Vincent Oluwadamilare Akinyoyenu

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Portfolio URL • LinkedIn Profile • DE-BE, DE, Berlin

UX Designer & Researcher

Accomplished UX Designer and Researcher with a robust history of elevating user experiences and mentoring peers in the voluntary and professional spheres. Excel in crafting intuitive user interfaces and conducting insightful usability testing results in appreciable increases in user engagement and satisfaction. Possess a strong aptitude for team collaboration, creativity, and leadership. Skilled in translating complex user research into actionable design concepts, driving product innovation, and enhancing usability across various platforms. Adept in employing a wide array of design tools and methodologies, including prototyping, visual and motion design, and interaction design, to deliver compelling user experiences. Navigate design challenges with a keen eye for detail and a commitment to design thinking, ensuring projects align with user needs and business objectives.

Areas of Expertise

- Project Management
- Information Architecture
- User Research & Analytics
- User Experience (UX) Design

- User Interface (UI) Design
- Interactive Design
- Usability Testing
- HTML/CSS

- Responsive Web Design
- Visual & Motion Design
- Prototyping & Wireframing
- Team Building & Leadership

Professional Experience

TECHLABS, Berlin, Germany   January 2023 – Present
Voluntary Working Student - UX Designer and Researcher

Guide and mentor emerging UX designers, allocating 10 hours per week to enhance their skills and expedite project completion. Craft user interfaces for mobile applications such as "Wastewise" and "Newswave," driving user engagement and receiving positive feedback. Analyse user behaviour through Google Analytics and Mixpanel, leveraging data to refine design strategies and elevate user experience. Employ Google Slides, Forms, and GitHub for efficient organisation and project management, boosting team efficiency. Develop comprehensive user personas, map out user flows, structure information architecture, and create interactive prototypes using Miro and Figma to improve usability and satisfaction.

- Spearheaded the "Wastewise" design project, receiving accolades for the best solution-based design.
- Enhanced user engagement for mobile apps by 15% through innovative UI design.
- Advanced overall product usability by 25%, as evidenced by moderated and unmoderated usability tests.
- Improved team productivity by 30% with the adept use of collaborative and project management tools.
- Contributed to a 30% improvement in user experience by implementing data-driven design decisions.

BLEK-SCON CONSTRUCTION COLONY LTD   June 2023 – July 2023|July 2021 — September 2021
Freelance UX Designer and Researcher

Directed comprehensive design and research initiatives for Taskger, a web application tailored to Nigeria's work landscape, optimising user interfaces and enhancing overall usability. Spearheaded updates to the Blek-scon design system, achieving a significant leap in design uniformity and development workflow efficiency. Crafted responsive web designs that bolstered user interaction across multiple devices while adhering to UI/UX principles and accessibility guidelines. Employed sophisticated interaction design methods to elevate user experience within Blek-scon's digital offerings. Engaged in cross-functional collaboration with marketing and sales to produce impactful visual designs and promotional materials, leading to measurable growth in user base and brand recognition.

- Led A/B testing for user interface elements, achieving a 40% boost in user efficiency for the Taskger web app.
- Revitalised the Blek-scon design system, resulting in a 50% enhancement in design consistency and developer productivity.
- Developed responsive web interfaces, leading to a 30% surge in user engagement across various devices.
- Implemented advanced interaction design techniques, significantly improving user experience for digital products.
- Collaborated with marketing and sales to create visual designs and materials, contributing to a 15% increase in user acquisition and brand awareness.

COCONET GmbH, Düsseldorf, Germany   January 2022 — December 2022
Working Student, UX Designer

Collaborated with senior UX designers to develop wireframes and prototypes for SaaS products and financial applications, enhancing user experience and interface quality. Facilitated the transition of design systems from Sketch to Figma, significantly improving team collaboration and design consistency by 40%. Analysed customer satisfaction metrics, including CSAT, NPS, and CES, to identify user pain points and drive design improvements. Conducted competitor analysis and market research to inform product strategy, identifying key trends that influenced roadmap decisions.

- Successfully transitioned design systems from Sketch to Figma, achieving a 40% increase in collaboration and design consistency across teams.
- Introduced innovative feature ideas that reduced user error rates and increased user engagement, positioning the product as a leader in its market segment rapidly.
- Conducted market research that identified five emerging trends, shaping product strategy and contributing to a notable gain in market share within three months.

Plogging Nigeria, Nigeria(Remote)   September 2018 — January 2022
Voluntary Graphic and UX Designer

Collaborated with #FreeWeb4SDGs initiative to enhance Plogging Nigeria's digital presence through the strategic design of wireframes, prototypes, and comprehensive design systems. Synthesised complex information to develop user-friendly web interfaces, employing HTML and CSS to improve navigation and increase user engagement. Fostered brand consistency and streamlined design processes by creating a UI style guide, ensuring efficient organisation and seamless team collaboration.

- Designed Plogging Nigeria's website, leading to a significant reduction in bounce rates and fostering increased user interaction.
- Developed the Green Switch Academy logo, which elevated brand visibility and amplified event participation.
- Formulated a detailed design system and guide, optimising design workflows and expediting design iteration times.

Education

Bachelor of Science in Biological Science
Obafemi Awolowo University

Master of Arts in New Media Design
University of Europe for Applied Sciences

Technical proficiencies

Design & Prototyping Tools: Figma, Sketch, Adobe Creative Suite, Unity, Blender, InVision Studio, Axure RP and Proto.io
Analytics & Research Tools: Google Analytics, Mixpanel
Web Development: HTML, CSS, Responsive Web Design principles
Project Management: GitHub, Google Slides, Google Forms
Other Skills: Visual and motion Design, UI Style Guide creation, Design System Development

Languages

English – Native Speaker (C1)
German – Intermediate Level (B1)