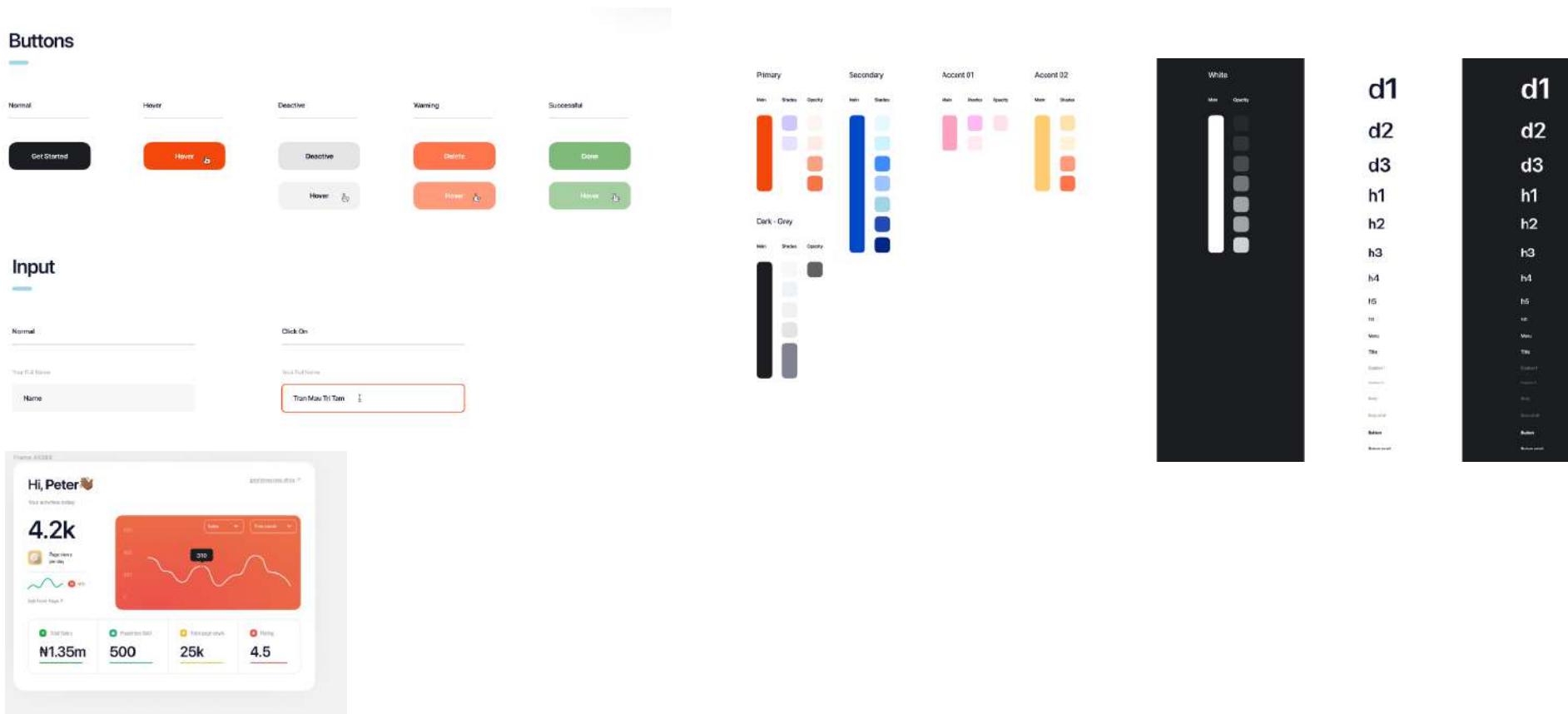
# 03 | RESE Africa

ROLES: UX, UI



RESE AFRICA

# Design System



# 03 | RESE Africa

ROLES: UX, UI

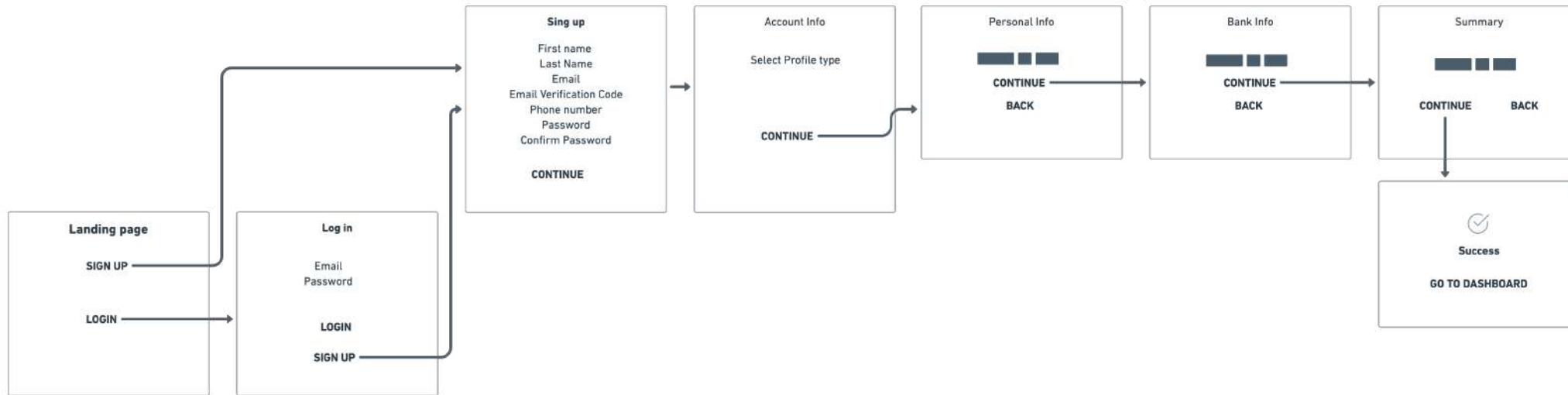
## Deliver | Landing page

The screenshot shows the RESE Africa landing page. At the top, there's a navigation bar with a logo, a search bar, and links for 'Login' and 'Sign up'. Below the header, a large section features the headline 'RESE Enables Real Estate-Backed Investing.' with a 'Get Started' button. To the right, there's a visual representation of a mobile application interface showing various data points and charts. A sidebar on the left contains a 'New Customised Transaction Management' badge.

A grid of screenshots illustrating the RESE Africa platform's features:

- Dashboard:** Shows a summary of real estate metrics like 4.2k properties and various management sections.
- Real estate transaction management tailored to your needs:** Details the ecosystem's focus on property management, transaction management, and reporting.
- The RESE ecosystem provides:** Lists services such as easy customization, property inventory management, and transaction management.
- Businesses that trust us:** A section featuring logos of various companies.
- Contact Us:** A form for users to get in touch via phone or email.
- Get in touch:** Another contact form.
- Experience a new way to manage Your properties:** A promotional section with a 'Get Started' button.
- Dashboard (User View):** Shows a personalized dashboard for Peter Dark, with options to 'Buy a property' or 'Sell a property'.
- My Properties:** A section where users can manage their properties.

# The Sign up & Onboarding Journey



RESE AFRICA

# The Sign up & Onboarding Journey

The screenshots illustrate the user flow for creating a profile and onboarding:

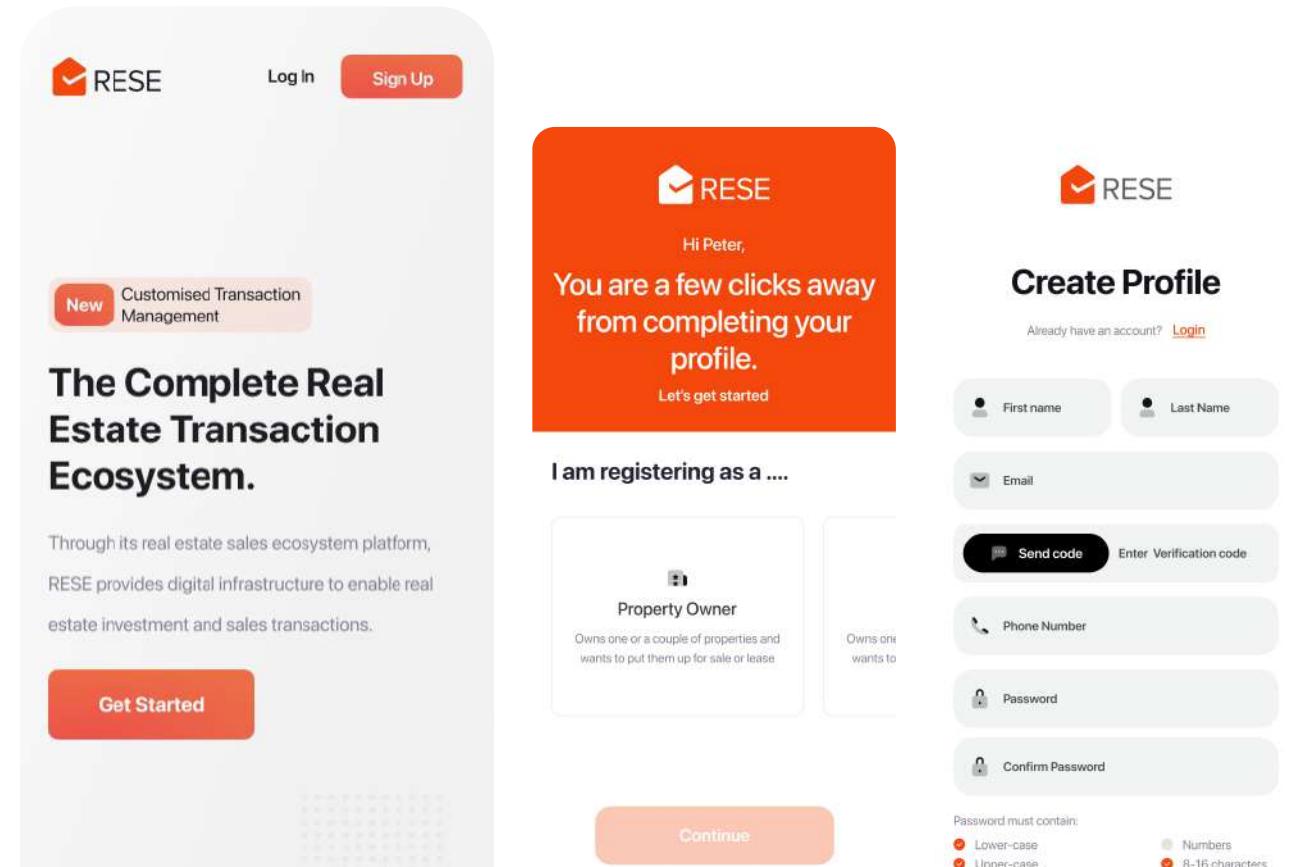
- Create Profile:** A woman sits on a rug using a laptop. The form includes fields for First Name, Last Name, Email, Phone Number, Password, and Confirm Password. It also includes terms and conditions and a CAPTCHA section.
- I am registering as a ...:** An orange page asking "Hi Peter, You are a few clicks away from completing your profile." with a "Let's get started" button.
- Personal Information:** Fields for Country, State, City, Street, Zip Code, and Photo Number (optional). Includes a "Back" button and a "Continue" button.
- Bank Information:** Fields for Bank, Account number, and Account name. Includes a "Back" button and a "Continue" button.
- Summary:** Review screen showing Personal (Date of Birth, Zip code, Phone number), Financial (Bank, Account number, Account name), and Summary sections. Includes a "Back" button and a "Continue" button.
- Final Step:** Confirmation message "You are all set!" with a checkmark icon, a note to click on the link later to proceed to dashboard, and 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

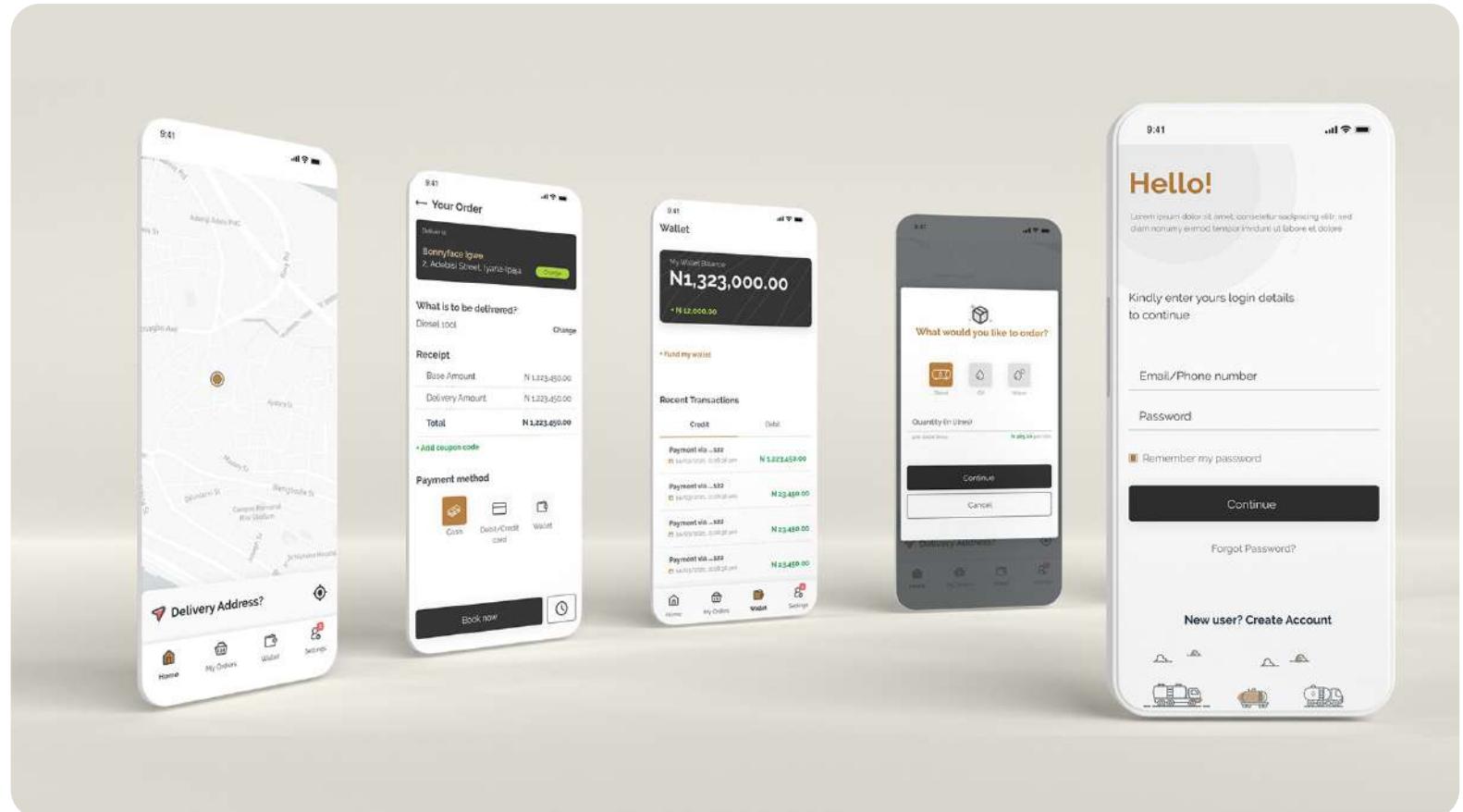
1. The goal of this project was to redesign a fuel delivery app and get it ready for launch.
2. Revise the ordering journey to improve user experience.
3. Update the Design System and redesign the user interface.

# 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.



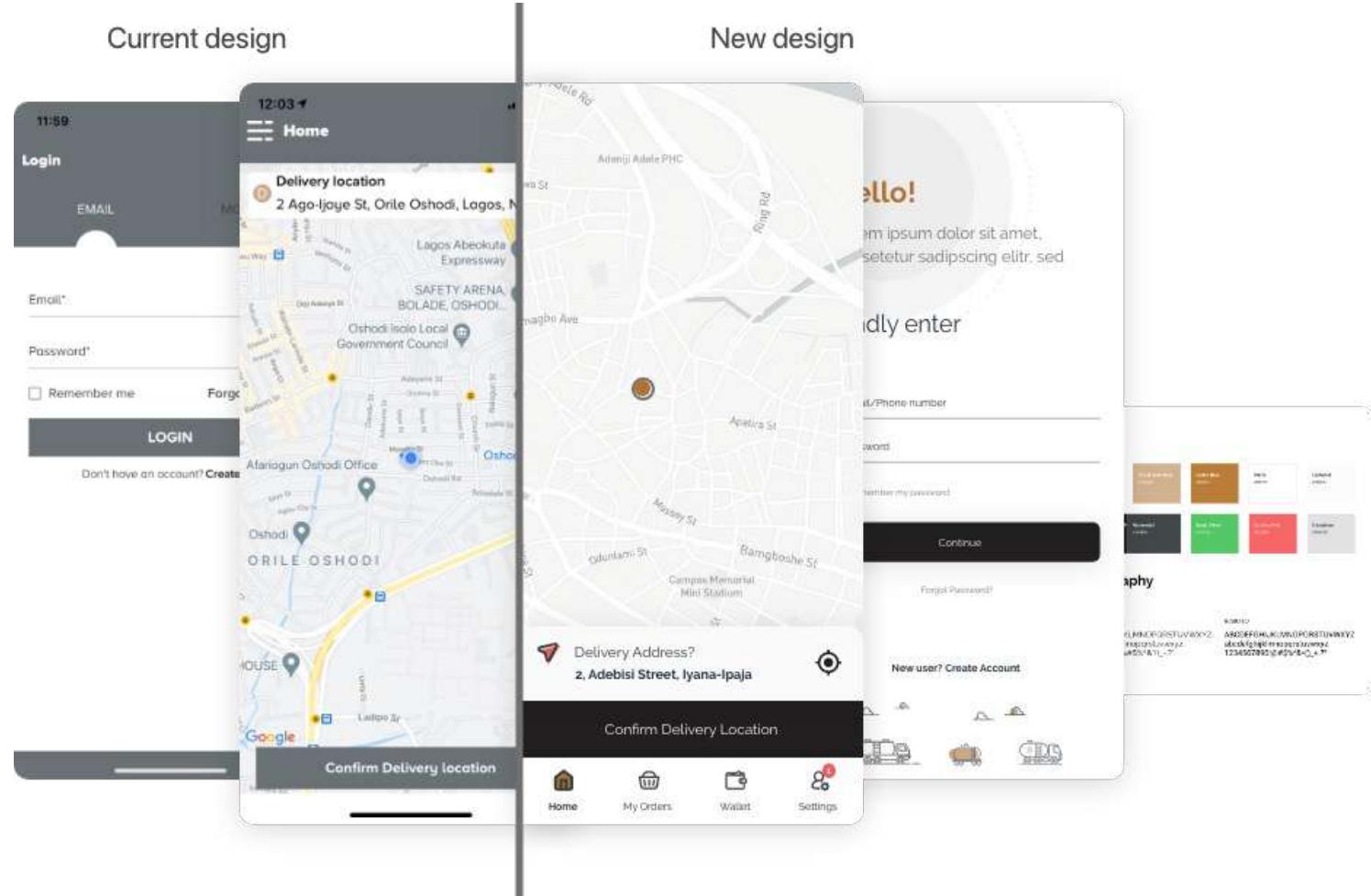
# 04 | Artie's Energy

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.



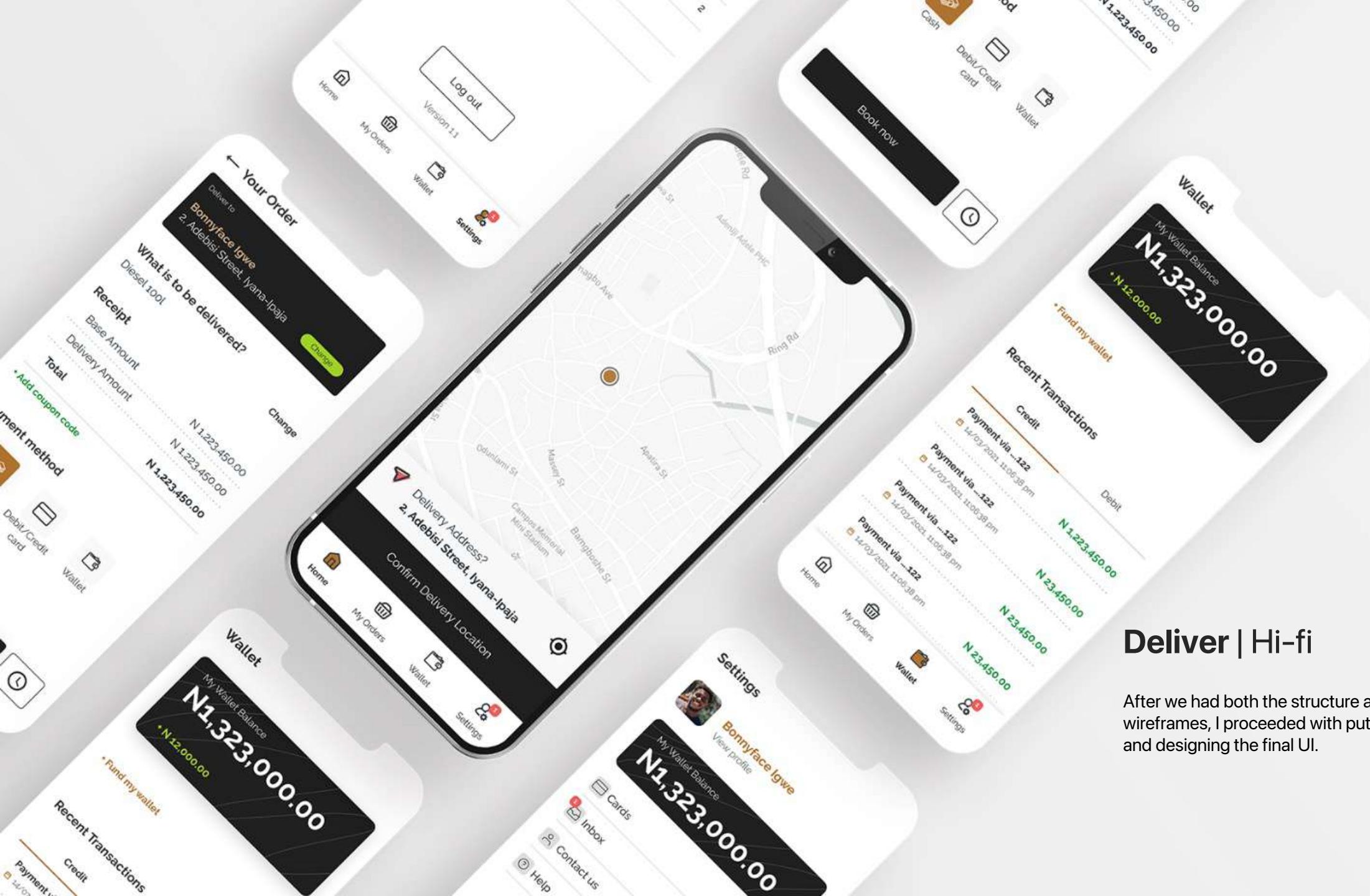
# 04 | Artie's Energy

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 displays the following components:

- Top Right:** A wireframe diagram titled "Self activation and link on Website" showing a five-step process: Step 1 (Account number, Account name, Current address, Phone number, Office number, Reason for dormancy), Step 2 (Select image or Upload image), Step 3 (Full name, WhatsApp number), Step 4 (Set meeting time and date), and Step 5 (Success message: "You will receive an email shortly").
- Middle Left:** A wireframe of the "Welcome dear customer" screen with a "Reactivation form" containing fields for Account number, Account name, Current address, Phone number, and Office number.
- Middle Right:** A "Brand Guidelines" section featuring the UBA logo, color palette (Red, Orange, Black, Grey, Yellow), and font samples (Header and Body).
- Bottom Center:** The final "Account Activation" web interface. It features a background image of a woman's face with the text "Excellence Service... Delivered." and the slogan "Now fully positioned as Africa's global bank, UBA Group is firmly in the forefront of driving". The main form includes fields for Account number, Account name, Current address, Phone number, and Office number. It also includes a section for "Reasons for Account dormancy" with checkboxes for Proximity services, Service failures, Out of town, and Others. A checkbox statement reads: "I hereby wish to resume transaction in my account 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 at the bottom right.

# 06 | Account Opening

ROLES: UX, UI

## Brief

I had the honour of working with the team to redesign the bank's account opening platform when it became necessary. In order to manage the information architecture, I went with a simple layout strategy.

## Goals

The goal of Account opening is to create a platform for customers to easily open accounts with the bank in few steps from any geographical location.

## Contributions

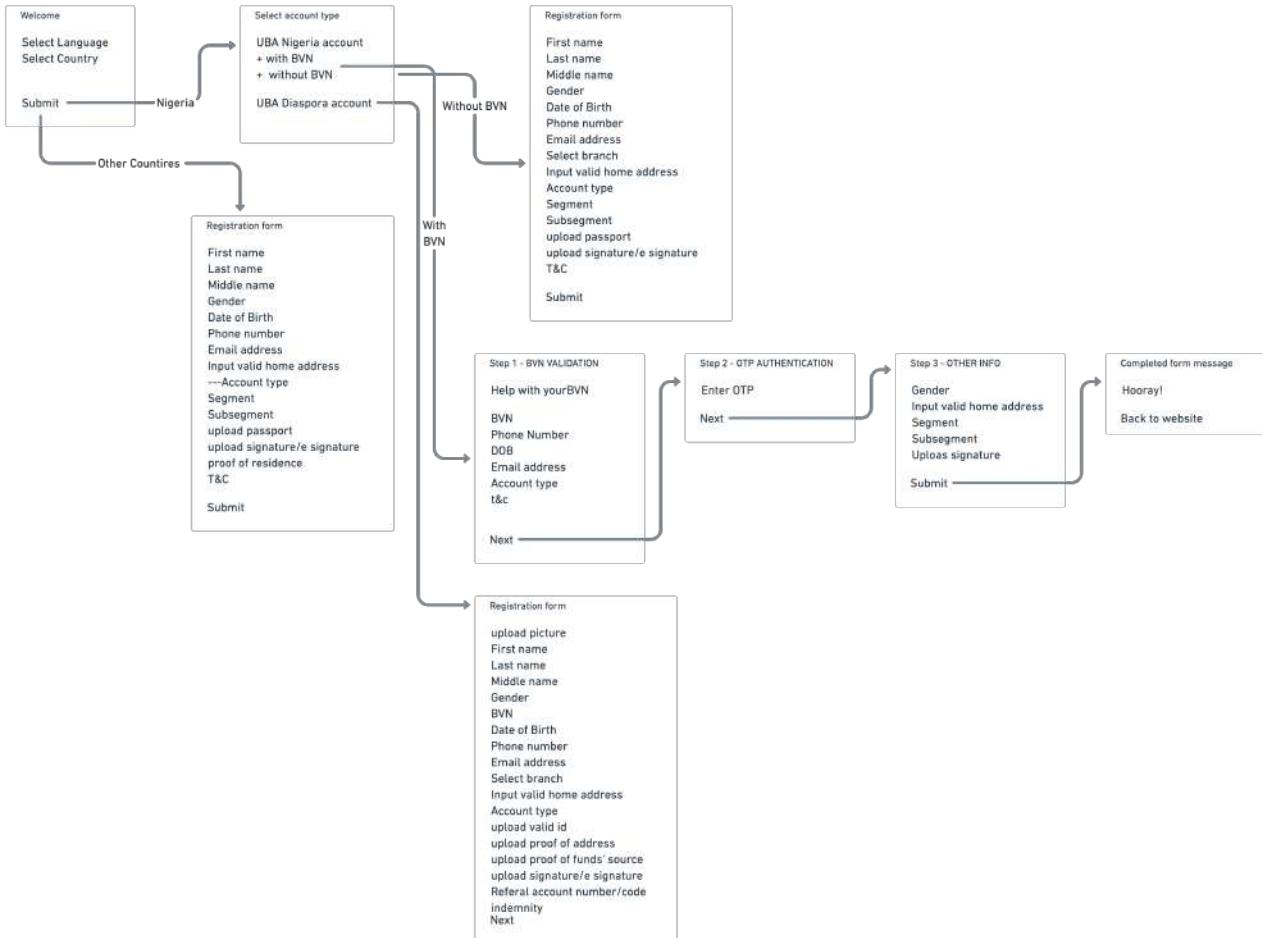
- I created user flows and wireframes
- I created the High fidelity designs and prototypes

## ACCOUNT OPENING

# The Onboarding Journey

## Userflow

Based on the existing system and business requirements I was able to create a userflow to help simplify the process.



## ACCOUNT OPENING

# The Onboarding Journey

**Step 1: Initial Landing Page**

Instant Account Opening / Nigeria

Let's find that account that's right for you

Help! We'd love to have you on board!

Select your identity: Nigeria

I already have an account

Trusted by millions

Enjoy great benefits with unrestricted and secure access to your account, anytime, anywhere on any device.

**Step 2: Account Selection**

Nigeria Savings Account

Nigeria Current Account

Nigeria Corporate Account

Nigeria Diaspora Account

**Step 3: Customer Information**

Customer Information

Name: \_\_\_\_\_ Age: \_\_\_\_\_ Other factor: \_\_\_\_\_

Date of birth: \_\_\_\_\_ Sex: \_\_\_\_\_ Other: \_\_\_\_\_

Do you have a BVN? Yes No

Enter your BVN: \_\_\_\_\_ Verify: \_\_\_\_\_

Enter your home address: \_\_\_\_\_

Gender: Male Female

Residence: \_\_\_\_\_ State: \_\_\_\_\_

**Step 4: Validation**

Customer Information & BVN Validation

A One-Time Password (OTP) has been sent to 070XXXXXX. Please enter your OTP and upload photo passport to proceed.

Enter your Adige OTP: \_\_\_\_\_

Resend OTP Again

**Step 5: Summary**

Summary

Segun Ogun-Adegbola, Male, 070XXXXXX

Phone: +2348031229434

Email: segun@gbest.com

Address: 23, Afe Street, Axis Estate, Lagos

Bank: UBA

**Step 6: Success**

Hurray!!!

Your UBA account has been successfully created. Your Account number is 2012231123.

You will receive an email for further instructions.

Start saving!

# 07 | Internet Banking

ROLES: UI

## Brief

I had the opportunity to collaborate with the team to redesign the UBA branch's internet banking platform in the USA.

## Goals

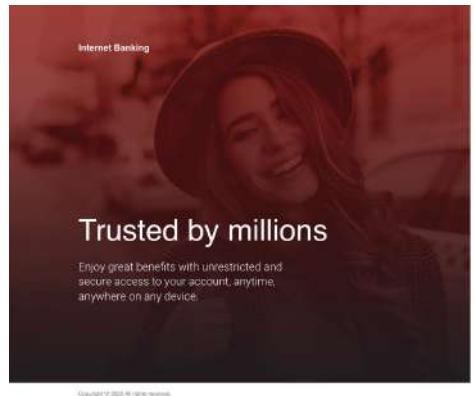
The goal was to improve on the user interface to be more appealing and usable to customers.

## Contributions

- 1 high fidelity designs and prototypes

## INTERNET BANKING

# Hifi Screenshots



**UBA America**

Hello!

Please enter your login credentials to proceed.

Login ID:

Language:

Forgot password?

Log in

Trusted by millions

Enjoy great benefits with unrestricted and secure access to your account, anytime, anywhere on any device.

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Terms of use / Privacy Policy

**UBA America**

Dashboard

Good Morning, Segun!  
You have 29 new messages.

Current Balance

UNITED BANK FOR AFRICA - USD

\$510,254,332.64  
Last updated: 03/05/2020 09:00:00

VIEW ALL

Account Overview

Status of Account

Normal Date From

To

30 January 2020 00:00:00

30 March 2020 00:00:00

View Results

Payments

Completed

Invoiced

Value Date Account Number Beneficiary Amount Payment Type

Invest with UBA  
Start earning the best interest rates

Internet Banking

**UBA America**

Modify Password

Hello GEORGETOWN1, this seems to be your first time logging in. Please update your default.

Minimum 8 characters - alphanumeric with at least one digit and one capital letter and no punctuation.

Old Password

New Password

Confirm

Select

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**UBA America**

Balance Inquiry

Account

500100000043 - UNITED BANK FOR AFRICA - USD

Type

DEMAND DEPOSIT

Currency

US\$

Address

18A HOUSE, NARINA

Statement Due Date

N/A

Bank

UBA

Date

25 MAY 2020

Time

00:00:00

Format

DD/MM/YY

Display

USD

Print

Export to Excel

Balance Summary

USD

Amount

Interest

Commission

Other

Debit

Credit

Book Balance

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# 08 | 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

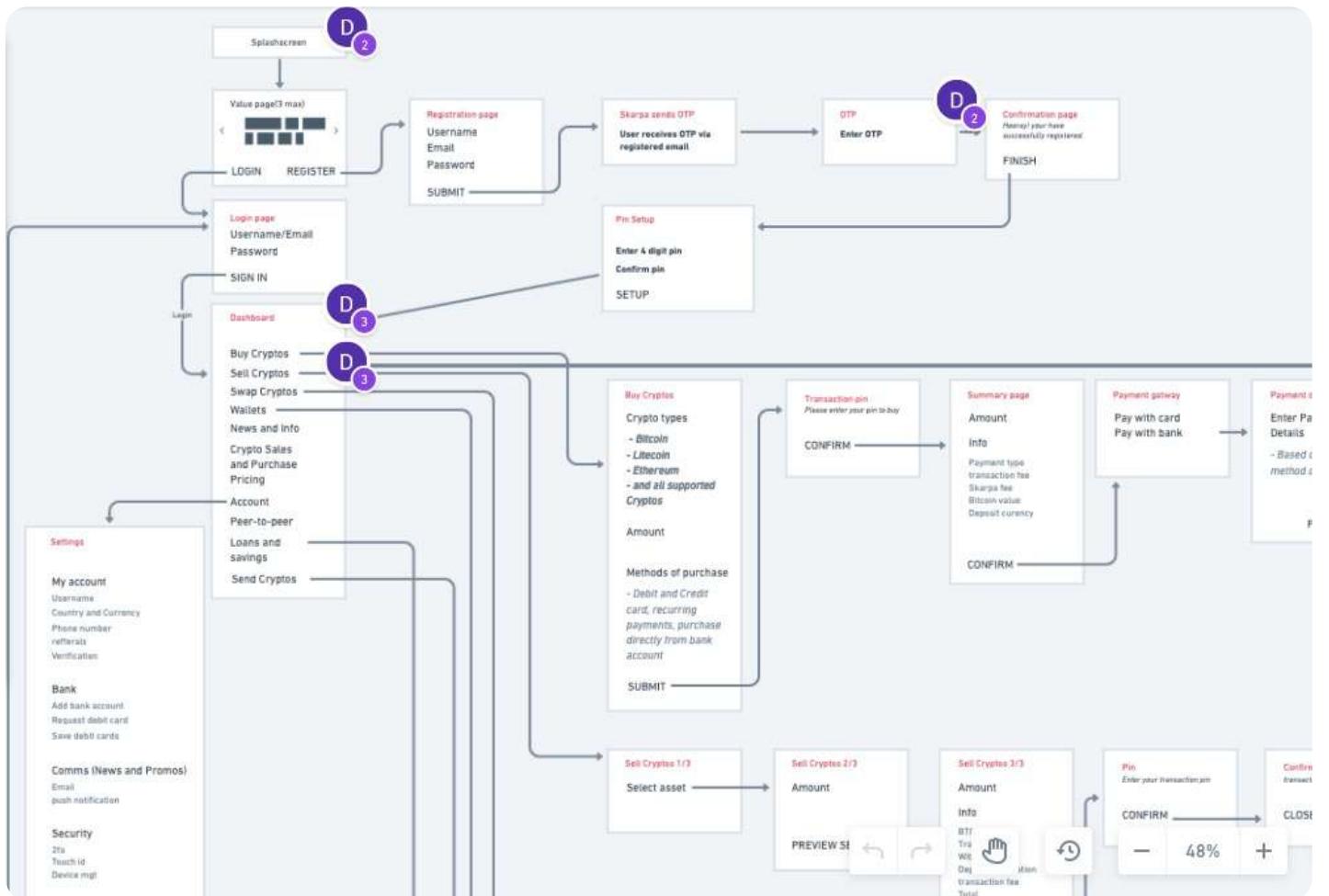
1. Create the release 2 of the app which focused on the crypto operation of the business. Deliverables involved landing page, web app, responsive view for both landing page and web app, and mobile app

# 08 | Syarpa

ROLES: UX, UI

## Design | Userflow

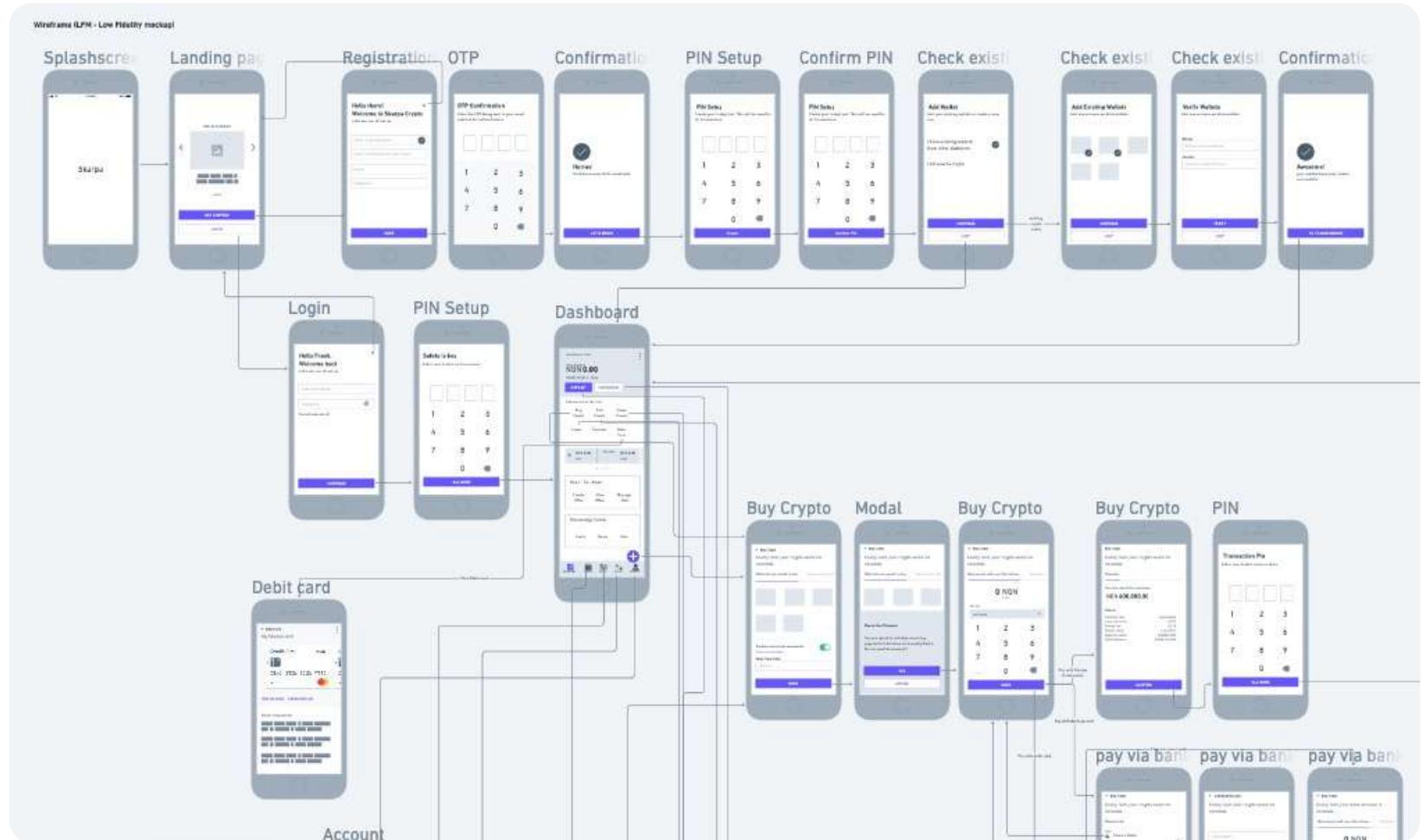
With the help of the business requirement document, I was able to create a user flow to have a sense of how the whole system is interconnected.



# 08 | Syarpa

ROLES: UX, UI

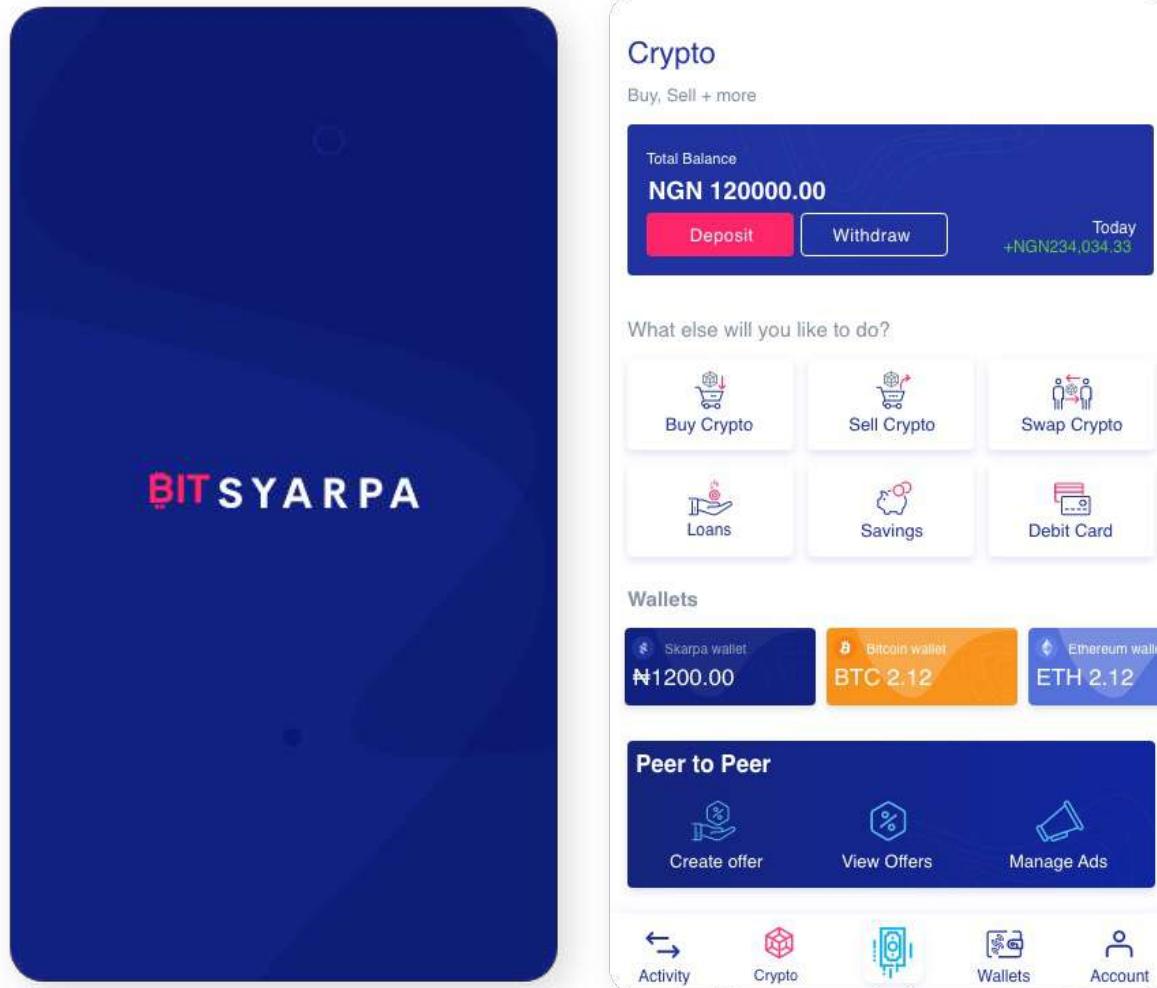
## Design | Wireframing



# 08 | Syarpa

ROLES: UX, UI

Design | Hi-fi



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