

PHILIP AJAO

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SUMMARY

Experienced digital marketing specialist with a strong background in designing comprehensive digital solutions that are intuitive and inclusive. Adept at applying research insights, analytical skills, and iterative methods to enhance product effectiveness and address both audience expectations and organizational goals. Skilled in utilizing modern design tools like Figma, Sketch, Miro and Invision to create clear, impactful visual assets, ensuring that all projects are structured to meet accessibility guidelines and support a cohesive experience for diverse users.

PROFESSIONAL SKILLS

- **User Experience (UX) Design**
 - **User Research and Insight Generation**
 - **Stakeholder Management**
 - **Risk Management**
 - **Wordpress**
 - **Html (Front end Developer)**
 - **Github**
 - **Microsoft 365**
 - **Problem-Solving and Teamwork**
 - **Effective Communication**
 - **Adobe Photoshop**
 - **Advertising Campaigns**
 - **Google Ads**
 - **HubSpot**
 - **Google Analytics**
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WORK EXPERIENCE

Digital Marketing Project Lead
Ilford Multiconcept Service Ltd

Nov 2022 – Mar 2024

- Led the comprehensive User Experience (UX) design of a WordPress e-commerce platform for office equipment, enhancing ease of navigation for product selection and purchase, and achieving a 30% increase in user engagement. Balanced User Needs with Business Needs in complex project environments, showcasing adaptability in creating user-centered journeys that meet both functional and strategic objectives.
- Worked closely with Product Owners, Product Managers, and Developers to create seamless, accessible user journeys for online shoppers, aligning design features with both user and business needs. Applied journey mapping and usability testing as part of a structured Project Design approach, refining the end-to-end design process in alignment with best practices in usability and accessibility.
- Leveraged data analysis and insights from user behaviour to refine product pages, checkout flows, and overall navigation, using iterative testing based on evidence and user feedback. Monitored KPIs such as engagement rates and conversion rates to drive Continuous Improvement efforts, demonstrating adaptability to data-driven environments and a commitment to enhancing the user experience.
- Produced comprehensive UX deliverables, including wireframes, storyboards, and prototypes, using tools such as Figma and Adobe XD. These assets aligned with accessibility standards and were designed to facilitate clear Communication and Collaboration for development handoffs. Notable deliverables included detailed wireframes for the purchasing flow and storyboards for optimized product navigation, tailored to complex user needs and risk-managed through iterative feedback.
- Championed WCAG 2.1 compliance across all site features, implementing accessibility best practices such as structured content layout, colour contrast checks, and optimized navigation. Additionally, integrated screen

reader support and responsive design elements to ensure inclusivity for a diverse user base, reinforcing a commitment to accessible design, style guide adherence, and effective Risk Management.

Digital Marketing Strategist

Jan 2023 – AUG 2023

Paul Lavelle Foundation

- Conducted User Research through A/B testing, surveys, and interviews to understand target audience needs and sensitivities. Translated these insights into actionable design recommendations that improved email engagement by 12%, effectively increasing awareness of support services for men affected by domestic violence.
- Collaborated closely with Stakeholders and project teams to align campaign objectives with user needs, advocating for a user-centered design approach that balanced organizational goals with enhanced usability and accessibility for the target audience. Facilitated Communication to ensure transparency and alignment throughout the project lifecycle.
- Designed and refined user flows for the awareness campaign, based on research insights, optimizing the user journey for improved accessibility and ease of navigation. This contributed to a more intuitive experience, encouraging users to engage with support resources effectively.
- Developed prototypes and mockups of campaign content to illustrate solutions tailored to user needs, securing buy-in from senior stakeholders and aligning the team's work with a user-centered approach. Regularly communicated project progress and alignment with objectives to ensure buy-in from all stakeholders and achieve continuous project momentum.

Health care Assistant

March 2024 – Till Date

Comfort Call

- Assisted clients with personal care, including dressing, bathing, grooming, and continence care, ensuring dignity and comfort.
- Provided companionship and emotional support to clients, fostering a trusting and positive environment.
- Prompted and monitored medication schedules to ensure adherence to prescribed treatments.
- Assisted with mobility, including transferring clients using equipment (hoists, wheelchairs), ensuring safety and compliance with care protocols.
- Monitored clients' health conditions, noting and reporting any changes in behaviour or well-being to supervisors or healthcare professionals.

EDUCATION

MSc Digital Marketing

Liverpool John Moores University, England

BSc Business Administration

Babcock University, Nigeria

CERTIFICATIONS

- Digital Marketing Certificate accredited by HobSpot Academy
- Social Media Marketing Certified by HobSpot Academy
- Advertising Foundations Certified by LinkedIn