

Emmanuel John

UX/UI Designer & Product Designer

Google UX Design Professional Certificate · HCI Certificate (Udemy)

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[Portfolio](#) | [LinkedIn](#) | [Behance](#)

CAREER SUMMARY

UI/UX Designer focused on crafting intuitive, accessible digital experiences through strong research, clear interaction design, and polished, scalable UI.

HARD SKILLS

User interviews, Surveys, Usability testing (moderated/unmoderated), Heuristic evaluation, Persona creation, Journey mapping, Insight synthesis, Problem framing, Information Architecture, User flows, Wireframing, Error/edge-case thinking, Typography, Color theory, Visual hierarchy, Responsive design, Basic motion/micro-interactions, Prototyping, Atomic design, Design tokens, Component libraries, Accessibility, Basic analytics interpretation (funnels, drop-offs), A/B test awareness, HTML, CSS, JavaScript, React

SOFT SKILL

Time management, Teamwork, Communication, Leadership, Versatility, Proactiveness, Problem Solving, Strategic Thinking, Empathy, Collaboration, Ownership, Growth Mindset

TOOLS

Figma, FigJam, Sketch, Adobe XD, Adobe Illustrator, Photoshop, CorelDraw, Balsamiq, Marvel, Proto.io, LottieFiles, Miro, Lucidchart, Notion, Jira, Trello, Asana, Slack, UserTesting, Lookback, Hotjar, Google Analytics, Mixpanel, Amplitude, Zeplin, Stark, axe DevTools, WAVE, Contrast Checkers

PROFESSIONAL EXPERIENCE

Digital Fortress LTD	Lagos, Nigeria
UI/UX Designer	July 2024 - Present
<ul style="list-style-type: none">Led design of Verbum Dei Academy Admin Portal; reduced scheduling time by 32%.Built WCAG 2.1-compliant components, increasing overall usability score by 30%.Synthesized survey and interview insights to prioritize improvements; cut drop-off 22%.Established an atomic design system in Figma, speeding handoff by 40%.Ran design sprints and stakeholder workshops to shorten iteration cycles by 20%.Introduced agile methodologies, improving project delivery timelines by 20%.Owned end-to-end UX for key admin and operational workflows, from discovery to final UI and developer handoff.Designed SaaS-style dashboards with role-based views, prioritizing clarity, speed, and decision-focused layouts.	
Andelinks LTD	Lagos, Nigeria
UI/UX Designer	Dec 2023 – July 2024
<ul style="list-style-type: none">Designed SaaS core workflows for CarHesy, with usability outcomes showing a 18% increase in key flow completion rates.	

<ul style="list-style-type: none"> Conducted heuristic audits and usability testing, improving task success by 15% across priority journeys. Applied behavioral design principles to reduce cognitive load and improve engagement across core product tasks. Supported product iteration through usability testing and rapid feedback cycles across key SaaS journeys. Built and maintained reusable Figma components, variants, and tokens to scale UI across modules and speed delivery 	
Bravery Loop Graphics UI/UX Designer	Lagos, Nigeria June 2022 – Dec 2023
<ul style="list-style-type: none"> Designed brand-aligned marketing and product visuals that improved consistency across web, social, and campaign assets. Supported UI/UX delivery by creating wireframes, layout concepts, and high-fidelity screens for internal or client-facing digital products. Translated stakeholder requirements into clear visual hierarchies, landing page sections, and interface components. Built reusable Figma components and lightweight style guides to maintain consistency across multiple design outputs. Collaborated with cross-functional teams to align brand identity with functional UI patterns and real user workflows. 	
Side Hustle Product Design (UI/UX) - Intern	Lagos, Nigeria Jan 2022 – June 2022
<ul style="list-style-type: none"> Designed mobile/web learning flows and interactive prototypes for learners. Ran onboarding A/B tests that boosted trial-to-paid conversion by 12%. Partnered with PMs and engineers in Scrum to align design with technical constraints. 	

EDUCATION	
University of the People	March 2024 – Sept 2028
BSc. in Computer Science	

COURSES AND CERTIFICATION	
Certified in Human Computer Interaction (HCI) at Udemy	In view
Google UX Design Professional Certificate	March 2025
UI/UX Masters by EmboldLab	August 2023
Soft Skill Course at Coursera	April 2022
Project Management Professional at CIPM (Ghana)	February 2022
Certified Product Designer at Terra Learning	Jan 2022